

Curriculum Book
and
Assessment and Evaluation Scheme
Based on

Outcome Based Education (OBE)

in

Bachelor of Business Administration
BBA (Honours)

4 Year Degree Program

Revised as on 1st August 2023
Applicable *w.e.f.* Academic Session 2023-24



AKS University
Satna 485001, Madhya Pradesh, India

Faculty of Management Studies
Department of Business Administration

HOD Associate Dean
Faculty of Management Studies
AKS University, Satna (M.P.)

Dean
Faculty of Management Studies
AKS University (M.P.)
Satna (M.P.)

Professor B.A. Chopade
Vice - Chancellor
AKS University
Satna, 485001 (M.P.)

Curriculum Book
and
Assessment and Evaluation Scheme
Based on

Outcome Based Education (OBE)

in

Bachelor of Business Administration
BBA (Honours)

4 Year Degree Program

Revised as on 1st August 2023
Applicable *w.e.f.* Academic Session 2023-24



AKS University
Satna 485001, Madhya Pradesh, India

Faculty of Management Studies
Department of Business Administration



AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

CONTENTS

| SI No | Item | Page No |
|-------|---|-----------------|
| 1 | Forwarding | ii |
| 2 | Vice Chancellor Message | iii |
| 3 | Preface | iv |
| 4 | Introduction | v |
| 5 | Vision & Mission of the Bachelor of Business Administration | v |
| 6 | Programme Educational Objectives (PEOs) | v |
| 7 | Programme Outcome (POs) | vi |
| 8 | General Course Structure and theme | vii |
| 9 | Component of Curriculum | vii |
| 10 | General Course Structure and Credit Distribution | viii |
| 11 | Course code and definition | x |
| 12 | Category-wise Courses | xi – xii |
| 13 | Semester wise Course Structure | xvi - xviii |
| 13 | Semester wise Course details | 01 - 502 |
| 13.1 | Semester I | 01-69 |
| 13.2 | Semester-II | 70-138 |
| 13.3 | Semester-III | 139-198 |
| 13.4 | Semester-IV | 199-265 |
| 13.5 | Semester-V | 266-326 |
| 13.6 | Semester-VI | 327-412 |
| 13.7 | Semester-VII | 413-473 |
| 13.8 | Semester-VIII | 474-502 |



AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

FORWARDING

I am delighted to observe the updated curriculum of the Department of Business Administration for BBA Program, which seamlessly integrates the most recent trends and corporate affairs in the field of business management and adheres to the guidelines set forth by AICTE and UGC. The revised curriculum also thoughtfully incorporates the directives of NEP-2020.

The alignment of course outcomes (COs), Programme Outcome (POs) and Programme specific outcomes (PSOs) has been intricately executed, aligning perfectly with the requisites of NEP-2020 and NAAC standards. I hold the belief that this revised syllabus will significantly enhance the skills and employability of our students.

With immense satisfaction, I hereby present the revised curriculum for the BBA program for implementation in the upcoming session.

ER. ANANT SONI

Pro Chancellor & Chairman
AKS University, Satna

01-August-2023



AKS University

Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

FROM THE DESK OF THE VICE-CHANCELLOR



AKS University is currently undergoing a process to revamp its curriculum into an outcome-based approach, with the aim of enhancing the teaching and learning process. The foundation of quality of quality education lies in the implementation of a curriculum that aligns with both societal and industrial needs, focusing on relevant outcomes. This entails dedicated and inspired

Faculty members, as well as impactful industry internships

Hence, it is of utmost importance to begin this endeavor by crafting an outcome-based curriculum in collaboration with academia and industry experts. This curriculum design should be informed by the latest technological advancements, market demands, the guidelines outlined in the National Education Policy (NEP) of 2020, and sustainable goals.

I'm delighted to learn that the revised curriculum has been meticulously crafted by the Department of Business Administration, in consultation with an array of experts from the industry, research institutes, and academia. This curriculum effectively integrates the principles outlined in the NEP-2020 guidelines, as well as sustainable goals. It also adeptly incorporates the latest advancements in the field of business management.

Furthermore, the curriculum takes into account the specific needs of the Indian Industries, focusing on the creation of effective and efficient managers as well as entrepreneurs. This curriculum will not only impart knowledge but also encourages students' independent thinking for potential enhancements in the area of business management.

The curriculum goes beyond theoretical learning and embraces practical applications. To enhance students' skills, the curriculum integrates industrial visits, and On-Job Training experiences, research projects. This well-rounded approach ensures that students receive a comprehensive education, fostering their skill development and preparing them for success in the field of Business Management.

I am confident that the updated curriculum for Department of Business Administration will not only enhance students' managerial skills but also contribute significantly to their employability. During the process of revising the curriculum, I am pleased to observe that the Department of Business Administration has diligently adhered to the guidelines provided by the AICTE and UGC. Additionally, they have maintained a total credit requirement of 160 for the BBA program.

It's worth noting that curriculum revision is an ongoing and dynamic process, designed to address the continuous evolution of managerial and technological advancements and both local and global concerns. This ensures that the curriculum remains responsive and attuned to the changing landscape of education and industry.

AKS University warmly invites input and suggestions from industry experts and technocrats and Alumni students to enhance the curriculum and make it more student-centric. Your valuable insights will greatly contribute to shaping an education that best serves the needs and aspirations of our students.

PROFESSOR B.A. CHOPADE

Vice-Chancellor
AKS University, Satna

01-August-2023



AKS University

Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

PREFACE

As part of our commitment to ongoing enhancement, the Department of Business Administration consistently reviews and updates its BBA program curriculum every three years. Through this process, we ensure that the curriculum remains aligned with the latest managerial developments, as well as local and global industrial and social demands.

During this procedure, the existing curriculum for the BBA Program undergoes evaluation by a panel of industry specialists, and academicians. Following meticulous scrutiny, the revised curriculum has been formulated and is set to be implemented starting from August 01, 2023. This implementation is contingent upon the endorsement of the curriculum by the University's Board of Studies and Governing Body.

This curriculum closely adheres to the AICTE model syllabus distributed in May 2023. It seamlessly integrates the guidelines set forth by the Ministry of Higher Education, Government of India, through NEP- 2020, as well as the principles of Sustainable Development Goals. In order to foster the holistic skill development of students, a range of practical activities, including Industrial Visits, Project planning and execution, Report Writing, Seminars, and Industrial On-Job Training, have been incorporated. Furthermore, in alignment with AICTE's directives, the total credit allocation for the BBA program is capped at 160 credits.

This curriculum is enriched with course components in alignment with AICTE guidelines, encompassing various disciplines such as Basic Science Course: 6 credits, Computer Science Courses: 4 credits, Management Core Courses: 30 credits, Finance Courses: 32 credits, Management Elective Courses: 12 credits, Economics Course: 8 Credits, Marketing Course: 10 Credits, Human Resources Courses: 10 Credits, Soft Skill Development Courses: 2 Credits, Sustainable Development Goal: 2 Credits, Indian Knowledge Systems: 2 Credits, Environmental Studies: 2 Credits, Project and Practical Training: 40 Credits. To ensure a comprehensive learning experience, detailed evaluation schemes and rubrics have also been meticulously provided.

For each course, a thorough mapping of Course Outcomes, Program Outcomes, and Program Specific Outcomes has been undertaken. As the course syllabus is being meticulously developed, various elements such as session outcomes, laboratory instruction, classroom instruction, self-learning activities, assignments, and mini projects are meticulously outlined.

We hold the belief that this dynamic curriculum will undoubtedly enhance independent thinking, skills, and overall employability of the students.

PROFESSOR (Dr.) Harshwardhan Shrivastava

Dean, Faculty of Management Studies
AKS University, Satna

01-August-2023



AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

INTRODUCTION

The Faculty of Management Studies offers various courses for students to impart the key concepts of management and its applications in an organization. Apart from the basic courses of management like BBA and MBA, the department has also designed some major courses i.e. Ph.D. (Management), MBA in Logistics, and Supply Chain Management. Our professional courses emphasize on the combination of core business subjects and skill courses which lead to the holistic development of the students.

VISION

Our vision encompasses the overall development of the professionals who would become the torchbearer of the financial planning revolution. We strive to impart management education to prepare business leaders and entrepreneurs to stand up to the global competition.

MISSION

M 1: The Faculty of Management Studies provides programs that meet educational needs required by industries and other institutions.

M 2: Our aim is to provide and maintain an emphasis on the continuous improvement of programs and services.

M 3: We believe in nurturing the young minds of students by effective training in the concerned subject and guiding them to lay the strong foundation for a successful career.

PROGRAM EDUCATIONAL OBJECTIVES (PEOs)

PEO-1: Students will be facilitated to acquire strong foundation and in-depth knowledge with respect to the basic concepts and practices related to the core management subjects and entrepreneurship.

PEO-2: Students will be facilitated to apply skills and competencies to bridge the gap between the theoretical knowledge of management and the real-life practical business experiences using modern pedagogy like case study methodology, summer internship and practical field projects.

PEO-3: Students will be encouraged to acquire leadership skills, develop entrepreneurial mind-set and be proficient with good communication skills so as to develop and improve personal career.



AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

PROGRAM OUTCOMES (POs)

PO-1: Domain Knowledge: Acquiring full knowledge with respect to the basic concepts and practices related to the core management subjects and the streams of business management like marketing, human Resources, Finance, Banking, Insurance and Entrepreneurship.

PO-2: Contemporary issues: Learning and understanding the latest developments in the field of management through an extensive review of literature and research work.

PO-3: Deep thinking, business analysis: Expertise in quantitative and qualitative techniques. Students will develop the skills on analyzing the business data, application of relevant analytical tools.

PO-4: mobilization of Resources: Students will learn the utilization of scarce resources optimally and mobilize the available resources in a fast-changing business environment.

PO-5: Research Orientation: Healthy research culture will be created by means of research practices and publications along with inculcating the knowledge of various tools and techniques of research.

PO-6: Developing corporate solutions: Developing corporate solutions by brainstorming and innovative teamwork in organizational decision making processes.

PROGRAM SPECIFIC OUTCOMES (PSOs)

PSO-1: Developing an entrepreneurial mindset: Acquire leadership skills, developing an entrepreneurial mindset, and be proficient with good communication skills so as to develop and improve personal career path.

PSO-2: Apply the ethical practices and moral values: Students will apply the ethical practices and moral values in his business decision making which may affect the environment and society so that the goal of sustainable development can be achieved.

CONSISTENCY/MAPPINGS OF PEOs WITH MISSION OF THE DEPARTMENT

| PEOs | M-1 | M-2 | M-3 |
|-------|-----|-----|-----|
| PEO 1 | 3 | 2 | 3 |
| PEO 2 | 3 | 2 | 2 |
| PEO 3 | 2 | 2 | 3 |

Correlation Indices: 1 – Low, 2 – Medium, 3 – High



AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

GENERAL COURSE STRUCTURE & THEME

1. Definition of Credit:

| | |
|--------------------------------|----------|
| 1 Hr. Lecture (L) per week | 1 Credit |
| 1 Hr. Tutorial (T) per week | 1 Credit |
| 2 Hours Practical (P) per week | 1 Credit |

2. Range of Credits:

In the light of the fact that a typical Model Four-year Graduate degree program in Management has about 160 credits, the total number of credits proposed for the four year Bachelor of business administration is kept as 160 considering NEP-20 and NAAC guideline.

3. Structure of UG Program in Bachelor of business administration (Honour's):

The structure of UG Program in Bachelor of business administration shall have essentially the following categories of courses with the breakup of credits as given:

COMPONENTS OF THE CURRICULUM

(Program curriculum grouping based on course components)

| Sr. No | Course Component | % of total number of credits of the Program | Total number of Credits |
|--------------|------------------------------------|---|-------------------------|
| 1 | Management Core Course (MCC) | 22.50 | 38 |
| 2 | Finance (FIN) | 18.75 | 30 |
| 3 | Economics (ECO) | 5.00 | 16 |
| 4 | Basic Science (BSC) | 3.75 | 6 |
| 5 | Computer science course (CSC) | 2.50 | 4 |
| 6 | Marketing (MKT) | 8.75 | 14 |
| 7 | Human resource management (HRM) | 6.25 | 14 |
| 8 | Soft Skill Development (SSD) | 1.25 | 02 |
| 9 | Sustainable Development Goals(SDG) | 1.25 | 02 |
| 10 | Indian Knowledge Systems(IKS) | 1.25 | 02 |
| 11 | Environmental Studies(EVS) | 1.25 | 02 |
| 12 | Management electives course (MEC) | 10.00 | 16 |
| 13 | Projects (PJT) | 17.50 | 28 |
| TOTAL | | 100% | 160 |



AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

GENERAL COURSE STRUCTURE AND CREDIT DISTRIBUTION Curriculum of Master of business administration

| SEMESTER-I | | SEMESTER-II | |
|---|-----------|---|------------------------|
| Course Title | Credit | Course Title | Credit |
| Major Subject | | Major Subject | |
| Management and Organization Behaviour | 6:0:0 = 6 | Business Accounting | 6:0:0 = 6 |
| Minor Subject | | Minor Subject | |
| Business Statistics | 6:0:0 = 6 | Entrepreneurship Development & Start – Ups | 6:0:0 = 6 |
| Choose any one (Generic Elective) | | Choose any one (Generic Elective) | |
| Ethics and CSR | 4:0:0 = 4 | Human Resource Management | 4:0:0 = 4 |
| India's Diversity and Business | 4:0:0 = 4 | Human Resource Analytics | 4:0:0 = 4 |
| Ability Enhancement | | Ability Enhancement | |
| Sustainable Development Goals | 2:0:0 = 2 | Environmental Studies | 2:0:0 = 2 |
| Communication Skills | 2:0:0 = 2 | Indian Knowledge System | 2:0:0 = 2 |
| TOTAL CREDIT | 20 | TOTAL CREDIT | 20 |
| SEMESTER-III | | SEMESTER-IV | |
| Course Title | Credit | Course Title | Credit |
| Major Subject | | Major Subject | |
| Management Accounting | 6:0:0 = 6 | Principles of Marketing | 6:0:0 = 6 |
| Minor Subject | | Minor Subject | |
| Direct Taxation | 6:0:0 = 6 | Financial Management | 5:1:0 = 6 |
| Choose any one (Generic Elective) | | Choose any one (Generic Elective) | |
| Macro Economics | 4:0:0 = 4 | Indian Economy | 4:0:0 = 4 |
| Managerial Economics | 4:0:0 = 4 | International Economics | 4:0:0 = 4 |
| Skill Enhancement | | Skill Enhancement | |
| IT Tools For Business | 3:0:1 = 4 | Business and Marketing Research | 4:0:0 = 4 |
| TOTAL CREDIT | 20 | TOTAL CREDIT | 20 |
| SEMESTER-V | | SEMESTER-VI | |
| Course Title | Credit | Course Title | Credit |
| Major Subject | | Major Subject | |
| Legal Aspects of Business | 6:0:0 = 6 | Quantitative Techniques for Management | 5:1:0 = 6 |
| Skill Enhancement | | DSE (Discipline Specific Electives) | |
| Digital Marketing | 4:0:0 = 4 | DSE-I (Finance) 1. Corporate Tax 2. Investment Analysis and Portfolio Management | 4:0:0 = 4 4:0:0 = 4 |
| DSE (Discipline Specific Electives) | | DSE-II (Marketing) 1. Integrated Marketing Communication 2. Ad. & Brand Management | 4:0:0 = 4 4:0:0 = 4 |
| DSE-I (Finance) Investment Banking and Financial Services | 4:0:0 = 4 | DSE-III (Human Resource) 1. Performance and Compensation Management | 4:0:0 = 4 4:0:0 = 4 |



AK S University

Faculty of Management Studies
 Department of Business Administration
 Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

| | | | |
|--|---------------|------------------------------------|---------------|
| | | 2. Talent and Knowledge Management | |
| DSE-II (Marketing) Consumer Behaviour | 4:0:0 = 4 | Field Project | 0:0:6 = 6 |
| DSE-III (Human Resource) Industrial Relations | 4:0:0 = 4 | | |
| Internship | 0:0:6 = 6 | | |
| TOTAL CREDIT | 20 | TOTAL CREDIT | 20 |
| SEMESTER-VII | | SEMESTER-VIII | |
| Course Title | Credit | Course Title | Credit |
| Major Subject | | Major Subject | |
| Business Policy and Strategy | 6:0:0 = 6 | Financial Institutions and Markets | 6:0:0 = 6 |
| Minor Subject | | Minor Subject | |
| Research Methodology | 4:0:0 = 4 | Strategic Management | 4:0:0 = 4 |
| DSE (Discipline Specific Electives) | | Major Research Project | 0:0:10 = 10 |
| DSE-I (Finance) International Finance | 4:0:0 = 4 | | |
| DSE-II (Marketing) International Marketing | 4:0:0 = 4 | | |
| DSE-III (Human Resource) Strategic Human Resource Management | 4:0:0 = 4 | | |
| Minor Research Project | 0:0:6 = 6 | | |
| | | | |
| TOTAL CREDIT | 20 | TOTAL CREDIT | 20 |

Total Credit: 160



AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

Course code and definition:

| | |
|------------|-------------------------------|
| L | Lecture |
| T | Tutorial |
| P | Practical |
| C | Credit |
| MCC | Management Core Course |
| FIN | Finance |
| ECO | Economics |
| BSC | Basic Science |
| CSC | Computer Science Course |
| MKT | Marketing |
| HRM | Human Resource Management |
| SSD | Soft Skill Development |
| SDG | Sustainable Development Goals |
| IKS | Indian Knowledge System |
| EVS | Environmental Studies |
| MEC | Management Elective Course |
| PJT | Projects |

COURSE LEVEL CODING SCHEME

Three-digit number (odd numbers are for the odd semester courses and even numbers are for even semester courses) used as suffix with the Course Code for identifying the level of the course. Digit at hundred's place signifies the year in which course is offered. *e.g.*

| | | |
|---------------------------------|--------------------------------|-------------------------------|
| 101, 102---for first semester | 201, 202---for second semester | 301, 302---for third semester |
| 401, 402---for fourth semester | 501, 502---for fifth semester | 601, 602---for sixth semester |
| 701, 702---for seventh semester | 801, 802---for eighth semester | - |



AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

CATEGORY-WISE COURSES

Management Core Course (MCC)

1. Number of Management Core Course (MCC): 08, Credits: 34

| Sr. No | Code No | Subject | Semester | Credits |
|----------------------|---------|---|----------|-----------|
| 1 | MCC | Management and Organization Behaviour | I | 6 |
| 2 | MCC | Ethics and CSR | I | 4 |
| 3 | MCC | India's Diversity and Business | I | 4 |
| 4 | MCC | Entrepreneurship Development & Start –Ups | II | 6 |
| 5 | MCC | Quantitative Techniques for Management | V | 6 |
| 6 | MCC | Business policy and strategy | VII | 6 |
| 7 | MCC | Research Methodology | VI | 4 |
| 8 | MCC | Strategic Management | VIII | 4 |
| Total Credits | | | | 36 |

2. Number of Finance (FIN): 05, Credits: 30

| Sr. No | Code No | Subject | Semester | Credits |
|----------------------|---------|----------------------------------|----------|-----------|
| 1 | FIN | Business Accounting | II | 6 |
| 2 | FIN | Management Accounting | III | 6 |
| 3 | FIN | Taxation | III | 6 |
| 4 | FIN | Financial Management | IV | 6 |
| 5 | FIN | Financial Institutions & Markets | VI | 6 |
| Total Credits | | | | 30 |

3. Number of Economics (ECO): 04, Credits: 08

| Sr. No | Code No | Subject | Semester | Credits |
|----------------------|---------|-------------------------|----------|----------|
| 1 | ECO | Macro Economics | III | 4 |
| 2 | ECO | Managerial Economics | III | 4 |
| 3 | ECO | Indian Economy | IV | 4 |
| 4 | ECO | International Economics | IV | 4 |
| Total Credits | | | | 8 |

4. Number of Basic Science (BSC): 01, Credits: 6

| Sr. No | Code No | Subject | Semester | Credits |
|----------------------|---------|---------------------|----------|----------|
| 1 | BSC | Business Statistics | I | 6 |
| Total Credits | | | | 6 |

5. Number of Computer Science Course (CSC): 01, Credits: 04

| Sr. No | Code No | Subject | Semester | Credits |
|----------------------|---------|-----------------------|----------|----------|
| 1 | CSC | IT Tools for Business | III | 4 |
| Total Credits | | | | 4 |

6. Number of Marketing (MKT): 03, Credits: 14

| Sr. No | Code No | Subject | Semester | Credits |
|--------|---------|---------------------------------|----------|---------|
| 1 | MKT | Principles of Marketing | IV | 6 |
| 2 | MKT | Business and Marketing Research | IV | 4 |



AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

| | | | | |
|----------------------|-----|-------------------|---|-----------|
| 3 | MKT | Digital Marketing | V | 4 |
| Total Credits | | | | 14 |

7. Number of Human Resource Management (HRM): 03, Credits: 10

| Sr. No | Code No | Subject | Semester | Credits |
|----------------------|---------|---------------------------|----------|-----------|
| 1 | HRM | Human Resource Management | II | 4 |
| 2 | HRM | Human Resource Analytics | II | 4 |
| 3 | HRM | Legal Aspects of Business | V | 6 |
| Total Credits | | | | 10 |

8. Number of Soft Skills Development (SSD): 01, Credits: 2

| Sr. No | Code No | Subject | Semester | Credits |
|----------------------|---------|----------------------|----------|----------|
| 1 | 0SSD03 | Communication Skills | II | 2 |
| Total Credits | | | | 2 |

9. Number of Sustainable Development Goal (SDG): 01, Credits: 2

| Sr. No | Code No | Subject | Semester | Credits |
|----------------------|---------|------------------------------|----------|----------|
| 1 | 0SDG01 | Sustainable Development Goal | I | 2 |
| Total Credits | | | | 2 |

10. Number of Indian Knowledge Systems (IKS): 01, Credits: 2

| Sr. No | Code No | Subject | Semester | Credits |
|----------------------|---------|--------------------------|----------|----------|
| 1 | 0IKS02 | Indian knowledge Systems | II | 2 |
| Total Credits | | | | 2 |

11. Number of Environmental Studies (EVS): 01, Credits: 2

| Sr. No | Code No | Subject | Semester | Credits |
|----------------------|---------|-----------------------|----------|----------|
| 1 | 0EVS02 | Environmental Studies | II | 2 |
| Total Credits | | | | 2 |



AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

MANAGEMENT ELECTIVE COURSE (MEC)

A student would be free to choose any two papers from one group. The course offers three groups viz. Finance (DSE-I) Marketing (DSE –II), Human Resource (DSE-III)

13. Number of Management Elective Course (MEC): 04, Credits: 16

| Sr. No. | Code No. | Subject | Semester | Credits |
|--|----------|--|----------|-----------|
| FINANCE MANAGEMENT GROUP | | | | |
| 1 | MEC-FIN | Investment Banking and Financial Services | V | 4:0:0 = 4 |
| 2 | MEC-FIN | Corporate Tax | VI | 4:0:0 = 4 |
| 3 | MEC-FIN | Investment Analysis & Portfolio Management | VI | 4:0:0 = 4 |
| 4 | MEC-FIN | International Finance | VII | 4:0:0 = 4 |
| MARKETING MANAGEMENT GROUP | | | | |
| 1 | MEC-MKT | Consumer Behaviour | V | 4:0:0 = 4 |
| 2 | MEC-MKT | Integrated Marketing Communication | VI | 4:0:0 = 4 |
| 3 | MEC-MKT | Advertisement & Brand Management | VI | 4:0:0 = 4 |
| 4 | MEC-MKT | International Marketing | VII | 4:0:0 = 4 |
| HUMAN RESOURCE MANAGEMENT GROUP | | | | |
| 1 | MEC-HRM | Management of Industrial Relations | V | 4:0:0 = 4 |
| 2 | MEC-HRM | Talent & Knowledge Management | VI | 4:0:0 = 4 |
| 3 | MEC-HRM | Performance & Competition Management | VI | 4:0:0 = 4 |
| 4 | MEC-HRM | Strategic Human Resource Management | VII | 4:0:0 = 4 |
| Total Credit | | | | 16 |

MAJOR PROJECT/ INTERNSHIP / RESEARCH PAPER / SURVEY GROUP (PJT)

13. Number of Project/ Internship / Survey / Research/ Publication / Conference (PJT): 04, Credits: 28

| Sr. No | Code No | Subject | Semester | Credits |
|----------------------|---------|------------------------|----------|-----------|
| 1 | PJT | Internship | V | 6 |
| 2 | PJT | Field Project | VI | 6 |
| 3 | PJT | Minor Research Project | VII | 6 |
| 4 | PJT | Major Research Project | VIII | 10 |
| Total Credits | | | | 28 |



AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

INDUCTION PROGRAM

Induction program for students to be offered right at the start of the first year. It is mandatory. AKS University has designed an induction program for 1st year student, details are below:

1. Physical activity
2. Creative Arts
3. Universal Human Values
4. Literary
5. Proficiency Modules
6. Lectures by Eminent speakers
7. Visits to local Areas
8. Familiarization to Dept./Branch & Innovations

MANDATORY VISITS/WORKSHOP/EXPERT LECTURES

1. It is mandatory to arrange one industrial visit every semester for the students.
2. It is mandatory to conduct a One week work shop during the winter break after third semester on professional /industry /entrepreneurial orientation.
3. It is mandatory to organize at least one expert lecture per semester for each branch by expert resource persons from industry.



AKS University

Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

EVALUATION SCHEME

1. For Theory Courses:

- The weightage of Internal assessment is 50% and;
- End Semester Exam is 50% the student has to obtain at least 40% marks individually both in internal assessment and end semester Exams to pass.

2. For Practical Courses:

- The weightage of Internal assessment is 50% and;
- End Semester Exam is 50%. The student has to obtain at least 40% marks individually both in internal assessment and end semester exams to pass.

3. For Summer Internship/Projects/Seminar etc.: Evaluation is based on work done, quality of report, performance in viva-voce, presentation etc.

| Semester | L | T | P | Total Hour | No of Hours Per Sem. | Total Credit |
|-----------------|------------|----------|-----------|------------|----------------------|--------------|
| Semester – I | 20 | 0 | 0 | 20 | 20 x 15 = 300 | 20 |
| Semester – II | 20 | 0 | 0 | 20 | 20 x 15 = 300 | 20 |
| Semester – III | 19 | 0 | 1 | 21 | 21 x 15 = 315 | 20 |
| Semester – IV | 19 | 1 | 0 | 20 | 20 x 15 = 300 | 20 |
| Semester – V | 14 | 0 | 6 | 26 | 26 x 15 = 390 | 20 |
| Semester – VI | 13 | 1 | 6 | 26 | 26 x 15 = 390 | 20 |
| Semester – VII | 14 | 0 | 6 | 26 | 26 x 15 = 390 | 20 |
| Semester - VIII | 10 | 0 | 10 | 30 | 30 x 15 = 450 | 20 |
| Total | 129 | 2 | 29 | 202 | 2,835 | 160 |



AK S University

Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

DETAILS OF SEMESTER WISE COURSE STRUCTURE

Semester-I

| Sr. No | Category | Code | Course Title | L | T | P | Total Hour | Credit |
|--|----------|---------|---------------------------------------|-----------|----------|----------|------------|-----------|
| Major Subject | | | | | | | | |
| 1 | MCC | 01MT101 | Management and Organization Behaviour | 6 | 0 | 0 | 6 | 6 |
| Minor Subject | | | | | | | | |
| 2 | BSC | 02MT111 | Business Statistics | 6 | 0 | 0 | 6 | 6 |
| Choose any one (Generic Elective) | | | | | | | | |
| 3 | MCC | 03MT121 | Ethics and CSR | 4 | 0 | 0 | 4 | 4 |
| | MCC | 03MT122 | India's Diversity and Business | 4 | 0 | 0 | 4 | 4 |
| Ability Enhancement | | | | | | | | |
| 4 | SDG | 0SDG01 | Sustainable Development Goals | 2 | 0 | 0 | 2 | 2 |
| 5 | SSD | 0SSD02 | Communication Skills | 2 | 0 | 0 | 2 | 2 |
| Total | | | | 20 | 0 | 0 | 20 | 20 |

Semester-II

| Sr. No | Category | Code | Course Title | L | T | P | Total Hour | Credit |
|--|----------|---------|--|-----------|----------|----------|------------|-----------|
| Major Subject | | | | | | | | |
| 1 | FIN | 01MT201 | Business Accounting | 6 | 0 | 0 | 6 | 6 |
| Minor Subject | | | | | | | | |
| 2 | MCC | 02MT211 | Entrepreneurship Development & Start-Ups | 6 | 0 | 0 | 6 | 6 |
| Choose any one (Generic Elective) | | | | | | | | |
| 3 | HRM | 03MT221 | Human Resource Management | 4 | 0 | 0 | 4 | 4 |
| | HRM | 03MT222 | Human Resource Analytics | 4 | 0 | 0 | 4 | 4 |
| Ability Enhancement | | | | | | | | |
| 4 | EVS | 0EVS03 | Environmental Studies | 2 | 0 | 0 | 2 | 2 |
| 5 | IKS | 0IKS04 | Indian Knowledge System | 2 | 0 | 0 | 2 | 2 |
| Total | | | | 20 | 0 | 0 | 20 | 20 |

Semester-III

| Sr. No | Category | Code | Course Title | L | T | P | Total Hour | Credit |
|--|----------|---------|-----------------------|-----------|----------|----------|------------|-----------|
| Major Subject | | | | | | | | |
| 1 | FIN | 01MT301 | Management Accounting | 6 | 0 | 0 | 6 | 6 |
| Minor Subject | | | | | | | | |
| 2 | FIN | 02MT311 | Taxation | 6 | 0 | 0 | 6 | 6 |
| Choose any one (Generic Elective) | | | | | | | | |
| 3 | ECO | 03EC322 | Macro Economics | 4 | 0 | 0 | 4 | 4 |
| | ECO | 03EC321 | Managerial Economics | 4 | 0 | 0 | 4 | 4 |
| Skill Enhancement | | | | | | | | |
| 4 | CSC | 0IT302 | IT Tools for Business | 3 | 0 | 1 | 5 | 4 |
| Total | | | | 19 | 0 | 1 | 21 | 20 |



AKS University

Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

Semester-IV

| Sr. No | Category | Code | Course Title | L | T | P | Total Hour | Credit |
|--|----------|---------|---------------------------------|-----------|----------|----------|------------|-----------|
| Major Subject | | | | | | | | |
| 1 | MKT | 01MT401 | Principles of Marketing | 6 | 0 | 0 | 6 | 6 |
| Minor Subject | | | | | | | | |
| 2 | FIN | 02MT411 | Financial Management | 5 | 1 | 0 | 6 | 6 |
| Choose any one (Generic Elective) | | | | | | | | |
| 3 | ECO | 03EC421 | Indian Economy | 4 | 0 | 0 | 4 | 4 |
| | ECO | 03EC422 | International Economics | 4 | 0 | 0 | 4 | 4 |
| Skill Enhancement | | | | | | | | |
| 4 | MKT | 0MT401 | Business and Marketing Research | 4 | 0 | 0 | 4 | 4 |
| Total | | | | 19 | 1 | 0 | 20 | 20 |

Semester-V

| Sr. No | Category | Code | Course Title | L | T | P | Total Hour | Credit |
|--|----------|---------|---|-----------|----------|----------|------------|-----------|
| Major Subject | | | | | | | | |
| 1 | HRM | 01MT501 | Legal Aspects of Business | 6 | 0 | 0 | 6 | 6 |
| Skill Enhancement | | | | | | | | |
| 2 | MKT | 02MT503 | Digital Marketing | 4 | 0 | 0 | 4 | 4 |
| DSE (Discipline Specific Electives)-1 | | | | | | | | |
| 3 | MEC | 04FM511 | Investment Banking and Financial Services | 4 | 0 | 0 | 4 | 4 |
| | MEC | 04MM511 | Consumer Behaviour | 4 | 0 | 0 | 4 | 4 |
| | MEC | 04HR511 | Management of Industrial Relations | 4 | 0 | 0 | 4 | 4 |
| Internship | | | | | | | | |
| 4 | PJT | 05MT551 | Internship | 0 | 0 | 6 | 12 | 6 |
| Total | | | | 14 | 0 | 6 | 26 | 20 |

Semester-VI

| Sr. No | Category | Code | Course Title | L | T | P | Total Hour | Credit |
|--|----------|---------|--|---|---|---|------------|--------|
| Major Subject | | | | | | | | |
| 1 | | 01MT601 | Quantitative Techniques for Management | 5 | 1 | 0 | 6 | 6 |
| DSE (Discipline Specific Electives)-2 | | | | | | | | |
| 2 | MEC | 04FM611 | Corporate Tax | 4 | 0 | 0 | 4 | 4 |
| | MEC | 04MM611 | Integrated Marketing Communication | 4 | 0 | 0 | 4 | 4 |
| | MEC | 04HR611 | Talent and Knowledge Management | 4 | 0 | 0 | 4 | 4 |
| DSE (Discipline Specific Electives)-3 | | | | | | | | |
| 3 | MEC | 04FM612 | Investment Analysis and Portfolio Management | 4 | 0 | 0 | 4 | 4 |
| | MEC | 04MM612 | Advertisement & Brand Management | 4 | 0 | 0 | 4 | 4 |
| | MEC | 04HR612 | Performance and Compensation Management | 4 | 0 | 0 | 4 | 4 |
| Field Project | | | | | | | | |



AK S University

Faculty of Management Studies
 Department of Business Administration
 Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

| | | | | | | | | |
|--------------|-----|---------|---------------|-----------|----------|----------|-----------|-----------|
| 4 | PJT | 05MT651 | Field Project | 0 | 0 | 6 | 12 | 6 |
| Total | | | | 13 | 1 | 6 | 26 | 20 |

Semester-VII

| Sr. No | Category | Code | Course Title | L | T | P | Total Hour | Credit |
|--|----------|---------|-------------------------------------|-----------|----------|----------|------------|-----------|
| Major Subject | | | | | | | | |
| 1 | MCC | 01MT701 | Business Policy and Strategy | 6 | 0 | 0 | 6 | 6 |
| Minor Subject | | | | | | | | |
| 2 | MCC | 02RM702 | Research Methodology | 4 | 0 | 0 | 4 | 4 |
| DSE (Discipline Specific Electives) | | | | | | | | |
| 3 | MEC | 04FM711 | International Finance | 4 | 0 | 0 | 4 | 4 |
| | MEC | 04MM711 | International Marketing | 4 | 0 | 0 | 4 | 4 |
| | MEC | 04HR711 | Strategic Human Resource Management | 4 | 0 | 0 | 4 | 4 |
| Minor Research Project | | | | | | | | |
| 4 | PJT | 05MT751 | Minor Research Project | 0 | 0 | 6 | 12 | 6 |
| Total | | | | 14 | 0 | 6 | 26 | 20 |

Semester-VIII

| Sr. No | Category | Code | Course Title | L | T | P | Total Hour | Credit |
|-------------------------------|----------|---------|------------------------------------|-----------|----------|-----------|------------|-----------|
| Major Subject | | | | | | | | |
| 1 | FIN | 01MT801 | Financial Institutions and Markets | 6 | 0 | 0 | 6 | 6 |
| Minor Subject | | | | | | | | |
| 2 | MCC | 02MT811 | Strategic Management | 4 | 0 | 0 | 4 | 4 |
| Major Research Subject | | | | | | | | |
| 3 | PJT | 05MT851 | Major Research Project | 0 | 0 | 10 | 20 | 10 |
| Total | | | | 10 | 0 | 10 | 30 | 20 |

Total Credit: 160



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Semester-I

| | |
|-----------------------|---|
| Course Code: | 01MT101 |
| Course Title : | Management and Organizational Behavior |
| Pre-requisite: | Student will be able to learn and Understands the concept of management thoughts, principles and how to apply it in practical way. |
| Rationale: | The students will study about principles and different practices of management which help the student to understand the application of principles of management which makes the managers and employees more conscious, realistic, thoughtful, justifiable, reasonable and free from personal biasness. The decisions taken on the basis of principles of management and organizational behavior are subject of evaluation and objective assessment. Through this student will learn about logical thinking, sensibility |

Course Outcomes:

01MT101.1: Define management with different forms of business and able to understand the evaluation of management school though.

01MT101.2: Explain the overview of Functions of management with different organizational structure.

01MT101.3: Analyze and understand the significance of organizational behavior in various aspects.

01MT101.4: Analyze the significance and importance of groups and teams with interpersonal behavior.

01MT101.5: Evaluate the organizational power and politics and correlate it with management.

Scheme of Studies:

| Code | Course Code | Course Title | Scheme of studies(Hours/Week) | | | | Total Study Hours (CI+LI+SW+SL) | Total Credits (C) |
|------|-------------|--|-------------------------------|----|----|----|------------------------------------|----------------------|
| | | | CI | LI | SW | SL | | |
| MCC | 01MT101 | Management and Organizational Behavior | 3 | 0 | 2 | 1 | 6 | 6 |

Legend:

CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

SW: Sessional Work (includes assignment, seminar, mini project etc.),

SL: Self Learning,

C: Credits.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

Scheme of Assessment:

Theory:

| Code | Course Code | Course Title | Scheme of Assessment (Marks) | | | | | | | End Semester Assessment (ESA) | Total Marks (PRA+ ESA) |
|------|-------------|--|--|---|------------------|------------------------------|-----------------------|-------------------------------|----|-------------------------------|------------------------|
| | | | Progressive Assessment (PRA) | | | | | Total Marks (CA+CT+SA+CAT+AT) | | | |
| | | | Class/Home Assignment 5 number 3 marks each (CA) | Class Test 2 (2 best out of 3) 10 marks each (CT) | Seminar one (SA) | Class Activity any one (CAT) | Class Attendance (AT) | | | | |
| MCC | 01MT101 | Management and Organizational Behavior | 15 | 20 | 5 | 5 | 5 | 50 | 50 | 100 | |

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

01MT101.1: Define management with different forms of business and able to understand the evaluation of management school thought

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 23 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 25 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|---|---|
| <p>SO1.1. To learn about basic forms of Business Ownership, Special forms of ownership: Franchising, Licensing, Leasing</p> <p>SO1.2 To understands how to Choose a form of Business ownership</p> <p>SO1.3 To create the understanding of Corporate Expansion: mergers and acquisitions, diversification, forward and backward integration, joint ventures</p> <p>SO1.4 Understand Management school thought</p> <p>SO1.5 To Apply Managerial functions and Roles and understand the correlation of Indian practices and ethos with it</p> | | <p>Unit-1.0: Basic forms of Business Ownership [23 Hours]</p> <p>1.1 Pictorial presentation of forms of Business Ownership,</p> <p>1.2 Sole Proprietorship</p> <p>1.3 Partnership</p> <p>1.4 Joint Stock Company</p> <p>1.5 Co-Operative Society</p> <p>1.6 Special forms of ownership,</p> <p>1.7 Franchising,</p> <p>1.8 Licensing,</p> <p>1.9 Leasing;</p> <p>1.10 Choosing a form of Business ownership;</p> <p>1.11 Corporate Expansion, mergers and Acquisitions</p> <p>1.12 Diversification, forward and backward integration</p> <p>1.13 Joint ventures</p> <p>1.14 Strategic alliance.</p> <p>1.15 Evolution of Management Theory</p> <p>1.16 Classical theory</p> <p>1.17 Neo classical theory</p> <p>1.18 Modern management theory</p> <p>1.19 Managerial functions,</p> <p>1.20 Chart of Functions of Management.</p> <p>1.21 Importance of managerial roles.</p> <p>1.22 Insights from Indian Practices and ethos.</p> <p>1.23 Revision</p> | <p>1. Functions of management</p> <p>2. Management school thoughts</p> <p>3. Basic forms of business ownership</p> <p>4. Corporate expansion</p> <p>5. Insights from India]practices and ethos</p> |

SW-1 Suggested Sessional Work (SW):

- a. **Assignments:** What is Management? Describe managerial functions and its roles.
- b. **Mini Project:** Chart of functions of management
- c. **Other Activities (Specify):** Class Presentation, Case study



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

01MT101.2: Explain the overview of Functions of management with different organizational structure

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 18 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 20 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|--|--|
| <p>SO2.1 Understand types of Plans and planning process</p> <p>SO2.2 Discuss about Decision making: Process, Types and Techniques</p> <p>SO2.3 Apply Delegation process & correlate with Decentralization</p> <p>SO2.4 To create awareness about various Common organizational structures</p> <p>SO2.5 To understand the Process and Principles of delegation with its implementation</p> | | <p>Unit-2.0: Overview of Planning [18 Hours]</p> <p>2.1 Concept of planning</p> <p>2.2 Diagram of planning process</p> <p>2.3 Types of planning</p> <p>2.4 Decision making</p> <p>2.5 Chart of decision making process</p> <p>2.6 Controlling</p> <p>2.7 Process and types of controlling</p> <p>2.8 Organizing</p> <p>2.9 Principles of organizing</p> <p>2.10 Diagram of organizational structure.</p> <p>2.11 Concept of delegation and decentralization.</p> <p>2.12 Diagram of factors affecting the extent of decentralization</p> <p>2.13 Process of delegation</p> <p>2.14 Principles of delegation</p> <p>2.15 Importance of planning</p> <p>2.16 importance of organizing</p> <p>2.17 Importance of controlling</p> <p>2.18 Correlation between different functions of management</p> | <p>1. Types of plans</p> <p>2. Planning process</p> <p>3. Decision making process</p> <p>4. Organizational Structure</p> <p>5. Process of delegation</p> |

SW-2 Suggested Sessional Work (SW):

- a. **Assignments:** Define Organizing and its importance in management. Explain about organizational structure and its type.
- b. **Mini Project:** framework of planning process.
- c. **Other Activities (Specify):** Case Analysis, Presentation



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

01MT101.3: Analyze and understand the significance of organizational behavior in various aspects

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 20 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 22 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|--|---|
| <p>SO3.1 To Discuss the Nature and importance of organizational behavior</p> <p>SO3.2 To Understand the concept, nature and process of perception</p> <p>SO3.3 To analyze the concept and theories of learning</p> <p>SO3.4 Concept and applications of motivation</p> <p>SO3.5 To create the awareness about Contemporary leadership issues, emotional intelligence</p> | | <p>Unit-3.0: Overview of Organizational Behaviour [20 Hours]</p> <p>3.1 Organizational Behavior</p> <p>3.2 Importance of Organizational Behavior</p> <p>3.3 Perception</p> <p>3.4 Attribution: concept and nature</p> <p>3.5 Process of Attribution</p> <p>3.6 Personality</p> <p>3.7 Learning</p> <p>3.8 Pictorial presentation of theories of learning</p> <p>3.9 Reinforcement</p> <p>3.10 Motivation</p> <p>3.11 Need and importance of motivation</p> <p>3.12 Motivation theories</p> <p>3.13 Cotemporary Leadership theories</p> <p>3.14 Charismatic</p> <p>3.15 Transformational leadership</p> <p>3.16 Emotional Intelligence</p> <p>3.17 Need and Importance of emotional intelligence</p> <p>3.18 Importance of motivation</p> <p>3.19 Importance of perception</p> <p>3.20 Importance of attribution</p> | <p>1. Bases of organizational behavior.</p> <p>2. Perception process</p> <p>3. Importance of Learning</p> <p>4. Bases of motivation</p> <p>5. Importance of leadership</p> <p>6. Emotional intelligence</p> |

SW-3 Suggested Sessional Work (SW):

- a. **Assignments:** Define concept and theories of learning.
- b. **Mini Project:** Theories of learning.
- c. **Other Activities (Specify):** Class Presentation, Case Study



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

01MT101.4: Analyze the significance and importance of groups and teams with interpersonal behavior

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 14 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 16 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|---|--|
| <p>SO4.1 Groups and Teams: Definition, Difference between Groups and teams</p> <p>SO4.2 Define Stages of Group Development</p> <p>SO4.3 Group Cohesiveness, Types of teams</p> <p>SO4.4 Analysis of Interpersonal Relationship: Transactional Analysis, Johari Window</p> <p>SO4.5 To understand the importance and correlation of Transactional Analysis, Johari Window</p> | . | <p>Unit-4.0: Groups and Teams [14 Hours]</p> <p>4.1 Define Group and team</p> <p>4.2 Difference between Group and team.</p> <p>4.3 Stages of Group Development.</p> <p>4.4 Group cohesiveness</p> <p>4.5 Types of teams</p> <p>4.6 Analysis of interpersonal relationship</p> <p>4.7 Transactional analysis Johari Window</p> <p>4.8 Difference between transactional analysis and johari window.</p> <p>4.9 Importance of group cohesiveness</p> <p>4.10 Importance of group development</p> <p>4.11 Significance of interpersonal relationship</p> <p>4.12 Importance of transactional analysis</p> <p>4.13 Importance of johari window</p> <p>4.14 Revision</p> | <p>1. Learned about group and team</p> <p>2. To analyze the importance of interpersonal relationship in any organization</p> |

SW-4 Suggested Sessional Work (SW):

- a. **Assignments:** Define group and teams with its importance. Explain about interpersonal behaviour.
- b. **Mini Project:** Difference between transactional analysis and johari window.
- c. **Other Activities (Specify):** PPT Presentation, Case Analysis



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

01MT101.5: Evaluate the organizational power and politics and correlate it with management

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 15 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 17 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|---|--|
| <p>SO5.1 Understand the nature of organizational politics</p> <p>SO5.2 Identify various stages of Conflict</p> <p>SO5.3 Able to implement Organizational Change</p> <p>SO5.4 Application of Kurt Lewin Theory of Change in corporate</p> <p>SO5.5 Able to understand stress management in an organization</p> | . | <p>Unit-5.0: Organizational Power and Politics [15 Hours]</p> <p>5.1 Concept of organizational politics</p> <p>5.2 Nature of organizational politics</p> <p>5.3 Concept of conflict</p> <p>5.4 Sources of conflict</p> <p>5.5 Types of conflict</p> <p>5.6 Stages of conflict</p> <p>5.7 Overview of conflict management</p> <p>5.8 Concept of organizational change</p> <p>5.9 Resistance of change</p> <p>5.10 Managing resistance to change</p> <p>5.11 Implanting change</p> <p>5.12 Kurt lewin theory of change</p> <p>5.13 Managing stress</p> <p>5.14 Insights from Indian ethos</p> <p>5.15 Revision</p> | <p>1. Organizational politics</p> <p>2. Concept and types of conflict</p> <p>3. Concept and types of organizational change</p> <p>4. Kurt Lewin Theory of Change</p> <p>5. Stress management</p> |

SW-5 Suggested Sessional Work (SW):

- a. **Assignments:** Define Different stages of conflict. Explain about concept and nature of organizational politics.
- b. **Mini Project:** Write the importance of stress management.
- c. **Other Activities (Specify):** PPT Presentation, Case Study



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Brief of Hours suggested for the Course Outcome:

| Course Outcomes | Class Lecture (CI) | Sessional Work (SW) | Self-Learning (SI) | Total hour (CI+SW+SI) |
|--|--------------------|---------------------|--------------------|-----------------------|
| 01MT101.1: Define management with different forms of business and able to understand the evaluation of management school though | 23 | 1 | 1 | 25 |
| 01MT101.2: Explain the overview of Functions of management with different organizational structure | 18 | 1 | 1 | 20 |
| 01MT101.3: Analyze and understand the significance of organizational behavior in various aspects | 20 | 1 | 1 | 22 |
| 01MT101.4: Analyze the significance and importance of groups and teams with interpersonal behavior | 14 | 1 | 1 | 16 |
| 01MT101.5: Evaluate the organizational power and politics and correlate it with management | 15 | 1 | 1 | 17 |
| Total Hours | 90 | 5 | 5 | 100 |

Suggestion for End Semester Assessment:

Suggested Specification Table (For ESA)

| CO | Unit Titles | Marks Distribution | | | Total Marks |
|------------------|-----------------------------------|--------------------|---|---|-------------|
| | | R | U | A | |
| 01MT101.1 | Basic forms of Business Ownership | | | | |
| 01MT101.2 | Overview of Planning | | | | |
| 01MT101.3 | Importance of OB | | | | |
| 01MT101.4 | Groups and Teams | | | | |
| 01MT101.5 | Organizational power and politics | | | | |
| Total | | | | | 30 |

Legend: R: Remember, U: Understand, A: Apply

The end of semester assessment for Management and Organizational Behavior will be held with written examination of 50 marks.

Note: Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorial
3. Case Method
4. Group Discussion
5. ICT Based Teaching Learning (Video Demonstration/Tutorials CBT, Blog, Facebook, Twitter, Whatsapp,



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

Mobile, Online sources)

6. Brainstorming

Suggested Learning Resources:

(a) Books:

| S. No. | Title | Author | Publisher | Edition & Year |
|--------|--|---|-------------------------|----------------|
| 1 | Fundamental of Management | Stephen P. Robbins, David A. Decenzo, Sanghmitra Bhattacharya | Pearson Education | 2009 |
| 2 | Management Theory and Applications | Kreitner | Cengage Learning, India | 2009 |
| 3 | Management Principles and Applications | Griffin | Cengage Learning, India | First Edition |
| 4 | Essentials of Management | Harold Koontz, O'Donnell and Heinz Weihrich | New Delhi, TMHi | 2006 |
| 5 | Lecture notes provided by Dept. of Management, AKS University, Satna | | | |

Curriculum Development Team:

1. Dr. Kausik Mukherjee, Associate Dean & Head, FMS, AKS University, Satna.
2. Dr. Pradeep Chaurasia, Associate Professor, FMS, AKS University, Satna.
3. Dr. Chandan Singh, Assistant Professor, FMS, AKS University, Satna.
4. Dr. Prakash Kumar Sen, Assistant Professor, FMS, AKS University, Satna.
5. Dr. Seema Dwivedi, Assistant Professor, FMS, AKS University, Satna.
6. Mr. Pramod Kumar Dwivedi, Assistant Professor, FMS, AKS University, Satna.
7. Mrs. Shinu Shukla, Assistant Professor, FMS, AKS University, Satna.
8. Mr. Krishna Kumar Mishra, Assistant Professor, FMS, AKS University, Satna.
9. Miss. Kiran Chhabariya, Assistant Professor, FMS, AKS University, Satna.
10. Mr. Anurag Singh Parihar, Teaching Associate, FMS, AKS University, Satna.

Cos, POs and PSOs Mapping

Course Title: BBA (Hon's)

Course Code: 01MT101

Course Title: Management and Organizational Behavior

| Course Outcomes | Program Outcomes | | | | | | Program Specific Outcome | |
|---|------------------|---------------------|----------------------------------|---------------------------|----------------------|--------------------------------|---|---|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO 1 | PSO 2 |
| | Domain knowledge | Contemporary issues | Deep thinking, business analysis | Mobilization of resources | Research orientation | Developing corporate solutions | Acquire leadership skills and entrepreneurial mindset | Application of ethical practices and moral values |
| 01MT101.1: Define management and able to understand the management school thought | 3 | 3 | 1 | 3 | 2 | 3 | 2 | 1 |
| 01MT101.2: Explain the overview of planning in management | 3 | 3 | 3 | 3 | 2 | 2 | 1 | 1 |
| 01MT101.3: Illustrate the concept of organizing, staffing, directing and controlling | 3 | 3 | 3 | 3 | 1 | 1 | 1 | 2 |
| 01MT101.4: Analyze the significance of organizational behavior | 3 | 3 | 3 | 3 | 1 | 1 | 2 | 1 |
| 01MT101.5: Evaluate the organizational power and politics | 3 | 1 | 1 | 1 | 1 | 1 | 3 | 1 |

Legend: 1 – Low, 2 – Medium, 3 – High

Course Curriculum Map:

| POs & PSOs No. | COs No.& Titles | SOs No. | Laboratory Instruction (LI) | Classroom Instruction (CI) | Self-Learning (SL) |
|---------------------------------------|---|---|------------------------------------|---|---------------------------|
| POs 1,2,3,4,5,6 PSOs 1,2 | 01MT101.1: Define management and able to understand the management school thought | SO1.1 SO1.2 SO1.3 SO1.4 SO1.5 | | Unit-1.0: Basic forms of Business Ownership 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8, 1.9, 1.10, 1.11, 1.12, 1.12, 1.13, 1.14, 1.15, 1.16, 1.17, 1.18, 1.19, 1.20, 1.21, 1.22, 1.23 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 01MT101.2: Explain the overview of planning in management | SO2.1 SO2.2 SO2.3 SO2.4 SO2.5 | | Unit-2.0: Overview of Planning 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9, 2.10, 2.11, 2.12, 2.13, 2.14, 2.15, 2.16, 2.17, 2.18 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 01MT101.3: Illustrate the concept of organizing, staffing, directing and controlling | SO3.1 SO3.2 SO3.3 SO3.4 SO3.5 | | Unit-3.0: Importance of OB 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9, 3.10, 3.11, 3.12, 3.13, 3.14, 3.15, 3.16, 3.17, 3.18, 3.19, 3.20 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 01MT101.4: Analyze the significance of organizational behavior | SO4.1 SO4.2 SO4.3 SO4.4 SO4.5 | | Unit-4.0: Groups and Teams 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9, 4.10, 4.11, 4.12, 4.13, 4.14 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 01MT101.5: Evaluate the organizational power and politics | SO5.1 SO5.2 SO5.3 SO5.4 SO5.5 | | Unit-5.0: Organizational power and politics 5.1, 5.2, 5.3, 5.4, 5.5, 5.6, 5.7, 5.8, 5.9, 5.10, 5.11, 5.12, 5.13, 5.14, 5.15 | |



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Semester-I

| | |
|-----------------------|--|
| Course Code: | 02MT111 |
| Course Title : | Business Statistics |
| Pre-requisite: | Basic knowledge of Mathematics |
| Rationale: | The aim of the course is to introduce to the field of Business Statistics with emphasis on its use to solve real world problems for which solutions are easy to express using the bulk data can be presented in a precise and definite form. The comparison and conclusion of data becomes easy. Forecasting the trend becomes easy with statistics. |

Course Outcomes:

01MT111.1: Student will define the concept of measure of central tendency.

01MT111.2: Student will define the relationship between two or more variables.

01MT111.3: Student will examine a time series is a series without obvious trend or seasonal components.

01MT111.4: Student will analysis and outcomes is a possible result of an experiment or trial.

01MT111.5: Student will analyze a hypothesis testing.

Scheme of Studies:

| Code | Course Code | Course Title | Scheme of studies (Hours/Week) | | | | Total Study Hours (CI+LI+SW+SL) | Total Credits (C) |
|------|-------------|---------------------|--------------------------------|----|----|----|------------------------------------|----------------------|
| | | | CI | LI | SW | SL | | |
| BSC | 01MT111 | Business Statistics | 6 | 0 | 1 | 1 | 8 | 6 |

Legend:

CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

SW: Sessional Work (includes assignment, seminar, mini project etc.),

SL: Self Learning,

C: Credits.

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

Scheme of Assessment:

Theory:

| Code | Course Code | Course Title | Scheme of Assessment (Marks) | | | | | | | End Semester Assessment (ESA) | Total Marks (PRA+ ESA) |
|------|-------------|---------------------|--|---|------------------|------------------------------|-----------------------|-------------------------------|----|-------------------------------|------------------------|
| | | | Progressive Assessment (PRA) | | | | | Total Marks (CA+CT+SA+CAT+AT) | | | |
| | | | Class/Home Assignment 5 number 3 marks each (CA) | Class Test 2 (2 best out of 3) 10 marks each (CT) | Seminar one (SA) | Class Activity any one (CAT) | Class Attendance (AT) | | | | |
| BSC | 01MT111 | Business Statistics | 15 | 20 | 5 | 5 | 5 | 50 | 50 | 100 | |

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

01MT111.1: Student will define the concept of measure of central tendency

Approximate Hours

| Item | AppX Hrs |
|--------------|-----------|
| CI | 12 |
| LI | 0 |
| SW | 2 |
| SL | 1 |
| Total | 15 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|--|---|
| <p>SO1.1 Understand the concept of measure of central tendency</p> <p>SO1.2 Understand the concept of measure of dispersion</p> <p>SO1.3 Merits and demerits of central tendency</p> | | <p>Unit-1.0: Measure of Central Value [12 Hours]</p> <p>1.1 Mean, median, mode</p> <p>1.2 Geometric mean</p> <p>1.3 harmonic mean</p> <p>1.4 Merits and limitations</p> <p>1.5 Relationship between average</p> <p>1.6 Absolute and relative measure of dispersion</p> <p>1.7 Range</p> <p>1.8 Quartile Deviation</p> <p>1.9 Mean deviation</p> <p>1.10 Standard deviation</p> <p>1.11 Coefficient of variation</p> <p>1.12 Moments, skewness, kurtosis</p> | <p>1. Characteristics of an ideal measure</p> <p>2. Merits, Demerits and uses</p> |

SW-1 Suggested Sessional Work (SW):

a. Assignments:

- Numerical based on questions.
- Write definition and uses.
- Coefficient of variation related examples.

b. Mini Project:

c. Other Activities (Specify):



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

01MT111.2: Student will define the relationship between two or more variables

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 12 |
| LI | 0 |
| SW | 2 |
| SL | 1 |
| Total | 15 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|---|---|
| SO2.1 Understand the concept of correlation SO2.2 Understand the concept of regression SO2.3 Uses of correlation and regression | | Unit-2.0: Correlation Analysis and Regression Analysis [12 Hours] 2.1 Types of correlation 2.2 Degree of correlation 2.3 Graphic Method 2.4 Scatter diagram 2.5 Karl persons coefficient of correlation 2.6 Spearman's rank coefficient of correlation 2.7 Regression meaning and significant 2.8 Regression vs. correlation 2.10 Linear regression 2.11 Regression lines 2.12 Standard error of estimate | 1. Uses of correlation and regression 2. Numerical based on correlation and regression |

SW-2 Suggested Sessional Work (SW):

a. Assignments:

- Numerical based on correlation and correlation.
- Numerical based on Regression analysis.
- Numerical method of studying simple correlation.

b. Mini Project:

c. Other Activities (Specify):



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

01MT111.3: Student will examine a time series is a series without obvious trend or seasonal components

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 12 |
| LI | 0 |
| SW | 2 |
| SL | 1 |
| Total | 15 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|--|--|
| <p>SO3.1 Understand the concept of time series</p> <p>SO3.2 Understand the concept of index number</p> <p>SO3.3 Apply to real life</p> | | <p>Unit-3.0: Analysis of Time series and Index number [12 Hours]</p> <p>3.1 Meaning and significant</p> <p>3.2 Components of time series</p> <p>3.3 Models</p> <p>3.4 Method of least squares</p> <p>3.5 Parabolic trend</p> <p>3.6 logarithmic trend</p> <p>3.7 Meaning and significant of index number</p> <p>3.8 Index number method</p> <p>3.9 Constructing index number weighted and weighted</p> <p>3.10 Chain base index number</p> <p>3.11 Splicing</p> <p>3.12 Deflating index number.</p> | <p>1. Basic concepts of time series and index number</p> |

SW-3 Suggested Sessional Work (SW):

a. Assignments:

- Numerical based on Index number.
- Writes uses of real life.
- Writes meaning of time series and index number.

b. Mini Project:

c. Other Activities (Specify):



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

01MT111.4: Student will analysis and outcomes is an possible result of an experiment or trial

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 13 |
| LI | 0 |
| SW | 2 |
| SL | 1 |
| Total | 16 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|--|---------------------------------|
| SO4.1 Understand the concept of Probability SO4.2 Uses of Probability SO4.3 Question based on probability | | Unit-4.0: Probability [13 Hours] 4.1 Meaning and need 4.2 Theorems of addition and multiplication 4.3 Conditional Probability 4.4 Bay's theorem 4.5 Example of Bay's theorem 4.6 Discrete probability 4.7 continuous probability 4.8 Probability distribution 4.9 Related examples 4.10 Meaning and characteristic 4.11 Poisson distribution 4.12 Normal distribution 4.13 Central limit theorem | 1. Solve topic related examples |

SW-4 Suggested Sessional Work (SW):

a. **Assignments:**

- Questions based on probability.
- Questions based on Theorem.
- Writes uses and related examples.

b. **Mini Project:**

c. **Other Activities (Specify):**



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

01MT111.5: Student will analyze a hypothesis testing

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 13 |
| LI | 0 |
| SW | 2 |
| SL | 1 |
| Total | 16 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|--|---|
| <p>SO5.1 Understand the concept of Hypothesis</p> <p>SO5.2 Demonstrate the use of Hypothesis testing</p> | | <p>Unit-5.0: Hypothesis testing concepts [13 Hours]</p> <p>5.1 Level of significance</p> <p>5.2 Process of testing</p> <p>5.3 Approximation</p> <p>5.4 Test of hypothesis concerning mean</p> <p>5.5 Null hypothesis</p> <p>5.6 Z test</p> <p>5.7 T test</p> <p>5.8 F test</p> <p>5.9 Z test and t test related examples</p> <p>5.10 Test fir Hypothesis examples</p> <p>5.11 Statistical learning</p> <p>5.12 Using for non-parametric statistics for hypothesis testing</p> <p>5.13 Chi square test</p> | <p>1. Compare and analyze to Hypothesis testing</p> |

SW-5 Suggested Sessional Work (SW):

a. Assignments:

- Different types of tests.
- Writes uses and solve related examples.

b. Mini Project:

c. Other Activities (Specify):



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Brief of Hours suggested for the Course Outcome:

| Course Outcomes | Class Lecture (CI) | Sessional Work (SW) | Self-Learning (SI) | Total hour (CI+SW+SI) |
|--|--------------------|---------------------|--------------------|-----------------------|
| 01MT111.1: Student will define the concept of measure of central tendency | 12 | 2 | 1 | 25 |
| 01MT111.2: Student will define the relationship between two or more variables | 12 | 2 | 1 | 20 |
| 01MT111.3: Student will examine a time series is a series without obvious trend or seasonal components | 12 | 2 | 1 | 22 |
| 01MT111.4: Student will analysis an outcomes is an possible result of an experiment or trial | 13 | 2 | 1 | 16 |
| 01MT111.5: Student will analyze a hypothesis testing | 13 | 2 | 1 | 17 |
| Total Hours | 62 | 10 | 5 | 77 |

Suggestion for End Semester Assessment:

Suggested Specification Table (For ESA)

| CO | Unit Titles | Marks Distribution | | | Total Marks |
|--------------|--|--------------------|---|---|-------------|
| | | R | U | A | |
| 01MT111.1 | Measure of central value | | | | |
| 01MT111.2 | Correlation Analysis and Regression Analysis | | | | |
| 01MT111.3 | Analysis of Time series and Index number | | | | |
| 01MT111.4 | Probability | | | | |
| 01MT111.5 | Hypothesis testing concepts | | | | |
| Total | | | | | 30 |

Legend: R: Remember, U: Understand, A: Apply

The end of semester assessment for Business Statistics will be held with written examination of 50 marks.

Note: Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorial
3. Case Method
4. Group Discussion
5. ICT Based Teaching Learning (Video Demonstration/Tutorials CBT, Blog, Facebook, Twitter, Whatsapp, Mobile, Online sources)
6. Brainstorming



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

Suggested Learning Resources:

(a) Books:

| S. No. | Title | Author | Publisher | Edition & Year |
|--------|--|-----------------------------|---------------------|--------------------------|
| 1 | Statistical Methods | S.P. Gupta (S.P.) | Sultan Chand & Sons | 34 th Edition |
| 2 | Statistics for management | Richard Levin & David Rubin | Prentice-Hall | - |
| 3 | Statistics for Business and Economics. | Anderson, Sweeny & Williams | South Wester | - |
| 4 | Lecture notes provided by Dept. of Management, AKS University, Satna | | | |

Curriculum Development Team:

1. Dr. Kausik Mukherjee, Associate Dean & Head, FMS, AKS University, Satna.
2. Dr. Pradeep Chaurasia, Associate Professor, FMS, AKS University, Satna.
3. Dr. Chandan Singh, Assistant Professor, FMS, AKS University, Satna.
4. Dr. Prakash Kumar Sen, Assistant Professor, FMS, AKS University, Satna.
5. Dr. Seema Dwivedi, Assistant Professor, FMS, AKS University, Satna.
6. Mr. Pramod Kumar Dwivedi, Assistant Professor, FMS, AKS University, Satna.
7. Mrs. Shinu Shukla, Assistant Professor, FMS, AKS University, Satna.
8. Mr. Krishna Kumar Mishra, Assistant Professor, FMS, AKS University, Satna.
9. Miss. Kiran Chhabariya, Assistant Professor, FMS, AKS University, Satna.
10. Mr. Anurag Singh Parihar, Teaching Associate, FMS, AKS University, Satna.

Cos, POs and PSOs Mapping

Course Title: BBA (Hon's)

Course Code: 02MT111

Course Title: Business Statistics

| Course Outcomes | Program Outcomes | | | | | | Program Specific Outcome | |
|--|------------------|---------------------|----------------------------------|---------------------------|----------------------|--------------------------------|---|---|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO 1 | PSO 2 |
| | Domain knowledge | Contemporary issues | Deep thinking, business analysis | Mobilization of resources | Research orientation | Developing corporate solutions | Acquire leadership skills and entrepreneurial mindset | Application of ethical practices and moral values |
| 01MT111.1: Student will define the concept of measure of central tendency | 2 | 2 | 2 | 2 | 2 | 1 | 3 | 2 |
| 01MT111.2: Student will define the relationship between two or more variables | 2 | 3 | 1 | 2 | 2 | 2 | 3 | 2 |
| 01MT111.3: Student will examine a time series is a series without obvious trend or seasonal components. | 2 | 2 | 2 | 3 | 2 | 1 | 3 | 2 |
| 01MT111.4: Student will analysis and outcomes is a possible result of an experiment or trial | 3 | 2 | 3 | 2 | 2 | 1 | 3 | 2 |
| 01MT111.5: Student will analyze a hypothesis testing | 3 | 2 | 1 | 2 | 2 | 1 | 2 | 2 |

Legend: 1 – Low, 2 – Medium, 3 – High

Course Curriculum Map:

| POs & PSOs No. | COs No.& Titles | SOs No. | Laboratory Instruction (LI) | Classroom Instruction (CI) | Self-Learning (SL) |
|---------------------------------------|--|-------------------------|------------------------------------|---|---------------------------|
| POs 1,2,3,4,5,6 PSOs 1,2 | 01MT111.1: Student will define the concept of measure of central tendency | SO1.1 SO1.2 SO1.3 | | Unit-1.0: Measure of central tendency 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8, 1.9, 1.10, 1.11, 1.12, 1.12 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 01MT111.2: Student will define the relationship between two or more variables | SO2.1 SO2.2 SO2.3 | | Unit-2.0: Correlation Analysis 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9, 2.10, 2.11, 2.12 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 01MT111.3: Student will examine a time series is a series without obvious trend or seasonal components. | SO3.1 SO3.2 SO3.3 | | Unit-3.0: Time series analysis 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9, 3.10, 3.11, 3.12 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 01MT111.4: Student will analysis and outcomes is a possible result of an experiment or trial | SO4.1 SO4.2 SO4.3 | | Unit-4.0: Concept of probability 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9, 4.10, 4.11, 4.12, 4.13 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 01MT111.5: Student will analyze a hypothesis testing | SO5.1 SO5.2 SO5.3 | | Unit-5.0: Hypothesis testing concepts 5.1, 5.2, 5.3, 5.4, 5.5, 5.6, 5.7, 5.8, 5.9, 5.10, 5.11, 5.12, 5.13 | |



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Semester-I

| | |
|-----------------------|--|
| Course Code: | 03MT121 |
| Course Title : | Ethics and corporate social responsibility |
| Pre-requisite: | Course assessment methods: CT & EA |
| Rationale: | The students studying principles and practice of management will be able to understand the application of principles of management which makes the manager more realistic, thoughtful, justifiable and free from personal bias. The decisions taken on the basis of principles of management are subject to evaluation and objective assessment. |

Course Outcomes:

03MT121.1: Understand the concept of business ethics along with its practical implications.

03MT121.2: Identify the need of corporate governance in the present scenario.

03MT121.3: Describe the significance of SEBI and Board of directors in corporate governance.

03MT121.4: Discuss the role, duties and Responsibilities of Auditors in corporate governance.

03MT121.5: To develop various corporate social responsibility and practice in their professional life.

Scheme of Studies:

| Code | Course Code | Course Title | Scheme of studies (Hours/Week) | | | | | Total Credits (C) |
|------|-------------|--|--------------------------------|----|----|----|---------------------------------|-------------------|
| | | | CI | LI | SW | SL | Total Study Hours (CI+LI+SW+SL) | |
| MCC | 03MT121 | Ethics and corporate social responsibility | 4 | 0 | 2 | 1 | 7 | 4 |

Legend:

CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

SW: Sessional Work (includes assignment, seminar, mini project etc.),

SL: Self Learning,

C: Credits.

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

Scheme of Assessment:

Theory:

| Code | Course Code | Course Title | Scheme of Assessment (Marks) | | | | | | | End Semester Assessment (ESA) | Total Marks (PRA+ ESA) |
|------|-------------|--|--|---|------------------|------------------------------|-----------------------|-------------------------------|----|-------------------------------|------------------------|
| | | | Progressive Assessment (PRA) | | | | | Total Marks (CA+CT+SA+CAT+AT) | | | |
| | | | Class/Home Assignment 5 number 3 marks each (CA) | Class Test 2 (2 best out of 3) 10 marks each (CT) | Seminar one (SA) | Class Activity any one (CAT) | Class Attendance (AT) | | | | |
| MCC | 03MT121 | Ethics and corporate social responsibility | 15 | 20 | 5 | 5 | 5 | 50 | 50 | 100 | |

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

03MT121.1: Understand the concept of business ethics along with its practical implications.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 16 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 18 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|---|---|
| <p>SO1.1 Understanding Business ethics: Meaning of ethics, why ethical problems occur in business</p> <p>SO1.2 Students will learn ethical principles and utilitarianism</p> <p>SO1.3 Understanding rights and duties, justice and fairness, integrity utility</p> <p>SO1.4 Discuss an alternative to moral principles</p> <p>SO1.5 Recognize worker's and employee's rights and responsibilities Compare and contrast between profit maximization and social responsibilities</p> | | <p>Unit-1.0: Business Ethics [16 Hours]</p> <p>1.1 Introduction and meaning of business ethics</p> <p>1.2 Why ethical problems occur in business</p> <p>1.3 Ethical principle in business</p> <p>1.4 Utilitarianism</p> <p>1.5 Weighing social cost and benefits</p> <p>1.6 Rights and duties</p> <p>1.7 Justice and fairness</p> <p>1.8 ethics of care</p> <p>1.9 Integrating utility</p> <p>1.10 Rights, justice and caring</p> <p>1.11 An alternative to moral principles</p> <p>1.12 Virtue ethics,</p> <p>1.13 Moral issues in business</p> <p>1.14 Worker's and employee's rights</p> <p>1.15 Worker's and employee's responsibilities</p> <p>1.16 Profit maximization vs. social responsibility</p> | <p>1. Importance of business ethics</p> <p>2. Pro of Utilitarianism</p> |

SW-1 Suggested Sessional Work (SW):

- a. **Assignments:** What do you understand by ethics? Discuss in detail.
- b. **Mini Project:** Discuss the types of Utilitarianism.
- c. **Other Activities (Specify):** Group discussion, presentation



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

03MT121.2: Identify the need of corporate governance in the present scenario.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 12 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 14 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|--|---|
| SO2.1 Understanding basic concepts of corporate governance SO2.2 Learning features of good governance SO2.3 Importance of role played by regulators to improve corporate governance SO2.4 Apply Accounting standards in corporate governance SO2.5 Concept of insider trading | | Unit-2.0: Corporate governance [12 Hours] 2.1 Need to improve corporate governance 2.2 Standards, Features of good governance 2.3 Role played by regulators. 2.4 Trading 2.5 Role played by regulators to improve corporate governance, 2.6 Accounting standards 2.7 Corporate governance 2.8 Corporate disclosure 2.9 Corporate governance 2.10 Corporate governance concepts 2.11 Corporate governance need 2.12 Insider trading. | 1. Significance of corporate governance 2. Traits of good governance |

SW-2 Suggested Sessional Work (SW):

- a. **Assignments:** Explain corporate governance and write need to improve corporate governance standard.
- b. **Mini Project:** Insider trading practices in India.
- c. **Other Activities (Specify):** Case analysis, presentation



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

03MT121.3: Describe the significance of SEBI and Board of directors in corporate governance.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 10 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 12 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|---|--|
| <p>SO3.1 Formation of board and their roles</p> <p>SO3.2 Duties and responsibilities of Executive and Non-Executive directors</p> <p>SO3.3 Practical implication of SEBI clause</p> <p>SO3.4 Role of financial institution in enhancing corporate governance</p> <p>SO3.5 Critical issues in governance of board directors,</p> | | <p>Unit-3.0: The Board [10 Hours]</p> <p>3.1 The Board -Quality, 3.2 Composition and role of Board 3.3 Outside Directors on the board 3.4 (independent, nominee) 3.5 Executive director 3.6 Non-Executive director 3.7 SEBI clause 49, 3.8 directors and financial institutions in enhancing corporate governance 3.9 critical issues in governance of board directors 3.10 CEO Duality</p> | <p>1. Qualities of board of directors</p> <p>2. Independent and nominee director</p> |

SW-3 Suggested Sessional Work (SW):

- a. **Assignments:** Explain SEBI Clause 49 in detail.
- b. **Mini Project:** Difference between Executive and Non-Executive directors.
- c. **Other Activities (Specify):** Case analysis and group discussion.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

03MT121.4: Discuss the role, duties and Responsibilities of Auditors in corporate governance.

Approximate Hours

| Item | AppX Hrs |
|--------------|-----------|
| CI | 15 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 17 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|---|---|
| <p>SO4.1 Understanding role of auditors in enhancing corporate governance</p> <p>SO4.2 Duties and Responsibilities of auditors</p> <p>SO4.3 The concept of Whistle blowing</p> <p>SO4.4 Discrimination, affirmative action, and reverse discrimination</p> <p>SO4.5 Importance of Equal employment opportunity, Affirmative action, Preferential hiring</p> | | <p>Unit-4.0: Role of Auditor [15 Hours]</p> <p>4.1 Role of auditors</p> <p>4.2 Role of auditors</p> <p>4.3 Role of auditors in enhancing corporate governance</p> <p>4.4 Duties of auditors</p> <p>4.5 duties and responsibilities of auditors,</p> <p>4.6 Corporate governance</p> <p>4.7 Internal auditors</p> <p>4.8 Whistle blowing</p> <p>4.9 Kind of Whistle blowing</p> <p>4.10 Precluding the need for whistle blowing</p> <p>4.11 Discrimination</p> <p>4.12 Affirmative action</p> <p>4.13 Affirmative action, and reverse discrimination:</p> <p>4.14 Equal employment opportunity</p> <p>4.15 Preferential hiring.</p> | <p>1. Kinds of whistle blowing</p> <p>2. Equal employment opportunity</p> |

SW-4 Suggested Sessional Work (SW):

- a. Assignments:** Discuss Duties and Responsibilities of Auditors.
- b. Mini Project:** Concept of Discrimination, affirmative action, and reverse discrimination.
- c. Other Activities (Specify):** Case analysis and group discussion.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

03MT121.5: To develop various corporate social responsibility and practice in their professional life.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 7 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 9 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|---|---|
| SO5.1 Understanding corporate social responsibilities SO5.2 Learning evolution of corporate social responsibilities SO5.3 Identifying common indicators for measuring business social performance SO5.4 Measuring social responsibility SO5.5 Preparation of annual report | | Unit-5.0: Corporate social responsibility [7 Hours] 5.1 Corporate social responsibility 5.2 Meaning, and evaluation 5.3 Evolution of corporate social responsibility 5.4 Common indicators for measuring business 5.5 Common indicators for measuring business social performance 5.6 Reporting social responsibility 5.7 Measures in annual report | 1. Importance of corporate social responsibility. 2. Contents of annual report |

SW-5 Suggested Sessional Work (SW):

- a. Assignments:** Describe corporate social responsibility with real life examples.
- b. Mini Project:** Discuss about the various users of annual report.
- c. Other Activities (Specify):** Case analysis and group discussion.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Brief of Hours suggested for the Course Outcome:

| Course Outcomes | Class Lecture (CI) | Sessional Work (SW) | Self-Learning (SI) | Total hour (CI+SW+SI) |
|--|--------------------|---------------------|--------------------|-----------------------|
| 03MT121.1: Understand the concept of business ethics along with its practical implications | 16 | 1 | 1 | 18 |
| 03MT121.2: Identify the need of corporate governance in the present scenario | 12 | 1 | 1 | 14 |
| 03MT121.3: Describe the significance of SEBI and Board of directors in corporate governance | 10 | 1 | 1 | 12 |
| 03MT121.4: Discuss the role, duties and Responsibilities of Auditors in corporate governance | 15 | 1 | 1 | 16 |
| 03MT121.5: To develop various corporate social responsibility and practice in their professional life | 7 | 1 | 1 | 9 |
| Total Hours | 60 | 5 | 5 | 70 |

Suggestion for End Semester Assessment:

Suggested Specification Table (For ESA)

| CO | Unit Titles | Marks Distribution | | | Total Marks |
|------------------|---------------------------------|--------------------|---|---|-------------|
| | | R | U | A | |
| 03MT121.1 | Business Ethics | | | | |
| 03MT121.2 | Corporate governance | | | | |
| 03MT121.3 | The Board | | | | |
| 03MT121.4 | Role of Auditor | | | | |
| 03MT121.5 | Corporate social responsibility | | | | |
| Total | | | | | 30 |

Legend: R: Remember, U: Understand, A: Apply

The end of semester assessment for Ethics and corporate social responsibility will be held with written examination of 50 marks.

Note: Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Case Method
3. Group Discussion
4. ICT Based Teaching Learning (Video Demonstration/Tutorials CBT, Blog, Facebook, Twitter, Whatsapp, Mobile, Online sources)
5. Brainstorming



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

Suggested Learning Resources:

(a) Books:

| S. No. | Title | Author | Publisher | Edition & Year |
|--------|--|-------------------------------|-------------------|----------------|
| 1 | Business ethics- concepts and cases | Manuel G Velasquez | Cases Pearson | - |
| 2 | Social issues in business | Luthans Hodgetts and Thompson | Macmillan USA | - |
| 3 | Business Ethics Pearson Education | A.C. Fernando | Pearson Education | - |
| 4 | Lecture notes provided by Dept. of Management, AKS University, Satna | | | |

Curriculum Development Team:

1. Dr. Kausik Mukherjee, Associate Dean & Head, FMS, AKS University, Satna.
2. Dr. Pradeep Chaurasia, Associate Professor, FMS, AKS University, Satna.
3. Dr. Chandan Singh, Assistant Professor, FMS, AKS University, Satna.
4. Dr. Prakash Kumar Sen, Assistant Professor, FMS, AKS University, Satna.
5. Dr. Seema Dwivedi, Assistant Professor, FMS, AKS University, Satna.
6. Mr. Pramod Kumar Dwivedi, Assistant Professor, FMS, AKS University, Satna.
7. Mrs. Shinu Shukla, Assistant Professor, FMS, AKS University, Satna.
8. Mr. Krishna Kumar Mishra, Assistant Professor, FMS, AKS University, Satna.
9. Miss. Kiran Chhabariya, Assistant Professor, FMS, AKS University, Satna.
10. Mr. Anurag Singh Parihar, Teaching Associate, FMS, AKS University, Satna.

Cos, POs and PSOs Mapping

Course Title: BBA (Hon's)

Course Code: 03MT121

Course Title: Ethics and Corporate Social Responsibilities

| Course Outcomes | Program Outcomes | | | | | | Program Specific Outcome | |
|--|------------------|---------------------|----------------------------------|---------------------------|----------------------|--------------------------------|---|---|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO 1 | PSO 2 |
| | Domain knowledge | Contemporary issues | Deep thinking, business analysis | Mobilization of resources | Research orientation | Developing corporate solutions | Acquire leadership skills and entrepreneurial mindset | Application of ethical practices and moral values |
| 03MT121.1: Understand the concept of business ethics along with its practical implications | 3 | 2 | 2 | 2 | 1 | 2 | 3 | 3 |
| 03MT121.2: Identify the need of corporate governance in the present scenario | 3 | 2 | 2 | 1 | 2 | 1 | 3 | 3 |
| 03MT121.3: Describe the significance of SEBI and Board of directors in corporate governance | 3 | 1 | 2 | 2 | 1 | 2 | 3 | 3 |
| 03MT121.4: Discuss the role, duties and Responsibilities of Auditors in corporate governance | 3 | 2 | 1 | 1 | 2 | 2 | 3 | 3 |
| 03MT121.5: To develop various corporate social responsibility and practice in their professional life | 3 | 2 | 1 | 1 | 2 | 1 | 3 | 3 |

Legend: 1 – Low, 2 – Medium, 3 – High

Course Curriculum Map:

| POs & PSOs No. | COs No.& Titles | SOs No. | Laboratory Instruction (LI) | Classroom Instruction (CI) | Self-Learning (SL) |
|---------------------------------------|--|---|------------------------------------|---|---------------------------|
| POs 1,2,3,4,5,6 PSOs 1,2 | 03MT121.1: Understand the concept of business ethics along with its practical implications | SO1.1 SO1.2 SO1.3 SO1.4 SO1.5 | | Unit-1.0: Business Ethics 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8, 1.9, 1.10, 1.11, 1.12, 1.12, 1.13, 1.14, 1.15, 1.16 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 03MT121.2: Identify the need of corporate governance in the present scenario | SO2.1 SO2.2 SO2.3 SO2.4 SO2.5 | | Unit-2.0: Corporate governance 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9, 2.10, 2.11, 2.12 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 03MT121.3: Describe the significance of SEBI and Board of directors in corporate governance | SO3.1 SO3.2 SO3.3 SO3.4 SO3.5 | | Unit-3.0: The Board 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9, 3.10 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 03MT121.4: Discuss the role, duties and Responsibilities of Auditors in corporate governance | SO4.1 SO4.2 SO4.3 SO4.4 SO4.5 | | Unit-4.0: Role of Auditor 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9, 4.10, 4.11, 4.12, 4.13, 4.14 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 03MT121.5: To develop various corporate social responsibility and practice in their professional life | SO5.1 SO5.2 SO5.3 SO5.4 SO5.5 | | Unit-5.0: Corporate social responsibility 5.1, 5.2, 5.3, 5.4, 5.5, 5.6, 5.7 | |



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Semester-I

| | |
|-----------------------|--|
| Course Code: | 03MT122 |
| Course Title : | India's Diversity and Business |
| Pre-requisite: | Student should have basic knowledge of Indian diversity; India's diversity is a complex and multifaceted aspect that plays a significant role in shaping its business landscape. to understand and navigate the business environment in India |
| Rationale: | The students studying will able to understand India's diversity & business lies in the fact that India is a melting pot of various cultures, languages, traditions, and lifestyles. This diversity presents both challenges and opportunities for businesses operating in the country. |

Course Outcomes:

03MT122.1: Gain insights into the diverse cultural nuances that exist across different states and regions in India.

03MT122.2: Explain the various dimensions of social diversity, including but not limited to race, ethnicity, gender, age, socioeconomic status, religion, sexual orientation, and ability.

03MT122.3: Explore the wide range of occupations and professions existing in different sectors, including agriculture, industry, services, and the informal economy.

03MT122.4: Analyze the resilience and adaptive strategies for communities facing ongoing or emerging social challenges.

03MT122.5: Create range of knowledge, skills, and attitudes to navigate the diverse cultural, social, and economic landscape of India.

Scheme of Studies:

| Code | Course Code | Course Title | Scheme of studies (Hours/Week) | | | | Total Study Hours (CI+LI+SW+SL) | Total Credits (C) |
|------|-------------|--------------------------------|--------------------------------|----|----|----|---------------------------------|-------------------|
| | | | CI | LI | SW | SL | | |
| MCC | 03MT122 | India's Diversity and Business | 4 | 0 | 1 | 1 | 6 | 4 |

Legend:

CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

SW: Sessional Work (includes assignment, seminar, mini project etc.),

SL: Self Learning,



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

C: Credits.

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

Scheme of Assessment:

Theory:

| Code | Course Code | Course Title | Scheme of Assessment (Marks) | | | | | | | End Semester Assessment (ESA) | Total Marks (PRA+ ESA) |
|------|-------------|--------------------------------|--|---|------------------|------------------------------|-----------------------|-------------------------------|----|-------------------------------|------------------------|
| | | | Progressive Assessment (PRA) | | | | | Total Marks (CA+CT+SA+CAT+AT) | | | |
| | | | Class/Home Assignment 5 number 3 marks each (CA) | Class Test 2 (2 best out of 3) 10 marks each (CT) | Seminar one (SA) | Class Activity any one (CAT) | Class Attendance (AT) | | | | |
| MCC | 03MT122 | India's Diversity and Business | 15 | 20 | 5 | 5 | 5 | 50 | 50 | 100 | |

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

03MT122.1: Gain insights into the diverse cultural nuances that exist across different states and regions in India.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 18 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 20 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|--|---|
| <p>SO1.1 Recognize and recall key facts about India's diversity, including its geographical, cultural, linguistic, and religious diversity</p> <p>SO1.2 Explain the significance of diversity in India, understanding how historical, cultural, and geographical factors have contributed to the country's rich and varied tapestry</p> <p>SO1.3 Apply knowledge of India's diversity to identify and analyze specific examples of diverse cultural practices, traditions, languages, and lifestyles across different regions</p> <p>SO1.4 Break down and analyze the impact of diversity on various aspects of Indian society, such as social interactions, economic activities, and governance structures</p> <p>SO1.5 Assess the challenges and opportunities arising from India's diversity, considering how it influences social cohesion, economic development, and political dynamics</p> | | <p>Unit-1.0: India's Diversity [18 Hours]</p> <p>1.1 Recognizing</p> <p>1.2 Accommodating</p> <p>1.3 Valuing diversity</p> <p>1.4 Challenges</p> <p>1.5 Dilemmas-posed-by diversity</p> <p>1.6 Drive for homogenization</p> <p>1.7 Sources of dilemma and tension</p> <p>1.8 Sources of immigration</p> <p>1.9 Competition for limited resources</p> <p>1.10 Regional bases of India's diversity</p> <p>1.11 Regional approach to understanding diversity</p> <p>1.12 In terms of India's topography,</p> <p>1.13 Drainage,</p> <p>1.14 Soil</p> <p>1.15 Climate,</p> <p>1.16 Vegetation,</p> <p>1.17 Rural settlements System</p> <p>1.18 Urban Settlement Systems</p> | <p>1. Valuing diversity</p> <p>2. Sources of dilemma and tension</p> <p>3. Sources of immigration</p> |

SW-1 Suggested Sessional Work (SW):

- a. **Assignments:** Dilemmas-posed-by diversity.
- b. **Mini Project:** Regional bases of India's diversity.
- c. **Other Activities (Specify):** Class presentation.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

03MT122.2: Explain the various dimensions of social diversity, including but not limited to race, ethnicity, gender, age, socioeconomic status, religion, sexual orientation, and ability

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 12 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 14 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|--|--|
| <p>SO2.1 Define key terms related to social diversity in India, such as caste, religion, ethnicity, language, and regional differences</p> <p>SO2.2 Explain the significance of social diversity in the context of India's history, culture, and identity</p> <p>SO2.3 Apply knowledge of social diversity to propose strategies for promoting inclusivity and reducing social disparities in specific contexts</p> <p>SO2.4 Analyze case studies illustrating instances of social diversity and its implications in different regions of India</p> <p>SO2.5 Evaluate the role of policies and initiatives in addressing or exacerbating social diversity challenges</p> | | <p>Unit-2.0: Social diversity in India [12 Hours]</p> <p>2.1 Introduction 2.2 Peopling 2.3 Demography 2.4 Languages, 2.5 Castes 2.6 Ethnicity 2.7 Religions 2.8 Sects 2.9 Family 2.10 Kinship 2.11 Social institutions 2.12 Socio-cultural regions</p> | <p>1. Social diversity in India 2. Demography 3. Ethnicity</p> |

SW-2 Suggested Sessional Work (SW):

- a. **Assignments:** Socio-cultural regions.
- b. **Mini Project:** Social institutions.
- c. **Other Activities (Specify):** PPT Presentation, Group Discussion.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

03MT122.3: Explore the wide range of occupations and professions existing in different sectors, including agriculture, industry, services, and the informal economy.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 16 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 18 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|---|--|
| <p>SO3.1 Define key terms related to livelihood and occupational diversity, such as livelihood, occupation, diversity, and related concepts</p> <p>SO3.2 Explain the significance of livelihoods in sustaining individuals and communities</p> <p>SO3.3 Demonstrate the ability to apply theoretical concepts of livelihoods to real-world scenarios</p> <p>SO3.4 Analyze case studies to identify the impact of occupational diversity on economic development in different regions</p> <p>SO3.5 Evaluate the impact of globalization on livelihoods and occupational patterns</p> | | <p>Unit-3.0: Livelihood and Occupational Diversity [16 Hours]</p> <p>3.1 Introduction 3.2 People 3.3 Livelihood 3.4 Occupational Diversity 3.5 Traditional livelihoods 3.6 Traditional livelihoods- Nature 3.7 Agriculture 3.8 Crafts 3.9 Industry 3.10 Service 3.11 Region 3.12 Occupation 3.13 Employment 3.14 Merits 3.15 Demerits 3.16 Significance</p> | <p>1. Occupational Diversity 2. Traditional livelihoods 3. Agriculture</p> |

SW-3 Suggested Sessional Work (SW):

- a. Assignments:** Traditional livelihoods-Nature.
- b. Mini Project:** Occupational Diversity.
- c. Other Activities (Specify):** Class presentation.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

03MT122.4: Analyze the resilience and adaptive strategies for communities facing ongoing or emerging social challenges

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 10 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 12 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|--|--|
| <p>SO4.1 Define key socio-economic challenges in India</p> <p>SO4.2 Explain the root causes of socio-economic challenges in India</p> <p>SO4.3 Analyze how government policies have impacted socio-economic conditions</p> <p>SO4.4 Evaluate the effectiveness of existing programs and initiatives</p> <p>SO4.5 Examine the relationship between economic growth and social development in India</p> | | <p>Unit-4.0: India's Socio-economic challenges [10 Hours]</p> <p>4.1 Introduction to India's Socio-economic challenges</p> <p>4.2 Features of India's Socio-economic challenges</p> <p>4.3 Significance of India's Socio-economic challenges</p> <p>4.4 Merits of India's Socio-economic challenges</p> <p>4.5 Demerits India's Socio-economic challenges</p> <p>4.6 Linkages between Diversity and India's Socio-economic challenges</p> <p>4.7 Regional variations in terms of geographic socio-economic factors- trends</p> <p>4.8 Emerging options</p> <p>4.9 Food insecurity, economic inequalities and poverty</p> <p>4.10 Environmental degradation and sustainable development.</p> | <ol style="list-style-type: none"> 1. Features of India's Socio-economic challenges 2. Linkages between Diversity and India's Socio-economic challenges 3. Regional variations in terms of geographic socio-economic factors 4. socio-economic factors |

SW-4 Suggested Sessional Work (SW):

- a. **Assignments:** Environmental degradation.
- b. **Mini Project:** Food insecurity, economic inequalities and poverty.
- c. **Other Activities (Specify):** Class presentation



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

03MT122.5: Create range of knowledge, skills, and attitudes to navigate the diverse cultural, social, and economic landscape of India.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 4 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 6 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|--|--|
| <p>SO5.1 Define key terms related to diversity in the business context</p> <p>SO5.2 Explain the importance of diversity in fostering innovation and creativity within a business</p> <p>SO5.3 Apply diversity and inclusion principles to hypothetical workplace scenarios</p> <p>SO5.4 Analyze case studies highlighting challenges and solutions related to diversity in specific business contexts</p> <p>SO5.5 Evaluate the potential consequences of not prioritizing diversity in a business environment</p> | | <p>Unit-5.0: Diversity and Business [4 Hours]</p> <p>5.1 Indian Consumers and marketing; Rural and Urban context</p> <p>5.2 Diversity, manufacturing, industry and services</p> <p>5.3 Diversity and Innovation</p> <p>5.4 Workforce diversity and management</p> | <p>1. Indian Consumers and marketing; Rural and Urban context</p> <p>2. Diversity, manufacturing, industry and services</p> <p>3. Diversity and Innovation</p> |

SW-5 Suggested Sessional Work (SW):

- a. Assignments:** Indian Consumers and marketing; Rural and Urban context.
- b. Mini Project:** Workforce diversity and management.
- c. Other Activities (Specify):** Class Presentation.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Brief of Hours suggested for the Course Outcome:

| Course Outcomes | Class Lecture (CI) | Sessional Work (SW) | Self-Learning (SI) | Total hour (CI+SW+SI) |
|--|--------------------|---------------------|--------------------|-----------------------|
| 03MT122.1: Gain insights into the diverse cultural nuances that exist across different states and regions in India | 18 | 1 | 1 | 20 |
| 03MT122.2: Explain the various dimensions of social diversity, including but not limited to race, ethnicity, gender, age, socioeconomic status, religion, sexual orientation, and ability | 12 | 1 | 1 | 14 |
| 03MT122.3: Explore the wide range of occupations and professions existing in different sectors, including agriculture, industry, services, and the informal economy | 16 | 1 | 1 | 18 |
| 03MT122.4: Analyze the resilience and adaptive strategies for communities facing ongoing or emerging social challenges | 10 | 1 | 1 | 12 |
| 03MT122.5: Create range of knowledge, skills, and attitudes to navigate the diverse cultural, social, and economic landscape of India | 4 | 1 | 1 | 6 |
| Total Hours | 60 | 5 | 5 | 70 |

Suggestion for End Semester Assessment:

Suggested Specification Table (For ESA)

| CO | Unit Titles | Marks Distribution | | | Total Marks |
|------------------|---------------------------------------|--------------------|---|---|-------------|
| | | R | U | A | |
| 03MT122.1 | India's Diversity | | | | |
| 03MT122.2 | Social diversity in India | | | | |
| 03MT122.3 | Livelihood and Occupational Diversity | | | | |
| 03MT122.4 | India's Socio-economic challenges | | | | |
| 03MT122.5 | Diversity and Business | | | | |
| Total | | | | | 30 |

Legend: R: Remember, U: Understand, A: Apply

The end of semester assessment for India's Diversity and Business will be held with written examination of 50 marks.

Note: Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorials
3. Case Method
4. Group Discussion
5. Brainstorming

Suggested Learning Resources:

(a) Books:

| S. No. | Title | Author | Publisher | Edition & Year |
|--------|--|-------------|-------------------|----------------|
| 1 | India and Indian Regions: A Critical Overview | Bhatt, B. L | Cornell | 1980 |
| 2 | Unity in Indian Diversity | Bose NK | Popular Prakashan | 1969 |
| 3 | Lecture notes provided by Dept. of Management, AKS University, Satna | | | |

Curriculum Development Team:

1. Dr. Kausik Mukherjee, Associate Dean & Head, FMS, AKS University, Satna.
2. Dr. Pradeep Chaurasia, Associate Professor, FMS, AKS University, Satna.
3. Dr. Chandan Singh, Assistant Professor, FMS, AKS University, Satna.
4. Dr. Prakash Kumar Sen, Assistant Professor, FMS, AKS University, Satna.
5. Dr. Seema Dwivedi, Assistant Professor, FMS, AKS University, Satna.
6. Mr. Pramod Kumar Dwivedi, Assistant Professor, FMS, AKS University, Satna.
7. Mrs. Shinu Shukla, Assistant Professor, FMS, AKS University, Satna.
8. Mr. Krishna Kumar Mishra, Assistant Professor, FMS, AKS University, Satna.
9. Miss. Kiran Chhabariya, Assistant Professor, FMS, AKS University, Satna.
10. Mr. Anurag Singh Parihar, Teaching Associate, FMS, AKS University, Satna.

Cos, POs and PSOs Mapping

Course Title: BBA (Hon's)

Course Code: 03MT122

Course Title: India's Diversity and Business

| Course Outcomes | Program Outcomes | | | | | | Program Specific Outcome | |
|--|------------------|---------------------|----------------------------------|---------------------------|----------------------|--------------------------------|---|---|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO 1 | PSO 2 |
| | Domain knowledge | Contemporary issues | Deep thinking, business analysis | Mobilization of resources | Research orientation | Developing corporate solutions | Acquire leadership skills and entrepreneurial mindset | Application of ethical practices and moral values |
| 03MT122.1: Gain insights into the diverse cultural nuances that exist across different states and regions in India | 3 | 1 | 1 | 1 | 1 | 1 | 2 | 2 |
| 03MT122.2: Explain the various dimensions of social diversity, including but not limited to race, ethnicity, gender, age, socioeconomic status, religion, sexual orientation, and ability | 1 | 1 | 3 | 2 | 2 | 2 | 3 | 1 |
| 03MT122.3: Explore the wide range of occupations and professions existing in different sectors, including agriculture, industry, services, and the informal economy | 2 | 1 | 3 | 1 | 1 | 1 | 3 | 1 |



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

| | | | | | | | | |
|--|---|---|---|---|---|---|---|---|
| 03MT122.4: Analyze the resilience and adaptive strategies for communities facing ongoing or emerging social challenges | 1 | 1 | 1 | 3 | 1 | 1 | 3 | 2 |
| 03MT122.5: Create range of knowledge, skills, and attitudes to navigate the diverse cultural, social, and economic landscape of India | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 3 |

Legend: 1 – Low, 2 – Medium, 3 – High

Course Curriculum Map:

| POs & PSOs No. | COs No.& Titles | SOs No. | Laboratory Instruction (LI) | Classroom Instruction (CI) | Self-Learning (SL) |
|---------------------------------------|--|---|------------------------------------|---|---------------------------|
| POs 1,2,3,4,5,6 PSOs 1,2 | 03MT122.1: Gain insights into the diverse cultural nuances that exist across different states and regions in India | SO1.1 SO1.2 SO1.3 SO1.4 SO1.5 | | Unit-1.0: India's Diversity 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8, 1.9, 1.10, 1.11, 1.12, 1.13, 1.14, 1.15, 1.16, 1.17, 1.18 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 03MT122.2: Explain the various dimensions of social diversity, including but not limited to race, ethnicity, gender, age, socioeconomic status, religion, sexual orientation, and ability | SO2.1 SO2.2 SO2.3 SO2.4 SO2.5 | | Unit-2.0: Social diversity in India 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9, 2.10, 2.11, 2.12 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 03MT122.3: Explore the wide range of occupations and professions existing in different sectors, including agriculture, industry, services, and the informal economy | SO3.1 SO3.2 SO3.3 SO3.4 SO3.5 | | Unit-3.0: Livelihood and Occupational Diversity 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9, 3.10, 3.11, 3.12, 3.13, 3.14, 3.14, 3.15, 3.16 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 03MT122.4: Analyze the resilience and adaptive strategies for communities facing ongoing or emerging social challenges | SO4.1 SO4.2 SO4.3 SO4.4 SO4.5 | | Unit-4.0: India's Socio-economic challenges 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9, 4.10 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 03MT122.5: Create range of knowledge, skills, and attitudes to navigate the diverse cultural, social, and economic landscape of India | SO5.1 SO5.2 SO5.3 SO5.4 SO5.5 | | Unit-5.0: Diversity and Business 5.1, 5.2, 5.3, 5.4 | |



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Semester-I

| | |
|-----------------------|--|
| Course Code: | 0SDG01 |
| Course Title : | Sustainable Development Goals (SDGs) |
| Pre-requisite: | Student should have basic knowledge of Environment, Natural resources, Climate change and sustainability |
| Rationale: | To inculcate the knowledge base on sustainable development with a view to balance our economic, environmental and social needs, allowing prosperity for now and future generations. To train students to undertake major initiatives in the efficient management of natural resources and the prevention of environmental pollution with focus on Sustainable Development. To use environmental management tools that help to improve the quality of environment, to assess local vulnerabilities with respect to climate, natural disasters and to achieve sustainable developmental needs. |

Course Outcomes:

0SDG01.1: Examine critically the 17 newly minted UN Sustainable Development Goals and understand the historical evolution, key theories, and concepts of sustainable development.

0SDG01.2: Identify and apply methods for assessing the achievement of sustainable development and discover the science, technology, economics, and politics underlying the concepts of sustainability.

0SDG01.3: Understand the implications of overuse of resources, population growth and economic growth and sustainability and explore the challenges the society faces in making transition to renewable resource use.

0SDG01.4: Develop skills to understand attitudes on individuals, society and their role regarding causes and solutions in the field of sustainable development and apply critical thinking skills to evaluate the quality, credibility and limitations of an argument for solution.

0SDG01.5: Describe the steps of the design thinking methodology and how design thinking can accelerate effective SDG implementation. Deepen knowledge and pedagogical tools to incorporate values-based education for sustainable development in educational programmes and processes.

Scheme of Studies:

| Code | Course Code | Course Title | Scheme of studies (Hours/Week) | | | | Total Study Hours (CI+LI+SW+SL) | Total Credits (C) |
|------|-------------|--------------------------------------|--------------------------------|----|----|----|------------------------------------|----------------------|
| | | | CI | LI | SW | SL | | |
| SDG | 0SDG01 | Sustainable Development Goals (SDGs) | 2 | 0 | 1 | 1 | 4 | 2 |



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Legend:

CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

SW: Sessional Work (includes assignment, seminar, mini project etc.),

SL: Self Learning,

C: Credits.

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

Scheme of Assessment:

Theory:

| Code | Course Code | Course Title | Scheme of Assessment (Marks) | | | | | | | End Semester Assessment (ESA) | Total Marks (PRA+ ESA) |
|------|-------------|--------------------------------------|--|---|------------------|------------------------------|-----------------------|-------------------------------|----|-------------------------------|------------------------|
| | | | Progressive Assessment (PRA) | | | | | Total Marks (CA+CT+SA+CAT+AT) | | | |
| | | | Class/Home Assignment 5 number 3 marks each (CA) | Class Test 2 (2 best out of 3) 10 marks each (CT) | Seminar one (SA) | Class Activity any one (CAT) | Class Attendance (AT) | | | | |
| SDG | 0SDG01 | Sustainable Development Goals (SDGs) | 15 | 20 | 5 | 5 | 5 | 50 | 50 | 100 | |

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

OSDG01.1: Examine critically the 17 newly minted UN Sustainable Development Goals and understand the historical evolution, key theories, and concepts of sustainable development.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 6 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 8 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|---|--|
| <p>SO1.1 Understand about Sustainable Development</p> <p>SO1.2 Understand the Need and Importance of SDGs</p> <p>SO1.3 Understand the historical evolution of SDGs</p> <p>SO1.4 Gain knowledge of SDGs Different goals and their importance</p> <p>SO1.5 Explain the Challenges & strategies of attaining SDGs in countries</p> | | <p>Unit-1.0: Introduction to Sustainable Development [6 Hours]</p> <p>1.1 Need and Importance of Sustainable Development</p> <p>1.2 Historical & Policy perspectives of Sustainable Development</p> <p>1.3 Sustainable Development: World and India Perspective</p> <p>1.4 Introduction to 17 SDGs</p> <p>1.5 Specific learning objectives for different SDGs</p> <p>1.6 Challenges & strategies of attaining SDGs in developed and developing nations</p> | <p>1. Different SDG goals details and its importance</p> |

SW-1 Suggested Sessional Work (SW):

- a. **Assignments:** Overview of SDGs, Sustainable Consumption and Production, Details of 17 SDGs.
- b. **Mini Project:**
- c. **Other Activities (Specify):** Note down the different challenges in our state and district to achieve SDG



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

0SDG01.2: Identify and apply methods for assessing the achievement of sustainable development and discover the science, technology, economics, and politics underlying the concepts of sustainability and measuring.

Approximate Hours

| Item | AppX Hrs |
|--------------|----------|
| CI | 6 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 8 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|---|---|
| SO2.1 Explain Sustainable Development SO2.2 Understand the NEP-2020 and SDG SO2.3 Discuss higher Education role to achieve SDGs SO2.4 Explain how education for Sustainable Development SO2.5 Explain the measuring techniques for Sustainability | | Unit-2.0: Special focus on SDG 4- Quality Education and Lifelong Learning: [6 Hours] 2.1 Focus of NEP-2020 on SDG 2.2 Education for Sustainable Development (ESD) 2.3 Berlin Declaration 2021 on ESD 2.4 Integration of ESD in curriculum and textbooks 2.5 Tools, Systems, and Innovation for Sustainability 2.6 Measuring Sustainability: How do we measure sustainability | 1. NEP2020 objectives and concept for SDGs 2. Concept, Tools and techniques for measuring sustainability |

SW-2 Suggested Sessional Work (SW):

- a. Assignments:** Education role to achieve SDGs, The role of education in Sustainable Development, Measuring techniques of sustainability, Sustainability Indicators.
- b. Mini Project:**
- c. Other Activities (Specify):** Seminar and group discussion on ESD and measuring sustainability Millennium Development Goals (MDGs).



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

0SDG01.3: Understand the implications of overuse of resources, population growth and economic growth and sustainability and explore the challenges the society faces in making transition to renewable resource use.

Approximate Hours

| Item | AppX Hrs |
|--------------|----------|
| CI | 6 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 8 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|--|---|
| <p>SO3.1 Understand current economic issues in the context of the global sustainable development debate</p> <p>SO3.2 Outline of health, hygiene and water sanitation issues</p> <p>SO3.3 Discuss the renewable energy resources and its importance in present scenario</p> <p>SO3.4 Explain the importance of sustainable production and consumption</p> <p>SO3.5 Explain the problems and solution in rural and urban areas</p> | | <p>Unit-3.0: Understanding the SDGs [6 Hours]</p> <p>3.1 Circular economy (basic model of reuse, recycle, and reduce)</p> <p>3.2 Rural & urban Problems & Challenges</p> <p>3.3 Sustainable production and consumption</p> <p>3.4 Renewable energy</p> <p>3.5 Health & Hygiene, water , sanitation & water management</p> <p>3.6 Waste Management</p> | <p>1. Water treatment and management practices</p> <p>2. Non-renewable energy resources</p> |

SW-3 Suggested Sessional Work (SW):

- a. **Assignments:** Eco-friendly energy resources importance, types of waste and its management, Urban Problems & Challenges.
- b. **Mini Project:**
- c. **Other Activities (Specify):** Visit of waste water treatment plant, Visit of water treatment process.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

OSDG01.4: Develop skills to understand attitudes on individuals, society and their role regarding causes and solutions in the field of sustainable development and apply critical thinking skills to evaluate the quality, credibility and limitations of an argument for solution.

Approximate Hours

| Item | AppX Hrs |
|--------------|----------|
| CI | 6 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 8 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|--|---|
| <p>SO4.1 Understand environmental sustainability is crucial in reducing the impacts of climate change</p> <p>SO4.2 Discuss causes of emission of GHGs and its consequences</p> <p>SO4.3 Explain how climate change and sustainable development both play a role in shaping the human and environmental factors of the world</p> <p>SO4.4 Explain the importance of sustainable production and consumption</p> <p>SO4.5 Climate change is disrupting national economies and affecting lives and livelihoods, especially for the most vulnerable and its mitigation</p> | | <p>Unit-4.0: Climate Change, Energy and Sustainable Development [6 Hours]</p> <p>4.1 The greenhouse effect: Causes and Consequences</p> <p>4.2 Climate Change: A Threat to Sustainable Development</p> <p>4.3 Adaptation to Current and Future Climate Regimes</p> <p>4.4 The consequences: crop failure</p> <p>4.5 Solutions technology and lifestyle changes</p> <p>4.6 Mitigating Climate Change</p> | <p>1. Agreement on Climate Change, Trade, and Sustainability Carbon Credit, carbon trading Kyoto Protocol</p> |

SW-4 Suggested Sessional Work (SW):

- a. Assignments:** Urban Sustainability and Climate Change, Sustainable Development Policies, Agreement on Climate Change, Trade and Sustainability, Resilient cities – What makes a city sustainable, green, and resilient.
- b. Mini Project:**
- c. Other Activities (Specify):**



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

OSDG01.5: Describe the steps of the design thinking methodology and how design thinking can accelerate effective SDG implementation. Deepen knowledge and pedagogical tools to incorporate values-based education for sustainable development in educational programmes and processes.

Approximate Hours

| Item | AppX Hrs |
|--------------|----------|
| CI | 6 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 8 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|--|---|
| <p>SO4.1 Understand the relevance and the concept of sustainability and the global initiatives in this direction</p> <p>SO4.2 Understand role of Corporations and Ecological Sustainability</p> <p>SO4.3 Explain role of CSR in Sustainability</p> <p>SO4.4 Understand the SD challenge for companies, their responsibility and their potentials for action</p> <p>SO4.5 Discuss the role of world government for world justice and peace</p> | | <p>Unit-5.0: Sustainable Business Practices [6 Hours]</p> <p>5.1 Corporate Social Responsibility</p> <p>5.2 Sustainable products and services</p> <p>5.3 Business and Environment</p> <p>5.4 Corporations and Ecological Sustainability</p> <p>5.5 Life Cycle Assessment:</p> <ul style="list-style-type: none"> • LCA Overview and Application <p>5.6 World peace and justice:</p> <ul style="list-style-type: none"> • United nations goals for peace and justice • World Government for peace | <p>1. Local to the Global: Can Sustainable Development Work</p> |

SW-5 Suggested Sessional Work (SW):

- a. Assignments:** Consumption Patterns and Lifestyles, Company Perspectives for Environmental Sustainability, an Introduction to Economic Growth.
- b. Mini Project:**
- c. Other Activities (Specify):**



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Brief of Hours suggested for the Course Outcome:

| Course Outcomes | Class Lecture (CI) | Sessional Work (SW) | Self-Learning (SI) | Total hour (CI+SW+SI) |
|--|--------------------|---------------------|--------------------|-----------------------|
| OSDG01.1: Examine critically the 17 newly minted UN Sustainable Development Goals and understand the historical evolution, key theories, and concepts of sustainable development | 6 | 1 | 1 | 8 |
| OSDG01.2: Identify and apply methods for assessing the achievement of sustainable development and discover the science, technology, economics, and politics underlying the concepts of sustainability | 6 | 1 | 1 | 8 |
| OSDG01.3: Understand the implications of overuse of resources, population growth and economic growth and sustainability and explore the challenges the society faces in making transition to renewable resource use | 6 | 1 | 1 | 8 |
| OSDG01.4: Develop skills to understand attitudes on individuals, society and their role regarding causes and solutions in the field of sustainable development and apply critical thinking skills to evaluate the quality, credibility and limitations of an argument for solution | 6 | 1 | 1 | 8 |
| OSDG01.5: Describe the steps of the design thinking methodology and how design thinking can accelerate effective SDG implementation. Deepen knowledge and pedagogical tools to incorporate values-based education for sustainable development in educational programmes and processes | 6 | 1 | 1 | 8 |
| Total Hours | 30 | 5 | 5 | 40 |

Suggestion for End Semester Assessment:

Suggested Specification Table (For ESA)

| CO | Unit Titles | Marks Distribution | | | Total Marks |
|-----------------|--|--------------------|-----------|-----------|-------------|
| | | R | U | A | |
| OSDG01.1 | Introduction to Sustainable Development | 3 | 1 | 1 | 5 |
| OSDG01.2 | Special focus on SDG 4-Quality Education and Lifelong Learning | 2 | 6 | 2 | 10 |
| OSDG01.3 | Understanding the SDGs | 3 | 7 | 5 | 15 |
| OSDG01.4 | Climate Change, Energy and Sustainable Development | - | 10 | 5 | 15 |
| OSDG01.5 | Sustainable Business Practices | 3 | 2 | - | 5 |
| Total | | 11 | 26 | 13 | 50 |

Legend: R: Remember, U: Understand, A: Apply

The end of semester assessment for Sustainable Development Goals will be held with written examination of 50 marks.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

Note: Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Case Method
3. Group Discussion
4. ICT Based Teaching Learning (Video Demonstration/Tutorials CBT, Blog, Facebook, Twitter, Whatsapp, Mobile, Online sources)
5. Brainstorming

Suggested Learning Resources:

(a) Books:

| S. No. | Title | Author | Publisher | Edition & Year |
|--------|--|---|--|-----------------------|
| 1 | The Economics of Sustainable Development: The Case of India (Natural Resource Management and Policy) | Surender Kumar and Shunsuke Managi | Springer Switzerland | 2009 |
| 2 | Corporate Social Responsibility in Developing and Emerging Markets | Onyeka Osuji | Cambridge | New Edition June 2022 |
| 3 | Smart Cities for Sustainable Development | Ram Kumar Mishra, Ch Lakshmi Kumari, Sandeep Chachra, P.S. Janaki Krishna | Springer Switzerland | March 2022 |
| 4 | Sustainable Development: Linking Economy, Society, Environment | Tracey Strange and Anne Bayley | - | - |
| 5 | Management Of Resources For Sustainable Devpt | Sushma Goyal | The Orient Blackswan | 2016 |
| 6 | Energy, Environment and Sustainable Development: Issues and Policies | S. Ramaswamy Sathis G. Kumar | Regal Publications | 2009 |
| 7 | The New Map: Energy, Climate, and the Clash of Nations | Daniel Yergin | Penguin Press | September 2015 |
| 8 | Contributions of Education for Sustainable Development (ESD) to Quality Education: | Laurie, R., Nonoyama-Tarumi, Y., Mckeown, R., & Hopkins, C. | A Synthesis of Research. Journal of Education for Sustainable Development, 10(2), 226-242. | 2016 |
| 9 | Sustainable Results in Development: Using the SDGs for Shared Results and Impact | OECD | OECD Publishing, Paris | 2019 |
| 10 | Development Discourse and | Ziai, Aram | Routledge, London & | 2016 |



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

| | | | | |
|----|---|----------------------------------|----------------------|--------------|
| | Global History from colonialism to the sustainable development goals | | New York | |
| 11 | Sustainable Development Goals An Indian Perspective, | Hazra, Somnath., Bhukta, Anindya | Springer Switzerland | 2020 |
| 12 | Environmental Ecology, Biodiversity and Climate Change | HM Saxena | Rawat Publication | January 2021 |
| 13 | https://www.un.org/sustainabledevelopment/ | | | |
| 14 | https://www.aiu.ac.in/documents/AIU_Publications/UN-SDGgoals | | | |
| 15 | https://www.unesco.org/en/education-sustainable-development | | | |
| 16 | https://onlinecourses.nptel.ac.in/noc23_hs57/preview | | | |
| 17 | https://www.iau-hesd.net/news/5180-berlin-declaration-education-sustainable-development-adopted-unesco-esd-conference-17-19 | | | |
| 18 | Lecture notes provided by Dept. of Management, AKS University, Satna | | | |

Curriculum Development Team:

1. Professor G.C. Mishra, Director Cement Technology, AKS University, Satna
2. Professor Kamlesh Choure, Head Department of Biotechnology AKS University, Satna
3. Professor Mahendra Kumar Tiwari, Head Department of Environmental Science, AKS University , Satna

Cos, POs and PSOs Mapping

Course Title: BBA (Hon's)

Course Code: OSDG01

Course Title: Sustainable Development Goals (SDGs)

| Course Outcomes | Program Outcomes | | | | | | Program Specific Outcome | |
|--|------------------|---------------------|----------------------------------|---------------------------|----------------------|--------------------------------|---|---|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO 1 | PSO 2 |
| | Domain knowledge | Contemporary issues | Deep thinking, business analysis | Mobilization of resources | Research orientation | Developing corporate solutions | Acquire leadership skills and entrepreneurial mindset | Application of ethical practices and moral values |
| OSDG01.1: Examine critically the 17 newly minted UN Sustainable Development Goals and understand the historical evolution, key theories, and concepts of sustainable development | 3 | 2 | 2 | 2 | 1 | 2 | 3 | 3 |
| OSDG01.2: Identify and apply methods for assessing the achievement of sustainable development and discover the science, technology, economics, and politics underlying the concepts of sustainability | 3 | 2 | 2 | 1 | 2 | 1 | 3 | 3 |
| OSDG01.3: Understand the implications of overuse of resources, population growth and economic growth and sustainability and explore the challenges the society faces in making transition to renewable resource use | 3 | 1 | 2 | 2 | 1 | 2 | 3 | 3 |



A K S University

Faculty of Management Studies

Department of Business Administration

Curriculum of BBA (Hon's) Program

(Revised as on 01 August 2023)

| | | | | | | | | |
|--|---|---|---|---|---|---|---|---|
| OSDG01.4: Develop skills to understand attitudes on individuals, society and their role regarding causes and solutions in the field of sustainable development and apply critical thinking skills to evaluate the quality, credibility and limitations of an argument for solution | 3 | 2 | 1 | 1 | 2 | 2 | 3 | 3 |
| OSDG01.5: Describe the steps of the design thinking methodology and how design thinking can accelerate effective SDG implementation. Deepen knowledge and pedagogical tools to incorporate values-based education for sustainable development in educational programmes and processes | 3 | 2 | 1 | 1 | 2 | 1 | 3 | 3 |

Legend: 1 – Low, 2 – Medium, 3 – High

Course Curriculum Map:

| POs & PSOs No. | COs No.& Titles | SOs No. | Laboratory Instruction (LI) | Classroom Instruction (CI) | Self-Learning (SL) |
|---------------------------------------|--|---|------------------------------------|---|---------------------------|
| POs 1,2,3,4,5,6 PSOs 1,2 | OSDG01.1: Examine critically the 17 newly minted UN Sustainable Development Goals and understand the historical evolution, key theories, and concepts of sustainable development | SO1.1 SO1.2 SO1.3 SO1.4 SO1.5 | | Unit-1.0: Introduction to Sustainable Development 1.1, 1.2, 1.3, 1.4, 1.5, 1.6 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | OSDG01.2: Identify and apply methods for assessing the achievement of sustainable development and discover the science, technology, economics, and politics underlying the concepts of sustainability | SO2.1 SO2.2 SO2.3 SO2.4 SO2.5 | | Unit-2.0: Special focus on SDG 4-Quality Education and Lifelong Learning 2.1, 2.2, 2.3, 2.4, 2.5, 2.6 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | OSDG01.3: Understand the implications of overuse of resources, population growth and economic growth and sustainability and explore the challenges the society faces in making transition to renewable resource use | SO3.1 SO3.2 SO3.3 SO3.4 SO3.5 | | Unit-3.0: Understanding the SDGs 3.1, 3.2, 3.3, 3.4, 3.5, 3.6 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | OSDG01.4: Develop skills to understand attitudes on individuals, society and their role regarding causes and solutions in the field of sustainable development and apply critical thinking skills to evaluate the quality, credibility and limitations of an argument for solution | SO4.1 SO4.2 SO4.3 SO4.4 SO4.5 | | Unit-4.0: Climate Change, Energy and Sustainable Development 4.1, 4.2, 4.3, 4.4, 4.5, 4.6 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | OSDG01.5: Describe the steps of the design thinking methodology and how design thinking can accelerate effective SDG implementation. Deepen knowledge and pedagogical tools to incorporate values-based education for sustainable development in educational programmes and processes | SO5.1 SO5.2 SO5.3 SO5.4 SO5.5 | | Unit-5.0: Sustainable Business Practices 5.1, 5.2, 5.3, 5.4, 5.5, 5.6 | |



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Semester-I

| | |
|-----------------------|---|
| Course Code: | 0SSD02 |
| Course Title : | Communication Skill |
| Pre-requisite: | Students should have basic knowledge of presenting themselves, their thoughts and ideas |
| Rationale: | Communication skill will make a student versatile and confident enough to portray his/her skills. Students will be able to groom their personality with multiple traits. Students will be able to crack any interview, will be able to actively participate in any group discuss. |

Course Outcomes:

0SSD02.1: Building up of confidence and presentation skill.

0SSD02.2: Students will be able to exhibit group discussion and interview skills.

0SSD02.3: Students will be able to communicate effectively in Hindi and English languages without hindrances.

0SSD02.4: Students will be able to understand the concept of basic grammar.

0SSD02.5: The study of Dramas and Poems written by Indian Writers.

Scheme of Studies:

| Code | Course Code | Course Title | Scheme of studies (Hours/Week) | | | | Total Study Hours (CI+LI+SW+SL) | Total Credits (C) |
|------|-------------|---------------------|--------------------------------|----|----|----|------------------------------------|----------------------|
| | | | CI | LI | SW | SL | | |
| SSD | 0SSD02 | Communication Skill | 2 | 0 | 1 | 1 | 4 | 2 |

Legend:

CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

SW: Sessional Work (includes assignment, seminar, mini project etc.),

SL: Self Learning,

C: Credits.

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

Scheme of Assessment:

Theory:

| Code | Course Code | Course Title | Scheme of Assessment (Marks) | | | | | | | End Semester Assessment (ESA) | Total Marks (PRA+ ESA) |
|------|-------------|---------------------|--|---|------------------|------------------------------|-----------------------|-------------------------------|----|-------------------------------|------------------------|
| | | | Progressive Assessment (PRA) | | | | | Total Marks (CA+CT+SA+CAT+AT) | | | |
| | | | Class/Home Assignment 5 number 3 marks each (CA) | Class Test 2 (2 best out of 3) 10 marks each (CT) | Seminar one (SA) | Class Activity any one (CAT) | Class Attendance (AT) | | | | |
| SSD | 0SSD02 | Communication Skill | 15 | 20 | 5 | 5 | 5 | 50 | 50 | 100 | |

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

0SSD02.1: Building up of confidence and presentation skill.

Approximate Hours

| Item | AppX Hrs |
|--------------|----------|
| CI | 8 |
| LI | 0 |
| SW | 0 |
| SL | 1 |
| Total | 9 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|---|--|
| <p>SO1.1 Students will be able to introduce themselves</p> <p>SO1.2 Understand the concept of Oral Presentation</p> <p>SO1.3 Students will be able to dress and present effectively</p> <p>SO1.4 Understand the importance of Body Language</p> <p>SO1.5 Students will be able to influence mass through skit and dramas</p> | | <p>Unit-1.0: Self-grooming, Basic Etiquettes and Presentation Skill [8 Hours]</p> <p>1.1 Self-introduction</p> <p>1.2 Oral Presentation on The importance of Education</p> <p>1.3 The importance of English in Today's World</p> <p>1.4 Necessity of uniforms in a college</p> <p>1.5 Professional dressing and grooming etiquettes.</p> <p>1.6 Body Language tips and techniques.</p> <p>1.7 Role play was conducted on following topics: Classroom interaction</p> <p>1.8 Role play on Hospital Scene and Scene at Railway Station</p> | <p>1. Prepare on the given topics</p> <p>2. Prepare a play on the given topics</p> |

SW-1 Suggested Sessional Work (SW):

- a. Assignments:
- b. Mini Project:
- c. Other Activities (Specify):



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

0SSD02.2: Students will be able to exhibit group discussion and interview skills.

Approximate Hours

| Item | AppX Hrs |
|--------------|----------|
| CI | 6 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 8 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|---|---|
| <p>SO2.1 Understand the techniques of Group Discussion</p> <p>SO2.2 Understand the concept of Debate</p> <p>SO2.3 Students present their prepared debate</p> <p>SO2.4 Students will actively participate in group discussion</p> <p>SO2.5 Students will be able to prepare themselves for interview</p> | | <p>Unit-2.0: Confidence building skills, Interview Skills and Resume Writing [6 Hours]</p> <p>2.1 Group Discussion on impact of covid 19 on mental health</p> <p>2.2 Discussion on impact of social media on lives, pros and cons of technology</p> <p>2.3 Debate</p> <p>2.4 Presentation of prepared debate speeches</p> <p>2.5 Interviews and their Kinds (Mock Interview Session)</p> <p>2.6 Resume Writing</p> | <p>1. Prepare debate on given topics</p> <p>2. Prepare for mock interview</p> |

SW-2 Suggested Sessional Work (SW):

- a. Assignments:
- b. Mini Project:
- c. Other Activities (Specify):



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

0SSD02.3: Students will be able to communicate effectively in Hindi and English languages without hindrances.

Approximate Hours

| Item | AppX Hrs |
|--------------|----------|
| CI | 6 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 8 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|---|--------------------|
| <p>SO3.1 Students will understand the value of speech</p> <p>SO3.2 Students will be able to host different programmes</p> <p>SO3.3 Students will be able to think and speak instantaneously</p> <p>SO3.4 To make them understand the inquiry procedure at public places</p> <p>SO3.5 Students will learn effective interaction skill</p> | | <p>Unit-3.0: Public Speaking Skills& Conversational Skills [6 Hours]</p> <p>3.1 Speech /Anchoring</p> <p>3.2 Types of Speech</p> <p>3.3 National Science Day speech , Valedictory Speech, Patriotic speech,</p> <p>3.4 Extempore</p> <p>3.5 Pros and Cons of Online teaching, Environment Conservation and Education of a Girl Child)</p> <p>3.6 Conversational Topics (Inquiry at bank, Airport, Station and Hospitals)</p> | |

SW-3 Suggested Sessional Work (SW):

- a. Assignments:
- b. Mini Project:
- c. Other Activities (Specify):



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

0SSD02.4: Students will be able to understand the concept of basic grammar.

Approximate Hours

| Item | AppX Hrs |
|--------------|----------|
| CI | 7 |
| LI | 0 |
| SW | 1 |
| SL | 0 |
| Total | 8 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|--|--------------------|
| <p>SO4.1 Understanding about the use of Prepositions</p> <p>SO4.2 Students will be able to understand the usage of Tenses</p> <p>SO4.3 Understand the concept of Active and Passive Voice</p> <p>SO4.4 To understand the usage of Modals</p> <p>SO4.5 Use of correct grammar in day to day conversation</p> | | <p>Unit-4.0: Functional Grammar and Vocabulary Building [7 Hours]</p> <p>4.1 Prepositions (Place, Time and Direction),</p> <p>4.2 Usage of preposition.</p> <p>4.3 Tenses (Present, Past and Future),</p> <p>4.4 Usage of tenses in day to day life</p> <p>4.5 Voice (Active and Passive)</p> <p>4.6 Usage of active and passive voice.</p> <p>4.7 Modals</p> | |

SW-4 Suggested Sessional Work (SW):

- a. **Assignments:**
- b. **Mini Project:**
- c. **Other Activities (Specify):**



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

0SSD02.5: The study of Dramas and Poems written by Indian Writers.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 3 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 5 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|--|--------------------|
| <p>SO5.1 Students will be able to understand the value of Indian Literature</p> <p>SO5.2 Students will be able to analyse the work of Indian Writers</p> <p>SO5.3 Students will relate with the power of perspective and accountability</p> <p>SO5.4 Students become acquainted with the power of unity</p> <p>SO5.5 Students understand the importance of choices and its impact on life</p> | | <p>Unit-5.0: Indian Writing in English & Hindi [3 Hours]</p> <p>5.1 The Axe- R.K. Narayan</p> <p>5.2 The Night of the Scorpion- Nissim Ezekiel</p> <p>5.3 The Portrait of a Lady - Khushwant Singh</p> | |

SW-5 Suggested Sessional Work (SW):

- a. **Assignments:**
- b. **Mini Project:**
- c. **Other Activities (Specify):**



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Brief of Hours suggested for the Course Outcome:

| Course Outcomes | Class Lecture (CI) | Sessional Work (SW) | Self-Learning (SI) | Total hour (CI+SW+SI) |
|---|--------------------|---------------------|--------------------|-----------------------|
| 0SSD02.1: Building up of confidence and presentation skill | 8 | 1 | 1 | 10 |
| 0SSD02.2: Students will be able to exhibit group discussion and interview skills | 6 | 1 | 1 | 8 |
| 0SSD02.3: Students will be able to communicate effectively in Hindi and English languages without hindrances | 6 | 1 | 1 | 8 |
| 0SSD02.4: Students will be able to understand the concept of basic grammar | 7 | 1 | 0 | 8 |
| 0SSD02.5: The study of Dramas and Poems written by Indian Writers | 3 | 1 | 1 | 5 |
| Total Hours | 30 | 5 | 4 | 39 |

Suggestion for End Semester Assessment:

Suggested Specification Table (For ESA)

| CO | Unit Titles | Marks Distribution | | | Total Marks |
|-----------------|---|--------------------|---|---|-------------|
| | | R | U | A | |
| 0SSD02.1 | Self-grooming, Basic Etiquettes and Presentation Skill | | | | |
| 0SSD02.2 | Confidence building skills, Interview Skills and Resume Writing | | | | |
| 0SSD02.3 | Public Speaking Skills& Conversational Skills | | | | |
| 0SSD02.4 | Functional Grammar and Vocabulary Building | | | | |
| 0SSD02.5 | Indian Writing in English& Hindi | | | | |
| Total | | | | | 30 |

Legend: R: Remember, U: Understand, A: Apply

The end of semester assessment for communication skills will be held with written examination of 50 marks.

Note: Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorials
3. Case Method
4. Group Discussion
5. Brainstorming



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

Suggested Learning Resources:

(a) Books:

| S. No. | Title | Author | Publisher | Edition & Year |
|--------|--|------------------|---|----------------|
| 1 | Communication Skills | Dr. Meenu Pandey | Nirali Praksahan | 2019 |
| 2 | English Conversation Practice Tata | Grant Taylor | Practice Tata McGraw Hill Education Private Limited. | 2022 |
| 3 | □□□□□□□ □□□□ □□ □□□□□□ | □□,□□. □□□□□□ | □□□□□□ □□□□□□□□□□ | 2022 |
| 4 | Lecture notes provided by Dept. of Management, AKS University, Satna | | | |

Curriculum Development Team:

1. Dr. Kausik Mukherjee, Associate Dean & Head, FMS, AKS University, Satna.
2. Dr. Pradeep Chaurasia, Associate Professor, FMS, AKS University, Satna.
3. Dr. Chandan Singh, Assistant Professor, FMS, AKS University, Satna.
4. Dr. Prakash Kumar Sen, Assistant Professor, FMS, AKS University, Satna.
5. Dr. Seema Dwivedi, Assistant Professor, FMS, AKS University, Satna.
6. Mr. Pramod Kumar Dwivedi, Assistant Professor, FMS, AKS University, Satna.
7. Mrs. Shinu Shukla, Assistant Professor, FMS, AKS University, Satna.
8. Mr. Krishna Kumar Mishra, Assistant Professor, FMS, AKS University, Satna.
9. Miss. Kiran Chhabariya, Assistant Professor, FMS, AKS University, Satna.
10. Mr. Anurag Singh Parihar, Teaching Associate, FMS, AKS University, Satna.

Cos, POs and PSOs Mapping

Course Title: BBA (Hon's)

Course Code: 0SSD02

Course Title: Communication Skill

| Course Outcomes | Program Outcomes | | | | | | Program Specific Outcome | |
|---|------------------|---------------------|----------------------------------|---------------------------|----------------------|--------------------------------|---|---|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO 1 | PSO 2 |
| | Domain knowledge | Contemporary issues | Deep thinking, business analysis | Mobilization of resources | Research orientation | Developing corporate solutions | Acquire leadership skills and entrepreneurial mindset | Application of ethical practices and moral values |
| 0SSD02.1: Building up of confidence and presentation skill | 2 | 2 | 1 | 1 | 3 | 2 | 2 | 3 |
| 0SSD02.2: Students will be able to exhibit group discussion and interview skills | 2 | 2 | 2 | 1 | 3 | 2 | 2 | 3 |
| 0SSD02.3: Students will be able to communicate effectively in Hindi and English languages without hindrances | 2 | 3 | 2 | 1 | 3 | 2 | 2 | 3 |
| 0SSD02.4: Students will be able to understand the concept of basic grammar | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| 0SSD02.5: The study of Dramas and Poems written by Indian Writers | 1 | 2 | 2 | 1 | 2 | 2 | 1 | 3 |

Legend: 1 – Low, 2 – Medium, 3 – High

Course Curriculum Map:

| POs & PSOs No. | COs No.& Titles | SOs No. | Laboratory Instruction (LI) | Classroom Instruction (CI) | Self-Learning (SL) |
|---------------------------------------|---|---|------------------------------------|---|---------------------------|
| POs 1,2,3,4,5,6 PSOs 1,2 | 0SSD02.1: Building up of confidence and presentation skill | SO1.1 SO1.2 SO1.3 SO1.4 SO1.5 | | Unit-1.0: Self-grooming, Basic Etiquettes and Presentation Skill 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 0SSD02.2: Students will be able to exhibit group discussion and interview skills | SO2.1 SO2.2 SO2.3 SO2.4 SO2.5 | | Unit-2.0: Confidence building skills, Interview Skills and Resume Writing 2.1, 2.2, 2.3, 2.4, 2.5, 2.6 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 0SSD02.3: Students will be able to communicate effectively in Hindi and English languages without hindrances | SO3.1 SO3.2 SO3.3 SO3.4 SO3.5 | | Unit-3.0: Public Speaking Skills & Conversational Skills 3.1, 3.2, 3.3, 3.4, 3.5, 3.6 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 0SSD02.4: Students will be able to understand the concept of basic grammar | SO4.1 SO4.2 SO4.3 SO4.4 SO4.5 | | Unit-4.0: Functional Grammar and Vocabulary Building 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 0SSD02.5: The study of Dramas and Poems written by Indian Writers | SO5.1 SO5.2 SO5.3 SO5.4 SO5.5 | | Unit-5.0: Indian Writing in English & Hindi 5.1, 5.2, 5.3 | |



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Semester-II

| | |
|-----------------------|---|
| Course Code: | 01MT201 |
| Course Title : | Business Accounting |
| Pre-requisite: | Student should have basic knowledge of Accounting Knowledge, Financial Analysis Skills, Ratio analysis, Bank Reconciliation Statement and Depreciation. |
| Rationale: | The students studying will able to understand accounting lies in its ability to provide relevant, accurate, and timely financial information, enabling managers to make informed decisions, allocate resources effectively, comply with legal requirements, and contribute to the overall success and sustainability of the organization. |

Course Outcomes:

- 01MT201.1:** Define basic accounting terms and principles.
- 01MT201.2:** Explain the purpose of financial statements and their interrelationships.
- 01MT201.3:** Apply accounting principles to solve practical business problems.
- 01MT201.4:** Analyze the impact of financial decisions on a company's overall performance.
- 01MT201.5:** Assess the effectiveness of different accounting methods in specific business scenarios.

Scheme of Studies:

| Code | Course Code | Course Title | Scheme of studies (Hours/Week) | | | | | Total Credits (C) |
|------|-------------|---------------------|--------------------------------|----|----|----|---------------------------------|-------------------|
| | | | CI | LI | SW | SL | Total Study Hours (CI+LI+SW+SL) | |
| FIN | 01MT201 | Business Accounting | 6 | 0 | 1 | 1 | 8 | 6 |

Legend:

CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

SW: Sessional Work (includes assignment, seminar, mini project etc.),

SL: Self Learning,

C: Credits.

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

Scheme of Assessment:

Theory:

| Code | Course Code | Course Title | Scheme of Assessment (Marks) | | | | | | | End Semester Assessment (ESA) | Total Marks (PRA+ ESA) |
|------|-------------|---------------------|--|---|------------------|------------------------------|-----------------------|-------------------------------|----|-------------------------------|------------------------|
| | | | Progressive Assessment (PRA) | | | | | Total Marks (CA+CT+SA+CAT+AT) | | | |
| | | | Class/Home Assignment 5 number 3 marks each (CA) | Class Test 2 (2 best out of 3) 10 marks each (CT) | Seminar one (SA) | Class Activity any one (CAT) | Class Attendance (AT) | | | | |
| FIN | 01MT201 | Business Accounting | 15 | 20 | 5 | 5 | 5 | 50 | 50 | 100 | |

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

01MT201.1: Define basic accounting terms and principles.

Approximate Hours

| Item | AppX Hrs |
|--------------|-----------|
| CI | 23 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 25 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|---|--|
| <p>SO1.1 Define key accounting terms such as assets, liabilities, revenue, and expenses</p> <p>SO1.2 Interpret the significance of financial transactions and their impact on the accounting equation</p> <p>SO1.3 Apply the accounting equation to analyze simple business transactions</p> <p>SO1.4 Analyze how different accounting principles are applied in various business scenarios</p> <p>SO1.5 Assess the accuracy and reliability of financial information</p> | | <p>Unit-1.0: Introduction to Financial Accounting [23 Hours]</p> <p>1.1 Introduction to Financial Accounting</p> <p>1.2 Accounting as an Information System</p> <p>1.3 Importance of Financial Accounting</p> <p>1.4 Scope of Financial Accounting</p> <p>1.5 Limitations of Financial Accounting</p> <p>1.6 Users of Accounting Information</p> <p>1.7 Generally Accepted Accounting Principles (GAAP)</p> <p>1.8 Nature of Accounts</p> <p>1.9 Rules of Debit and Credit</p> <p>1.10 Modern rules of accounting</p> <p>1.11 Type of books of accounts</p> <p>1.12 Journal Entries of Personal accounts</p> <p>1.13 Journal Entries of Real accounts</p> <p>1.14 Journal Entries of Nominal accounts</p> <p>1.15 Introduction of ledger</p> <p>1.16 Format of ledger</p> <p>1.17 Preparation of ledger</p> <p>1.18 Numericals of ledger</p> <p>1.19 Introduction of Trial Balance</p> <p>1.20 Format of Trial balance</p> <p>1.21 Method of Trial Balance</p> <p>1.22 Numericals of trial balance</p> <p>1.23 Numericals of incorrect trial balance</p> | <p>1. Practice of Journal Entries</p> <p>2. Practice of Ledger</p> <p>3. Practice of Trial Balance</p> |

SW-1 Suggested Sessional Work (SW):

- a. Assignments:** What is accounting? Outline the need, types and accounting rules of accounts.
- b. Mini Project:** Diagram of Types of Accounting.
- c. Other Activities (Specify):** Class presentation on rules of accounting.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

01MT201.2: Explain the purpose of financial statements and their interrelationships.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 21 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 23 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|--|--|
| <p>SO2.1 Define key terms related to International Financial Reporting Standards (IFRS)</p> <p>SO2.2 Summarize the key differences between IFRS and local Generally Accepted Accounting Principles (GAAP)</p> <p>SO2.3 Illustrate how specific transactions are accounted for under IFRS</p> <p>SO2.4 Analyze financial statements prepared under IFRS to assess the financial health of an organization</p> <p>SO2.5 Evaluate the ethical implications of financial reporting decisions under IFRS</p> | | <p>Unit-2.0: Introduction to International Financial Reporting Standards (IFRS) [21 Hours]</p> <p>2.1 Introduction to International Financial Reporting Standards (IFRS)</p> <p>2.2 Understanding Accounting Standards</p> <p>2.3 ICAI related Disclosure of Accounting Standards</p> <p>2.4 Policies</p> <p>2.5 Introduction of depreciation</p> <p>2.6 Method of depreciation</p> <p>2.7 Uses of depreciation</p> <p>2.8 Introduction of straight line method</p> <p>2.9 Formula of straight line method</p> <p>2.10 Numericals of straight line method</p> <p>2.11 Introduction of written down method</p> <p>2.12 Formula of written down method</p> <p>2.13 Numericals of written down method</p> <p>2.14 Introduction of Bank Reconciliation Statements</p> <p>2.15 Format of BRS</p> <p>2.16 Uses of BRS</p> <p>2.17 BRS as per Debit balance of pass Book</p> <p>2.18 BRS as per Credit balance of pass Book</p> <p>2.19 BRS as per Debit balance of Cash Book</p> <p>2.20 BRS as per Credit balance of Cash Book</p> <p>2.21 Numericals of BRS</p> | <p>1. Practice of Depreciation</p> <p>2. Practice of Bank Reconciliation Statement</p> |

SW-2 Suggested Sessional Work (SW):

- a. **Assignments:** What is Bank Reconciliation Statement? Explain its significance.
- b. **Mini Project:** Prepare IFRS Report.
- c. **Other Activities (Specify):** Class Test-1



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

01MT201.3: Apply accounting principles to solve practical business problems.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 25 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 27 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|---|---|
| <p>SO3.1 Define key accounting terms used in financial statements</p> <p>SO3.2 Explain the purpose of financial statements</p> <p>SO3.3 Apply accounting principles to record transactions accurately</p> <p>SO3.4 Analyze financial statements to assess the financial health of a company</p> <p>SO3.5 Create pro forma financial statements based on different scenarios</p> | | <p>Unit-3.0: Preparation of Financial Statements [25 Hours]</p> <p>3.1 Introduction of Financial statements</p> <p>3.2 Preparation of Financial Statements</p> <p>3.3 Introduction of Trading A/c</p> <p>3.4 Preparing Trading A/c</p> <p>3.5 Format of Trading A/c</p> <p>3.6 Numerical of Trading A/c</p> <p>3.7 Introduction of P&L A/c</p> <p>3.8 Preparing P&L A/c</p> <p>3.9 Format of P&L A/c</p> <p>3.10 Numerical of P&L A/c</p> <p>3.11 Introduction of Balance Sheet</p> <p>3.12 Preparing Balance Sheet</p> <p>3.13 Format of Balance Sheet</p> <p>3.14 Numerical of Balance Sheet</p> <p>3.15 Introduction Various types of Adjustments</p> <p>3.16 Journal entries of Adjustments</p> <p>3.17 Numericals of Adjustments</p> <p>3.18 Introduction of Royalty A/c</p> <p>3.19 Accounting record in the book of lease</p> <p>3.20 Accounting record in the book of landlord</p> <p>3.21 Format of Analytical table</p> <p>3.22 Numericals of Royalty</p> <p>3.23 Preparation Landlord A/c</p> <p>3.24 Preparation Royalty A/c</p> <p>3.25 Preparation Short working A/c</p> | <p>1. Practice of Final Accounts Numericals</p> <p>2. Practices of Royalty Numericals</p> |

SW-3 Suggested Sessional Work (SW):

- a. **Assignments:** What do you understand by Royalty Accounts?
- b. **Mini Project:** Prepare format of Final Accounts: Trading A/c, P&L A/c, and Balance Sheet.
- c. **Other Activities (Specify):** Class presentation



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

01MT201.4: Analyze the impact of financial decisions on a company's overall performance.

Approximate Hours

| Item | AppX Hrs |
|--------------|-----------|
| CI | 15 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 17 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|--|--|
| <p>SO4.1 Identify the main financial statements (income statement, balance sheet, cash flow statement) and their purposes</p> <p>SO4.2 Summarize the impact of accounting policies on financial statements</p> <p>SO4.3 Apply financial analysis techniques to assess a company's profitability</p> <p>SO4.4 Break down financial statements to identify trends and patterns</p> <p>SO4.5 Critique the effectiveness of financial reporting in conveying relevant information to stakeholders</p> | | <p>Unit-4.0: Analyzing Financial Statements [15 Hours]</p> <p>4.1 Analyzing Financial Statements</p> <p>4.2 Objectives of Financial Statement Analysis</p> <p>4.3 Sources of Information</p> <p>4.4 Standards of Comparison</p> <p>4.5 Techniques of Financial Statement Analysis</p> <p>4.6 Horizontal Analysis</p> <p>4.7 Vertical Analysis</p> <p>4.8 Introduction of Cash Flows</p> <p>4.9 Format of Cash Flows</p> <p>4.10 Numericals of Cash Flow Statement</p> <p>4.11 Introduction of Ratio Analysis</p> <p>4.12 Forms of Ratio</p> <p>4.13 Types of Ratios</p> <p>4.14 Formulas of Ratio Analysis</p> <p>4.15 Numericals of Ratio Analysis</p> | <p>1. Practice of Financial Statement</p> <p>2. Practice of Cash Flow Numericals</p> <p>3. Practices of Ratio Analysis</p> |

SW-4 Suggested Sessional Work (SW):

- a. Assignments:** Define the Financial Statements with suitable examples.
- b. Mini Project:** Prepare the comparative financial statements of two financial year.
- c. Other Activities (Specify):** Class Test-2.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

01MT201.5: Assess the effectiveness of different accounting methods in specific business scenarios.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 6 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 8 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|---|---|
| <p>SO5.1 Recall key terms related to Hire Purchase Accounts, such as down payment, installment, interest rate, etc</p> <p>SO5.2 Differentiate between the roles of the buyer and the seller in a Hire Purchase transaction</p> <p>SO5.3 Prepare a schedule of installments and interest payments for a given Hire Purchase scenario</p> <p>SO5.4 Evaluate the financial risks and benefits for both the buyer and the seller in a Hire Purchase arrangement</p> | | <p>Unit-5.0: Hire Purchase Accounts [6 Hours]</p> <p>5.1 Concept of Hire Purchase 5.2 Types of Hire Purchase 5.3 Formula of calculating interest 5.4 Journal Entries of hire Purchase 5.5 Analytical table for interest calculation 5.6 Assets Account Numericals</p> | <p>1. Practices of Hire Purchase Numericals</p> |

SW-5 Suggested Sessional Work (SW):

- a. **Assignments:** Define Hire Purchase System and also explain types of hire purchase.
- b. **Mini Project:**
- c. **Other Activities (Specify):** Class Test-3.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Brief of Hours suggested for the Course Outcome:

| Course Outcomes | Class Lecture (CI) | Sessional Work (SW) | Self-Learning (SI) | Total hour (CI+SW+SI) |
|---|--------------------|---------------------|--------------------|-----------------------|
| 01MT201.1: Define basic accounting terms and principles | 23 | 1 | 1 | 25 |
| 01MT201.2: Explain the purpose of financial statements and their interrelationships | 21 | 1 | 1 | 23 |
| 01MT201.3: Apply accounting principles to solve practical business problems | 25 | 1 | 1 | 27 |
| 01MT201.4: Analyze the impact of financial decisions on a company's overall performance | 15 | 1 | 0 | 17 |
| 01MT201.5: Assess the effectiveness of different accounting methods in specific business scenarios | 6 | 1 | 1 | 8 |
| Total Hours | 90 | 5 | 5 | 100 |

Suggestion for End Semester Assessment:

Suggested Specification Table (For ESA)

| CO | Unit Titles | Marks Distribution | | | Total Marks |
|------------------|--|--------------------|---|---|-------------|
| | | R | U | A | |
| 01MT201.1 | Introduction to Financial Accounting | | | | |
| 01MT201.2 | Introduction to International Financial Reporting Standards (IFRS) | | | | |
| 01MT201.3 | Preparation of Financial Statements | | | | |
| 01MT201.4 | Analyzing Financial Statements | | | | |
| 01MT201.5 | Hire Purchase Accounts | | | | |
| Total | | | | | 30 |

Legend: R: Remember, U: Understand, A: Apply

The end of semester assessment for Business Accounting will be held with written examination of 50 marks.

Note: Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorials
3. Case Method
4. Group Discussion
5. Brainstorming



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

Suggested Learning Resources:

(a) Books:

| S. No. | Title | Author | Publisher | Edition & Year |
|--------|--|---|----------------------------------|----------------|
| 1 | An Introduction to Accountancy | S.N. Maheshwari, Suneel K. Maheshwari, and Sharad K. Maheshwari | Vikas Publishing House Pvt. Ltd. | - |
| 2 | Financial Accounting: Managerial Perspective | R. Narayanaswamy | PHI Learning Pvt. Ltd. | - |
| 3 | Management Accounting | Dr. S.P. Gupta, Dr. K.L. Gupta | Sahitya Bhawan Publication | - |
| 4 | Financial Accounting | Dr. S.M. Shukla | Sahitya Bhawan Publication | 51 Edition |
| 5 | Lecture notes provided by Dept. of Management, AKS University, Satna | | | |

Curriculum Development Team:

1. Dr. Kausik Mukherjee, Associate Dean & Head, FMS, AKS University, Satna.
2. Dr. Pradeep Chaurasia, Associate Professor, FMS, AKS University, Satna.
3. Dr. Chandan Singh, Assistant Professor, FMS, AKS University, Satna.
4. Dr. Prakash Kumar Sen, Assistant Professor, FMS, AKS University, Satna.
5. Dr. Seema Dwivedi, Assistant Professor, FMS, AKS University, Satna.
6. Mr. Pramod Kumar Dwivedi, Assistant Professor, FMS, AKS University, Satna.
7. Mrs. Shinu Shukla, Assistant Professor, FMS, AKS University, Satna.
8. Mr. Krishna Kumar Mishra, Assistant Professor, FMS, AKS University, Satna.
9. Miss. Kiran Chhabariya, Assistant Professor, FMS, AKS University, Satna.
10. Mr. Anurag Singh Parihar, Teaching Associate, FMS, AKS University, Satna.

Cos, POs and PSOs Mapping

Course Title: BBA (Hon's)

Course Code: 01MT201

Course Title: Business Accounting

| Course Outcomes | Program Outcomes | | | | | | Program Specific Outcome | |
|---|------------------|---------------------|----------------------------------|---------------------------|----------------------|--------------------------------|---|---|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO 1 | PSO 2 |
| | Domain knowledge | Contemporary issues | Deep thinking, business analysis | Mobilization of resources | Research orientation | Developing corporate solutions | Acquire leadership skills and entrepreneurial mindset | Application of ethical practices and moral values |
| 01MT201.1: Define basic accounting terms and principles | 3 | 1 | 1 | 1 | 1 | 1 | 2 | 2 |
| 01MT201.2: Explain the purpose of financial statements and their interrelationships | 1 | 1 | 3 | 2 | 2 | 2 | 3 | 1 |
| 01MT201.3: Apply accounting principles to solve practical business problems | 2 | 1 | 3 | 1 | 1 | 1 | 3 | 1 |
| 01MT201.4: Analyze the impact of financial decisions on a company's overall performance | 1 | 1 | 1 | 3 | 1 | 1 | 3 | 2 |
| 01MT201.5: Assess the effectiveness of different accounting methods in specific business scenarios | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 3 |

Legend: 1 – Low, 2 – Medium, 3 – High

Course Curriculum Map:

| POs & PSOs No. | COs No.& Titles | SOs No. | Laboratory Instruction (LI) | Classroom Instruction (CI) | Self-Learning (SL) |
|---------------------------------------|---|---|------------------------------------|--|---------------------------|
| POs 1,2,3,4,5,6 PSOs 1,2 | 01MT201.1: Define basic accounting terms and principles | SO1.1 SO1.2 SO1.3 SO1.4 SO1.5 | | Unit-1.0: Introduction to Financial Accounting 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8, 1.9, 1.10, 1.11, 1.12, 1.13, 1.14, 1.15, 1.16, 1.17, 1.18, 1.19, 1.20, 1.21, 1.22, 1.23 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 01MT201.2: Explain the purpose of financial statements and their interrelationships | SO2.1 SO2.2 SO2.3 SO2.4 SO2.5 | | Unit-2.0: Introduction to International Financial Reporting Standards (IFRS) 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9, 2.10, 2.11, 2.12, 2.13, 2.14, 2.15, 2.16, 2.17, 2.18, 2.19, 2.20, 2.21 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 01MT201.3: Apply accounting principles to solve practical business problems | SO3.1 SO3.2 SO3.3 SO3.4 SO3.5 | | Unit-3.0: Preparation of Financial Statements 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9, 3.10, 3.11, 3.12, 3.13, 3.14, 3.15, 3.16, 3.17, 3.18, 3.19, 3.20, 3.21, 3.22, 3.23, 3.24, 3.25 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 01MT201.4: Analyze the impact of financial decisions on a company's overall performance | SO4.1 SO4.2 SO4.3 SO4.4 SO4.5 | | Unit-4.0: Analyzing Financial Statements 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9, 4.10, 4.11, 4.12, 4.13, 4.14, 4.15 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 01MT201.5: Assess the effectiveness of different accounting methods in specific business scenarios | SO5.1 SO5.2 SO5.3 SO5.4 | | Unit-5.0: Ratio Analysis 5.1, 5.2, 5.3, 5.4, 5.5, 5.6 | |



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Semester-II

| | |
|-----------------------|---|
| Course Code: | 02MT211 |
| Course Title : | Entrepreneurship Development & Start - Ups |
| Pre-requisite: | Students should have basic knowledge of concept of Entrepreneurship, Innovation, Creativity and Start-Ups. Entrepreneurship as a learning subject requires a combination of skills, mind-set, and knowledge. |
| Rationale: | The subject Entrepreneurship Development & Start – Ups is very important as it prepares individuals for the challenges and opportunities of a dynamic and competitive business environment. The study of entrepreneurship is grounded in the recognition of the vital role that entrepreneurs play in driving economic growth, innovation, and societal development. The rationale for including entrepreneurship as a subject is rooted in its potential to drive economic growth, foster innovation, and empower individuals to contribute meaningfully to society. |

Course Outcomes:

02MT211.1: Students will recognize the concept of Entrepreneurship, Forms of Ownership, Process of creating new business, Team Building.

02MT211.2: Students will be able to describe the role of Creativity and Innovation in Entrepreneurial Start – ups.

02MT211.3: Students will illustrate the concept of Social Innovation and Social Entrepreneurship along with Non – Profit Organization.

02MT211.4: Students will be able to determine the concept of Family Business – structure, types, culture values.

02MT211.5: Students will be able to assess the issues and practices of Financing Entrepreneurial Businesses. Demonstrate the knowledge of Start-up.

Scheme of Studies:

| Code | Course Code | Course Title | Scheme of studies (Hours/Week) | | | | Total Study Hours (CI+LI+SW+SL) | Total Credits (C) |
|------|-------------|--|--------------------------------|----|----|----|------------------------------------|----------------------|
| | | | CI | LI | SW | SL | | |
| MCC | 02MT211 | Entrepreneurship Development & Start - Ups | 6 | 0 | 1 | 1 | 8 | 6 |



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Legend:

CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

SW: Sessional Work (includes assignment, seminar, mini project etc.),

SL: Self Learning,

C: Credits.

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

Scheme of Assessment:

Theory:

| Code | Course Code | Course Title | Scheme of Assessment (Marks) | | | | | | | End Semester Assessment (ESA) | Total Marks (PRA+ ESA) |
|------|-------------|--|--|---|------------------|------------------------------|-----------------------|-------------------------------|----|-------------------------------|------------------------|
| | | | Progressive Assessment (PRA) | | | | | Total Marks (CA+CT+SA+CAT+AT) | | | |
| | | | Class/Home Assignment 5 number 3 marks each (CA) | Class Test 2 (2 best out of 3) 10 marks each (CT) | Seminar one (SA) | Class Activity any one (CAT) | Class Attendance (AT) | | | | |
| MCC | 02MT211 | Entrepreneurship Development & Start - Ups | 15 | 20 | 5 | 5 | 5 | 50 | 50 | 100 | |

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

02MT211.1: Students will recognize the concept of Entrepreneurship, Forms of Ownership, Process of creating new business, Team Building.

Approximate Hours

| Item | AppX Hrs |
|--------------|-----------|
| CI | 30 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 32 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|---|---|
| <p>SO1.1 Students will understand the basic concepts of Entrepreneurship</p> <p>SO1.2 Students will analyze the significance of Entrepreneurship</p> <p>SO1.3 Students will apply knowledge of various forms of business ownership in practical life</p> <p>SO1.4 Students will be able to evaluate Franchising form of business</p> <p>SO1.5 Students will be able to develop leadership skills and corporate entrepreneurship</p> | . | <p>Unit-1.0: Entrepreneurial Management [30 Hours]</p> <p>1.1 Introduction</p> <p>1.2 Meaning of Entrepreneurship</p> <p>1.3 Evolution of the concept of entrepreneurship</p> <p>1.4 John Kao's Model on Entrepreneurship</p> <p>1.5 Idea Generation</p> <p>1.6 Identifying opportunities</p> <p>1.7 Evaluation</p> <p>1.8 Building the Team</p> <p>1.9 Leadership</p> <p>1.10 Strategic planning for business</p> <p>1.11 Steps in strategic planning</p> <p>1.12 Forms of Ownership</p> <p>1.13 Sole proprietorship</p> <p>1.14 Partnership</p> <p>1.15 limited liability partnership</p> <p>1.16 Corporation form of ownership</p> <p>1.17 Advantages</p> <p>1.18 Disadvantages</p> <p>1.19 Franchising</p> <p>1.20 Advantages of franchising</p> <p>1.21 Disadvantages of Franchising</p> <p>1.22 Types of franchise arrangements</p> <p>1.23 Franchise contracts</p> <p>1.24 Franchise evaluation</p> | <p>1. Types of Entrepreneurs</p> <p>2. Process of Idea Generation</p> |



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

| | | | |
|--|--|--|--|
| | | Checklist 1.25 Financing entrepreneurial ventures; 1.26 Managing growth 1.27 Valuation of a new Company 1.28 Harvesting Strategies 1.29 Exit Strategies 1.30 Corporate Entrepreneurship | |
|--|--|--|--|

SW-1 Suggested Sessional Work (SW):

- a. **Assignments:** Write a detail note on various examples of Modern Entrepreneurs.
- b. **Mini Project:** Make a list on various factors affecting choosing a form of business.
- c. **Other Activities (Specify):** Presentation.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

02MT211.2: Students will be able to describe the role of Creativity and Innovation in Entrepreneurial Start – ups.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 11 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 13 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|--|--|
| <p>SO2.1 Students will define the basic concepts of Innovation</p> <p>SO2.2 Students will learn practical knowledge about Creativity</p> <p>SO2.3 Students will understand various managing roles & responsibilities</p> <p>SO2.4 Students will be able to analyze the significance of Creative Teams</p> <p>SO2.5 Students will be able to evaluate the various sources of Innovation</p> | | <p>Unit-2.0: Entrepreneurship, Creativity And Innovation [11 Hours]</p> <p>2.1 Concept of Creativity 2.2 Concept of Innovation 2.3 Stimulating Creativity 2.4 Organizational actions that enhance creativity 2.5 Hindering Activity 2.6 Managing Responsibilities 2.7 Role of Managers 2.8 Creative Teams 2.9 Sources of Innovation in Business 2.10 Managing Organizations 2.11 Innovation and Positive Creativity</p> | <p>1. Types of Innovation</p> <p>2. Role of Creativity</p> |

SW-2 Suggested Sessional Work (SW):

- a. **Assignments:** Explain the significance of Innovation in present scenario.
- b. **Mini Project:** Write a detail note on Creative Process.
- c. **Other Activities (Specify):** PPT Presentation, Group Discussion



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

02MT211.3: Students will illustrate the concept of Social Innovation and Social Entrepreneurship along with Non – Profit Organization.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 13 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 15 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|--|--|
| <p>SO3.1 Students will define the key concepts of Social Entrepreneurship</p> <p>SO3.2 Students will explain the role of Social Entrepreneurs</p> <p>SO3.3 Students will be able to apply Entrepreneurship in social context</p> <p>SO3.4 Students will be able to analyze the stages of Financing</p> <p>SO3.5 Students will be able to evaluate risk in business strategies</p> | | <p>Unit-3.0: Social Entrepreneurship [13 Hours]</p> <p>3.1 Introduction</p> <p>3.2 Characteristics</p> <p>3.3 Role of Social Entrepreneurs</p> <p>3.4 Innovation</p> <p>3.5 Entrepreneurship in a Social Context</p> <p>3.6 Start-Up</p> <p>3.7 Early Stage Ventures</p> <p>3.8 Issues in creating</p> <p>3.9 Sustaining a Non-profits Organization</p> <p>3.10 Financing</p> <p>3.11 Risk</p> <p>3.12 Business Strategies</p> <p>3.13 Scaling - Up</p> | <p>1. Importance of Social Entrepreneurship</p> <p>2. Types of Business Strategies</p> |

SW-3 Suggested Sessional Work (SW):

- a. **Assignments:** Explain the concept of Venture Capital Financing.
- b. **Mini Project:** Write the various sources of Financing in business.
- c. **Other Activities (Specify):** Case study.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

02MT211.4: Students will be able to determine the concept of Family Business – structure, types, culture values.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 15 |
| LI | 0 |
| SW | 1 |
| SL | 0 |
| Total | 17 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|--|--|
| SO4.1 Students will be able to identify the concept of Family Business SO4.2 Student will understand the Role and Structures of Family Business SO4.3 Students will analyze the various changes in Family Business SO4.4 Student will be able evaluate and manage Family Business SO4.5 Students will learn the various issues in Family Business | | Unit-4.0: Family Business And Entrepreneurship [15 Hours] 4.1 The Entrepreneur 4.2 Role and personality 4.3 Family Business: Concept 4.4 Structures 4.5 Culture 4.6 evolution of family firm 4.7 Managing Business 4.8 Conflicts 4.9 Conflict resolution in family firms 4.10 Women's issues in the family business 4.11 Encouraging change in the family business system 4.12 Leadership 4.13 Succession 4.14 Continuity 4.15 Importance of Family Business | 1. Types of Family Firms 2. Family and Shareholder Relationship |

SW-4 Suggested Sessional Work (SW):

- a. **Assignments:** Define the concept of Family Business with suitable examples.
- b. **Mini Project:** Describe the various types of Conflicts in Family Business.
- c. **Other Activities (Specify):** Class presentation.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

02MT211.5: Students will be able to assess the issues and practices of Financing Entrepreneurial Businesses. Demonstrate the knowledge of Start-up.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 21 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 23 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|--|---|
| <p>SO5.1 Students will be able the define key concept of Finance along with sources of Finance</p> <p>SO5.2 Students will be able to Interpret the concept of Loan Syndication</p> <p>SO5.3 Students will be understand the concept of Venture Capital</p> <p>SO5.4 Students will analyze the growth of Start Ups in the present scenario</p> <p>SO5.5 Students will evaluate the concept of Financing of Unicorn in India</p> | | <p>Unit-5.0: Financing The Entrepreneurial Business [21 Hours]</p> <p>5.1 Concept of Finance 5.2 Need of Finance 5.3 Sources of Finance 5.4 Arrangement of funds 5.5 Traditional sources of financing, 5.6 Loan syndication 5.7 Consortium Finance 5.8 Role played by commercial banks 5.9 appraisal of loan applications 5.10 Financial Institutions 5.11 Venture Capital 5.12 Concept of Start Up 5.13 Overview of Startup 5.14 Concept of Unicorn 5.15 Financing of Unicorn in India 5.16 Comparative study of Indian startups 5.17 Startup of Madhya Pradesh 5.18 Administrative Role 5.19 Political framework 5.20 Supporting startup movement in India 5.21 Working of Start Up</p> | <p>1. Modern Sources of Finance 2. Growth of Start up in India</p> |

SW-5 Suggested Sessional Work (SW):

- a. **Assignments:** Explain the Various schemes which provide Funds to Startups.
- b. **Mini Project:** Make a list of popular Startups of India.
- c. **Other Activities (Specify):** Class Presentation, Group Discussion.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Brief of Hours suggested for the Course Outcome:

| Course Outcomes | Class Lecture (CI) | Sessional Work (SW) | Self-Learning (SI) | Total hour (CI+SW+SI) |
|---|--------------------|---------------------|--------------------|-----------------------|
| 02MT211.1: Students will recognize the concept of Entrepreneurship, Forms of Ownership, Process of creating new business, Team Building | 30 | 1 | 1 | 32 |
| 02MT211.2: Students will be able to describe the role of Creativity and Innovation in Entrepreneurial Start – ups | 11 | 1 | 1 | 13 |
| 02MT211.3: Students will illustrate the concept of Social Innovation and Social Entrepreneurship along with Non – Profit Organization | 13 | 1 | 1 | 15 |
| 02MT211.4: Students will be able to Determine the concept of Family Business – structure, types, culture values | 15 | 1 | 1 | 17 |
| 02MT211.5: Students will be able to assess the issues and practices of Financing Entrepreneurial Businesses. Demonstrate the knowledge of Start-up | 21 | 1 | 1 | 23 |
| Total Hours | 90 | 5 | 5 | 100 |

Suggestion for End Semester Assessment:

Suggested Specification Table (For ESA)

| CO | Unit Titles | Marks Distribution | | | Total Marks |
|------------------|---|--------------------|---|---|-------------|
| | | R | U | A | |
| 02MT211.1 | Entrepreneurial Management | | | | |
| 02MT211.2 | Entrepreneurship, Creativity And Innovation | | | | |
| 02MT211.3 | Social Entrepreneurship | | | | |
| 02MT211.4 | Family Business And Entrepreneurship | | | | |
| 02MT211.5 | Financing The Entrepreneurial Business | | | | |
| Total | | | | | 30 |

Legend: R: Remember, U: Understand, A: Apply

The end of semester assessment for Entrepreneurship Development & Start - Ups will be held with written examination of 50 marks.

Note: Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorials
3. Case Method



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

4. Group Discussion
5. Brainstorming

Suggested Learning Resources:

(a) Books:

| S. No. | Title | Author | Publisher | Edition & Year |
|--------|--|-------------------------|------------------------|----------------|
| 1 | Entrepreneurship | Hisrich, R., & Peters M | Tata McGraw Hill | 2002 |
| 2 | Entrepreneurship new venture creation | Holt, D. H. | Prentice Hall of India | 2004 |
| 3 | Patterns of entrepreneurship | Kaplan, J | Wiley | 2004 |
| 4 | Corporate creativity | Khandwalla, P | Tata McGraw Hill | 2003 |
| 5 | Lecture notes provided by Dept. of Management, AKS University, Satna | | | |

Curriculum Development Team:

1. Dr. Kausik Mukherjee, Associate Dean & Head, FMS, AKS University, Satna.
2. Dr. Pradeep Chaurasia, Associate Professor, FMS, AKS University, Satna.
3. Dr. Chandan Singh, Assistant Professor, FMS, AKS University, Satna.
4. Dr. Prakash Kumar Sen, Assistant Professor, FMS, AKS University, Satna.
5. Dr. Seema Dwivedi, Assistant Professor, FMS, AKS University, Satna.
6. Mr. Pramod Kumar Dwivedi, Assistant Professor, FMS, AKS University, Satna.
7. Mrs. Shinu Shukla, Assistant Professor, FMS, AKS University, Satna.
8. Mr. Krishna Kumar Mishra, Assistant Professor, FMS, AKS University, Satna.
9. Miss. Kiran Chhabariya, Assistant Professor, FMS, AKS University, Satna.
10. Mr. Anurag Singh Parihar, Teaching Associate, FMS, AKS University, Satna.

Cos, POs and PSOs Mapping

Course Title: BBA (Hon's)

Course Code: 02MT211

Course Title: Entrepreneurship Development & Start - Ups

| Course Outcomes | Program Outcomes | | | | | | Program Specific Outcome | |
|---|------------------|---------------------|----------------------------------|---------------------------|----------------------|--------------------------------|---|---|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO 1 | PSO 2 |
| | Domain knowledge | Contemporary issues | Deep thinking, business analysis | Mobilization of resources | Research orientation | Developing corporate solutions | Acquire leadership skills and entrepreneurial mindset | Application of ethical practices and moral values |
| 02MT211.1: Students will recognize the concept of Entrepreneurship, Forms of Ownership, Process of creating new business, Team Building. | 3 | 1 | 2 | 1 | 1 | 1 | 2 | 2 |
| 02MT211.2: Students will be able to describe the role of Creativity and Innovation in Entrepreneurial Start – ups. | 2 | 1 | 2 | 1 | 1 | 2 | 3 | 1 |
| 02MT211.3: Students will illustrate the concept of Social Innovation and Social Entrepreneurship along with Non – Profit Organization. | 2 | 1 | 2 | 1 | 1 | 1 | 3 | 2 |
| 02MT211.4: Students will be able to Determine the concept of Family Business – structure, types, culture values. | 1 | 1 | 1 | 2 | 1 | 1 | 2 | 1 |
| 02MT211.5: Students will be able to assess the issues and practices of Financing Entrepreneurial Businesses. Demonstrate the knowledge of Startup. | 2 | 2 | 1 | 1 | 1 | 2 | 2 | 1 |

Legend: 1 – Low, 2 – Medium, 3 – High

Course Curriculum Map:

| POs & PSOs No. | COs No.& Titles | SOs No. | Laboratory Instruction (LI) | Classroom Instruction (CI) | Self-Learning (SL) |
|---------------------------------------|---|---|------------------------------------|---|---------------------------|
| POs 1,2,3,4,5,6 PSOs 1,2 | 02MT211.1: Students will recognize the concept of Entrepreneurship, Forms of Ownership, Process of creating new business, Team Building. | SO1.1 SO1.2 SO1.3 SO1.4 SO1.5 | | Unit-1.0: Entrepreneurial Management 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8, 1.9, 1.10, 1.11, 1.12, 1.13, 1.14, 1.15, 1.16, 1.17, 1.18, 1.19, 1.20, 1.21, 1.22, 1.23, 1.24, 1.25,1.26, 1.27, 1.28, 1.29, 1.30 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 02MT211.2: Students will be able to describe the role of Creativity and Innovation in Entrepreneurial Start – ups. | SO2.1 SO2.2 SO2.3 SO2.4 SO2.5 | | Unit-2.0: Entrepreneurship, Creativity And Innovation 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9, 2.10, 2.11 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 02MT211.3: Students will illustrate the concept of Social Innovation and Social Entrepreneurship along with Non – Profit Organization. | SO3.1 SO3.2 SO3.3 SO3.4 SO3.5 | | Unit-3.0: Social Entrepreneurship 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9, 3.10, 3.11, 3.12, 3.13 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 02MT211.4: Students will be able to Determine the concept of Family Business – structure, types, culture values. | SO4.1 SO4.2 SO4.3 SO4.4 SO4.5 | | Unit-4.0: Family Business And Entrepreneurship 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9, 4.10, 4.11, 4.12, 4.12, 4.13, 4.14, 4.15 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 02MT211.5: Students will be able to assess the issues and practices of Financing Entrepreneurial Businesses. Demonstrate the knowledge of Startup. | SO5.1 SO5.2 SO5.3 SO5.4 SO5.5 | | Unit-5.0: Financing The Entrepreneurial Business 5.1, 5.2, 5.3, 5.4, 5.5, 5.6, 5.7, 5.8, 5.9, 5.10, 5.11, 5.12, 5.13, 5.14, 5.15, 5.16, 5.17, 5.18, 5.19, 5.20, 5.21 | |



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Semester-II

| | |
|-----------------------|--|
| Course Code: | 03MT221 |
| Course Title : | Human Resource Management |
| Pre-requisite: | Course assessment methods: CT & EA |
| Rationale: | The students studying principles and practice of management will be able to understand the application of principles of management which makes the manager more realistic, thoughtful, justifiable and free from personal bias. The decisions taken on the basis of principles of management are subject to evaluation and objective assessment. |

Course Outcomes:

03MT221.1: Understanding the role and importance of human resource management in organizations, including its functions and contributions to organizational success.

03MT221.2: Developing the ability to design and implement effective recruitment and selection processes to attract and retain qualified employees.

03MT221.3: Understanding the principles of performance management, including goal setting, feedback, and performance appraisal, to optimize employee performance.

03MT221.4: Familiarize with the use of technology and information systems in HRM, including HRIS (Human Resource Information Systems), to streamline HR processes and enhance decision-making.

03MT221.5: Gain insights into labor relations, including the negotiation and management of collective bargaining agreements and the resolution of labor disputes.

Scheme of Studies:

| Code | Course Code | Course Title | Scheme of studies (Hours/Week) | | | | Total Study Hours (CI+LI+SW+SL) | Total Credits (C) |
|------|-------------|---------------------------|--------------------------------|----|----|----|------------------------------------|----------------------|
| | | | CI | LI | SW | SL | | |
| HRM | 03MT221 | Human Resource Management | 4 | 0 | 2 | 1 | 7 | 4 |



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Legend:

CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

SW: Sessional Work (includes assignment, seminar, mini project etc.),

SL: Self Learning,

C: Credits.

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

Scheme of Assessment:

Theory:

| Code | Course Code | Course Title | Scheme of Assessment (Marks) | | | | | | | End Semester Assessment (ESA) | Total Marks (PRA+ ESA) |
|------|-------------|---------------------------|--|---|------------------|------------------------------|-----------------------|-------------------------------|----|-------------------------------|------------------------|
| | | | Progressive Assessment (PRA) | | | | | Total Marks (CA+CT+SA+CAT+AT) | | | |
| | | | Class/Home Assignment 5 number 3 marks each (CA) | Class Test 2 (2 best out of 3) 10 marks each (CT) | Seminar one (SA) | Class Activity any one (CAT) | Class Attendance (AT) | | | | |
| HRM | 03MT221 | Human Resource Management | 15 | 20 | 5 | 5 | 5 | 50 | 50 | 100 | |

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

03MT221.1: Understanding the role and importance of human resource management in organizations, including its functions and contributions to organizational success.

Approximate Hours

| Item | AppX Hrs |
|--------------|-----------|
| CI | 14 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 16 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|--|---|
| <p>SO1.1 Defining the Human Resource Management (HRM) and its role within an organization</p> <p>SO1.2 Identify the historical development and evolution of HRM practices</p> <p>SO1.3 Evaluate the effectiveness of HR practices in adapting to environmental changes</p> <p>SO1.4 Evaluate the effectiveness of work-life balance initiatives in improving employee satisfaction and performance</p> <p>SO1.5 Understanding the Role of HR in strategy formulation and competitive advantage</p> | | <p>Unit-1.0: Introduction to Human Resource Management [14 Hours]</p> <p>1.1 Human Resource Management: Concept, Functions, Nature</p> <p>1.2 Scope, Objective of HRM</p> <p>1.3 HRM Roles</p> <p>1.4 Skills & competencies</p> <p>1.5 HRD definition, Goals and challenges</p> <p>1.6 The changing environment of HRM, Globalization</p> <p>1.7 Cultural environment,</p> <p>1.8 Technological advances</p> <p>1.9 Workforce diversity</p> <p>1.10 Corporate downsizing</p> <p>1.11 Changing skill requirement, Work life balance</p> <p>1.12 Importance of work life balance</p> <p>1.13 HR role in strategy formulation</p> <p>1.14 HR role in gaining competitive advantage</p> | <p>1. Objectives of Human resource management</p> <p>2. Role of HRM</p> <p>3. HRM in new Millennium</p> |

SW-1 Suggested Sessional Work (SW):

- a. Assignments:** Discuss the evolution of HRM. Also explain objectives, functions, and role of HRM.
- b. Mini Project:** Explain the operative functions of HRM with examples.
- c. Other Activities (Specify):** Group discussion, Case study.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

03MT221.2: Developing the ability to design and implement effective recruitment and selection processes to attract and retain qualified employees.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 14 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 16 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|---|--|
| <p>SO2.1 Define Human Resource Planning (HRP) and its significance in organizational management</p> <p>SO2.2 Demonstrate the use of HRIS for data analysis and decision-making in HR management</p> <p>SO2.3 Understand the elements that should be included in a well-crafted Job Description</p> <p>SO2.4 Define Human Resource Development (HRD) and its role within organizational growth</p> <p>SO2.5 Evaluate the reliability and validity of different Selection methods in predicting job performance</p> | | <p>Unit-2.0: Human Resource Planning [14 Hours]</p> <p>2.1 Human Resource Planning, Process of human resource planning</p> <p>2.2 Forecasting demand & supply, Skill inventories</p> <p>2.3 Human Resource Information System (HRIS), Succession planning</p> <p>2.4 Job analysis – Uses</p> <p>2.5 Methods of job analysis</p> <p>2.6 Job description, Job specifications</p> <p>2.7 HR accounting, Human Resource Development (HRD)</p> <p>2.8 Audit concept</p> <p>2.9 Recruitment, Selection & Orientation</p> <p>2.10 Internal Source of selection</p> <p>2.11 external sources of selection</p> <p>2.12 E- recruitment</p> <p>2.13 Selection process</p> <p>2.14 Orientation process</p> | <p>1. Nature of Human resource planning</p> <p>2. Objectives of human resource planning</p> <p>3. Need of HRP in organizations</p> |

SW-2 Suggested Sessional Work (SW):

- a. **Assignments:** Describe the various forecasting techniques and how these techniques are being used in human resource planning.
- b. **Mini Project:** Explain the human resource planning process with the help of diagram.
- c. **Other Activities (Specify):** Case analysis, Presentation.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

03MT221.3: Understanding the principles of performance management, including goal setting, feedback, and performance appraisal, to optimize employee performance.

Approximate Hours

| Item | AppX Hrs |
|--------------|-----------|
| CI | 16 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 18 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|--|--|
| <p>SO3.1 Understanding various aspects of training process</p> <p>SO3.2 Learn and appreciate the significance of employee training</p> <p>SO3.3 Evaluate the effectiveness of different performance appraisal methods in providing constructive feedback</p> <p>SO3.4 Understand the concept of Job Evolution and how it contributes to organizational growth</p> <p>SO3.5 Define compensation and its role in attracting, retaining, and motivating employees</p> | | <p>Unit-3.0: Training, performance appraisal and compensation [16 Hours]</p> <p>3.1 Training concept, Methods of training</p> <p>3.2 Need of employee training, Objectives of training</p> <p>3.3 Performance management system, Concept of Performance appraisal</p> <p>3.4 Uses of performance appraisal</p> <p>3.5 Factors that distort appraisal</p> <p>3.6 Appraisal interview</p> <p>3.7 Career planning</p> <p>3.8 Career anchors, Career life stages</p> <p>3.9 Compensation: Steps of determining compensation</p> <p>3.10 Job evaluation, Methods of job evolution</p> <p>3.11 Pay structure, Objectives of pay structure</p> <p>3.12 Components of pay structure, Compensation levels</p> <p>3.13 Factors influencing compensation levels, Wage differentials, Incentives</p> <p>3.14 Profit Sharing, Gain sharing, Employees' stock option plans</p> <p>3.15 Introduction of social security</p> <p>3.16 Health benefits, Retirement benefits, Other benefits</p> | <p>1. Different methods of training</p> <p>2. Importance of Performance appraisal</p> <p>3. Career life stages</p> |

SW-3 Suggested Sessional Work (SW):

- a. Assignments:** Explain the various methods and approaches of training.
- b. Mini Project:** Discuss the benefits of job appraisal.
- c. Other Activities (Specify):** Case analysis and group discussion.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

03MT221.4: Familiarize with the use of technology and information systems in HRM, including HRIS (Human Resource Information Systems), to streamline HR processes and enhance decision-making.

Approximate Hours

| Item | AppX Hrs |
|--------------|-----------|
| CI | 11 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 13 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|--|---|
| <p>SO4.1 Define Industrial Relations and understand its importance in the workplace</p> <p>SO4.2 Understand the role and functions of Trade Unions in the employment relationship</p> <p>SO4.3 Understand the various causes and types of Industrial Disputes</p> <p>SO4.4 Evaluate the impact of different grievance resolution mechanisms on employee satisfaction and retention</p> <p>SO4.5 Understand the disciplinary procedure</p> | | <p>Unit-4.0: Industrial Relation [11 Hours]</p> <p>4.1 Introduction to Industrial Relations</p> <p>4.2 Trade unions, Role of trade union</p> <p>4.3 Types trade union, Functions of trade union</p> <p>4.4 Problems of trade union, Industrial dispute- concept</p> <p>4.5 Types of industrial dispute, Causes of industrial dispute</p> <p>4.6 Machinery for settlement of disputes</p> <p>4.7 Concept of Grievance</p> <p>4.8 Grievance redressal machinery</p> <p>4.9 Discipline concept</p> <p>4.10 Aspect of discipline</p> <p>4.11 Disciplinary procedure</p> | <ol style="list-style-type: none"> 1. Types of trade union 2. Causes of industrial dispute 3. Disciplinary procedure |

SW-4 Suggested Sessional Work (SW):

- a. Assignments:** Explore the concept, functions, challenges, and impact of trade unions in the context of industrial relations and workforce dynamics.
- b. Mini Project:** Discuss about various grievance redressal system.
- c. Other Activities (Specify):** Case analysis and group discussion.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

03MT221.5: Gain insights into labor relations, including the negotiation and management of collective bargaining agreements and the resolution of labor disputes.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 5 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 7 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|--|---|
| SO5.1 Define key terms related to collective bargaining SO5.2 Explain the purpose and importance of collective bargaining in labor relations SO5.3 Demonstrate the steps involved in the collective bargaining process SO5.4 Analyze the impact of collective bargaining on workplace dynamics SO5.5 Evaluate the ethical considerations involved in collective bargaining | | Unit-5.0: Collective bargaining [5 Hours] 5.1 Collective bargaining- concept 5.2 Types of collective bargaining 5.3 Process of collective bargaining 5.4 Problems in collective bargaining 5.5 Essentials of effective collective bargaining | 1.Types of collective bargaining 2.Essentials of collective bargaining |

SW-5 Suggested Sessional Work (SW):

- a. Assignments:** Discuss the practical implications of collective bargaining for both employers and employees.
- b. Mini Project:** Explain the process of collective bargaining with a diagram.
- c. Other Activities (Specify):** Case analysis and group discussion.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

Brief of Hours suggested for the Course Outcome:

| Course Outcomes | Class Lecture (CI) | Sessional Work (SW) | Self-Learning (SI) | Total hour (CI+SW+SI) |
|--|--------------------|---------------------|--------------------|-----------------------|
| 03MT221.1: Understanding the role and importance of human resource management in organizations, including its functions and contributions to organizational success | 14 | 1 | 1 | 16 |
| 03MT221.2: Developing the ability to design and implement effective recruitment and selection processes to attract and retain qualified employees | 14 | 1 | 1 | 16 |
| 03MT221.3: Understanding the principles of performance management, including goal setting, feedback, and performance appraisal, to optimize employee performance | 16 | 1 | 1 | 18 |
| 03MT221.4: Familiarize with the use of technology and information systems in HRM, including HRIS (Human Resource Information Systems), to streamline HR processes and enhance decision-making | 11 | 1 | 1 | 13 |
| 03MT221.5: Gain insights into labor relations, including the negotiation and management of collective bargaining agreements and the resolution of labor disputes | 5 | 1 | 1 | 7 |
| Total Hours | 60 | 5 | 5 | 70 |

Suggestion for End Semester Assessment:

Suggested Specification Table (For ESA)

| CO | Unit Titles | Marks Distribution | | | Total Marks |
|------------------|--|--------------------|---|---|-------------|
| | | R | U | A | |
| 03MT221.1 | Introduction to Human Resource Management | | | | |
| 03MT221.2 | Human Resource Planning | | | | |
| 03MT221.3 | Training, performance appraisal and compensation | | | | |
| 03MT221.4 | Industrial Relation | | | | |
| 03MT221.5 | Collective bargaining | | | | |
| Total | | | | | 30 |

Legend: R: Remember, U: Understand, A: Apply

The end of semester assessment for Human Resource Management will be held with written examination of 50 marks.

Note: Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorials
3. Case Method
4. Group Discussion
5. Brainstorming

Suggested Learning Resources:

(a) Books:

| S. No. | Title | Author | Publisher | Edition & Year |
|--------|--|-------------------------------|-----------------------------|----------------|
| 1 | Fundamentals of Human Resource Management | De Cenzo, D.A. & Robbins | John Wiley & Sons, New York | |
| 2 | Human Resource Management | Dessler, G | Pearson | |
| 3 | Personnel Management | Monappa & Saiyaddin | Tata McGraw Hill | |
| 4 | Human Resource Management | R. Wayne Mondy & Rober M. Noe | Pearson | |
| 5 | Lecture notes provided by Dept. of Management, AKS University, Satna | | | |

Curriculum Development Team:

1. Dr. Kausik Mukherjee, Associate Dean & Head, FMS, AKS University, Satna.
2. Dr. Pradeep Chaurasia, Associate Professor, FMS, AKS University, Satna.
3. Dr. Chandan Singh, Assistant Professor, FMS, AKS University, Satna.
4. Dr. Prakash Kumar Sen, Assistant Professor, FMS, AKS University, Satna.
5. Dr. Seema Dwivedi, Assistant Professor, FMS, AKS University, Satna.
6. Mr. Pramod Kumar Dwivedi, Assistant Professor, FMS, AKS University, Satna.
7. Mrs. Shinu Shukla, Assistant Professor, FMS, AKS University, Satna.
8. Mr. Krishna Kumar Mishra, Assistant Professor, FMS, AKS University, Satna.
9. Miss. Kiran Chhabariya, Assistant Professor, FMS, AKS University, Satna.
10. Mr. Anurag Singh Parihar, Teaching Associate, FMS, AKS University, Satna.

Cos, POs and PSOs Mapping

Course Title: BBA (Hon's)

Course Code: 03MT221

Course Title: Human Resource Management

| Course Outcomes | Program Outcomes | | | | | | Program Specific Outcome | |
|--|------------------|---------------------|----------------------------------|---------------------------|----------------------|--------------------------------|---|---|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO 1 | PSO 2 |
| | Domain knowledge | Contemporary issues | Deep thinking, business analysis | Mobilization of resources | Research orientation | Developing corporate solutions | Acquire leadership skills and entrepreneurial mindset | Application of ethical practices and moral values |
| 03MT221.1: Understanding the role and importance of human resource management in organizations, including its functions and contributions to organizational success | 3 | 2 | 2 | 2 | 1 | 2 | 3 | 3 |
| 03MT221.2: Developing the ability to design and implement effective recruitment and selection processes to attract and retain qualified employees | 3 | 2 | 2 | 1 | 2 | 1 | 3 | 3 |
| 03MT221.3: Understanding the principles of performance management, including goal setting, feedback, and performance appraisal, to optimize employee performance | 3 | 1 | 2 | 2 | 1 | 2 | 3 | 3 |
| 03MT221.4: Familiarize with the use of technology and information systems in HRM, | 3 | 2 | 1 | 1 | 2 | 2 | 3 | 3 |



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| including HRIS (Human Resource Information Systems), to streamline HR processes and enhance decision-making | | | | | | | | |
| 03MT221.5: Gain insights into labor relations, including the negotiation and management of collective bargaining agreements and the resolution of labor disputes | 3 | 2 | 1 | 1 | 2 | 1 | 3 | 3 |

Legend: 1 – Low, 2 – Medium, 3 – High

Course Curriculum Map:

| POs & PSOs No. | COs No.& Titles | SOs No. | Laboratory Instruction (LI) | Classroom Instruction (CI) | Self-Learning (SL) |
|---------------------------------------|--|---|------------------------------------|--|---------------------------|
| POs 1,2,3,4,5,6 PSOs 1,2 | 03MT221.1: Understanding the role and importance of human resource management in organizations, including its functions and contributions to organizational success | SO1.1 SO1.2 SO1.3 SO1.4 SO1.5 | | Unit-1.0: Introduction to Human Resource Management 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8, 1.9, 1.10, 1.11, 1.12, 1.13, 1.14, 1.15, 1.16, 1.17, 1.18, 1.19, 1.20 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 03MT221.2: Developing the ability to design and implement effective recruitment and selection processes to attract and retain qualified employees | SO2.1 SO2.2 SO2.3 SO2.4 SO2.5 | | Unit-2.0: Human Resource Planning 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9, 2.10, 2.11, 2.12, 2.13, 2.14, 2.15, 2.16, 2.17, 2.18, 2.19, 2.20 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 03MT221.3: Understanding the principles of performance management, including goal setting, feedback, and performance appraisal, to optimize employee performance | SO3.1 SO3.2 SO3.3 SO3.4 SO3.5 | | Unit-3.0: Training, performance appraisal and compensation 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9, 3.10, 3.11, 3.12, 3.13, 3.14, 3.15, 3.16, 3.17, 3.18, 3.19, 3.20, 3.21, 3.22, 3.23, 3.24, 3.25, 3.26, 3.27, 3.28, 3.29, 3.30 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 03MT221.4: Familiarize with the use of technology and information systems in HRM, including HRIS (Human Resource Information Systems), to streamline HR processes and enhance decision-making | SO4.1 SO4.2 SO4.3 SO4.4 SO4.5 | | Unit-4.0: Industrial Relation 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9, 4.10, 4.11, 4.12, 4.12, 4.13, 4.14, 4.15 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 03MT221.5: Gain insights into labor relations, including the negotiation and management of collective bargaining agreements and the resolution of labor disputes | SO5.1 SO5.2 SO5.3 SO5.4 SO5.5 | | Unit-5.0: Collective bargaining 5.1, 5.2, 5.3, 5.4, 5.5 | |



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Semester-II

| | |
|-----------------------|---|
| Course Code: | 03MT222 |
| Course Title : | Human Resource Analytics |
| Pre-requisite: | Student should have basic knowledge of statistics and management |
| Rationale: | HR analytics empowers organizations to make informed decisions based on data rather than gut feelings. By analyzing employee data, HR professionals can identify trends, patterns, and areas for improvement, leading to more effective decision-making processes |

Course Outcomes:

03MT222.1: Optimize the problems and issues in HR and the logic to use the HR analytics.

03MT222.2: Apply the tools, methods and techniques of HR analytics.

03MT222.3: Analyze the examples and uses of HR analytics in various HR sub-systems.

03MT222.4: HR balanced score cards to be evaluated.

03MT222.5: Post analytics to create a HR dashboard.

Scheme of Studies:

| Code | Course Code | Course Title | Scheme of studies (Hours/Week) | | | | Total Study Hours (CI+LI+SW+SL) | Total Credits (C) |
|------|-------------|--------------------------|--------------------------------|----|----|----|------------------------------------|----------------------|
| | | | CI | LI | SW | SL | | |
| HRM | 03MT222 | Human Resource Analytics | 4 | 0 | 2 | 1 | 7 | 4 |

Legend:

CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

SW: Sessional Work (includes assignment, seminar, mini project etc.),

SL: Self Learning,

C: Credits.

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

Scheme of Assessment:

Theory:

| Code | Course Code | Course Title | Scheme of Assessment (Marks) | | | | | | | End Semester Assessment (ESA) | Total Marks (PRA+ ESA) |
|------|-------------|--------------------------|--|---|------------------|------------------------------|-----------------------|-------------------------------|----|-------------------------------|------------------------|
| | | | Progressive Assessment (PRA) | | | | | Total Marks (CA+CT+SA+CAT+AT) | | | |
| | | | Class/Home Assignment 5 number 3 marks each (CA) | Class Test 2 (2 best out of 3) 10 marks each (CT) | Seminar one (SA) | Class Activity any one (CAT) | Class Attendance (AT) | | | | |
| HRM | 03MT222 | Human Resource Analytics | 15 | 20 | 5 | 5 | 5 | 50 | 50 | 100 | |

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

03MT222.1: Optimize the problems and issues in HR and the logic to use the HR analytics.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 15 |
| LI | 0 |
| SW | 2 |
| SL | 1 |
| Total | 18 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|--|---|
| <p>SO1.1 The students will be able to Apply the HR Measurement</p> <p>SO1.2 The students will be able to HR Analytics and business linkages to be applied</p> <p>SO1.3 The students will be able to Apply the HR audits for organizations</p> | | <p>Unit-1.0: Bases for HR Analytics [15 Hours]</p> <p>1.1 Need for HR Measurement</p> <p>1.2 Types of HR</p> <p>1.3 Analytics</p> <p>1.4 Importance</p> <p>1.5 Concept of HR</p> <p>1.6 Analytics</p> <p>1.7 HR Analytics</p> <p>1.8 Business linkages</p> <p>1.9 Pre requirements for HR Analytics</p> <p>1.10 Models of HR Analytics</p> <p>1.11 Measuring intellectual capital</p> <p>1.12 Concepts of HR Accounting</p> <p>1.13 Audit</p> <p>1.14 Approaches and methods used in HR Accounting</p> <p>1.15 Audit in India</p> | <p>1. Practical uses of HR analytics in Banks</p> <p>2. Analytics tools</p> |

SW-1 Suggested Sessional Work (SW):

- a. **Assignments:** IPR and HR analytics.
- b. **Mini Project:** Survey of analytics tools for HR.
- c. **Other Activities (Specify):**



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

03MT222.2: Apply the tools, methods and techniques of HR analytics.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 10 |
| LI | 0 |
| SW | 2 |
| SL | 1 |
| Total | 13 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|--|---|
| <p>SO2.1 The students will be able to Apply the HRIS</p> <p>SO2.2 The students will be able to HRIS and business linkages to be applied</p> <p>SO2.3 The students will be able to Apply the HRIS for micro-organizations</p> | | <p>Unit-2.0: HRIS as the stepping stone of HR Analytics [10 Hours]</p> <p>2.1 Human Resource Information System</p> <p>2.2 HR Analytics</p> <p>2.3 Role of HRIS in analytics</p> <p>2.4 HRIS development</p> <p>2.5 Execution</p> <p>2.6 Development process- need analysis</p> <p>2.7 Systems design</p> <p>2.8 Structure and culture</p> <p>2.9 HRIS uses</p> <p>2.10 Making HRIS to work</p> | <p>1. HRIS in Schools</p> <p>2. HRIS and HR analytics connections in IT firms</p> |

SW-2 Suggested Sessional Work (SW):

- a. **Assignments:** HRIS in work.
- b. **Mini Project:**
- c. **Other Activities (Specify):**



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

03MT222.3: Analyze the examples and uses of HR analytics in various HR sub-systems.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 9 |
| LI | 0 |
| SW | 2 |
| SL | 1 |
| Total | 12 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|--|--|
| <p>SO3.1 The students will be able to Analyze the HR Analytics</p> <p>SO3.2 The students will be able to HR Analytics and business linkages to be analyzed</p> | | <p>Unit-3.0: HR Analytics for various HR sub-systems [9 Hours]</p> <p>3.1 HR Analytics 3.2 various HR sub-systems 3.3 Staffing 3.4 Training & Development 3.5 Performance Appraisals 3.6 Performance Management Systems 3.7 Career Management Systems 3.8 Rewards 3.9 Compensation Administration</p> | <p>1. Career management in cement plants</p> |

SW-3 Suggested Sessional Work (SW):

- a. **Assignments:** Performance management and HR analytics.
- b. **Mini Project:** Survey of staffing process in cement firms.
- c. **Other Activities (Specify):**



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

03MT222.4: HR balanced score cards to be evaluated.

Approximate Hours

| Item | AppX Hrs |
|--------------|-----------|
| CI | 9 |
| LI | 0 |
| SW | 2 |
| SL | 1 |
| Total | 12 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|--|---|
| <p>SO4.1 The students will be able to Evaluate the HR climate</p> <p>SO4.2 The students will be able to Competency mapping and business linkages to be analyzed</p> <p>SO4.3 The students will be able to Competency mapping for organizations to be evaluated</p> | | <p>Unit-4.0: HR Analytics for HR system [9 Hours]</p> <p>4.1 HR performance management</p> <p>4.2 measurement systems</p> <p>4.3 Measuring HR Climate</p> <p>4.4 Competency Management Frameworks</p> <p>4.5 Competency Mapping</p> <p>4.6 competency-based HR System</p> <p>4.7 Measuring HR Effectiveness</p> <p>4.8 HR Scorecards</p> <p>4.9 Examples of HR Scorecards</p> | <p>1. Creation of competency maps</p> <p>2. Organisational climate in cement sector</p> |

SW-4 Suggested Sessional Work (SW):

- a. **Assignments:** HR score cards of different sectors.
- b. **Mini Project:**
- c. **Other Activities (Specify):**



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

03MT222.5: Post analytics to create a HR dashboard.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 17 |
| LI | 0 |
| SW | 2 |
| SL | 1 |
| Total | 20 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|---|--|
| <p>SO5.1 The students will be able to Create the HR Analytics post analysis displays</p> <p>SO5.2 The students will be able to HR info graphics to be framed</p> | | <p>Unit-5.0: HR Analytics and its Future concerns [17 Hours]</p> <p>5.1 Digital Technology 5.2 Changes in HR Analytics 5.3 Role of social media 5.4 Platforms in HR Analytics 5.5 Digital technologies 5.6 Predictive HR Analytics 5.7 Assessing 5.8 Effectiveness of HR Analytics 5.9 Post analysis steps 5.10 Review in HR 5.11 Monitoring in HR 5.12 Issues in HR 5.13 Valuation in HR 5.14 Measurement in HR 5.15 Emerging challenges 5.16 International perspective 5.17 National perspective</p> | <p>1. Software for HR 2. Payroll software</p> |

SW-5 Suggested Sessional Work (SW):

- a. Assignments:** Types of HR analytics.
- b. Mini Project:** Cost surveys for HR software.
- c. Other Activities (Specify):**



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Brief of Hours suggested for the Course Outcome:

| Course Outcomes | Class Lecture (Cl) | Sessional Work (SW) | Self-Learning (Sl) | Total hour (Cl+SW+Sl) |
|---|--------------------|---------------------|--------------------|-----------------------|
| 03MT222.1: Optimize the problems and issues in HR and the logic to use the HR analytics | 15 | 2 | 1 | 18 |
| 03MT222.2: Apply the tools, methods and techniques of HR analytics | 10 | 2 | 1 | 13 |
| 03MT222.3: Analyze the examples and uses of HR analytics in various HR sub-systems | 9 | 2 | 1 | 12 |
| 03MT222.4: HR balanced score cards to be evaluated | 9 | 2 | 1 | 12 |
| 03MT222.5: Post analytics to create a HR dashboard | 17 | 2 | 1 | 20 |
| Total Hours | 60 | 10 | 5 | 75 |

Suggestion for End Semester Assessment:

Suggested Specification Table (For ESA)

| CO | Unit Titles | Marks Distribution | | | Total Marks |
|--------------|--|--------------------|---|---|-------------|
| | | R | U | A | |
| 03MT222.1 | Bases for HR Analytics | | | | |
| 03MT222.2 | HRIS as the stepping stone of HR Analytics | | | | |
| 03MT222.3 | HR Analytics for various HR sub-systems | | | | |
| 03MT222.4 | HR Analytics for HR system | | | | |
| 03MT222.5 | HR Analytics and its Future concerns | | | | |
| Total | | | | | 30 |

Legend: R: Remember, U: Understand, A: Apply

The end of semester assessment for Human Resource Management will be held with written examination of 50 marks.

Note: Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorials
3. Case Method
4. Group Discussion
5. Brainstorming



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

Suggested Learning Resources:

(a) Books:

| S. No. | Title | Author | Publisher | Edition & Year |
|--------|--|---|------------------------|----------------|
| 1 | Making Human Capital Analytics Work: Measuring the ROI of Human Capital Processes and Outcomes | Phillips, J., & Phillips, P.P. | McGraw-Hill | 2014 |
| 2 | Financial Analysis for HR Managers: Tools for Linking HR Strategy to Business Strategy | Director, S. | Pearson FT Press | 2014 |
| 3 | The HR scorecard: Linking people, strategy, and performance | Becker, B. E., Huselid, M. A., & Ulrich, D. | Harvard Business Press | 2001 |
| 4 | Lecture notes provided by Dept. of Management, AKS University, Satna | | | |

Curriculum Development Team:

1. Dr. Kausik Mukherjee, Associate Dean & Head, FMS, AKS University, Satna.
2. Dr. Pradeep Chaurasia, Associate Professor, FMS, AKS University, Satna.
3. Dr. Chandan Singh, Assistant Professor, FMS, AKS University, Satna.
4. Dr. Prakash Kumar Sen, Assistant Professor, FMS, AKS University, Satna.
5. Dr. Seema Dwivedi, Assistant Professor, FMS, AKS University, Satna.
6. Mr. Pramod Kumar Dwivedi, Assistant Professor, FMS, AKS University, Satna.
7. Mrs. Shinu Shukla, Assistant Professor, FMS, AKS University, Satna.
8. Mr. Krishna Kumar Mishra, Assistant Professor, FMS, AKS University, Satna.
9. Miss. Kiran Chhabariya, Assistant Professor, FMS, AKS University, Satna.
10. Mr. Anurag Singh Parihar, Teaching Associate, FMS, AKS University, Satna.

Cos, POs and PSOs Mapping

Course Title: BBA (Hon's)

Course Code: 03MT222

Course Title: Human Resource Analytics

| Course Outcomes | Program Outcomes | | | | | | Program Specific Outcome | |
|--|------------------|---------------------|----------------------------------|---------------------------|----------------------|--------------------------------|---|---|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO 1 | PSO 2 |
| | Domain knowledge | Contemporary issues | Deep thinking, business analysis | Mobilization of resources | Research orientation | Developing corporate solutions | Acquire leadership skills and entrepreneurial mindset | Application of ethical practices and moral values |
| 03MT222.1: Optimize the problems and issues in HR and the logic to use the HR analytics | 2 | 1 | 3 | 2 | 3 | 2 | 2 | 3 |
| 03MT222.2: Apply the tools, methods and techniques of HR analytics | 3 | 1 | 2 | 2 | 1 | 2 | 2 | 2 |
| 03MT222.3: Analyze the examples and uses of HR analytics in various HR sub-systems | 2 | 2 | 1 | 2 | 1 | 2 | 1 | 1 |
| 03MT222.4: HR balanced score cards to be evaluated | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 2 |
| 03MT222.5: Post analytics to create a HR dashboard | 2 | 1 | 2 | 1 | 1 | 2 | 3 | 2 |

Legend: 1 – Low, 2 – Medium, 3 – High

Course Curriculum Map:

| POs & PSOs No. | COs No.& Titles | SOs No. | Laboratory Instruction (LI) | Classroom Instruction (CI) | Self-Learning (SL) |
|---------------------------------------|--|-------------------------|------------------------------------|--|---------------------------|
| POs 1,2,3,4,5,6 PSOs 1,2 | 03MT222.1: Optimize the problems and issues in HR and the logic to use the HR analytics | SO1.1 SO1.2 SO1.3 | | Unit-1.0: Bases for HR Analytics 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8, 1.9, 1.10, 1.11, 1.12, 1.13, 1.14, 1.15 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 03MT222.2: Apply the tools, methods and techniques of HR analytics | SO2.1 SO2.2 SO2.3 | | Unit-2.0: HRIS as the stepping stone of HR Analytics 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9, 2.10 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 03MT222.3: Analyze the examples and uses of HR analytics in various HR sub-systems | SO3.1 SO3.2 | | Unit-3.0: HR Analytics for various HR sub-systems 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 03MT222.4: HR balanced score cards to be evaluated | SO4.1 SO4.2 SO4.3 | | Unit-4.0: HR Analytics for HR system 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 03MT222.5: Post analytics to create a HR dashboard | SO5.1 SO5.2 | | Unit-5.0: HR Analytics and its Future concerns 5.1, 5.2, 5.3, 5.4, 5.5, 5.6, 5.7, 5.8, 5.9, 5.10, 5.11, 5.12, 5.13, 5.14, 5.15, 5.16, 5.17 | |



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Semester-II

| | |
|-----------------------|---|
| Course Code: | 0EVS03 |
| Course Title : | Environmental Studies |
| Pre-requisite: | To study this course, the student must have a knowledge about the environmental components, pollution, biodiversity, and Ecosystem at senior secondary, Class 12'h level |
| Rationale: | The students studying Environmental Science should possess foundational understanding about environment and its components. They should also know the importance of ecosystems in our surroundings. |

Course Outcomes:

0EVS03.1: Understand and evaluate the global scale of environmental problem.

0EVS03.2: To outline the resources, ecosystem, and diversity and explain the conservation and its significations.

0EVS03.3: To identify the environmental issues, types of pollutions and their impact.

0EVS03.4: Develop critical thinking for shaping strategies

0EVS03.5: For environmental protection, social equity and sustainable development

Scheme of Studies:

| Code | Course Code | Course Title | Scheme of studies (Hours/Week) | | | | Total Study Hours (CI+LI+SW+SL) | Total Credits (C) |
|------|-------------|-----------------------|--------------------------------|----|----|----|---------------------------------|-------------------|
| | | | CI | LI | SW | SL | | |
| EVS | 0EVS03 | Environmental Studies | 2 | 0 | 1 | 1 | 4 | 2 |

Legend:

CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

SW: Sessional Work (includes assignment, seminar, mini project etc.),

SL: Self Learning,

C: Credits.

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

Scheme of Assessment:

Theory:

| Code | Course Code | Course Title | Scheme of Assessment (Marks) | | | | | | | End Semester Assessment (ESA) | Total Marks (PRA+ ESA) |
|------|-------------|-----------------------|--|---|------------------|------------------------------|-----------------------|-------------------------------|----|-------------------------------|------------------------|
| | | | Progressive Assessment (PRA) | | | | | Total Marks (CA+CT+SA+CAT+AT) | | | |
| | | | Class/Home Assignment 5 number 3 marks each (CA) | Class Test 2 (2 best out of 3) 10 marks each (CT) | Seminar one (SA) | Class Activity any one (CAT) | Class Attendance (AT) | | | | |
| EVS | 0EVS03 | Environmental Studies | 15 | 20 | 5 | 5 | 5 | 50 | 50 | 100 | |

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

0EVS03.1: Understand and evaluate the global scale of environmental problem.

Approximate Hours

| Item | AppX Hrs |
|--------------|-----------|
| CI | 8 |
| LI | 0 |
| SW | 1 |
| SL | 2 |
| Total | 11 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|--|--|
| <p>SO1.1 Know multidisciplinary nature of environmental science</p> <p>SO1.2 Learn about the natural resources</p> <p>SO1.3 Know the problems associated with land resource</p> <p>SO1.4 Learn the conservation of resources</p> <p>SO1.5 Know alternative energy resources</p> | | <p>Unit-1.0: Environment and Natural Resources [8 Hours]</p> <p>1.1 The Multidisciplinary nature of environmental studies.</p> <p>1.2 Scope and Importance of Environmental studies</p> <p>1.3 Components of Environment: Atmosphere, Hydrosphere, Lithosphere, and Biosphere.</p> <p>1.4 Brief account of Natural Resources and associated problems</p> <p>1.5 Land Resource</p> <p>1.6 Water Resource</p> <p>1.7 Energy Resource</p> <p>1.8 Concept of Sustainability and Sustainable Development</p> | <p>1. What is environmental Science?</p> <p>2. What are resources?</p> |

SW-1 Suggested Sessional Work (SW):

a. Assignments:

- Write the definition and causes of soil erosion.
- Define desertification and write its causes.
- Describe structure of atmosphere.
- Explain lithosphere.

b. Mini Project:

c. Other Activities (Specify):



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

0EVS03.2: To outline the resources, ecosystem, and diversity and explain the conservation and its significations.

Approximate Hours

| Item | AppX Hrs |
|--------------|----------|
| CI | 5 |
| LI | 0 |
| SW | 2 |
| SL | 2 |
| Total | 9 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|---|---|
| SO2.1 Understand the concept of ecosystem SO2.2 Learn the structure of ecosystem SO2.3 Know the function of ecosystem SO2.4 Describe the structure of forest ecosystem SO2.5 Learn about biodiversity and its conservation | | Unit-2.0: Biomes, Ecosystem and Biodiversity [5 Hours] 2.1 Major Biomes: Tropical, Temperate, Forest, Grassland, Desert, Tundra, Wetland, Estuarine and Marine 2.2 Ecosystem: Structure 2.3 Function and types 2.4 their Preservation & Restoration 2.5 Biodiversity and its conservation practices | 1. What is biotic and abiotic components of environment? 2. What are interactions? |

SW-2 Suggested Sessional Work (SW):

a. Assignments:

- What do you mean by ecosystem? Describe the structure of ecosystem.
- Give a brief classification of ecosystem.
- Write the function of an ecosystem.
- Define biodiversity write strategies of biodiversity conservation.

b. Mini Project: Visit to various ecosystem and study biotic and abiotic ecosystem.

c. Other Activities (Specify):



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

0EVS03.3: To identify the environmental issues, types of pollutions and their impact.

Approximate Hours

| Item | AppX Hrs |
|--------------|-----------|
| CI | 7 |
| LI | 0 |
| SW | 2 |
| SL | 2 |
| Total | 11 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|---|--|
| <p>SO3.1. Learn about pollution and its sources</p> <p>SO3.2 Know the sources of different pollutant</p> <p>SO3.3 Understand the law & legislation related to environment</p> <p>SO3.4 Learn the control of pollution</p> <p>SO3.5 Describe the role of information technology in environment and human health</p> | | <p>Unit-3.0: Environmental Pollution, Management and Social Issues [7 Hours]</p> <p>3.1 Environmental Pollution, Management and Social Issues</p> <p>3.2 Pollution: Types, Control measures, Management and associated problems.</p> <p>3.3 Environmental Law and Legislation: Protection and conservation Acts.</p> <p>3.4 International Agreement & Program</p> <p>3.5 Environmental Movements, communication and public awareness Program.</p> <p>3.6 National and International organizations related to environment conservation and monitoring.</p> <p>3.7 Role of information technology in environment and human health.</p> | <p>1. What is pollution basic introduction?</p> <p>2. What is pollutant?</p> |

SW-3 Suggested Sessional Work (SW):

a. Assignments:

- Write an essay on air pollution.
- What do you mean by acid rain write its causes and effects.
- Describe the effects of water pollution.
- How soil pollution can be control?
- Describe the role of information technology in environment and human health.
- Mention some national and international organizations related to environment conservation and monitoring.

b. Mini Project:

c. Other Activities (Specify): Visit to different polluted sites and study the source of pollution and their effects.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Brief of Hours suggested for the Course Outcome:

| Course Outcomes | Class Lecture (CI) | Sessional Work (SW) | Self-Learning (SI) | Total hour (CI+SW+SI) |
|--|--------------------|---------------------|--------------------|-----------------------|
| 0EVS03.1: To understand various aspects of life forms, ecological processes, and the impacts on them by the human during Anthropocene era | 8 | 1 | 2 | 11 |
| 0EVS03.2: To build capabilities to identify relevant environmental issues, analyze the various underlying causes, evaluate the practices and policies, and develop framework to make inform decisions | 5 | 2 | 2 | 9 |
| 0EVS03.3: To develop empathy for all life forms, awareness, and responsibility towards environmental protection and nature preservation. | 7 | 2 | 2 | 11 |
| Total Hours | 20 | 5 | 6 | 31 |

Suggestion for End Semester Assessment:

Suggested Specification Table (For ESA)

| CO | Unit Titles | Marks Distribution | | | Total Marks |
|-----------------|---|--------------------|-----------|-----------|-------------|
| | | R | U | A | |
| 0EVS03.1 | Environment and Natural Resources | 3 | 1 | 1 | 5 |
| 0EVS03.2 | Biomes, Ecosystem and Biodiversity | 2 | 6 | 2 | 10 |
| 0EVS03.3 | Environmental Pollution, Management and Social Issues | 3 | 7 | 5 | 15 |
| Total | | 11 | 26 | 13 | 50 |

Legend: R: Remember, U: Understand, A: Apply

The end of semester assessment for Environmental Studies will be held with written examination of 50 marks.

Note: Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorial
3. Case Method
4. Group Discussion
5. Role Play
6. Visit to cement plant
7. Demonstration
8. ICT Based Teaching Learning (Video Demonstration/Tutorials CBT, Blog, Facebook, Twitter, WhatsApp,



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

Mobile, Online sources)

9. Brainstorming

Suggested Learning Resources:

(a) Books:

| S. No. | Title | Author | Publisher | Edition & Year |
|--------|--|---|----------------------------------|----------------|
| 1 | Ecology; Environment Science and Conservation | Singh; J.S., Singh S.P. and Gupta, S. R | S. Chand publishing, New Delhi. | 2018 |
| 2 | Perspectives in Environmental Studies | Kaushik, Anubha, Kaushik, C.P. | New age International Publishers | 2018 |
| 3 | A Textbook of Environmental Studies | Asthana, D. K Asthana Meera | S. Chand Publishing, New Delhi | 2007 |
| 4 | Environmental Law and Policy in India: Cases, Material & Status | Divan, S. and Rosenkranz, A | Oxford University Press, India | 2002 |
| 5 | Lecture notes provided by Dept. of Management, AKS University, Satna | | | |

Curriculum Development Team:

- 1.

Cos, POs and PSOs Mapping

Course Title: BBA (Hon's)

Course Code: 0EVS03

Course Title: Environmental Studies

| Course Outcomes | Program Outcomes | | | | | | Program Specific Outcome | |
|---|------------------|---------------------|----------------------------------|---------------------------|----------------------|--------------------------------|---|---|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO 1 | PSO 2 |
| | Domain knowledge | Contemporary issues | Deep thinking, business analysis | Mobilization of resources | Research orientation | Developing corporate solutions | Acquire leadership skills and entrepreneurial mindset | Application of ethical practices and moral values |
| 0EVS03.1: Understand and evaluate the global scale of environmental problem | | | | | | | | |
| 0EVS03.2: To outline the resources, ecosystem, diversity and explain the conservation and its significations | | | | | | | | |
| 0EVS03.3: To identify the environmental issues, types of pollutions and their impact | | | | | | | | |

Legend: 1 – Low, 2 – Medium, 3 – High

Course Curriculum Map:

| POs & PSOs No. | COs No.& Titles | SOs No. | Laboratory Instruction (LI) | Classroom Instruction (CI) | Self-Learning (SL) |
|---------------------------------------|---|---|------------------------------------|---|---------------------------|
| POs 1,2,3,4,5,6 PSOs 1,2 | 0EVS03.1: Understand and evaluate the global scale of environmental problem | SO1.1 SO1.2 SO1.3 SO1.4 SO1.5 | | Unit-1.0: Environment and Natural Resources 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 0EVS03.2: To outline the resources, ecosystem, diversity and explain the conservation and its significations | SO2.1 SO2.2 SO2.3 SO2.4 SO2.5 | | Unit-2.0: Biomes, Ecosystem and Biodiversity 2.1, 2.2, 2.3, 2.4, 2.5 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 0EVS03.3: To identify the environmental issues, types of pollutions and their impact | SO3.1 SO3.2 SO3.3 SO3.4 SO3.5 | | Unit-3.0: Environmental Pollution, Management and Social Issues 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7 | |



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Semester-II

| | |
|-----------------------|--|
| Course Code: | OIKS04 |
| Course Title : | Fundamentals of Indian Knowledge System |
| Pre-requisite: | Creating awareness among the youths about the true history and past rich culture of India |
| Rationale: | India has very rich and versatile knowledge system and cultural heritage since antiquity. The Indian Knowledge systems was developed on life science, medical science, literature, drama, art, music, dance, astronomy, mathematics, architecture (Sthapatyaveda), chemistry, aeronautics etc, during ancient period. In this basic course, a special attention is given to the ancient and historical perspective of ideas occurrence in the ancient society, and implication to the concept of material world and religious, social and cultural beliefs. On the closer examination, religion, culture and science have appeared epistemological very rigidly connected in the Indian Knowledge System. This land of Bharat Bhumi has provided invaluable knowledge stuff to the society and the world in all sphere of life |

Course Outcomes:

OIKS04.1: To understand the ancient civilization, Indian Knowledge Systems, Concept of Panch Mahabhuta, Origin of name Bharat Varsha, Ancient Rivers, Ancient Universities and ancient agriculture.

OIKS04.2: Students will have the ability to learn about ancient books, Religious places, basic concept of Indian dance, music and arts, and fundamental aspects of Sangeeta and Natyashashtra etc.

OIKS04.3: Student will be able to gain knowledge on Vedic Science, Astronomy, Astrovastu, Vedic Mathematics, Aeronautics, Metallurgy, Nakhatras, Panchang, Concept of Zero, Pi and point etc.

OIKS04.4: Understanding on ancient Engineering, Science and Technology, Town Planning, Temple architecture, Chemistry and Metallurgy, Metal manufacturing etc.

OIKS04.5: Student will able to understand about the Life, Nature and Health through basic concept of Ayurveda and Yoga, Traditional Medicinal Systems, Ethnomedicine, Nature conservation, World Heritage Sites etc.

Scheme of Studies:

| Code | Course Code | Course Title | Scheme of studies (Hours/Week) | | | | Total Study Hours (CI+LI+SW+SL) | Total Credits (C) |
|------|-------------|---|--------------------------------|----|----|----|---------------------------------|-------------------|
| | | | CI | LI | SW | SL | | |
| IKS | OIKS04 | Fundamentals of Indian Knowledge System | 2 | 0 | 1 | 1 | 4 | 2 |



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Legend:

CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

SW: Sessional Work (includes assignment, seminar, mini project etc.),

SL: Self Learning,

C: Credits.

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

Scheme of Assessment:

Theory:

| Code | Course Code | Course Title | Scheme of Assessment (Marks) | | | | | | | End Semester Assessment (ESA) | Total Marks (PRA+ ESA) |
|------|-------------|---|--|---|------------------|------------------------------|-----------------------|-------------------------------|----|-------------------------------|------------------------|
| | | | Progressive Assessment (PRA) | | | | | Total Marks (CA+CT+SA+CAT+AT) | | | |
| | | | Class/Home Assignment 5 number 3 marks each (CA) | Class Test 2 (2 best out of 3) 10 marks each (CT) | Seminar one (SA) | Class Activity any one (CAT) | Class Attendance (AT) | | | | |
| IKS | 0IKS04 | Fundamentals of Indian Knowledge System | 15 | 20 | 5 | 5 | 5 | 50 | 50 | 100 | |

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

0IKS04.1: To understand the ancient civilization, Indian Knowledge Systems, Concept of Panch Mahabhuta, Origin of name Bharat Varsha, Ancient Rivers, Ancient Universities and ancient agriculture.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 6 |
| LI | 0 |
| SW | 2 |
| SL | 1 |
| Total | 9 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|---|--------------------------------|
| <p>SO1.1 Understand Overview of Indian Knowledge Systems (IKS)</p> <p>SO1.2 Understand Classification of Ancient IKS texts</p> <p>SO1.3 Understand Introduction to Panch Mahabhutas (Earth, Water, Fire, Sky and Air)</p> <p>SO1.4 Understand Origin of the name Bharatvarsha: the Land of Natural Endowments</p> <p>SO1.5. Understand Rivers of ancient India (The Ganga, Yamuna, Godawari, Saraswati, Narmada, Sindhu and Kaveri)</p> <p>SO1.6. Understand Ancient Agriculture and ancient Universities: Takshashila and Nalanda, Gurukul system</p> | | <p>Unit-1.0: Indian Civilization and Indian Knowledge Systems [6 Hours]</p> <p>1.1 Overview of Indian Knowledge Systems (IKS)</p> <p>1.2 Classification of Ancient IKS texts</p> <p>1.3 Introduction to Panch Mahabhutas (Earth, Water, Fire, Sky and Air)</p> <p>1.4 Origin of the name Bharatvarsha: the Land of Natural Endowments</p> <p>1.5 Rivers of ancient India (The Ganga, Yamuna, Godawari, Saraswati, Narmada, Sindhu and Kaveri)</p> <p>1.6 Agriculture system in ancient India, Ancient Universities: Takshashila and Nalanda, Gurukul system</p> | 1. Golden era of ancient India |

SW-1 Suggested Sessional Work (SW):

- a. **Assignments:** Concepts of Panch Mahabhuta, Classification of ancient texts, origin of ancient rivers.
- b. **Mini Project:** Ancient Universities: Takshashila and Nalanda
- c. **Other Activities (Specify):**



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

OIKS04.2: Students will have the ability to learn about ancient books, Religious places, basic concept of Indian dance, music and arts, and fundamental aspects of Sangeeta and Natyashashtra etc.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 6 |
| LI | 0 |
| SW | 2 |
| SL | 1 |
| Total | 9 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|--|---------------------------------------|
| <p>SO2.1 Understand the Ancient Indian Books: Vedas, Puranas, Shastras, Upanishads, Mahakavyas (Ramayana & Mahabharata), Smrities, Samhitas</p> <p>SO2.2 Understand the Religious places: Puries, Dhams, Jyotirlinga, Shaktipeeths, Kumbha Mela</p> <p>SO2.3 Understand the Legendary places of Madhya Pradesh: Ujjain, Chitrakoot, Omkareshwar, Bharhut, Maihar</p> <p>SO2.4 Understand the Basic concept of Indian Art, Music and Dance, Indian Musical Instruments</p> <p>SO2.5 Understand the Fundamental aspects of Sangeeta and Natya shastra</p> <p>SO2.6 Understand the different schools of music, dance and painting in different regions of India</p> | | <p>Unit-2.0: Indian Art, Literature and Religious Places [6 Hours]</p> <p>2.1 Ancient Indian Books: Vedas, Puranas, Shastras, Upanishads, Mahakavyas (Ramayana & Mahabharata), Smrities, Samhitas</p> <p>2.2 Religious places: Puries, Dhams, Jyotirlinga, Shaktipeeths, Kumbha Mela</p> <p>2.3 Legendary places of Madhya Pradesh: Ujjain, Chitrakoot, Omkareshwar, Bharhut, Maihar</p> <p>2.4 Basic concept of Indian Art, Music and Dance, Indian Musical Instruments</p> <p>2.5 Fundamental aspects of Sangeeta and Natya shastra</p> <p>2.6 Different schools of music, dance and painting in different regions of India</p> | <p>1. Indian Art, Music and Dance</p> |

SW-2 Suggested Sessional Work (SW):

- a. **Assignments:** Visit of Chitrakoot, Maihar and Bharhuta.
- b. **Mini Project:** Kumbhmela, Story of Ramayana and Mahabharata.
- c. **Other Activities (Specify):**



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

0IKS04.3: Student will be able to gain knowledge on Vedic Science, Astronomy, Astrovastu, Vedic Mathematics, Aeronautics, Metallurgy, Nakhatras, Panchang, Concept of Zero, Pi and point etc.

Approximate Hours

| Item | AppX Hrs |
|--------------|----------|
| CI | 6 |
| LI | 0 |
| SW | 2 |
| SL | 1 |
| Total | 9 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|--|--|
| <p>SO3.1 Understand Vedic Cosmology</p> <p>SO3.2 Understand the Astronomy, Astrovastu, Vedang Jyotish, Nakshatras, Navagraha, Rashis, Vastushastra and their related plants</p> <p>SO3.3 Understand the Time and Calendar, Panchang</p> <p>SO3.4 Understand the Concept of Zero, Point, Pi - number system, Pythagoras</p> <p>SO3.5 Understand the Vedic Mathematics, Vimana-Aeronautics, Basic idea of planetary model of Aryabhatta</p> <p>SO3.6 Understand the Varanamala of Hindi language based on classification of sounds on the basis of their origin, Basic purpose of science of Vyakarana</p> | | <p>Unit-3.0: Ancient Science, Astronomy, Mathematics [6 Hours]</p> <p>3.1 Vedic Cosmology</p> <p>3.2 Astronomy, Astrovastu, Vedang Jyotish, Nakshatras, Navagraha, Rashis, Vastushastra and their related plants</p> <p>3.3 Time and Calendar, Panchang</p> <p>3.4 Concept of Zero, Point, Pi - number system, Pythagoras</p> <p>3.5 Vedic Mathematics, Vimana-Aeronautics, Basic idea of planetary model of Aryabhatta</p> <p>3.6 Varanamala of Hindi language based on classification of sounds on the basis of their origin, Basic purpose of science of Vyakarana</p> | <p>1. Ancient Science, Astronomy and Vedic Mathematics</p> |

SW-3 Suggested Sessional Work (SW):

- a. **Assignments:** Varanamala of Hindi language based on classification of sounds on the basis of their origin.
- b. **Mini Project:** Nakshatras, Navagraha and their related plants.
- c. **Other Activities (Specify):**



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

0IKS04.4: Understanding on ancient Engineering, Science and Technology, Town Planning, Temple architecture, Chemistry and Metallurgy, Metal manufacturing etc.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 6 |
| LI | 0 |
| SW | 2 |
| SL | 1 |
| Total | 9 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|---|---|
| SO4.1 Understand the Engineering Science and Technology in Vedic and Post Vedic Era SO4.2 Understand the Town and Home planning, Sthapatyaveda SO4.3 Understand the Chemistry and Metallurgy as gleaned from archeological artifacts SO4.4 Understand the Chemistry of Dyes, Pigments used in Paintings, Fabrics, Potteries and Glass SO4.5 Understand the Temple Architecture: Khajuraho, Sanchi Stupa, Chonsath Yogini temple SO 4.6 Understand the Mining and manufacture in India of Iron, Copper, Gold from ancient times | | Unit-4.0: Engineering, Technology and Architecture [6 Hours] 4.1 Engineering Science and Technology in Vedic and Post Vedic Era 4.2 Town and Home planning, Sthapatyaveda 4.3 Chemistry and Metallurgy as gleaned from archeological artifacts 4.4 Chemistry of Dyes, Pigments used in Paintings, Fabrics, Potteries and Glass 4.5 Temple Architecture: Khajuraho, Sanchi Stupa, Chonsath Yogini temple 4.6 Mining and manufacture in India of Iron, Copper, Gold from ancient times | 1. Ancient Science, Astronomy and Vedic Mathematics |

SW-4 Suggested Sessional Work (SW):

- a. **Assignments:** Varanamala of Hindi language based on classification of sounds on the basis of their origin.
- b. **Mini Project:** Nakshatras, Navagraha and their related plants.
- c. **Other Activities (Specify):**



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

0IKS04.5: Student will able to understand about the Life, Nature and Health through basic concept of Ayurveda and Yoga, Traditional Medicinal Systems, Ethnomedicine, Nature conservation, World Heritage Sites etc.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 6 |
| LI | 0 |
| SW | 2 |
| SL | 1 |
| Total | 9 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|---|--|
| <p>SO5.1 Understand the Fundamentals of Ayurveda (Charaka & Shushruta) and Yogic Science (Patanjali), Ritucharya and Dinacharya</p> <p>SO5.2 Understand the Traditional system of Indian medicines (Ayurveda, Siddha, Unani and Homoeopathy)</p> <p>SO5.3 Understand Fundamentals of Ethnobotany and Ethnomedicines of India</p> <p>SO5.4 Understand the Nature Conservation in Indian ancient texts</p> <p>SO5.5. Understand the Introduction to Plant Science in Vrikshayurveda</p> <p>SO5.6. Understand the World Heritage Sites of Madhya Pradesh: Bhimbetka, Sanchi, Khajuraho</p> | | <p>Unit-5.0: Life, Nature and Health [6 Hours]</p> <p>5.1 Fundamentals of Ayurveda (Charaka & Shushruta) and Yogic Science (Patanjali), Ritucharya and Dinacharya</p> <p>5.2 Traditional system of Indian medicines (Ayurveda, Siddha, Unani and Homoeopathy)</p> <p>5.3 Fundamentals of Ethnobotany and Ethnomedicines of India</p> <p>5.4 Nature Conservation in Indian ancient texts</p> <p>5.5 Introduction to Plant Science in Vrikshayurveda</p> <p>5.6 World Heritage Sites of Madhya Pradesh: Bhimbetka, Sanchi, Khajuraho</p> | <p>1. Concept of Ayurveda and Yoga</p> <p>2. Traditional system of Indian medicines</p> <p>3. Ethnobotany and Ethnomedicines of India</p> <p>4. World Heritage Sites</p> |

SW-5 Suggested Sessional Work (SW):

- a. **Assignments:** Visit to world Heritage Site Khajuraho.
- b. **Mini Project:** Ritucharya and Din Charya, Ethnomedicinal plants.
- c. **Other Activities (Specify):**



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

Brief of Hours suggested for the Course Outcome:

| Course Outcomes | Class Lecture (CI) | Sessional Work (SW) | Self-Learning (SI) | Total hour (CI+SW+SI) |
|---|--------------------|---------------------|--------------------|-----------------------|
| OIKS04.1: To understand the ancient civilization, Indian Knowledge Systems, Concept of Panch Mahabhuta, Origin of name Bharat Varsha, Ancient Rivers, Ancient Universities and ancient agriculture | 6 | 2 | 1 | 9 |
| OIKS04.2: Students will have the ability to learn about ancient books, Religious places, basic concept of Indian dance, music and arts, and fundamental aspects of Sangeeta and Natyashashtra etc | 6 | 2 | 1 | 9 |
| OIKS04.3: Student will be able to gain knowledge on Vedic Science, Astronomy, Astrovastu, Vedic Mathematics, Aeronautics, Metallurgy, Nakhatras, Panchang, Concept of Zero, Pi and point etc | 6 | 2 | 1 | 9 |
| OIKS04.4: Understanding on ancient Engineering, Science and Technology, Town Planning, Temple architecture, Chemistry and Metallurgy, Metal manufacturing etc | 6 | 2 | 1 | 9 |
| OIKS04.5: Student will able to understand about the Life, Nature and Health through basic concept of Ayurveda and Yoga, Traditional Medicinal Systems, Ethnomedicine, Nature conservation, World Heritage Sites etc. | 6 | 2 | 1 | 9 |
| Total Hours | 30 | 10 | 5 | 45 |

Suggestion for End Semester Assessment:

Suggested Specification Table (For ESA)

| CO | Unit Titles | Marks Distribution | | | Total Marks |
|-----------------|--|--------------------|-----------|-----------|-------------|
| | | R | U | A | |
| OIKS04.1 | Indian Civilization and Indian Knowledge System | 2 | 5 | 1 | 8 |
| OIKS04.2 | Indian Art, Literature and Religious Places | 2 | 6 | 2 | 10 |
| OIKS04.3 | Ancient Science, Astronomy and Vedic Mathematics | 2 | 6 | 5 | 13 |
| OIKS04.4 | Engineering, Technology and Architecture | 2 | 4 | 4 | 10 |
| OIKS04.5 | Life, Nature and Health | 2 | 5 | 2 | 9 |
| Total | | 10 | 26 | 14 | 50 |

Legend: R: Remember, U: Understand, A: Apply

The end of semester assessment for Indian Knowledge Systems will be held with written examination of 50 marks.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Note: Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorial
3. Case Method
4. Group Discussion
5. Role Play
6. Visit to Religious places, World Heritage Sites
7. Demonstration
8. ICT Based Teaching Learning (Video Demonstration/Tutorials CBT, Blog, Facebook, Twitter, Whatsapp, Mobile, Online sources)
9. Brainstorming

Suggested Learning Resources:

(a) Books:

| S. No. | Title | Author | Publisher | Edition & Year |
|--------|--|---|--|----------------|
| 1 | An Introduction of Indian Knowledge Systems: Concepts and Applications | Mahadevan, B.; Bhat V. and Pavana, Nagendra C. N. | Prentice Hall of India. | 2022 |
| 2 | Indian Knowledge Systems: Vol. I and II. | Kapoor, Kapil and Singh, A. K. | D.K. Print World Ltd | 2005 |
| 3 | Science of Ancient Hindus: Unlocking Nature in Pursuit of Salvation | Kumar, Alok | Create pace Independent Publishing | 2014 |
| 4 | A History of Agriculture in India | Randhava, M.S. | ICAR, New Delhi | 1980 |
| 5 | Panch Mahabhuta, | Yogcharya, Jnan Dev | Yog Satsang Ashram | 2021 |
| 6 | The Indian Rivers | Singh, Dhruv Sen | Springer | 2018 |
| 7 | The Wonder That Was India | Basam, Arthue Llewlllyn | Sidgwick & Jackson | 1954 |
| 8 | Ancient Cities, Sacred Skies: Cosmic Geometries and City Planning in Ancient India | Malville, J. MacKim & Sujaral, Lalit M. | IGNCA & Aryan Books International, New Delhi | 2000 |
| 9 | The Natya Shastra of Bharat Muni | Jha, Narendra | Innovative Imprint, Delhi | 2023 |



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

| | | | | |
|----|---|--|---|--------|
| 10 | Astronomy in India: A Historical Perspective | Padmanabhan, Thanu | Indian National Science Academy, New Delhi & Springer (India). | 2010 |
| 11 | History of Astronomy in India 2 nd Ed. | Sen, S.N. and Shukla, C.S. | INSA New Delhi | 2001 |
| 12 | History of Indian Astronomy A Handbook | Ramasubramanian, K. Sule, Aniket and Vahia, Mayank | Science and Heritage Initiative, I.I.T. Mumbai and Tata Institute of Fundamental Research, Mumbai | 2016 |
| 13 | Indian Mathematics and Astronomy: Some Landmarks | Rao, Balachandra S. | Jnana Deep Publications, Bangalore, 3 rd Edition | . 2004 |
| 14 | Vedic Mathematics and Science in Vedas | Rao, Balachandra S. | Navakarnataka Publications, Bengaluru | 2019 |
| 15 | A History of Hindu Chemistry | Ray, Acharya Prafulla Chandra | Repl Shaibya Prakashan Bibhag, Centenary Edition, Kolkata | 1902 |
| 16 | Early Indian Architecture: Cities and City Gates | Coomeraswamy, Anand | Munciram Manoharlal Publishers | 2002 |
| 17 | Theory and Practices of Temple Architecture in Medieval India: Bhojasamrangasutradhar and the Bhojpur Line Drawings | Hardy, Adams | Dev Publishers & Distributors. | 2015 |
| 18 | Indian Science and Technology in Eighteenth Century | Dharmpal | Academy of Gandhian Studies, Hyderabad. | 1971 |
| 19 | Science in India: A Historical Perspective | Subbarayappa, B.V. | Rupa New Delhi | 2013 |
| 20 | Fine Arts & Technical Sciences in Ancient India with special reference to Someswvara's Manasollasa | Mishra, Shiv Shankar | Krishnadas Academy, Varanasi | 1982 |
| 21 | Fundamental Principles of Ayurveda, Volume One | Lad, Vasant D. | The Ayurvedic Press, Albuquerque, New Mexico. | 2002 |
| 22 | Charak Samhita, Chaukhamba | Pandey, Kashinath and Chaturvedi Gorakhnath | Vidya Bhawan, Varanasi | |



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

| | | | | |
|----|--|-------------------|--|------|
| 23 | Ayurveda: The Science of Self-Healing | Lad, Vasant D. | Lotus Press: Santa Fe | 1984 |
| 24 | Ayurveda: Life, Health and Longevity | Svoboda, Robert E | Penguin: London | 1992 |
| 25 | Plants in the Indian Puranas | Sensarma, P. | Naya Prokash, Calcutta | 1989 |
| 26 | Indian Cultural Heritage Perspective for Tourism | Singh, L. K. | Gyan Publishing House, Delhi | 2008 |
| 27 | Glimpses of Indian Ethnobotany | Jain, S.K. | Oxford & IBH Publishing Company Private Limited, New Delhi | 1981 |
| 28 | Manual of Ethnobotany | Jain, S.K. | Scientific Publishers, Jodhpur | 2010 |

Curriculum Development Team:

1. Er. Anant Kumar Soni, Hon'ble Pro-Chancellor and Chairman, AKS University, Satna (M.P.).
2. Prof. B.A. Copade, Hon'ble Vice Chancellor, AKS University, Satna (M.P.).
3. Prof. G.C. Mishra, Director, IQAC, AKS University, Satna (M.P.).
4. Prof. R.L.S. Sikarwar, Director, Centre for Traditional Knowledge Research & Application, AKS University, Satna (M.P.).
5. Prof. Kamlesh Chaure, HOD, Department of Biotechnology, AKS University, Satna (M.P.).
6. Dr. Akhilesh Wao, HoD, Department of Computer Science, AKS University, Satna (M.P.).
7. Dr. Shailendra Yadav, HoD, Department of Chemistry, AKS University, Satna (M.P.).
8. Dr. Kaushik Mukherji, HoD, Department of Management, AKS University, Satna (M.P.).
9. Dr. Neeraj Verma, PG Coordinator, Faculty of Agriculture Science and Technology, AKS University, Satna (M.P.).
10. Dr. Dilip Kumar Tiwari, HoD, Department of Yoga, AKS University, Satna (M.P.).
11. Shri Mirza Shamiullah Beg, Department of Arts, AKS University, Satna (M.P.).
12. Shri Vivek Shrivastava, Examination, AKS University, Satna (M.P.).
13. Shri Manish Agrawal, Department of Mining, AKS University, Satna (M.P.).

Cos, POs and PSOs Mapping

Course Title: BBA (Hon's)

Course Code: OIKS04

Course Title: Fundamentals of Indian Knowledge System

| Course Outcomes | Program Outcomes | | | | | | Program Specific Outcome | |
|---|------------------|---------------------|----------------------------------|---------------------------|----------------------|--------------------------------|---|---|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO 1 | PSO 2 |
| | Domain knowledge | Contemporary issues | Deep thinking, business analysis | Mobilization of resources | Research orientation | Developing corporate solutions | Acquire leadership skills and entrepreneurial mindset | Application of ethical practices and moral values |
| OIKS04.1: To understand the ancient civilization, Indian Knowledge Systems, Concept of Panch Mahabhuta, Origin of name Bharat Varsha, Ancient Rivers, Ancient Universities and ancient agriculture | 1 | 2 | 3 | 1 | 2 | 2 | 3 | 3 |
| OIKS04.2: Students will have the ability to learn about ancient books, Religious places, basic concept of Indian dance, music and arts, and fundamental aspects of Sangeeta and Natyashashtra etc | 2 | 2 | 1 | 1 | 2 | 1 | 1 | 1 |
| OIKS04.3: Student will be able to gain knowledge on Vedic Science, Astronomy, Astrovastu, Vedic Mathematics, Aeronautics, Metallurgy, Nakhatras, Panchang, Concept of Zero, Pi and point etc | 1 | 1 | 2 | 2 | 2 | 2 | 3 | 1 |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| OIKS04.: Understanding on ancient Engineering, Science and Technology, Town Planning, Temple architecture, Chemistry and Metallurgy, Metal manufacturing etc | 2 | 1 | 1 | 1 | 2 | 3 | 3 | 3 |
| OIKS04.5: Student will able to understand about the Life, Nature and Health through basic concept of Ayurveda andYoga, Traditional Medicinal Systems, Ethnomedicine, Nature conservation, World Heritage Sites etc | 2 | 2 | 3 | 3 | 1 | 1 | 1 | 1 |

Legend: 1 – Low, 2 – Medium, 3 – High

Course Curriculum Map:

| POs & PSOs No. | COs No.& Titles | SOs No. | Laboratory Instruction (LI) | Classroom Instruction (CI) | Self-Learning (SL) |
|---------------------------------------|--|--|------------------------------------|--|---------------------------|
| POs 1,2,3,4,5,6 PSOs 1,2 | 0IKS04.1: To understand the ancient civilization, Indian Knowledge Systems, Concept of Panch Mahabhuta, Origin of name Bharat Varsha, Ancient Rivers, Ancient Universities and ancient agriculture | SO1.1 SO1.2 SO1.3 SO1.4 SO1.5 SO1.6 | | Unit-1.0: Introduction to Human Resource Management 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8, 1.9, 1.10, 1.11, 1.12, 1.13, 1.14, 1.15, 1.16, 1.17, 1.18, 1.19, 1.20 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 0IKS04.2: Students will have the ability to learn about ancient books, Religious places, basic concept of Indian dance, music and arts, and fundamental aspects of Sangeeta and Natyashashtra etc | SO2.1 SO2.2 SO2.3 SO2.4 SO2.5 SO2.6 | | Unit-2.0: Human Resource Planning 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9, 2.10, 2.11, 2.12, 2.13, 2.14, 2.15, 2.16, 2.17, 2.18, 2.19, 2.20 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 0IKS04.3: Student will be able to gain knowledge on Vedic Science, Astronomy, Astrovastu, Vedic Mathematics, Aeronautics, Metallurgy, Nakhatras, Panchang, Concept of Zero, Pi and point etc | SO3.1 SO3.2 SO3.3 SO3.4 SO3.5 SO3.5 | | Unit-3.0: Training, performance appraisal and compensation 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9, 3.10, 3.11, 3.12, 3.13, 3.14, 3.15, 3.16, 3.17, 3.18, 3.19, 3.20, 3.21, 3.22, 3.23, 3.24, 3.25, 3.26, 3.27, 3.28, 3.29, 3.30 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 0IKS04.4: Understanding on ancient Engineering, Science and Technology, Town Planning, Temple architecture, Chemistry and Metallurgy, Metal manufacturing etc | SO4.1 SO4.2 SO4.3 SO4.4 SO4.5 SO4.5 | | Unit-4.0: Industrial Relation 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9, 4.10, 4.11, 4.12, 4.12, 4.13, 4.14, 4.15 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 0IKS04.5: Student will able to understand about the Life, Nature and Health through basic concept of Ayurveda and Yoga, Traditional Medicinal Systems, Ethnomedicine, Nature conservation, World Heritage Sites etc | SO5.1 SO5.2 SO5.3 SO5.4 SO5.5 SO5.5 | | Unit-5.0: Collective bargaining 5.1, 5.2, 5.3, 5.4, 5.5 | |



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Semester-III

| | |
|-----------------------|--|
| Course Code: | 01MT301 |
| Course Title : | Management Accounting |
| Pre-requisite: | Students should have basic knowledge of cost of production, budget and budgetary control |
| Rationale: | Students studying this subject will solve the problems related to cost of production, cost control, budget preparation, standard costing, cost sheet preparation, variance analysis and many more in an organization. They will prepare the break even chart to know the best the no profit no loss point and manage the margin of safety. |

Course Outcomes:

01MT301.1: Students will define management accounting with cost and financial accounting.

01MT301.2: Students will determine the total cost of production.

01MT301.3: Students will calculate the profit volume ratio, margin of safety, breakeven point and relevant cost.

01MT301.4: Students will evaluate the budget and responsibility accounting.

01MT301.5: Students will design the reason behind variances in material, labor, overhead and sales.

Scheme of Studies:

| Code | Course Code | Course Title | Scheme of studies (Hours/Week) | | | | Total Study Hours (CI+LI+SW+SL) | Total Credits (C) |
|------|-------------|-----------------------|--------------------------------|----|----|----|------------------------------------|----------------------|
| | | | CI | LI | SW | SL | | |
| FIN | 01MT301 | Management Accounting | 6 | 0 | 2 | 1 | 9 | 6 |

Legend:

CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

SW: Sessional Work (includes assignment, seminar, mini project etc.),

SL: Self Learning,

C: Credits.

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

Scheme of Assessment:

Theory:

| Code | Course Code | Course Title | Scheme of Assessment (Marks) | | | | | | | End Semester Assessment (ESA) | Total Marks (PRA+ ESA) |
|------|-------------|-----------------------|--|---|------------------|------------------------------|-----------------------|-------------------------------|----|-------------------------------|------------------------|
| | | | Progressive Assessment (PRA) | | | | | Total Marks (CA+CT+SA+CAT+AT) | | | |
| | | | Class/Home Assignment 5 number 3 marks each (CA) | Class Test 2 (2 best out of 3) 10 marks each (CT) | Seminar one (SA) | Class Activity any one (CAT) | Class Attendance (AT) | | | | |
| FIN | 01MT301 | Management Accounting | 15 | 20 | 5 | 5 | 5 | 50 | 50 | 100 | |

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

01MT301.1: Students will define management accounting with cost and financial accounting.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 6 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 8 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|--|---|
| <p>SO1.1 Students will define the management account</p> <p>SO1.2 Students will differentiate the management account with financial account</p> <p>SO1.3 Students will differentiate the management account with cost account</p> | | <p>Unit-1.0: Nature, Scope of Management Accounting [6 Hours]</p> <p>1.1 Meaning, definition of Management Accounting</p> <p>1.2 Nature of Management Account</p> <p>1.3 scope of Management Account</p> <p>1.4 Comparison of Management Accounting with Cost Accounting</p> <p>1.5 Comparison of Management Accounting with Financial Accounting</p> <p>1.6 management accounts v/s Other accounts</p> | <p>1. Objectives of management accounting</p> |

SW-1 Suggested Sessional Work (SW):

- a. **Assignments:** Management accounting plays important role in the development of a company.
- b. **Mini Project:**
- c. **Other Activities (Specify):**



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

01MT301.2: Students will determine the total cost of production.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 16 |
| LI | 0 |
| SW | 2 |
| SL | 1 |
| Total | 19 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|---|--|
| <p>SO2.1 Students will define the cost accounting with their importance and objectives</p> <p>SO2.2 Students will explain the elements of cost</p> <p>SO2.3 Students will determine the cost of production with the help of cost sheet</p> <p>SO2.4 Students will classified the cost in different groups</p> <p>SO2.5 Students will allocate, apportion and absorb the cost</p> | | <p>Unit-2.0: Cost Concept [16 Hours]</p> <p>2.1 Meaning and Scope of Cost Accounting</p> <p>2.2 Objectives, and Importance of Cost Accounting</p> <p>2.3 meaning of Cost, Costing, Cost Control, and Cost Reduction</p> <p>2.4 Elements of Cost</p> <p>2.5 Components of total Cost</p> <p>2.6 meaning and definition of Cost Sheet with their types</p> <p>2.7 simple cost sheet numerical</p> <p>2.8 Cost Sheet with Profit Numerical</p> <p>2.9 numerical cost sheet with profit in different sales</p> <p>2.10 numerical of cost sheet with statement of profit</p> <p>2.11 comparative cost sheet</p> <p>2.12 allocation, apportionment and absorption meaning</p> <p>2.13 cost unit and cost centre</p> <p>2.14 Overhead allocation, Overhead apportionment Numerical</p> <p>2.15 Overhead absorption numerical</p> <p>2.16 cost sheet numerical</p> | <p>1. Meanings of material, labor and overhead</p> |

SW-2 Suggested Sessional Work (SW):

- a. **Assignments:** Prepare the cost sheet of a particular company with a live example.
- b. **Mini Project:** Write short note on marginal and opportunity cost.
- c. **Other Activities (Specify):**



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

01MT301.3: Students will calculate the profit volume ratio, margin of safety, breakeven point and relevant cost.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 27 |
| LI | 0 |
| SW | 2 |
| SL | 1 |
| Total | 30 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|---|--|
| <p>SO3.1 Students will define the cost volume profit analysis</p> <p>SO3.2 Students will define the relevant cost and decision making</p> <p>SO3.3 Students will calculate the profit volume ratio</p> <p>SO3.4 Students will calculate the breakeven point</p> <p>SO3.5 Students will calculate the margin of safety</p> | | <p>Unit-3.0: Cost-Volume-Profit Analysis [27 Hours]</p> <p>3.1 P/V Ratio</p> <p>3.2 P/V Ratio Numerical</p> <p>3.3 Combined P/V Ratio numerical</p> <p>3.4 P/V Ratio numerical with BEP</p> <p>3.5 Margin of safety numerical</p> <p>3.6 P/V Ratio numerical of two year</p> <p>3.7 Margin of safety</p> <p>3.8 P/V Ratio numerical with MOS</p> <p>3.9 Break-even Point in Rs. Numerical</p> <p>3.10 Key Factor, Break-even Analysis</p> <p>3.11 Break-even Chart</p> <p>3.12 Break-even Point meaning and definition</p> <p>3.13 Cost Break-even Point</p> <p>3.14 Composite Break-even Point</p> <p>3.15 Cash Break-even Point</p> <p>3.16 Break-even Point in Unit Numerical</p> <p>3.17 Calculation of sales in CVPA</p> <p>3.18 Calculation of Desired Profit in</p> <p>3.19 Calculation of Fixed Cost in CVPA</p> <p>3.20 Calculation of Profit in CVPA</p> | <p>1. Meaning of Breakeven point</p> <p>2. Numerical related to CVPA</p> |



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

| | | | |
|--|--|---|--|
| | | 3.21 Relevant Costs and Decision Making 3.22 Pricing, Product Profitability 3.23 Make or Buy, Exploring new markets 3.24 Export Order, Sell or Process Further, Shut down vs. Continue. 3.25 Meanings and definitions of Cost-Volume-Profit Analysis 3.26 contribution definition 3.27 Contribution calculation | |
|--|--|---|--|

SW-3 Suggested Sessional Work (SW):

- a. **Assignments:** Prepare a chart and show the position of break even and margin of safety with different angle.
- b. **Mini Project:** Write short note on relevant costing.
- c. **Other Activities (Specify):**



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

01MT301.4: Students will evaluate the budget and responsibility accounting.

Approximate Hours

| Item | AppX Hrs |
|--------------|-----------|
| CI | 20 |
| LI | 0 |
| SW | 2 |
| SL | 1 |
| Total | 23 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|---|---|
| <p>SO4.1 Students will define the budget, budgeting and budgetary control</p> <p>SO4.2 Students will define the responsibility accounting</p> <p>SO4.3 Students will define the transfer pricing</p> <p>SO4.4 Students will calculate the value of cash budget</p> <p>SO4.5 Students will calculate the value of flexible budget</p> | | <p>Unit-4.0: Budgets and Budgetary Control [20 Hours]</p> <p>4.1 Budgets and Budgetary Control: Meaning</p> <p>4.2 types of Budget</p> <p>4.3 Steps in Budgetary Control</p> <p>4.4 Process of budgeting</p> <p>4.5 Structure of budget committee</p> <p>4.6 Material and sales budget</p> <p>4.7 Production and purchase budget</p> <p>4.8 Fixed and Flexible Budgeting</p> <p>4.9 Flexible Budgeting numerical to calculate total cost</p> <p>4.10 Flexible Budgeting numerical to calculate total profit</p> <p>4.11 Flexible Budgeting numerical to calculate total sales</p> <p>4.12 Cash Budget</p> <p>4.13 Cash Budget numerical</p> <p>4.14 Responsibility Accounting</p> <p>4.15 Concept, Significance of Responsibility Accounting</p> <p>4.16 Different responsibility centers</p> <p>4.17 Divisional performance</p> <p>4.18 Financial measures</p> <p>4.19 Transfer pricing</p> <p>4.20 Types of Transfer pricing</p> | <p>1. Meaning of budget</p> <p>2. Numerical problem of budget</p> |

SW-4 Suggested Sessional Work (SW):

- a. Assignments:** Prepare a flexible budget of a company and define each terms coming under this.
- b. Mini Project:** Presentation on responsibility accounting.
- c. Other Activities (Specify):**



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

01MT301.5: Students will design the reason behind variances in material, labor, overhead and sales.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 21 |
| LI | 0 |
| SW | 2 |
| SL | 1 |
| Total | 24 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|--|--|
| <p>SO5.1 Students will define the variance analysis and standard costing</p> <p>SO5.2 Students will define the target costing, quality costing and life cycle costing</p> <p>SO5.3 Students will solve the numerical related to material variance</p> <p>SO5.4 Students will solve the numerical related to labor variance</p> <p>SO5.5 Students will solve the numerical related to overhead variance</p> <p>SO5.6 Students will solve the numerical related to sales variance</p> | | <p>Unit-5.0: Standard Costing and Variance Analysis [21 Hours]</p> <p>5.1 Meaning of standard cost and standard costing, advantages, limitations</p> <p>5.2 standard costing applications</p> <p>5.3 variance analysis</p> <p>5.4 material variance analysis</p> <p>5.5 labor variance</p> <p>5.6 material variance in one material</p> <p>5.7 Material variance when on figure in missing.</p> <p>5.8 material variance in two or more material</p> <p>5.9 material variance when SM is equal to AM material</p> <p>5.10 material variance when SM is not equal to AM material</p> <p>5.11 material variance when SY & Ayy is given</p> <p>5.12 material variance when SY is not equal to AY</p> <p>5.13 labour variance in one labour</p> <p>5.14 labour variance in two labour</p> <p>5.15 labour variance in idle labour</p> <p>5.16 labour variance when SY and AY is given</p> <p>5.17 Labor variance when SY is not equal to AY.</p> <p>5.18 overhead variance</p> <p>5.19 fixed overhead variance</p> <p>5.20 variable overhead variance</p> <p>5.21 Sales variance</p> | <p>1. Numerical of variance analysis</p> |

SW-5 Suggested Sessional Work (SW):

- a. Assignments:** Variance analysis used by most business to eliminate variance, explain with example.
- b. Mini Project:** Write short note on master budget with diagram.
- c. Other Activities (Specify):**



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Brief of Hours suggested for the Course Outcome:

| Course Outcomes | Class Lecture (CI) | Sessional Work (SW) | Self-Learning (SI) | Total hour (CI+SW+SI) |
|--|--------------------|---------------------|--------------------|-----------------------|
| 01MT301.1: Students will define management accounting with cost and financial accounting | 6 | 1 | 1 | 8 |
| 01MT301.2: Students will determine the total cost of production | 16 | 2 | 1 | 19 |
| 01MT301.3: Students will calculate the profit volume ratio, margin of safety, breakeven point and relevant cost | 27 | 2 | 1 | 30 |
| 01MT301.4: Students will evaluate the budget and responsibility accounting | 20 | 2 | 1 | 23 |
| 01MT301.5: Students will design the reason behind variances in material, labor, overhead and sales | 21 | 2 | 1 | 24 |
| Total Hours | 90 | 9 | 5 | 104 |

Suggestion for End Semester Assessment:

Suggested Specification Table (For ESA)

| CO | Unit Titles | Marks Distribution | | | Total Marks |
|------------------|--|--------------------|---|---|-------------|
| | | R | U | A | |
| 01MT301.1 | Nature, Scope of Management Accounting | | | | |
| 01MT301.2 | Cost concepts | | | | |
| 01MT301.3 | Cost-Volume-Profit Analysis | | | | |
| 01MT301.4 | Budgets and Budgetary Control | | | | |
| 01MT301.5 | Standard Costing and Variance Analysis | | | | |
| Total | | | | | 30 |

Legend: R: Remember, U: Understand, A: Apply

The end of semester assessment for Management Accounting will be held with written examination of 50 marks.

Note: Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorials
3. Case Method
4. Group Discussion
5. Brainstorming



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

Suggested Learning Resources:

(a) Books:

| S. No. | Title | Author | Publisher | Edition & Year |
|--------|--|--------------------------|--|----------------|
| 1 | Management Accounting: Text Problems and Cases | M.Y. Khan, and P.K. Jain | McGraw Hill Education (India) Pvt. Ltd | - |
| 2 | Cost accounting | M.L. Agarwal | Sahitya Bhawan Publication | - |
| 3 | A Textbook of Cost and Management Accounting | M.N. Arora | Vikas Publishing House Pvt. Ltd. | - |
| 4 | Lecture notes provided by Dept. of Management, AKS University, Satna | | | |

Curriculum Development Team:

1. Dr. Kausik Mukherjee, Associate Dean & Head, FMS, AKS University, Satna.
2. Dr. Pradeep Chaurasia, Associate Professor, FMS, AKS University, Satna.
3. Dr. Chandan Singh, Assistant Professor, FMS, AKS University, Satna.
4. Dr. Prakash Kumar Sen, Assistant Professor, FMS, AKS University, Satna.
5. Dr. Seema Dwivedi, Assistant Professor, FMS, AKS University, Satna.
6. Mr. Pramod Kumar Dwivedi, Assistant Professor, FMS, AKS University, Satna.
7. Mrs. Shinu Shukla, Assistant Professor, FMS, AKS University, Satna.
8. Mr. Krishna Kumar Mishra, Assistant Professor, FMS, AKS University, Satna.
9. Miss. Kiran Chhabariya, Assistant Professor, FMS, AKS University, Satna.
10. Mr. Anurag Singh Parihar, Teaching Associate, FMS, AKS University, Satna.

Cos, POs and PSOs Mapping

Course Title: BBA (Hon's)

Course Code: 01MT301

Course Title: Management Accounting

| Course Outcomes | Program Outcomes | | | | | | Program Specific Outcome | |
|--|------------------|---------------------|----------------------------------|---------------------------|----------------------|--------------------------------|---|---|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO 1 | PSO 2 |
| | Domain knowledge | Contemporary issues | Deep thinking, business analysis | Mobilization of resources | Research orientation | Developing corporate solutions | Acquire leadership skills and entrepreneurial mindset | Application of ethical practices and moral values |
| 01MT301.1: Students will define management accounting with cost and financial accounting | 3 | 1 | 3 | 1 | 3 | 3 | 3 | 3 |
| 01MT301.2: Students will determine the total cost of production | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 3 |
| 01MT301.3: Students will calculate the profit volume ratio, margin of safety, breakeven point and relevant cost | 3 | 1 | 3 | 3 | 3 | 3 | 3 | 3 |
| 01MT301.4: Students will evaluate the budget and responsibility accounting | 3 | 1 | 3 | 2 | 3 | 3 | 3 | 3 |
| 01MT301.5: Students will design the reason behind variances in material, labor, overhead and sales | 3 | 1 | 3 | 2 | 3 | 3 | 1 | 3 |

Legend: 1 – Low, 2 – Medium, 3 – High

Course Curriculum Map:

| POs & PSOs No. | COs No.& Titles | SOs No. | Laboratory Instruction (LI) | Classroom Instruction (CI) | Self-Learning (SL) |
|---------------------------------------|--|--|------------------------------------|---|---------------------------|
| POs 1,2,3,4,5,6 PSOs 1,2 | 01MT301.1: Students will define management accounting with cost and financial accounting | SO1.1 SO1.2 SO1.3 | | Unit-1.0: Nature, Scope of Management Accounting 1.1, 1.2, 1.3, 1.4, 1.5, 1.6 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 01MT301.2: Students will determine the total cost of production | SO2.1 SO2.2 SO2.3 SO2.4 SO2.5 | | Unit-2.0: Cost concepts 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9, 2.10, 2.11, 2.12, 2.13, 2.14, 2.15, 2.16 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 01MT301.3: Students will calculate the profit volume ratio, margin of safety, breakeven point and relevant cost | SO3.1 SO3.2 SO3.3 SO3.4 SO3.5 | | Unit-3.0: Cost-Volume-Profit Analysis 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9, 3.10, 3.11, 3.12, 3.13, 3.14, 3.15, 3.16, 3.17, 3.18, 3.19, 3.20, 3.21, 3.22, 3.23, 3.24, 3.25, 3.26, 3.27 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 01MT301.4: Students will evaluate the budget and responsibility accounting | SO4.1 SO4.2 SO4.3 SO4.4 SO4.5 | | Unit-4.0: Budgets and Budgetary Control 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9, 4.10, 4.11, 4.12, 4.12, 4.13, 4.14, 4.15, 4.16, 4.17, 4.18, 4.19, 4.20 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 01MT301.5: Students will design the reason behind variances in material, labor, overhead and sales | SO5.1 SO5.2 SO5.3 SO5.4 SO5.5 SO5.6 | | Unit-5.0: Standard Costing and Variance Analysis 5.1, 5.2, 5.3, 5.4, 5.5, 5.6, 5.7, 5.8, 5.9, 5.10, 5.11, 5.12, 5.13, 5.14, 5.15, 5.16, 5.17, 5.18, 5.19, 5.20, 5.21 | |



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Semester-III

| | |
|-----------------------|---|
| Course Code: | 02MT311 |
| Course Title : | Taxation |
| Pre-requisite: | Student should have basic knowledge of Income Tax, GST, ITR Filing, Assessment Procedures, Computation of Income and Tax Planning. |
| Rationale: | The students studying will able to understand Taxation, income tax is multifaceted, encompassing financial literacy, legal compliance, economic understanding, career preparation, and ethical considerations. Education in income tax equips individuals with the knowledge and skills needed to navigate the complexities of taxation in both personal and professional contexts. |

Course Outcomes:

02MT311.1: Define key tax terminology.

02MT311.2: Explain the basic principles of taxation.

02MT311.3: Apply tax planning strategies to minimize tax liability.

02MT311.4: Analyze the tax implications of different financial decisions.

02MT311.5: Evaluate the impact of changes in tax laws on financial decisions.

Scheme of Studies:

| Code | Course Code | Course Title | Scheme of studies (Hours/Week) | | | | Total Study Hours (CI+LI+SW+SL) | Total Credits (C) |
|------|-------------|--------------|--------------------------------|----|----|----|------------------------------------|----------------------|
| | | | CI | LI | SW | SL | | |
| FIN | 02MT311 | Taxation | 6 | 0 | 2 | 1 | 9 | 6 |

Legend:

CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

SW: Sessional Work (includes assignment, seminar, mini project etc.),

SL: Self Learning,

C: Credits.

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

Scheme of Assessment:

Theory:

| Code | Course Code | Course Title | Scheme of Assessment (Marks) | | | | | | | End Semester Assessment (ESA) | Total Marks (PRA+ ESA) |
|------|-------------|--------------|--|---|------------------|------------------------------|-----------------------|-------------------------------|----|-------------------------------|------------------------|
| | | | Progressive Assessment (PRA) | | | | | Total Marks (CA+CT+SA+CAT+AT) | | | |
| | | | Class/Home Assignment 5 number 3 marks each (CA) | Class Test 2 (2 best out of 3) 10 marks each (CT) | Seminar one (SA) | Class Activity any one (CAT) | Class Attendance (AT) | | | | |
| FIN | 02MT311 | Taxation | 15 | 20 | 5 | 5 | 5 | 50 | 50 | 100 | |

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

02MT311.1: Define key tax terminology.

Approximate Hours

| Item | AppX Hrs |
|--------------|-----------|
| CI | 14 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 16 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|--|---|
| <p>SO1.1 Identify different sources of income that are taxable</p> <p>SO1.2 Summarize the principles behind income tax calculations</p> <p>SO1.3 Apply tax credits and deductions to determine the taxable income</p> <p>SO1.4 Analyze the impact of changes in income on tax liability</p> <p>SO1.5 Assess the consequences of tax evasion and avoidance</p> | | <p>Unit-1.0: Concept of Income Tax [14 Hours]</p> <p>1.1 Introduction of Income Tax: Concept</p> <p>1.2 Income Tax Year: Previous Year and Assessment Year</p> <p>1.3 Persons, Assessee</p> <p>1.4 Gross total income and Total income</p> <p>1.5 Tax Evasion, Tax Avoidance</p> <p>1.6 Tax Slabs for Individual Old Regime</p> <p>1.7 Tax Slabs for Individual New Regime</p> <p>1.8 Residential Status and Incidence of Tax for Individual and HUF</p> <p>1.9 Residential Status and Incidence of Tax for Company/Firm</p> <p>1.10 Residential Status and Incidence of Tax for BOI/Local Authority</p> <p>1.11 Income which do not form part of total income</p> <p>1.12 Introduction of Agricultural Income</p> <p>1.13 Various definitions of Agricultural Income</p> <p>1.14 Computation of Agricultural Incomes</p> | <p>1. Practice of Tax Slab for all the Assesseees</p> |

SW-1 Suggested Sessional Work (SW):

- a. Assignments:** What is Income Tax? Describe the history of Income Tax in India and what are the basic and procedure of charging Income Tax?
- b. Mini Project:** Flow Chart of Income Tax Slab for Individual, Old Regime and New Regime.
- c. Other Activities (Specify):** PPT Presentation on Residential Status for Various Assessee.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

02MT311.2: Explain the basic principles of taxation.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 17 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 19 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|---|---|
| <p>SO2.1 Memorize the different types of deductions allowed under income tax regulations</p> <p>SO2.2 Explain the concept of taxable income and how it is calculated</p> <p>SO2.3 Apply the relevant tax deductions and exemptions to compute the taxable amount</p> <p>SO2.4 Analyze the impact of various deductions and exemptions on the final tax liability</p> <p>SO2.5 Assess the accuracy and completeness of a given salary computation for income tax purposes</p> | | <p>Unit-2.0: Computation of Salary [17 Hours]</p> <p>2.1 Introduction of Salary</p> <p>2.2 Introduction of Taxable Allowances</p> <p>2.3 Introduction of Fully Exempted Allowances</p> <p>2.4 Introduction of Allowances Exempt up to Specified Limit</p> <p>2.5 Computation of HRA</p> <p>2.6 Computation of Free House Allowance</p> <p>2.7 Computation of Free Car Allowance</p> <p>2.8 Introduction of Profits in LIEU of Salary</p> <p>2.9 Computation of Profits in LIEU of Salary</p> <p>2.10 Computation of Servant, Watchman, Gardner Perquisites</p> <p>2.11 Computation of Rent free House perquisites</p> <p>2.12 Computation of Car perquisites provided by employer</p> <p>2.13 Numerical questions of HRA</p> <p>2.14 Numerical questions of Rent Free House</p> <p>2.15 Numerical questions of various perquisites</p> <p>2.16 Numerical questions of Salary</p> <p>2.17 Numerical questions of Gross total Salary</p> | <p>1. Types of taxable and non-taxable allowances and perquisites</p> |

SW-2 Suggested Sessional Work (SW):

- a. **Assignments:** What is mean by perquisites? Explain all perquisites under the head salary.
- b. **Mini Project:** Prepare diagram of Allowances and Perquisites for employees.
- c. **Other Activities (Specify):** Group Discussion.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

02MT311.3: Apply tax planning strategies to minimize tax liability.

Approximate Hours

| Item | AppX Hrs |
|--------------|-----------|
| CI | 34 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 36 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|--|--|
| <p>SO3.1 Define terms like Annual Value, Municipal Value, and Standard Rent</p> <p>SO3.2 Explain the principles and guidelines governing the computation of business and profession income</p> <p>SO3.3 Apply the formula for computing short-term and long-term capital gains</p> <p>SO3.4 Calculate income subject to clubbing provisions</p> <p>SO3.5 Calculate deductions and exemptions</p> | | <p>Unit-3.0: COMPUTATION OF INCOME TAX: House Property, Profit & Gains, Capital Gain and Other Sources [34 Hours]</p> <p>3.1 Introduction of House Property</p> <p>3.2 Exemptions Regarding Income From House Property</p> <p>3.3 Introduction of Gross Annual Value</p> <p>3.4 Determination of Gross Annual Value</p> <p>3.5 Introduction of Pre and Post-Construction Period</p> <p>3.6 Numerical Questions for Let-out House Property</p> <p>3.7 Computation of Property held as stock-in-trade</p> <p>3.8 Numerical Questions for House Property</p> <p>3.9 Introduction to Profit and Gains of Business or Profession</p> <p>3.10 Important Rules Regarding Assessment of Profits and Gains of Business or Profession</p> <p>3.11 Maintenance of Accounts, Profits Chargeable to Tax</p> <p>3.12 Expenses Expressly Disallowed for business or profession</p> <p>3.13 Deduction Expressly Allowed for business or Profession</p> <p>3.14 Determination of Income of Certain Business</p> <p>3.15 Determination of Income of Certain Business or Profession on a Presumptive Basis</p> | <p>1. Practice of Numerical question of HP, Capital Gain, PGBP</p> |



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

| | | | |
|--|--|--|--|
| | | <p>3.16 Numerical question for computation of P&L</p> <p>3.17 Numerical questions for preparing Trading, Profit & Loss A/c,</p> <p>3.18 Computation of valuation of inventories</p> <p>3.19 Introduction of Capital Gains</p> <p>3.20 Short-term Gains Exempt From Tax</p> <p>3.21 Long-term Gains Exempt From Tax</p> <p>3.22 Capital Assets: Short-term</p> <p>3.23 Capital Assets: Long-term</p> <p>3.24 Computation of Capital Gains in Special Cases</p> <p>3.25 Deductions allowed for Short-term and long term capital gain</p> <p>3.26 Numerical Questions for Short-term Capital Gains</p> <p>3.27 Numerical Questions for Long-term Capital Gains</p> <p>3.28 Miscellaneous numerical questions of Capital gains</p> <p>3.29 Introduction of income from other sources</p> <p>3.30 Introduction of Gift tax and Computation</p> <p>3.31 Taxation on Dividends, Securities</p> <p>3.32 Deduction allowed under the head income from other source</p> <p>3.33 Taxation on Winnings from lotteries, crossword puzzles, card games, gambling or betting</p> <p>3.34 Numerical questions of income from other sources</p> | |
|--|--|--|--|

SW-3 Suggested Sessional Work (SW):

- a. **Assignments:** What do you understand by the term ‘Annual Value of House Property?’ How would you determine the Annual Value of a House Property which remained vacant for part of the Previous Year?
- b. **Mini Project:** Prepare deductions list of allowed to Business or Profession and Capital Gains.
- c. **Other Activities (Specify):**



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

02MT311.4: Analyze the tax implications of different financial decisions.

Approximate Hours

| Item | AppX Hrs |
|--------------|-----------|
| CI | 17 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 19 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|---|---------------------------------------|
| <p>SO4.1 Memorize the conditions under which income is clubbed with that of another individual</p> <p>SO4.2 Comprehend the conditions and limitations for setting off losses against income</p> <p>SO4.3 Calculate the total income of an individual or a family unit after considering clubbed income</p> <p>SO4.4 Examine scenarios where losses can be set off against income and vice versa</p> <p>SO4.5 Assess the financial implications of carrying forward losses for future years</p> | | <p>Unit-4.0: COMPUTATION OF INCOME TAX: Clubbing of Income, Set-off and Carry Forward of Losses [17 Hours]</p> <p>4.1 Introduction of Clubbing of Incomes and Aggregation of Incomes or Deemed Incomes</p> <p>4.2 Computation of Clubbing Incomes for parents</p> <p>4.3 Computation of Clubbing Incomes for spouse</p> <p>4.4 Numerical questions of Clubbing Incomes</p> <p>4.5 Introduction of Set-off Carry Forward of Losses</p> <p>4.6 Computation of Set-off Loss</p> <p>4.7 Computation of Set-off Loss and Carry Forward</p> <p>4.8 Deductions from Gross Total Income as Applicable to an Individual</p> <p>4.9 Deductions from Gross Total Income as Applicable to an Business Units</p> <p>4.10 Computation of Total Income and Tax Liability of an Individual</p> <p>4.11 Computation of Total Income and Tax Liability of an Business Units</p> <p>4.12 Procedure for Assessment</p> <p>4.13 Introduction of Goods and Services Tax (GST)</p> <p>4.14 Place of supply under GST</p> <p>4.15 Direct Tax Code (DTC)</p> <p>4.16 E-Filing of Income Tax Return for Individuals</p> <p>4.17 E-Filing of Income Tax Return for business</p> | <p>1. Practice of E-filing return</p> |

SW-4 Suggested Sessional Work (SW):

- a. Assignments:** What do you mean by Goods and Services Tax (GST)? Explain the history of GST in India? Prepare taxable invoice format of GST.
- b. Mini Project:** Prepare diagram of procedure of Income Tax Return Filling online.
- c. Other Activities (Specify):**



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

02MT311.5: Evaluate the impact of changes in tax laws on financial decisions.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 8 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 10 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|--|--|
| <p>SO5.1 Memorize relevant sections of the income tax code</p> <p>SO5.2 Describe the different types of income and deductions</p> <p>SO5.3 Apply tax planning strategies to minimize tax liabilities</p> <p>SO5.4 Analyze a given financial scenario to identify potential tax implications</p> <p>SO5.5 Assess the effectiveness of different tax planning strategies</p> | | <p>Unit-5.0: TAX PLANNING AND MANAGEMENT [8 Hours]</p> <p>5.1 Meaning of Tax Planning</p> <p>5.2 Nature, Scope and Justification of Corporate Tax Planning</p> <p>5.3 Computation of Taxable Income and Tax Liability</p> <p>5.4 Computation of Taxable Income and Tax Liability of Companies: Minimum Alternative Tax</p> <p>5.5 Introduction to Tax Planning with Reference to Financial Decisions</p> <p>5.6 Tax Planning with Reference to Amalgamation</p> <p>5.7 Introduction to Tax Planning with Reference to Financial Decisions</p> <p>5.8 De-merger of Companies (Only theory)</p> | <p>1. Practice of taxable income and tax liability at the of amalgamation and de-merger of companies</p> |

SW-5 Suggested Sessional Work (SW):

- a. Assignments:** What is Tax Planning and Management? How to save tax at the time of Amalgamation and De-Merger of companies.
- b. Mini Project:** Prepare flow chart of de-merger of companies.
- c. Other Activities (Specify):** PPT Presentation.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Brief of Hours suggested for the Course Outcome:

| Course Outcomes | Class Lecture (CI) | Sessional Work (SW) | Self-Learning (SI) | Total hour (CI+SW+SI) |
|---|--------------------|---------------------|--------------------|-----------------------|
| 02MT311.1: Define key tax terminology | 14 | 1 | 1 | 16 |
| 02MT311.2: Explain the basic principles of taxation | 17 | 1 | 1 | 19 |
| 02MT311.3: Apply tax planning strategies to minimize tax liability | 34 | 1 | 1 | 36 |
| 02MT311.4: Analyze the tax implications of different financial decisions | 17 | 1 | 1 | 19 |
| 02MT311.5: Evaluate the impact of changes in tax laws on financial decisions | 8 | 1 | 1 | 10 |
| Total Hours | 90 | 5 | 5 | 100 |

Suggestion for End Semester Assessment:

Suggested Specification Table (For ESA)

| CO | Unit Titles | Marks Distribution | | | Total Marks |
|------------------|---|--------------------|---|---|-------------|
| | | R | U | A | |
| 02MT311.1 | Concept of Income Tax | | | | |
| 02MT311.2 | Computation of Salary | | | | |
| 02MT311.3 | Computation of Income Tax: House Property, Profit & Gains, Capital Gain and Other Sources | | | | |
| 02MT311.4 | Computation of Income Tax: Clubbing of Income, Set-Off and Carry Forward of Losses | | | | |
| 02MT311.5 | Tax Planning and Management | | | | |
| Total | | | | | 30 |

Legend: R: Remember, U: Understand, A: Apply

The end of semester assessment for Taxation will be held with written examination of 50 marks.

Note: Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorials
3. Case Method
4. Group Discussion
5. Brainstorming



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

Suggested Learning Resources:

(a) Books:

| S. No. | Title | Author | Publisher | Edition & Year |
|--------|--|------------------------------------|--------------------------------|--------------------------|
| 1 | Income Tax Law & Practice | Mahesh Chandra & D.C. Shukla | Pragati Publication | |
| 2 | Tax Planning and Management | S.P. Goyal | Sahitya Bhawan Publication | |
| 3 | Student Guide to Income tax | V.K. Singhania | Taxmann Publications Pvt. Ltd. | |
| 4 | Income Tax Law & Practice | Dr. H.C. Mehrotra & Dr. S.P. Gupta | Sahitya Bhawan Publications | 63 rd Edition |
| 5 | Lecture notes provided by Dept. of Management, AKS University, Satna | | | |
| 6 | CBDT Circulation | | | |

Curriculum Development Team:

1. Dr. Kausik Mukherjee, Associate Dean & Head, FMS, AKS University, Satna.
2. Dr. Pradeep Chaurasia, Associate Professor, FMS, AKS University, Satna.
3. Dr. Chandan Singh, Assistant Professor, FMS, AKS University, Satna.
4. Dr. Prakash Kumar Sen, Assistant Professor, FMS, AKS University, Satna.
5. Dr. Seema Dwivedi, Assistant Professor, FMS, AKS University, Satna.
6. Mr. Pramod Kumar Dwivedi, Assistant Professor, FMS, AKS University, Satna.
7. Mrs. Shinu Shukla, Assistant Professor, FMS, AKS University, Satna.
8. Mr. Krishna Kumar Mishra, Assistant Professor, FMS, AKS University, Satna.
9. Miss. Kiran Chhabariya, Assistant Professor, FMS, AKS University, Satna.
10. Mr. Anurag Singh Parihar, Teaching Associate, FMS, AKS University, Satna.

Cos, POs and PSOs Mapping

Course Title: BBA (Hon's)

Course Code: 02MT311

Course Title: Taxation

| Course Outcomes | Program Outcomes | | | | | | Program Specific Outcome | |
|---|------------------|---------------------|----------------------------------|---------------------------|----------------------|--------------------------------|---|---|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO 1 | PSO 2 |
| | Domain knowledge | Contemporary issues | Deep thinking, business analysis | Mobilization of resources | Research orientation | Developing corporate solutions | Acquire leadership skills and entrepreneurial mindset | Application of ethical practices and moral values |
| 02MT311.1: Define key tax terminology | 3 | 1 | 1 | 1 | 1 | 1 | 2 | 2 |
| 02MT311.2: Explain the basic principles of taxation | 1 | 1 | 3 | 2 | 2 | 2 | 3 | 1 |
| 02MT311.3: Apply tax planning strategies to minimize tax liability | 2 | 1 | 3 | 1 | 1 | 1 | 3 | 1 |
| 02MT311.4: Analyze the tax implications of different financial decisions | 1 | 1 | 1 | 3 | 1 | 1 | 3 | 2 |
| 02MT311.5: Evaluate the impact of changes in tax laws on financial decisions | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 3 |

Legend: 1 – Low, 2 – Medium, 3 – High

Course Curriculum Map:

| POs & PSOs No. | COs No.& Titles | SOs No. | Laboratory Instruction (LI) | Classroom Instruction (CI) | Self-Learning (SL) |
|---------------------------------------|---|---|------------------------------------|---|---------------------------|
| POs 1,2,3,4,5,6 PSOs 1,2 | 02MT311.1: Define key tax terminology | SO1.1 SO1.2 SO1.3 SO1.4 SO1.5 | | Unit-1.0: Concept of Income Tax 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8, 1.9, 1.10, 1.11, 1.12, 1.13, 1.14 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 02MT311.2: Explain the basic principles of taxation | SO2.1 SO2.2 SO2.3 SO2.4 SO2.5 | | Unit-2.0: Computation of Salary 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9, 2.10, 2.11, 2.12, 2.13, 2.14, 2.15, 2.16, 2.17 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 02MT311.3: Apply tax planning strategies to minimize tax liability | SO3.1 SO3.2 SO3.3 SO3.4 SO3.5 | | Unit-3.0: Computation of Income Tax: House Property, Profit & Gains, Capital Gain and Other Sources 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9, 3.10, 3.11, 3.12, 3.13, 3.14, 3.15, 3.16, 3.17, 3.18, 3.19, 3.20, 3.21, 3.22, 3.23, 3.24, 3.25, 3.26, 3.27, 3.28, 3.29, 3.30, 3.31, 3.32, 3.33, 3.34 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 02MT311.4: Analyze the tax implications of different financial decisions | SO4.1 SO4.2 SO4.3 SO4.4 SO4.5 | | Unit-4.0: Computation of Income Tax: Clubbing of Income, Set-off and Carry Forward of Losses 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9, 4.10, 4.11, 4.12, 4.13, 4.14, 4.15, 4.16, 4.17 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 02MT311.5: Evaluate the impact of changes in tax laws on financial decisions | SO5.1 SO5.2 SO5.3 SO5.4 SO5.5 | | Unit-5.0: Tax Planning and Management 5.1, 5.2, 5.3, 5.4, 5.5, 5.6, 5.7, 5.8 | |



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Semester-IV

| | |
|-----------------------|---|
| Course Code: | 03EC322 |
| Course Title : | Macro Economics |
| Pre-requisite: | Student should have basic knowledge of macro variables, economy and monetary management |
| Rationale: | Rationale is to correlate the concepts with practical aspects. Measurements of relations among fiscal policy, monetary policy and economic variables will be understood by the students |

Course Outcomes:

03EC322.1: Students will identify the concept of macro-economic variables.

03EC322.2: Macro-Economic principle can be interpreted and executed by the students.

03EC322.3: Relations among fiscal policy, monetary policy and economy will be understood by the students.

03EC322.4: Practical aspects of money in different forms will be deduced in the grass root levels by the students.

03EC322.5: The role of open economy will be predicted and synthesized.

Scheme of Studies:

| Code | Course Code | Course Title | Scheme of studies (Hours/Week) | | | | Total Study Hours (CI+LI+SW+SL) | Total Credits (C) |
|------|-------------|-----------------|--------------------------------|----|----|----|------------------------------------|----------------------|
| | | | CI | LI | SW | SL | | |
| ECO | 03EC322 | Macro Economics | 4 | 0 | 1 | 1 | 6 | 4 |

Legend:

CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

SW: Sessional Work (includes assignment, seminar, mini project etc.),

SL: Self Learning,

C: Credits.

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

Scheme of Assessment:

Theory:

| Code | Course Code | Course Title | Scheme of Assessment (Marks) | | | | | | | End Semester Assessment (ESA) | Total Marks (PRA+ ESA) |
|------|-------------|-----------------|--|---|------------------|------------------------------|-----------------------|-------------------------------|----|-------------------------------|------------------------|
| | | | Progressive Assessment (PRA) | | | | | Total Marks (CA+CT+SA+CAT+AT) | | | |
| | | | Class/Home Assignment 5 number 3 marks each (CA) | Class Test 2 (2 best out of 3) 10 marks each (CT) | Seminar one (SA) | Class Activity any one (CAT) | Class Attendance (AT) | | | | |
| ECO | 03EC322 | Macro Economics | 15 | 20 | 5 | 5 | 5 | 50 | 50 | 100 | |

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

03EC322.1: Students will identify the concept of macro-economic variables

Approximate Hours

| Item | AppX Hrs |
|--------------|-----------|
| CI | 13 |
| LI | 0 |
| SW | 2 |
| SL | 1 |
| Total | 16 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|--|--|
| <p>SO1.1 The students will be able to Estimation basic macro variables</p> <p>SO1.2 The students will be able to Deduce domestic product and changes of demand</p> <p>SO1.3 The students will be able to Understand the income theories</p> <p>SO1.4 The students will be able to Conceptualize monetary policy</p> | | <p>Unit-1.0: Measurement of macroeconomic variables [13 Hours]</p> <p>1.1 Measurement of macroeconomic variables</p> <p>1.2 National Income Accounts</p> <p>1.3 Gross Domestic Product</p> <p>1.4 National Income</p> <p>1.5 Personal and Personal disposable income</p> <p>1.6 Classical theory of income</p> <p>1.7 employment</p> <p>1.8 Quantity Theory of Money</p> <p>1.9 Cambridge version</p> <p>1.10 Classical aggregate demand curve</p> <p>1.11 Classical theory of interest rate</p> <p>1.12 effect of fiscal</p> <p>1.13 monetary policy</p> | <p>1. Macro-Economic analysis of Satna</p> |

SW-1 Suggested Sessional Work (SW):

- a. **Assignments:** Macro variables, national income, its calculations.
- b. **Mini Project:** Macro variable survey.
- c. **Other Activities (Specify):**



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

03EC322.2: Macro-Economic principle can be interpreted and executed by the students.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 15 |
| LI | 0 |
| SW | 2 |
| SL | 1 |
| Total | 18 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|---|---|
| <p>SO2.1 The students will be able to Analyze Keynes concept of Employment</p> <p>SO2.2 The students will be able to Deduce aggregate product curve</p> <p>SO2.3 The students will be able to Understand the foreign trade</p> <p>SO2.4 The students will be able to Conceptualize policy mix</p> | . | <p>Unit-2.0: Keynesian theory of Income and employment [15 Hours]</p> <p>2.1 Keynesian theory of Income and employment</p> <p>2.2 Simple Keynesian model</p> <p>2.3 Components of aggregate demand</p> <p>2.4 Equilibrium income</p> <p>2.5 Changes in equilibrium</p> <p>2.6 Multiplier</p> <p>2.7 Investment,</p> <p>2.8 Government expenditure</p> <p>2.9 Lump sum tax,</p> <p>2.10 Foreign trade</p> <p>2.11 Effect of fiscal</p> <p>2.12 Monetary policy</p> <p>2.13 Crowding out</p> <p>2.14 Composition of output and policy mix</p> <p>2.15 Policy mix in action</p> | <p>1. Practical aspects of multipliers</p> <p>2. Investment projects of government.</p> |

SW-2 Suggested Sessional Work (SW):

- a. **Assignments:** Multipliers, crowding out, monetary policy and fiscal policy.
- b. **Mini Project:**
- c. **Other Activities (Specify):**



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

03EC322.3: Relations among fiscal policy, monetary policy and economy will be understood by the students.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 10 |
| LI | 0 |
| SW | 2 |
| SL | 1 |
| Total | 13 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|--|---|
| <p>SO3.1 The students will be able to Estimation basic macro variables in ISLM</p> <p>SO3.2 The students will be able to Deduce equilibrium of income</p> <p>SO3.3 The students will be able to Understand the income rates</p> <p>SO3.4 The students will be able to Conceptualize fiscal policy</p> | | <p>Unit-3.0: ISLM model [10 Hours]</p> <p>3.1 ISLM model</p> <p>3.2 properties of ISLM curves</p> <p>3.3 factors affecting the position of ISLM</p> <p>3.4 slope of ISLM curves</p> <p>3.5 determination of equilibrium income</p> <p>3.6 interest rates</p> <p>3.7 effect of monetary</p> <p>3.8 fiscal policy</p> <p>3.9 relative effectiveness of monetary</p> <p>3.10 Uses of fiscal policy</p> | <p>1. Effect of common lives in cities by the applications of monetary and fiscal policy.</p> |

SW-3 Suggested Sessional Work (SW):

- a. **Assignments:** ISLM, Monetary and fiscal policy.
- b. **Mini Project:** Secondary data analysis of effects of monetary policy in MP.
- c. **Other Activities (Specify):**



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

03EC322.4: Practical aspects of money in different forms will be deduced in the grass root levels by the students.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 13 |
| LI | 0 |
| SW | 2 |
| SL | 1 |
| Total | 16 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|---|--|
| <p>SO4.1 The students will be able to Analyze diminishing margin productivity</p> <p>SO4.2 The students will be able to Deduce inflation curve</p> <p>SO4.3 The students will be able to Understand the equilibrium of short and long run supply effect</p> <p>SO4.4 The students will be able to Conceptualize Philips curve</p> | | <p>Unit-4.0: Money & Inflation [13 Hours]</p> <p>4.1 Money: functions of money</p> <p>4.2 quantity theory of money</p> <p>4.3 determination of money supply and demand</p> <p>4.4 H theory of money multiplier</p> <p>4.5 indicators</p> <p>4.6 instruments of monetary control</p> <p>4.7 Inflation: meaning</p> <p>4.8 demand and supply side factors</p> <p>4.9 consequences of inflation</p> <p>4.10 anti-inflationary policies</p> <p>4.11 natural rate theory</p> <p>4.12 monetary policy-output and inflation</p> <p>4.13 Phillips curve (short run and long run)</p> | <p>1. Effects of inflation in domestic lives</p> <p>2. Domestic ways to control the effects of inflation</p> |

SW-4 Suggested Sessional Work (SW):

- a. **Assignments:** Inflation, anti-inflammatory ways and means, Philips curve.
- b. **Mini Project:** Survey of effects of inflation in the lives of the poor in Satna.
- c. **Other Activities (Specify):**



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

03EC322.5: The role of open economy will be predicted and synthesized.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 9 |
| LI | 0 |
| SW | 2 |
| SL | 1 |
| Total | 12 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|--|--|
| <p>SO5.1 The students will be able to Estimation basic macro variables in an open economy</p> <p>SO5.2 The students will be able to Deduce BOP</p> <p>SO5.3 The students will be able to Understand the MF model</p> <p>SO5.4 The students will be able to Conceptualize flexi exchange</p> | | <p>Unit-5.0: Open Economy [9 Hours]</p> <p>5.1 Open Economy: brief</p> <p>5.2 introduction to BOP account</p> <p>5.3 market for foreign exchange</p> <p>5.4 exchange rate</p> <p>5.5 monetary and fiscal policy in open economy</p> <p>5.6 Mundell Fleming model</p> <p>5.7 perfect capital mobility</p> <p>5.8 imperfect capital mobility</p> <p>5.9 under fixed exchange rate, flexible exchange rate</p> | <p>1. BOP format</p> <p>2. International currencies and their exchange rates</p> |

SW-5 Suggested Sessional Work (SW):

- a. **Assignments:**
- b. **Mini Project:** Data analysis of foreign exchange rates.
- c. **Other Activities (Specify):**



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Brief of Hours suggested for the Course Outcome:

| Course Outcomes | Class Lecture (CI) | Sessional Work (SW) | Self-Learning (SI) | Total hour (CI+SW+SI) |
|--|--------------------|---------------------|--------------------|-----------------------|
| 03EC322.1: Students will identify the concept of macro-economic variables | 13 | 2 | 1 | 23 |
| 03EC322.2: Macro-Economic principle can be interpreted and executed by the students | 15 | 2 | 1 | 31 |
| 03EC322.3: Relations among fiscal policy, monetary policy and economy will be understood by the students | 10 | 2 | 1 | 23 |
| 03EC322.4: Practical aspects of money in different forms will be deduced in the grass root levels by the students | 13 | 2 | 1 | 14 |
| 03EC322.5: The role of open economy will be predicted and synthesized | 9 | 2 | 1 | 12 |
| Total Hours | 60 | 10 | 5 | 75 |

Suggestion for End Semester Assessment:

Suggested Specification Table (For ESA)

| CO | Unit Titles | Marks Distribution | | | Total Marks |
|------------------|---|--------------------|---|---|-------------|
| | | R | U | A | |
| 03EC322.1 | Measurement of macroeconomic variables | | | | |
| 03EC322.2 | Keynesian theory of Income and employment | | | | |
| 03EC322.3 | ISLM model | | | | |
| 03EC322.4 | Money & Inflation | | | | |
| 03EC322.5 | Open Economy | | | | |
| Total | | | | | 30 |

Legend: R: Remember, U: Understand, A: Apply

The end of semester assessment for Macro Economics will be held with written examination of 50 marks.

Note: Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorials
3. Case Method



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

4. Group Discussion

5. Brainstorming

Suggested Learning Resources:

(a) Books:

| S. No. | Title | Author | Publisher | Edition & Year |
|--------|--|-----------------------|------------------|---------------------------|
| 1 | Macro Economics - theories and policies | Froyen, R.P. | Pearson | 8 th ed., 2011 |
| 2 | Macro Economics | Dornbusch and Fischer | Tata McGraw Hill | 9 th ed., 2010 |
| 3 | Macro Economics | N Gregory Mankiw | Worth Publishers | 7 th ed., 2010 |
| 4 | Macro Economics | Olivier Blanchard | Pearson | 5 th ed., 2009 |
| 5 | Lecture notes provided by Dept. of Management, AKS University, Satna | | | |

Curriculum Development Team:

1. Dr. Kausik Mukherjee, Associate Dean & Head, FMS, AKS University, Satna.
2. Dr. Pradeep Chaurasia, Associate Professor, FMS, AKS University, Satna.
3. Dr. Chandan Singh, Assistant Professor, FMS, AKS University, Satna.
4. Dr. Prakash Kumar Sen, Assistant Professor, FMS, AKS University, Satna.
5. Dr. Seema Dwivedi, Assistant Professor, FMS, AKS University, Satna.
6. Mr. Pramod Kumar Dwivedi, Assistant Professor, FMS, AKS University, Satna.
7. Mrs. Shinu Shukla, Assistant Professor, FMS, AKS University, Satna.
8. Mr. Krishna Kumar Mishra, Assistant Professor, FMS, AKS University, Satna.
9. Miss. Kiran Chhabariya, Assistant Professor, FMS, AKS University, Satna.
10. Mr. Anurag Singh Parihar, Teaching Associate, FMS, AKS University, Satna.

Cos, POs and PSOs Mapping

Course Title: BBA (Hon's)

Course Code: 03EC322

Course Title: Macro Economics

| Course Outcomes | Program Outcomes | | | | | | Program Specific Outcome | |
|---|------------------|---------------------|----------------------------------|---------------------------|----------------------|--------------------------------|---|---|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO 1 | PSO 2 |
| | Domain knowledge | Contemporary issues | Deep thinking, business analysis | Mobilization of resources | Research orientation | Developing corporate solutions | Acquire leadership skills and entrepreneurial mindset | Application of ethical practices and moral values |
| 03EC322.1: Students will identify the concept of macro-economic variables | 1 | 1 | 1 | 2 | 2 | 3 | 1 | 3 |
| 03EC322.2: Macro-Economic principle can be interpreted and executed by the students | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 2 |
| 03EC322.3: Relations among fiscal policy, monetary policy and economy will be understood by the students | 3 | 2 | 1 | 2 | 1 | 1 | 1 | 1 |
| 03EC322.4: of money in different forms will be deduced in the grass root levels by the students | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 3 |
| 03EC322.5: The role of open economy will be predicted and synthesized | 3 | 2 | 1 | 1 | 1 | 2 | 3 | 2 |

Legend: 1 – Low, 2 – Medium, 3 – High

Course Curriculum Map:

| POs & PSOs No. | COs No.& Titles | SOs No. | Laboratory Instruction (LI) | Classroom Instruction (CI) | Self-Learning (SL) |
|---------------------------------------|---|----------------------------------|------------------------------------|---|---------------------------|
| POs 1,2,3,4,5,6 PSOs 1,2 | 03EC322.1: Students will identify the concept of macro-economic variables | SO1.1 SO1.2 SO1.3 SO1.4 | | Unit-1.0: Measurement of macroeconomic variables 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8, 1.9, 1.10, 1.11, 1.12, 1.13 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 03EC322.2: Macro-Economic principle can be interpreted and executed by the students | SO2.1 SO2.2 SO2.3 SO2.4 | | Unit-2.0: Keynesian theory of Income and employment 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9, 2.10, 2.11, 2.12, 2.13, 2.14, 2.15 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 03EC322.3: Relations among fiscal policy, monetary policy and economy will be understood by the students | SO3.1 SO3.2 SO3.3 SO3.4 | | Unit-3.0: ISLM model 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9, 3.10 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 03EC322.4: of money in different forms will be deduced in the grass root levels by the students | SO4.1 SO4.2 SO4.3 SO4.4 | | Unit-4.0: Money & Inflation 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9, 4.10, 4.11, 4.12, 4.13 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 03EC322.5: The role of open economy will be predicted and synthesized | SO5.1 SO5.2 SO5.3 SO5.4 | | Unit-5.0: Open Economy 5.1, 5.2, 5.3, 5.4, 5.5, 5.6, 5.7, 5.8, 5.9 | |



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Semester-III

| | |
|-----------------------|--|
| Course Code: | 03EC321 |
| Course Title : | Managerial Economics |
| Pre-requisite: | Student should have basic knowledge basic concepts and terminologies of economics and management. |
| Rationale: | The rationale this course is to apply managerial economic concepts and techniques in evaluating business decisions taken by firms. The emphasis is on explaining how tools of standard price theory can be employed to formulate a decision problem, evaluate alternative courses of action and finally choose among alternatives. |

Course Outcomes:

03EC321.1: Learners will identify about demand and supply at firm level.

03EC321.2: The part of consumer's behavior and their roles in economics will be interpreted by the learners.

03EC321.3: Short and long run production implications and uses will be demonstrated.

03EC321.4: Forms of market structures will evaluated by the students.

03EC321.5: Factor market and its analysis will be predicted.

Scheme of Studies:

| Code | Course Code | Course Title | Scheme of studies (Hours/Week) | | | | Total Study Hours (CI+LI+SW+SL) | Total Credits (C) |
|------|-------------|----------------------|--------------------------------|----|----|----|------------------------------------|----------------------|
| | | | CI | LI | SW | SL | | |
| ECO | 03EC321 | Managerial Economics | 4 | 0 | 1 | 1 | 6 | 4 |

Legend:

CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

SW: Sessional Work (includes assignment, seminar, mini project etc.),

SL: Self Learning,

C: Credits.

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

Scheme of Assessment:

Theory:

| Code | Course Code | Course Title | Scheme of Assessment (Marks) | | | | | | | End Semester Assessment (ESA) | Total Marks (PRA+ ESA) |
|------|-------------|----------------------|--|---|------------------|------------------------------|-----------------------|-------------------------------|----|-------------------------------|------------------------|
| | | | Progressive Assessment (PRA) | | | | | Total Marks (CA+CT+SA+CAT+AT) | | | |
| | | | Class/Home Assignment 5 number 3 marks each (CA) | Class Test 2 (2 best out of 3) 10 marks each (CT) | Seminar one (SA) | Class Activity any one (CAT) | Class Attendance (AT) | | | | |
| ECO | 03EC321 | Managerial Economics | 15 | 20 | 5 | 5 | 5 | 50 | 50 | 100 | |

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

03EC321.1: Learners will identify about demand and supply at firm level.

Approximate Hours

| Item | AppX Hrs |
|--------------|-----------|
| CI | 13 |
| LI | 0 |
| SW | 2 |
| SL | 1 |
| Total | 16 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|---|---|
| <p>SO1.1 The students will be able to Analyze demand</p> <p>SO1.2 The students will be able to Deduce demand curve</p> <p>SO1.3 The students will be able to Understand the equilibrium</p> <p>SO1.4 The students will be able to Conceptualize elasticity of demand</p> | | <p>Unit-1.0: Introduction of economics [13 Hours]</p> <p>1.1 Demand</p> <p>1.2 Supply</p> <p>1.3 Market equilibrium</p> <p>1.4 individual demand</p> <p>1.5 market demand</p> <p>1.6 individual supply</p> <p>1.7 market supply</p> <p>1.8 market equilibrium</p> <p>1.9 Elasticity's of demand</p> <p>1.10 supply: Price elasticity of demand</p> <p>1.11 income elasticity of demand</p> <p>1.12 cross price elasticity of demand</p> <p>1.13 elasticity of supply</p> | <p>1.Demand Schedule</p> <p>2.Demand survey</p> |

SW-1 Suggested Sessional Work (SW):

- a. **Assignments:** Demand analysis, elasticity of demand.
- b. **Mini Project:** Primary domestic demand survey.
- c. **Other Activities (Specify):**



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

03EC321.2: The part of consumer's behavior and their roles in economics will be interpreted by the learners.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 10 |
| LI | 0 |
| SW | 2 |
| SL | 1 |
| Total | 13 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|--|---|
| <p>SO2.1 The students will be able to Analyze consumer behavior</p> <p>SO2.2 The students will be able to Deduce indifference curve</p> <p>SO2.3 The students will be able to Understand the substitution effect</p> <p>SO2.4 The students will be able to Conceptualize giffen goods</p> | | <p>Unit-2.0: Theory of consumer behaviour [10 Hours]</p> <p>2.1 Theory of consumer behaviour: cardinal utility theory</p> <p>2.2 ordinal utility theory</p> <p>2.3 indifference curves</p> <p>2.4 budget line</p> <p>2.5 consumer choice</p> <p>2.6 price effect</p> <p>2.7 substitution effect</p> <p>2.8 income effect for normal</p> <p>2.9 inferior and giffen goods</p> <p>2.10 revealed preference theory</p> | <p>1. Consumer survey</p> <p>2. Survey of old budgets</p> |

SW-2 Suggested Sessional Work (SW):

- a. **Assignments:** Price effects, income effects and substitution effects.
- b. **Mini Project:** Secondary data table preparation of inferior goods used in Satna.
- c. **Other Activities (Specify):**



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

03EC321.3: Short and long run production implications and uses will be demonstrated.

Approximate Hours

| Item | AppX Hrs |
|--------------|-----------|
| CI | 14 |
| LI | 0 |
| SW | 2 |
| SL | 1 |
| Total | 17 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|--|---|
| <p>SO3.1 The students will be able to Analyze diminishing margin productivity</p> <p>SO3.2 The students will be able to Deduce product curve</p> <p>SO3.3 The students will be able to Understand the equilibrium of short and long run</p> <p>SO3.4 The students will be able to Conceptualize modern costs</p> | | <p>Unit-3.0: Producer and optimal production choice [14 Hours]</p> <p>3.1 Producer and optimal production choice : optimizing behavior in short run</p> <p>3.2 geometry of product curves</p> <p>3.3 law of diminishing marginal productivity</p> <p>3.4 three stages of production</p> <p>3.5 optimizing behavior in long run</p> <p>3.6 isoquants, isocost line optimal</p> <p>3.7 combination of resources</p> <p>3.8 Costs and scale : traditional theory of cost</p> <p>3.9 short run and long run</p> <p>3.10 geometry of cot curves</p> <p>3.11 envelope curves</p> <p>3.12 modern theory of cost (short run and long run)</p> <p>3.13 economies of scale</p> <p>3.14 economies of scope</p> | <p>1. Basics of product and service life cycles</p> |

SW-3 Suggested Sessional Work (SW):

- a. **Assignments:** Production stages, economies of scale, cost curves.
- b. **Mini Project:**
- c. **Other Activities (Specify):**



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

03EC321.4: Forms of market structures will evaluate by the students

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 16 |
| LI | 0 |
| SW | 2 |
| SL | 1 |
| Total | 19 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|---|--------------------|
| <p>SO4.1 The students will be able to Estimation basic features short run equilibrium of firm</p> <p>SO4.2 The students will be able to Deduce product curve and changes of demand</p> <p>SO4.3 The students will be able to Understand the equilibrium of short and long run equilibrium of firm</p> <p>SO4.4 The students will be able to Conceptualize dominant price leadership</p> | | <p>Unit-4.0: Theory of firm and market organization [16 Hours]</p> <p>4.1 basic features, short run equilibrium of firm/industry</p> <p>4.2 long run equilibrium of firm/industry</p> <p>4.3 effect of changes in demand</p> <p>4.4 cost and imposition of taxes</p> <p>4.5 monopoly (basic features, short run equilibrium</p> <p>4.6 long run equilibrium</p> <p>4.7 effect of changes in demand</p> <p>4.8 cost and imposition of taxes</p> <p>4.9 comparison with perfect competition</p> <p>4.10 welfare cost of monopoly</p> <p>4.11 price discrimination</p> <p>4.12 multiplant monopoly</p> <p>4.13 monopolistic competition: basic features</p> <p>4.14 demand and cost</p> <p>4.15 short run equilibrium, long run equilibrium, excess capacity</p> <p>4.16 oligopoly Cournot's model, kinked demand curve model, dominant price leadership model, prisoner's dilemma)</p> | |

SW-4 Suggested Sessional Work (SW):

- a. **Assignments:**
- b. **Mini Project:**
- c. **Other Activities (Specify):**



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

03EC321.5: Factor market and its analysis will be predicted.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 7 |
| LI | 0 |
| SW | 2 |
| SL | 1 |
| Total | 10 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|--|--------------------|
| <p>SO5.1 The students will be able to Estimation basic features factor market</p> <p>SO5.2 The students will be able to Deduce product curve and changes of demand for affecter</p> <p>SO5.3 The students will be able to Understand the factor market equilibrium</p> <p>SO5.4 The students will be able to Conceptualize marginal productivity</p> | | <p>Unit-5.0: Factor market [7 Hours]</p> <p>5.1 Factor market : demand for a factor by a firm under marginal productivity theory</p> <p>5.2 perfect competition in the product market</p> <p>5.3 monopoly in the product market</p> <p>5.4 market demand diminishing margin productivity for a factor</p> <p>5.5 supply of labor</p> <p>5.6 market supply of labor</p> <p>5.7 factor market equilibrium</p> | |

SW-5 Suggested Sessional Work (SW):

- a. Assignments:**
- b. Mini Project:**
- c. Other Activities (Specify):**



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Brief of Hours suggested for the Course Outcome:

| Course Outcomes | Class Lecture (CI) | Sessional Work (SW) | Self-Learning (SI) | Total hour (CI+SW+SI) |
|---|--------------------|---------------------|--------------------|-----------------------|
| 03EC321.1: Learners will identify about demand and supply at firm level | 13 | 2 | 1 | 16 |
| 03EC321.2: The part of consumers behavior and their roles in economics will be interpreted by the learners | 10 | 2 | 1 | 13 |
| 03EC321.3: Short and long run production implications and uses will be demonstrated | 14 | 2 | 1 | 17 |
| 03EC321.4: Forms of market structures will Evaluate by the students | 16 | 2 | 1 | 19 |
| 03EC321.5: Factor market and its analysis will be predicted | 7 | 2 | 1 | 10 |
| Total Hours | 60 | 10 | 5 | 75 |

Suggestion for End Semester Assessment:

Suggested Specification Table (For ESA)

| CO | Unit Titles | Marks Distribution | | | Total Marks |
|------------------|--|--------------------|---|---|-------------|
| | | R | U | A | |
| 03EC321.1 | Introduction of economics | | | | |
| 03EC321.2 | Theory of consumer behavior | | | | |
| 03EC321.3 | Producer and optimal production choice | | | | |
| 03EC321.4 | Theory of firm and market organization | | | | |
| 03EC321.5 | Factor market | | | | |
| Total | | | | | 30 |

Legend: R: Remember, U: Understand, A: Apply

The end of semester assessment for Managerial Economics will be held with written examination of 50 marks.

Note: Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorials
3. Case Method
4. Group Discussion



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

5. Brainstorming

Suggested Learning Resources:

(a) Books:

| S. No. | Title | Author | Publisher | Edition & Year |
|--------|--|------------------------------|-------------------------|----------------|
| 1 | Principles of Microeconomics | Dominick Salvatore | Oxford University Press | 5th ed., 2009 |
| 2 | Economics | Lipsey and Chrystal. | Oxford University Press | 11th ed., 2008 |
| 3 | Modern Micro Economics | Koutosyannis | Palgrave Macmillan | 1979 |
| 4 | Micro Economics | Pindyck, Rubinfeld and Mehta | Pearson | 7th ed., 2009 |
| 5 | Lecture notes provided by Dept. of Management, AKS University, Satna | | | |

Curriculum Development Team:

1. Dr. Kausik Mukherjee, Associate Dean & Head, FMS, AKS University, Satna.
2. Dr. Pradeep Chaurasia, Associate Professor, FMS, AKS University, Satna.
3. Dr. Chandan Singh, Assistant Professor, FMS, AKS University, Satna.
4. Dr. Prakash Kumar Sen, Assistant Professor, FMS, AKS University, Satna.
5. Dr. Seema Dwivedi, Assistant Professor, FMS, AKS University, Satna.
6. Mr. Pramod Kumar Dwivedi, Assistant Professor, FMS, AKS University, Satna.
7. Mrs. Shinu Shukla, Assistant Professor, FMS, AKS University, Satna.
8. Mr. Krishna Kumar Mishra, Assistant Professor, FMS, AKS University, Satna.
9. Miss. Kiran Chhabariya, Assistant Professor, FMS, AKS University, Satna.
10. Mr. Anurag Singh Parihar, Teaching Associate, FMS, AKS University, Satna.

Cos, POs and PSOs Mapping

Course Title: BBA (Hon's)

Course Code: 03EC321

Course Title: Managerial Economics

| Course Outcomes | Program Outcomes | | | | | | Program Specific Outcome | |
|--|------------------|---------------------|----------------------------------|---------------------------|----------------------|--------------------------------|---|---|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO 1 | PSO 2 |
| | Domain knowledge | Contemporary issues | Deep thinking, business analysis | Mobilization of resources | Research orientation | Developing corporate solutions | Acquire leadership skills and entrepreneurial mindset | Application of ethical practices and moral values |
| 03EC321.1: Learners will identify about demand and supply at firm level | 2 | 1 | 1 | 1 | 2 | 2 | 3 | 1 |
| 03EC321.2: The part of consumers behaviour and their roles in economics will be interpreted by the learners | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 1 |
| 03EC321.3: Short and long run production implications and uses will be demonstrated | 1 | 2 | 2 | 2 | 2 | 1 | 1 | 1 |
| 03EC321.4: Forms of market structures will be evaluated by the students | 2 | 3 | 2 | 2 | 2 | 1 | 1 | 1 |
| 03EC321.5: Factor market and its analysis will be predicted | 1 | 1 | 1 | 2 | 2 | 3 | 3 | 1 |

Legend: 1 – Low, 2 – Medium, 3 – High

Course Curriculum Map:

| POs & PSOs No. | COs No.& Titles | SOs No. | Laboratory Instruction (LI) | Classroom Instruction (CI) | Self-Learning (SL) |
|---------------------------------------|--|----------------------------------|------------------------------------|--|---------------------------|
| POs 1,2,3,4,5,6 PSOs 1,2 | 03EC321.1: Learners will identify about demand and supply at firm level | SO1.1 SO1.2 SO1.3 SO1.4 | | Unit-1.0: Introduction of economics 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8, 1.9, 1.10, 1.11, 1.12, 1.13 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 03EC321.2: The part of consumers behaviour and their roles in economics will be interpreted by the learners | SO2.1 SO2.2 SO2.3 SO2.4 | | Unit-2.0: Theory of consumer behavior 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9, 2.10 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 03EC321.3: Short and long run production implications and uses will be demonstrated | SO3.1 SO3.2 SO3.3 SO3.4 | | Unit-3.0: Producer and optimal production choice 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9, 3.10, 3.11, 3.12, 3.13, 3.14 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 03EC321.4: Forms of market structures will be evaluated by the students | SO4.1 SO4.2 SO4.3 SO4.4 | | Unit-4.0: Theory of firm and market organization 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9, 4.10, 4.11, 4.12, 4.13, 4.14, 4.15, 4.16 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 03EC321.5: Factor market and its analysis will be predicted | SO5.1 SO5.2 SO5.3 SO5.4 | | Unit-5.0: Factor market 5.1, 5.2, 5.3, 5.4, 5.5, 5.6, 5.7 | |



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

Semester-III

| | |
|-----------------------|--|
| Course Code: | OIT302 |
| Course Title : | IT Tools for Business |
| Pre-requisite: | Student should have basic knowledge of computer such as Input devices, central processing unit and output devices. Student should aware of how to power on computer and how to shut down computer |
| Rationale: | <p>The subject of IT Tools for Business much like the suite of tools offered by Microsoft Office, is an indispensable resource in today's digital era. Just as Microsoft Office applications streamline and enhance productivity in various office tasks, this subject empowers individuals and organizations to make informed decisions about their computing resources, resulting in increased productivity and cost-efficiency.</p> <p>Much like Word helps craft documents, Excel crunches numbers, and PowerPoint delivers impactful presentations, our subject equips students with the knowledge and skills needed to navigate the dynamic world of personal computing. It's a bit like having the right software for the job, where understanding the right PC package configuration and customization is key to achieving desired outcomes.</p> |

Course Outcomes:

OIT302.1: Student will define the concept of features and functions of Microsoft Excel, including creating and formatting spreadsheets, inputting data, and basic calculations, sorting, filtering, pivot tables, and data visualization using charts and graphs.

OIT302.2: Student will develop a strong foundation in using Microsoft Word, including creating, editing, and formatting documents. Inserting and formatting tables, graphs, images. How to create and customize headers and footers, add page numbers, and insert elements like logos or document titles.

OIT302.3: Student will learn and implement how to create visually appealing slides by using themes, layouts, colors, fonts, and backgrounds effectively. How to insert and format various content elements, such as text, images, charts, graphs, videos, and audio.

OIT302.4: Student will design and create a database from scratch, including defining tables, fields, data types, and relationships between tables.

OIT302.5: Student will create queries to retrieve specific data from the database using filtering, sorting, and calculated fields. How to create complex reports with grouping, sub reports, and interactive elements.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Scheme of Studies:

| Code | Course Code | Course Title | Scheme of studies (Hours/Week) | | | | | Total Credits (C) |
|------|-------------|-----------------------|--------------------------------|----|----|----|---------------------------------|-------------------|
| | | | CI | LI | SW | SL | Total Study Hours (CI+LI+SW+SL) | |
| CSC | OIT302 | IT Tools for Business | 3 | 1 | 1 | 1 | 6 | 4 |

Legend:

CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

SW: Sessional Work (includes assignment, seminar, mini project etc.),

SL: Self Learning,

C: Credits.

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

Scheme of Assessment:

Theory:

| Code | Course Code | Course Title | Scheme of Assessment (Marks) | | | | | | | End Semester Assessment (ESA) | Total Marks (PRA+ ESA) |
|------|-------------|-----------------------|--|---|------------------|------------------------------|-----------------------|----|-------------------------------|-------------------------------|------------------------|
| | | | Progressive Assessment (PRA) | | | | | | Total Marks (CA+CT+SA+CAT+AT) | | |
| | | | Class/Home Assignment 5 number 3 marks each (CA) | Class Test 2 (2 best out of 3) 10 marks each (CT) | Seminar one (SA) | Class Activity any one (CAT) | Class Attendance (AT) | | | | |
| CSC | OIT302 | IT Tools for Business | 15 | 20 | 5 | 5 | 5 | 50 | 50 | 100 | |

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

OIT302.1: Student will define the concept of features and functions of Microsoft Excel, including creating and formatting spreadsheets, inputting data, and basic calculations, sorting, filtering, pivot tables, and data visualization using charts and graphs.

Approximate Hours

| Item | AppX Hrs |
|--------------|-----------|
| CI | 11 |
| LI | 6 |
| SW | 1 |
| SL | 0 |
| Total | 18 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|--|--|--------------------|
| <p>SO1.1 Introduction to Excel and Data Entry</p> <p>SO1.2 Working with Numbers and Formulas</p> <p>SO1.3 Worksheet Layout and Formatting</p> <p>SO1.4 Printing and print preview Worksheet</p> <p>SO1.5 Advanced Excel Techniques</p> <p>SO1.6 Pivot Tables, and Data Analysis</p> | <p>1.1 Create easy-to-understand charts, including columns charts and pie charts, while learning to move, size, and print chart objects.</p> <p>1.2 To create Pivot Tables to analyze and summarize large sets of data in worksheets.</p> <p>1.3 How to sort and filter data in database</p> | <p>Unit-1.0: Spreadsheets [11 Hours]</p> <p>1.1 Understand the Excel application window, workbooks, and worksheets effectively.</p> <p>1.2 Learn how to creating, opening, closing and saving workbooks.</p> <p>1.3 Understanding absolute, relative and mixed referencing in formulas</p> <p>1.4 To moving, copying, inserting, deleting and renaming worksheets, working with multiple worksheets and multiple workbooks</p> <p>1.5 Understand the inbuilt function in excel like text, mathematical, lookup, statistical, date and time and financial.</p> <p>1.6 Navigate Excel's printing features, including print preview and changing page setup for well-formatted printouts.</p> <p>1.7 Utilize Excel functions</p> | |



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

| | | | |
|--|--|--|--|
| | | <p>effectively, including entering functions and working with named ranges</p> <p>1.8 Consolidating worksheets and workbooks using formulae and data consolidate command Printing and Protecting worksheets</p> <p>1.9 Understand the adjusting margins, creating headers and footers, setting page breaks, changing orientation, creating portable documents and printing data and formulae</p> <p>1.10 Understand the object linking and embedding.</p> <p>1.11 Utilize goal seek and scenario manager in excel.</p> | |
|--|--|--|--|

SW-1 Suggested Sessional Work (SW):

- a. **Assignments:** What is Chart? How can you create a column chart for displaying marks of students in various subjects?
- b. **Mini Project:**
- c. **Other Activities (Specify):** Presentation.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

OIT302.2: Student will develop a strong foundation in using Microsoft Word, including creating, editing, and formatting documents. Inserting and formatting tables, graphs, images. How to create and customize headers and footers, add page numbers, and insert elements like logos or document titles.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 10 |
| LI | 8 |
| SW | 1 |
| SL | 1 |
| Total | 20 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|--|---|---------------------------------------|
| SO2.1 Introduction to MS Word and Document Creation SO2.2 Editing and Text Enhancement SO2.3 Text Alignment and Formatting SO2.4 Understanding page setup insert bullets and numbering , header and footer, Printing document SO2.5 Working with Tables and Graphics in Word SO2.6 Text Replacement and Checking grammar Understanding mail merge | 2.1 To create Word documents, enter text, and apply text formatting such as fonts, font styles, and highlighting for a distinctive look in Word documents 2.2 Understand how to change paper size, align text vertically, set margins for optimal document formatting and set page border, header & footer 2.3 To create numbers & bullets lists and inserting special symbols or characters. 2.4 \To create a merge document in word | Unit-2.0: Word Processing [10 Hours] 2.1 Understand the Word window interface and its components. 2.2 Explore text editing techniques, including selecting text, copying, moving, and deleting text within a document. 2.3 Understand how to use tabs effectively for precise text alignment and formatting. 2.4 Describe paragraph formatting Indentation, and line spacing settings. 2.5 Describe the creation of table and inserting multiple columns. 2.6 Describe the Bookmark, caption, footnote endnote and cross reference ,index and bibliography 2.7 Understanding the mail merge including main document and data source file 2.8 To Creating tables, modifying table layout and design, sorting, inserting | 1. How to add hyperlink in a document |



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

| | | | |
|--|--|--|--|
| | | graphics in a table and designing newsletter 2.9 To finding and replacing text within a document 2.10 To explore advanced spelling and grammar checking using the Thesaurus and commands | |
|--|--|--|--|

SW-2 Suggested Sessional Work (SW):

a. Assignments:

- What is Mail Merge? Write step for creating a merge document in MS-Word.
- Class Test 1

b. Mini Project:

c. Other Activities (Specify): Presentation



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

OIT302.3: Student will learn and implement how to create visually appealing slides by using themes, layouts, colors, fonts, and backgrounds effectively. How to insert and format various content elements, such as text, images, charts, graphs, videos, and audio.

Approximate Hours

| Item | AppX Hrs |
|--------------|-----------|
| CI | 10 |
| LI | 6 |
| SW | 1 |
| SL | 1 |
| Total | 18 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|--|--|---|
| <p>SO3.1 Introduction to PowerPoint and creation of Presentation using templates</p> <p>SO3.2 Displaying different views in file</p> <p>SO3.3 Inserting images sound, video and animation transition effects</p> | <p>3.1 To create a presentation inserting text, graphics, tables, organization charts clipart images.</p> <p>3.2 To inserting header footer, date and slide number</p> <p>3.3 To Applying transition effect, transition speed and animation effects in slide</p> | <p>Unit-3.0: Power Point Presentation [10 Hours]</p> <p>3.1 Understanding introduction to PowerPoint and window interface</p> <p>3.2 Describe the different views like slide, slide sorter, outline, note page and hand-out.</p> <p>3.3 Understanding master views, using title master, slide master, hand-out master and notes master</p> <p>3.4 Describe the slide transition effects and animation effects.</p> <p>3.5 Understanding inserting video clips, video files, audio files, sound files in presentation file.</p> <p>3.6 Describe the custom show and slide setup.</p> <p>3.7 To navigation of slide using action button and hyperlink</p> <p>3.8 To using on screen pen and adding and accessing notes during a presentation.</p> <p>3.9 Understanding the copy, move, delete and hide slides</p> <p>3.10 To displaying presentation file and custom show</p> | <p>1. How to create a photo album in PowerPoint</p> |

SW-3 Suggested Sessional Work (SW):

- a. **Assignments:** Write the introduction and features of PowerPoint.
- b. **Mini Project:**
- c. **Other Activities (Specify):** PPT presentation.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

OIT302.4: Student will design and create a database from scratch, including defining tables, fields, data types, and relationships between tables.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 7 |
| LI | 4 |
| SW | 1 |
| SL | 1 |
| Total | 13 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|---|--|---|
| <p>SO4.1 Introduction to Database and its terminology</p> <p>SO4.2 Understanding Database Creation and Table Management</p> <p>SO4.3 Understanding data types, field properties and field validation and record validation rules</p> <p>SO4.4 Understanding integrity rules relationship and join properties</p> | <p>4.1 To create a database and tables in MS-Access</p> <p>4.2 To sorting and filtering data in a table</p> | <p>Unit-4.0: Database [7 Hours]</p> <p>4.1 Understand the introduction to database and its components.</p> <p>4.2 Learn how to create a database in MS Access, both with and without the wizard</p> <p>4.3 Understand the importance of field names, data types, and properties.</p> <p>4.4 Describe the primary key and relationship with multiple tables.</p> <p>4.5 Describe the record manipulation, sorting data in a table.</p> <p>4.6 Describe the record manipulation filtering data in a table.</p> <p>4.7 To create a relationship with multiple tables</p> | <p>1. Explain about Integrity Rules</p> |

SW-4 Suggested Sessional Work (SW):

a. Assignments:

- Explain about Fields properties.
- Class Test 2

b. Mini Project:

c. Other Activities (Specify): Class Presentation



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

OIT302.5: Student will create queries to retrieve specific data from the database using filtering, sorting, and calculated fields. How to create complex reports with grouping, sub reports, and interactive elements.

Approximate Hours

| Item | AppX Hrs |
|--------------|-----------|
| CI | 7 |
| LI | 6 |
| SW | 1 |
| SL | 0 |
| Total | 14 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|---|--|--------------------|
| <p>SO5.1 Understanding the different types of queries</p> <p>SO5.2 Understand the forms and reports</p> | <p>5.1 To applying make table, select and delete query with simple and advance criteria.</p> <p>5.2 To applying append, update and duplicate cross tab and unmatched query.</p> <p>5.3 To Creation of Form and sub form Report and sub report</p> | <p>Unit-5.0: Queries [7 Hours]</p> <p>5.1 Describe the queries like select, make table, delete, append, update and cross tab.</p> <p>5.2 Creating multiple tables and applying duplicate, unmatched queries and join operations</p> <p>5.3 Understand the creation of form, sub form, with controls and change the layouts.</p> <p>5.4 Describe the creation of report and sub report.</p> <p>5.5 Set the property in forms and reports</p> <p>5.6 To applying join operation.</p> <p>5.7 Displaying data in a form using bound and unbound control</p> | |

SW-5 Suggested Sessional Work (SW):

a. Assignments:

- Explain about join operation in Ms Access
- Class Test 3

b. Mini Project:

c. Other Activities (Specify):



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Brief of Hours suggested for the Course Outcome:

| Course Outcomes | Class Lecture (CI) | Sessional Work (SW) | Self-Learning (SI) | Total hour (CI+SW+SI) |
|---|--------------------|---------------------|--------------------|-----------------------|
| OIT302.1: Student will define the concept of features and functions of Microsoft Excel, including creating and formatting spreadsheets, inputting data, and basic calculations, sorting, filtering, pivot tables, and data visualization using charts and graphs | 11 | 0 | 0 | 11 |
| OIT302.2: Student will develop a strong foundation in using Microsoft Word, including creating, editing, and formatting documents. Inserting and formatting tables, graphs, images. how to create and customize headers and footers, add page numbers, and insert elements like logos or document titles | 10 | 1 | 1 | 12 |
| OIT302.3: Student will learn and implement how to create visually appealing slides by using themes, layouts, colors, fonts, and backgrounds effectively. How to insert and format various content elements, such as text, images, charts, graphs, videos, and audio | 10 | 1 | 1 | 12 |
| OIT302.4: Student will design and create a database from scratch, including defining tables, fields, data types, and relationships between tables | 7 | 1 | 1 | 9 |
| OIT302.5: Student will create queries to retrieve specific data from the database using filtering, sorting, and calculated fields. How to create complex reports | 7 | 1 | 0 | 8 |
| Total Hours | 45 | 4 | 3 | 52 |

Suggestion for End Semester Assessment:

Suggested Specification Table (For ESA)

| CO | Unit Titles | Marks Distribution | | | Total Marks |
|-----------------|--------------------------|--------------------|---|---|-------------|
| | | R | U | A | |
| OIT302.1 | Spreadsheets | | | | |
| OIT302.2 | Word Processing | | | | |
| OIT302.3 | Power Point Presentation | | | | |
| OIT302.4 | Database | | | | |
| OIT302.5 | Queries | | | | |
| Total | | | | | 30 |

Legend: R: Remember, U: Understand, A: Apply



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

The end of semester assessment for IT Tools for Business will be held with written examination of 50 marks.

Note: Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorials
3. Case Method
4. Group Discussion
5. Brainstorming

Suggested Learning Resources:

(a) Books:

| S. No. | Title | Author | Publisher | Edition & Year |
|--------|--|------------------|------------------|----------------|
| 1 | Fundamentals of Computer | Balagurusamy | Tata MacGrawHill | - |
| 2 | Fundamentals of Computer | P. K. Sinha | BPB Publication | - |
| 3 | Fundamentals of Information Technology | Deepak Bharihoke | - | - |
| 4 | Lecture notes provided by Dept. of Management, AKS University, Satna | | | |

Curriculum Development Team:

1. Dr. Kausik Mukherjee, Associate Dean & Head, FMS, AKS University, Satna.
2. Dr. Pradeep Chaurasia, Associate Professor, FMS, AKS University, Satna.
3. Dr. Chandan Singh, Assistant Professor, FMS, AKS University, Satna.
4. Dr. Prakash Kumar Sen, Assistant Professor, FMS, AKS University, Satna.
5. Dr. Seema Dwivedi, Assistant Professor, FMS, AKS University, Satna.
6. Mr. Pramod Kumar Dwivedi, Assistant Professor, FMS, AKS University, Satna.
7. Mrs. Shinu Shukla, Assistant Professor, FMS, AKS University, Satna.
8. Mr. Krishna Kumar Mishra, Assistant Professor, FMS, AKS University, Satna.
9. Miss. Kiran Chhabariya, Assistant Professor, FMS, AKS University, Satna.
10. Mr. Anurag Singh Parihar, Teaching Associate, FMS, AKS University, Satna.

Cos, POs and PSOs Mapping

Course Title: BBA (Hon's)

Course Code: OIT302

Course Title: IT Tools For Business

| Course Outcomes | Program Outcomes | | | | | | Program Specific Outcome | |
|---|------------------|---------------------|----------------------------------|---------------------------|----------------------|--------------------------------|---|---|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO 1 | PSO 2 |
| | Domain knowledge | Contemporary issues | Deep thinking, business analysis | Mobilization of resources | Research orientation | Developing corporate solutions | Acquire leadership skills and entrepreneurial mindset | Application of ethical practices and moral values |
| OIT302.1: Student will define the concept of features and functions of Microsoft Excel, including creating and formatting spreadsheets, inputting data, and basic calculations, sorting, filtering, pivot tables, and data visualization using charts and graphs | 3 | 2 | 3 | 1 | 3 | 2 | 2 | 2 |
| OIT302.2: Student will develop a strong foundation in using Microsoft Word, including creating, editing, and formatting documents. Inserting and formatting tables, graphs, images. How to create and customize headers and footers, add page numbers, | 3 | 2 | 3 | 1 | 3 | 2 | 2 | 2 |

| | | | | | | | | |
|--|---|---|---|---|---|---|---|---|
| and insert elements like logos or document titles | | | | | | | | |
| 0IT302.3: Student will learn and implement how to create visually appealing slides by using themes, layouts, colors, fonts, and backgrounds effectively. How to insert and format various content elements, such as text, images, charts, graphs, videos, and audio | 3 | 2 | 3 | 1 | 3 | 2 | 2 | 2 |
| 0IT302.4: Student will design and create a database from scratch, including defining tables, fields, data types, and relationships between tables | 3 | 2 | 3 | 1 | 3 | 3 | 3 | 2 |
| 0IT302.5: Student will create queries to retrieve specific data from the database using filtering, sorting, and calculated fields. How to create complex reports with grouping, sub reports, and interactive elements | 3 | 2 | 3 | 1 | 3 | 3 | 3 | 2 |

Legend: 1 – Low, 2 – Medium, 3 – High

Course Curriculum Map:

| POs & PSOs No. | COs No.& Titles | SOs No. | Laboratory Instruction (LI) | Classroom Instruction (CI) | Self-Learning (SL) |
|---------------------------------------|---|--|------------------------------------|---|---------------------------|
| POs 1,2,3,4,5,6 PSOs 1,2 | 0IT302.1: Student will define the concept of features and functions of Microsoft Excel, including creating and formatting spreadsheets, inputting data, and basic calculations, sorting, filtering, pivot tables, and data visualization using charts and graphs | SO1.1 SO1.2 SO1.3 SO1.4 SO1.5 SO1.6 | LI 1.1 LI 1.2 LI 1.3 | Unit-1.0: Spreadsheets 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8, 1.9, 1.10, 1.11 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 0IT302.2: Student will develop a strong foundation in using Microsoft Word, including creating, editing, and formatting documents. Inserting and formatting tables, graphs, images. How to create and customize headers and footers, add page numbers, and insert elements like logos or document titles | SO2.1 SO2.2 SO2.3 SO2.4 SO2.5 SO2.6 | LI 2.1 LI 2.3 LI 2.4 | Unit-2.0: Word Processing 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9, 2.10 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 0IT302.3: Student will learn and implement how to create visually appealing slides by using themes, layouts, colors, fonts, and backgrounds effectively. How to insert and format various content elements, such as text, images, charts, graphs, videos, and audio | SO3.1 SO3.2 SO3.3 | LI 3.1 LI 3.2 LI 3.3 | Unit-3.0: Power Point Presentation 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9, 3.10 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 0IT302.4: Student will design and create a database from scratch, including defining tables, fields, data types, and relationships between tables | SO4.1 SO4.2 SO4.3 SO4.4 | LI 4.1 LI 4.2 | Unit-4.0: Database 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 0IT302.5: Student will create queries to retrieve specific data from the database using filtering, sorting, and calculated fields. How to create complex reports with grouping, sub reports, and interactive elements | SO5.1 SO5.2 | | Unit-5.0: Queries 5.1, 5.2, 5.3, 5.4, 5.5, 5.6, 5.7 | |



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Semester-IV

| | |
|-----------------------|--|
| Course Code: | 01MT401 |
| Course Title : | Principle of Marketing |
| Pre-requisite: | To impart knowledge on the various elements of marketing mix, to make the students familiarize with the environmental forces affecting the strategies of a marketer. |
| Rationale: | Marketing management act as liaisons between a company and its target consumer. Marketing management is important because it enables companies to: Focus their marketing efforts on achieving priority goals, such as increasing brand awareness or boosting revenue |

Course Outcomes:

01MT401.1: To analyse the various concepts in marketing.

01MT401.2: To understand the various based of segmenting the markets.

01MT401.3: To acquire knowledge on the PLC theory, and the various methods of brand management and pricing the products.

01MT401.4: To examine the various types of promotion mix, to understand the various types of intermediaries.

01MT401.5: To examine the various marketing of services.

Scheme of Studies:

| Code | Course Code | Course Title | Scheme of studies (Hours/Week) | | | | Total Study Hours (CI+LI+SW+SL) | Total Credits (C) |
|------|-------------|------------------------|--------------------------------|----|----|----|------------------------------------|----------------------|
| | | | CI | LI | SW | SL | | |
| MKT | 01MT401 | Principle of Marketing | 6 | 0 | 1 | 1 | 8 | 6 |

Legend:

CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

SW: Sessional Work (includes assignment, seminar, mini project etc.),

SL: Self Learning,

C: Credits.

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

Scheme of Assessment:

Theory:

| Code | Course Code | Course Title | Scheme of Assessment (Marks) | | | | | | | End Semester Assessment (ESA) | Total Marks (PRA+ ESA) |
|------|-------------|------------------------|--|---|------------------|------------------------------|-----------------------|-------------------------------|----|-------------------------------|------------------------|
| | | | Progressive Assessment (PRA) | | | | | Total Marks (CA+CT+SA+CAT+AT) | | | |
| | | | Class/Home Assignment 5 number 3 marks each (CA) | Class Test 2 (2 best out of 3) 10 marks each (CT) | Seminar one (SA) | Class Activity any one (CAT) | Class Attendance (AT) | | | | |
| MKT | 01MT401 | Principle of Marketing | 15 | 20 | 5 | 5 | 5 | 50 | 50 | 100 | |

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

01MT401.1: To analyse the various concepts in marketing.

Approximate Hours

| Item | AppX Hrs |
|--------------|-----------|
| CI | 20 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 22 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|--|-------------------------|
| <p>SO1.1 Identify key marketing theories, frameworks and tools to solve Marketing problems</p> <p>SO1.2 Classify product concept and selling concept</p> <p>SO1.3 Identify and evaluate social, cultural, global, ethical and environmental responsibilities and issues</p> <p>SO1.4 Demonstrate the ethical and environmental concerns linked to marketing activities</p> | | <p>Unit-1.0: Introduction to Marketing [20 Hours]</p> <p>1.1 Introduction and Nature of marketing,</p> <p>1.2 Scope and Importance of Marketing,</p> <p>1.3 Evolution of Marketing;</p> <p>1.4 Marketing concept</p> <p>1.5 Core marketing concepts;</p> <p>1.6 Company orientation</p> <p>1.7 Production concept,</p> <p>1.8 Product concept</p> <p>1.9 Selling concept</p> <p>1.10 Marketing concept</p> <p>1.11 Holistic marketing concept.</p> <p>1.12 Marketing Environment:</p> <p>1.13 Demographic, economic,</p> <p>1.14 Political,</p> <p>1.15 Legal,</p> <p>1.16 Socio cultural</p> <p>1.17 Technological environment</p> <p>1.18 (Indian context); Portfolio approach</p> <p>1.19 Boston Consultative Group (BCG) matrix</p> <p>1.20 Strategy of BCG</p> | <p>1. Ansoff matrix</p> |

SW-1 Suggested Sessional Work (SW):

- a. **Assignments:** Explain micro and macro environment concept with example.
- b. **Mini Project:** Boston Consultative Group (BCG) matrix.
- c. **Other Activities (Specify):** Chock presentation of first unit.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

01MT401.2: To understand the various based of segmenting the markets

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 20 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 22 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|---|---|
| <p>SO2.1 Explain differences between market segmentation and product differentiation</p> <p>SO2.2 Identify the principles of market segmentation and process</p> <p>SO2.3 Understand about market targeting and positioning</p> | | <p>Unit-2.0: Market Segmentation [20 Hours]</p> <p>2.1 Segmentation, 2.2 Targeting and Positioning: 2.3 Levels of Market Segmentation, 2.4 Basis for Segmenting 2.5 Consumer Markets, 2.6 Process of consumer decision making 2.7 Types of consumer 2.8 Difference between Segmentation, Targeting and Positioning 2.9 Key factors of positioning strategy 2.10 Strategies of market targeting 2.11 Criteria for effective segment 2.12 Advantages of segmentation 2.13 Disadvantages of segmentation 2.14 Importance of market segmentation 2.15 Positioning strategies 2.16 Identification of potential customers 2.17 Segmentation strategies 2.18 Principles of segmentation 2.19 Targeting strategies 2.20 Segmentation strategies</p> | <p>1. Benefits of market segmentation</p> |

SW-2 Suggested Sessional Work (SW):

- a. **Assignments:** What do you mean by market targeting and market positioning?
- b. **Mini Project:** strategies of market targeting.
- c. **Other Activities (Specify):** Class Presentation.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

01MT401.3: To acquire knowledge on the PLC theory, and the various methods of brand management and pricing the products.

Approximate Hours

| Item | AppX Hrs |
|--------------|-----------|
| CI | 20 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 22 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|--|---|
| <p>SO3.1 Understand the stages and strategies of product life cycle</p> <p>SO3.1. Identify the elements that make up the Product P in the marketing mix</p> <p>SO3.2 Apply the following terminology: product item, product mix, product line, product portfolio and brand</p> <p>SO3.3 Understand and be able to apply advanced pricing techniques. Comprehend and have a clear understanding of pricing strategies of different products, lifecycles, and companies</p> | | <p>Unit-3.0: Product & Pricing Decisions [20 Hours]</p> <p>3.1 Concept of Product Life Cycle (PLC),</p> <p>3.2 PLC- marketing strategies</p> <p>3.3 Marketing mix implications of the stages</p> <p>3.4 Product Classification</p> <p>3.5 Industrial products</p> <p>3.6 Product Line Decision</p> <p>3.7 Product Mix Decision</p> <p>3.8 New product development</p> <p>3.9 Stages of new product development</p> <p>3.10 Branding Decisions,</p> <p>3.11 Types of branding</p> <p>3.12 Packaging & Labelling</p> <p>3.13 Characteristics of packaging and labelling</p> <p>3.14 Pricing Decisions: Determinants of Price</p> <p>3.15 Pricing Methods (Non-mathematical treatment),</p> <p>3.16 Adapting Price (Geographical Pricing, Promotional Pricing and Differential Pricing).</p> <p>3.17 Brand extension</p> <p>3.18 Brand Pruning</p> <p>3.19 Brand Endorsement</p> <p>3.20 Brand loyalty</p> | <p>1. Value based pricing, captive pricing and freight charge pricing</p> |

SW-3 Suggested Sessional Work (SW):

- a. Assignments:** Explain different types of pricing with example.
- b. Mini Project:** Promotional Pricing and Differential Pricing.
- c. Other Activities (Specify):** Class presentation.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

01MT401.4: To examine the various types of promotion mix, to understand the various types of intermediaries

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 15 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 17 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|---|---|
| <p>SO4.1 Explain use of promotion mix and their strategies as a marketing tool</p> <p>SO4.2 Describe advertising and sales promotional appeals</p> <p>SO4.3 Understand about public relation and publicity</p> <p>SO4.4 Explain means of intermediaries and their types</p> | | <p>Unit-4.0: Promotion Mix [15 Hours]</p> <p>4.1 Factors determining promotion mix</p> <p>4.2 Types of promotion</p> <p>4.3 Promotional Tools – basics of Advertisement</p> <p>4.4 Types of advertising</p> <p>4.5 Sales Promotion,</p> <p>4.6 Public Relations & Publicity and</p> <p>4.7 Personal Selling;</p> <p>4.8 Purpose of public relation</p> <p>4.9 Place (Marketing Channels):</p> <p>4.10 Channel functions,</p> <p>4.11 Channel Levels,</p> <p>4.12 Types of Intermediaries: Types of Retailers,</p> <p>4.13 Types of Wholesalers.</p> <p>4.14 Types of sales promotion</p> <p>4.15 DAGMAR approach</p> | <p>1. Pros and cons of sales promotion and latest examples of sales promotion</p> |

SW-4 Suggested Sessional Work (SW):

- a. **Assignments:** Explain Sales promotion, public relation and publicity.
- b. **Mini Project:** Channel Levels.
- c. **Other Activities (Specify):** Class presentation



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

01MT401.5: To examine the various marketing of services.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 15 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 17 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|--|--|
| <p>SO5.1 Understand the Concept of Services and intangible products</p> <p>SO5.2 Discuss the relevance of the services Industry to Industry</p> <p>SO5.3 Apply the role and relevance of Quality in Services</p> <p>SO5.4 Explains the basic concepts about services and Classifies the services based on different approaches</p> | | <p>Unit-5.0: Marketing of Services [15 Hours]</p> <p>5.1 Unique Characteristics of Services, Marketing strategies</p> <p>5.2 Factors in service marketing</p> <p>5.3 Features of service marketing</p> <p>5.4 Key aspects of service marketing</p> <p>5.5 For service firms – 7Ps</p> <p>5.6 7p's in used in different service sectors</p> <p>5.7 Service marketing triangle</p> <p>5.8 Types of service marketing strategy</p> <p>5.9 Importance of service marketing</p> <p>5.10 Case study</p> <p>5.11 Challenges in service marketing</p> <p>5.12 Scope of service marketing</p> <p>5.13 Applications of service marketing</p> <p>5.14 Attraction in service marketing</p> <p>5.15 Organizational structure of service marketing</p> | <p>1. Use 7p's of marketing services in education industry</p> |

SW-5 Suggested Sessional Work (SW):

- a. **Assignments:** Explain service marketing and their role.
- b. **Mini Project:** Types of service marketing strategy.
- c. **Other Activities (Specify):** Presentation.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Brief of Hours suggested for the Course Outcome:

| Course Outcomes | Class Lecture (CI) | Sessional Work (SW) | Self-Learning (SI) | Total hour (CI+SW+SI) |
|--|--------------------|---------------------|--------------------|-----------------------|
| 01MT401.1: To analyse the various concepts in marketing | 20 | 1 | 1 | 20 |
| 01MT401.2: To understand the various based of segmenting the markets | 20 | 1 | 1 | 14 |
| 01MT401.3: To acquire knowledge on the PLC theory, and the various methods of brand management and pricing the products | 20 | 1 | 1 | 18 |
| 01MT401.4: To examine the various types of promotion mix, to understand the various types of intermediaries | 15 | 1 | 1 | 12 |
| 01MT401.5: To examine the various marketing of services | 15 | 1 | 1 | 6 |
| Total Hours | 90 | 5 | 5 | 100 |

Suggestion for End Semester Assessment:

Suggested Specification Table (For ESA)

| CO | Unit Titles | Marks Distribution | | | Total Marks |
|------------------|-------------------------------|--------------------|---|---|-------------|
| | | R | U | A | |
| 01MT401.1 | Introduction to Marketing | | | | |
| 01MT401.2 | Market Segmentation | | | | |
| 01MT401.3 | Product and Pricing Decisions | | | | |
| 01MT401.4 | Promotion Mix | | | | |
| 01MT401.5 | Marketing of Services | | | | |
| Total | | | | | 30 |

Legend: R: Remember, U: Understand, A: Apply

The end of semester assessment for Principle of marketing will be held with written examination of 50 marks.

Note: Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorials
3. Case Method



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

4. Group Discussion

5. Brainstorming

Suggested Learning Resources:

(a) Books:

| S. No. | Title | Author | Publisher | Edition & Year |
|--------|--|---------------------------------|---|----------------|
| 1 | Marketing management | Kotler, P. & Keller, K. L | Pearson | - |
| 2 | Marketing management | Ramaswamy, V.S. & Namakumari, S | Global Perspective-Indian Context, Macmillan Publishers India Limited | - |
| 3 | Marketing | Zikmund, W.G. & D'Amico, M | South-Western College Publishing | - |
| 4 | Lecture notes provided by Dept. of Management, AKS University, Satna | | | |

Curriculum Development Team:

1. Dr. Kausik Mukherjee, Associate Dean & Head, FMS, AKS University, Satna.
2. Dr. Pradeep Chaurasia, Associate Professor, FMS, AKS University, Satna.
3. Dr. Chandan Singh, Assistant Professor, FMS, AKS University, Satna.
4. Dr. Prakash Kumar Sen, Assistant Professor, FMS, AKS University, Satna.
5. Dr. Seema Dwivedi, Assistant Professor, FMS, AKS University, Satna.
6. Mr. Pramod Kumar Dwivedi, Assistant Professor, FMS, AKS University, Satna.
7. Mrs. Shinu Shukla, Assistant Professor, FMS, AKS University, Satna.
8. Mr. Krishna Kumar Mishra, Assistant Professor, FMS, AKS University, Satna.
9. Miss. Kiran Chhabariya, Assistant Professor, FMS, AKS University, Satna.
10. Mr. Anurag Singh Parihar, Teaching Associate, FMS, AKS University, Satna.

Cos, POs and PSOs Mapping

Course Title: BBA (Hon's)

Course Code: 01MT401

Course Title: Principle of Marketing

| Course Outcomes | Program Outcomes | | | | | | Program Specific Outcome | |
|--|------------------|---------------------|----------------------------------|---------------------------|----------------------|--------------------------------|---|---|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO 1 | PSO 2 |
| | Domain knowledge | Contemporary issues | Deep thinking, business analysis | Mobilization of resources | Research orientation | Developing corporate solutions | Acquire leadership skills and entrepreneurial mindset | Application of ethical practices and moral values |
| 01MT401.1: To analyse the various concepts in marketing | 3 | 2 | 2 | 1 | 2 | 2 | 2 | 2 |
| 01MT401.2: To understand the various based of segmenting the markets | 3 | 3 | 3 | 2 | 2 | 3 | 2 | 2 |
| 01MT401.3: To acquire knowledge on the PLC theory, and the various methods of brand management and pricing the products | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 3 |
| 01MT401.4: To examine the various types of promotion mix, to understand the various types of intermediaries | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 3 |
| 01MT401.5: To examine the various marketing services | 3 | 3 | 3 | 2 | 2 | 3 | 2 | 3 |

Legend: 1 – Low, 2 – Medium, 3 – High

Course Curriculum Map:

| POs & PSOs No. | COs No.& Titles | SOs No. | Laboratory Instruction (LI) | Classroom Instruction (CI) | Self-Learning (SL) |
|---------------------------------------|--|----------------------------------|------------------------------------|---|---------------------------|
| POs 1,2,3,4,5,6 PSOs 1,2 | 01MT401.1: To analyse the various concepts in marketing | SO1.1 SO1.2 SO1.3 SO1.4 | | Unit-1.0: Introduction to Marketing 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8, 1.9, 1.10, 1.11, 1.12, 1.13, 1.14, 1.15, 1.16, 1.17, 1.18, 1.19, 1.20 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 01MT401.2: To understand the various based of segmenting the markets | SO2.1 SO2.2 SO2.3 SO2.4 | | Unit-2.0: Market Segmentation 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9, 2.10, 2.11, 2.12, 2.13, 2.14, 2.15, 2.16, 2.17, 2.18, 2.19, 2.20 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 01MT401.3: To acquire knowledge on the PLC theory, and the various methods of brand management and pricing the products | SO3.1 SO3.2 SO3.3 | | Unit-3.0: Product and Pricing Decisions 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9, 3.10, 3.11, 3.12, 3.13, 3.14, 3.14, 3.15, 3.16, 3.17, 3.18, 3.19, 3.20 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 01MT401.4: To examine the various types of promotion mix, to understand the various types of intermediaries | SO4.1 SO4.2 SO4.3 SO4.4 | | Unit-4.0: Promotion mix 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9, 4.10, 4.11, 4.12, 4.13, 4.14, 4.15 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 01MT401.5: To examine the various marketing services | SO5.1 SO5.2 SO5.3 SO5.4 | | Unit-5.0: Marketing of Services 5.1, 5.2, 5.3, 5.4, 5.5, 5.6, 5.7, 5.8, 5.9, 5.10, 5.11, 5.12, 5.13, 5.14, 5.15 | |



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Semester-IV

| | |
|-----------------------|---|
| Course Code: | 02MT411 |
| Course Title : | Financial Management |
| Pre-requisite: | Student should have basic knowledge of mathematics, accounts and business operations |
| Rationale: | As we know that resources are always scarce and finance is one of the very important resources for any business organization, without finance we cannot imagine the existence of business. Finance plays the same role in the business as oil plays in the machine and blood plays in human body. Finance manager has to take three important decisions in order to manage the finance of a business organization and these decisions are as Financing Decision, Investment Decision and Dividend Decision. To take these decisions accurately finance manager should have the knowledge of finance and financial management. Therefore student of the management field should study the course called financial management |

Course Outcomes:

02MT411.1: Student will define the concept of finance, financial management, time value of money and risk and return.

02MT411.2: Student will illustrate the capital budgeting and evaluation of investment proposals by different capital budgeting methods and will also illustrate the calculation of cost of capital.

02MT411.3: Student will examine the impact of leverage and dividend policy on capital structure decision.

02MT411.4: Student will analyze the debtors outstanding and credit policy and develop cash budget.

02MT411.5: Student will analyze the inventory with the help of ABC and EOQ techniques.

Scheme of Studies:

| Code | Course Code | Course Title | Scheme of studies (Hours/Week) | | | | Total Study Hours (CI+LI+SW+SL) | Total Credits (C) |
|------|-------------|----------------------|--------------------------------|----|----|----|------------------------------------|----------------------|
| | | | CI | LI | SW | SL | | |
| FIN | 02MT411 | Financial Management | 6 | 0 | 1 | 1 | 8 | 6 |

Legend:

CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

SW: Sessional Work (includes assignment, seminar, mini project etc.),



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

SL: Self Learning,

C: Credits.

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

Scheme of Assessment:

Theory:

| Code | Course Code | Course Title | Scheme of Assessment (Marks) | | | | | | | End Semester Assessment (ESA) | Total Marks (PRA+ ESA) |
|------|-------------|----------------------|--|---|------------------|------------------------------|-----------------------|----|-------------------------------|-------------------------------|------------------------|
| | | | Progressive Assessment (PRA) | | | | | | Total Marks (CA+CT+SA+CAT+AT) | | |
| | | | Class/Home Assignment 5 number 3 marks each (CA) | Class Test 2 (2 best out of 3) 10 marks each (CT) | Seminar one (SA) | Class Activity any one (CAT) | Class Attendance (AT) | | | | |
| FIN | 02MT411 | Financial Management | 15 | 20 | 5 | 5 | 5 | 50 | 50 | 100 | |

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

02MT411.1: Student will define the concept of finance, financial management, time value of money and risk and return.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 21 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 23 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|--|--|
| <p>SO1.1 Student will explain about the objectives of financial management</p> <p>SO1.2 Student will explain about the nature and scope of financial management</p> <p>SO1.3 Student will calculate the time value of money</p> <p>SO1.4 Student will calculate the risk and return</p> | | <p>Unit-1.0: Introduction to Financial Management, Time Value of Money and Risk & Return [21 Hours]</p> <p>1.1 Concept of finance and financial management</p> <p>1.2 Finance and Related Disciplines</p> <p>1.3 Scope of Financial Management</p> <p>1.4 Objectives of financial Management : Profit Maximization (Traditional)</p> <p>1.5 Objectives of financial Management : Wealth Maximization (Modern)</p> <p>1.6 Finance Function: Traditional Approach</p> <p>1.7 Finance Function: Modern Approach (Finance Decision, Investment Decision, and Dividend Decision)</p> <p>1.8 Organization of Finance Function</p> <p>1.9 Concept of time value of money</p> <p>1.10 Present Value: Concept and numerical</p> <p>1.11 Future Value: Concept and numerical</p> <p>1.12 Present Value Annuity: Concept and numerical</p> <p>1.13 Future Value Annuity:</p> | <p>1. Wealth Maximization Objective and Corporate Social Responsibility</p> <p>2. Practice-Measurement of Risk</p> <p>3. Practice- Time Value of Money</p> |



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

| | | | |
|--|--|--|--|
| | | Concept and numerical 1.14 Risk & return: Concepts of return- Historical return 1.15 Expected and absolute return 1.16 Holding period and Annualized Return 1.17 Arithmetic and Geometric return 1.18 Concept of risk- Systematic risk-concept and their sources 1.19 Measurement of Systematic Risk 1.20 Unsystematic risk- concept and their sources 1.21 Measurement of Unsystematic Risk | |
|--|--|--|--|

SW-1 Suggested Sessional Work (SW):

a. Assignments:

- Objectives of Financial Management, Finance Function.
- Time value of Money, Risk & Return.

b. Mini Project:

- Calculate expected return and Total Risk of the Nifty-50 for last twelve months based on closing price.

c. Other Activities (Specify):

- Student will calculate the present value and future value of an investment (Questions will be given by subject teacher)



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

02MT411.2: Student will illustrate the capital budgeting and evaluation of investment proposals by different capital budgeting methods and will also illustrate the calculation of cost of capital.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 28 |
| LI | 0 |
| SW | 1 |
| SL | 2 |
| Total | 31 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|---|--|
| <p>SO2.1 Student will explain the principles and process of capital budgeting</p> <p>SO2.2 Student will evaluate the investment proposals with the help of appropriate capital budgeting techniques</p> <p>SO2.3 Student will explain about various types of costs of capital</p> <p>SO2.4 Student will be able to calculate the cost of capital</p> | | <p>Unit-2.0: Capital Budgeting and Cost of Capital [28 Hours]</p> <p>2.1 Capital Budgeting: Meaning and Nature.</p> <p>2.2 Process and Principles of Capital Budgeting</p> <p>2.3 Estimation of relevant cash flows and terminal value: Cash flow V/s Accounting Profit</p> <p>2.4 Relevant and incremental cash flow</p> <p>2.5 Estimation of relevant cash flows –Numerical</p> <p>2.6 Estimation of terminal value- Numerical</p> <p>2.7 Evaluation techniques: Accounting rate of return- concept, advantages and disadvantages</p> <p>2.8 Accounting rate of return- Numerical</p> <p>2.9 Net Present Value: concept, advantages and disadvantages</p> <p>2.10 Net Present Value: Numerical</p> <p>2.11 Internal rate of return: concept, advantages and disadvantages</p> <p>2.12 Internal rate of return: Numerical</p> <p>2.13 Modified internal rate of return (MIRR): concept, advantages and disadvantages</p> <p>2.14 Modified Internal rate of return (MIRR): Numerical</p> | <p>1. Practice of capital budgeting numerical</p> <p>2. Pay Back Period Method</p> <p>3. Practice of cost of capital numerical</p> |



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

| | | | |
|--|--|--|--|
| | | <p>2.15 Net terminal value: concept, advantages and disadvantages</p> <p>2.16 Net terminal value: Numerical</p> <p>2.17 Profitability index method: concept, advantages and disadvantages</p> <p>2.18 Profitability index method: Numerical</p> <p>2.19 Cost of Capital: Implicit and explicit costs</p> <p>2.20 Measurement of cost of capital: Cost of Debt- Cost of perpetual Debt</p> <p>2.21 Cost of redeemable Debt</p> <p>2.22 Cost of Debt: After Tax</p> <p>2.23 Cost of equity:- Earning yield method, and Dividend yield method</p> <p>2.24 Cost of equity:- Dividend yield plus growing dividend method</p> <p>2.25 Cost of preference share capital</p> <p>2.26 cost of retained earnings</p> <p>2.27 Overall cost of capital: based on historical weight</p> <p>2.28 Overall cost of capital: based on market value weight</p> | |
|--|--|--|--|

SW-2 Suggested Sessional Work (SW):

a. Assignments:

- Capital Budgeting Techniques
- Cost of capital

b. Mini Project:

- Evaluate the investment proposal using appropriate capital budgeting technique (Proposal will be given by the subject teacher)

c. Other Activities (Specify):

- PPT Presentation on cost of capital.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

02MT411.3: Student will examine the impact of leverage and dividend policy on capital structure decision.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 20 |
| LI | 0 |
| SW | 1 |
| SL | 2 |
| Total | 23 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|--|---|
| <p>SO3.1 Student will Assess the impact of capital structure on value of the firm</p> <p>SO3.2 Student will assess the impact of dividend policy on value of the firm</p> <p>SO3.3 Student will do the EBIT- EPS analysis</p> | | <p>Unit-3.0: Capital Structure, Dividend Policy Decision and Leverage Analysis [20 Hours]</p> <p>3.1 Capital Structure: Concept, Approaches to capital structure theories - Net income approach</p> <p>3.2 Approaches to capital structure theories: Net operating income approach</p> <p>3.3 Modigliani-Miller (MM) approach of Capital Structure - Concept, Assumption, and Arbitrage process</p> <p>3.4 Modigliani-Miller (MM) approach of Capital Structure-Numerical</p> <p>3.5 Traditional approach</p> <p>3.6 Capital Structure and financial distress</p> <p>3.7 Trade off theory</p> <p>3.8 Dividend Policy Decision- Dividend and capital structure</p> <p>3.9 Relevance of Dividends- Walter`s model</p> <p>3.10 Relevance of Dividends- Gordon`s Model</p> <p>3.11 The irrelevance of dividends: General</p> <p>3.12 MM Theory of Dividend- Concept , Assumptions and Criticism</p> <p>3.13 MM Theory of Dividend:- Numerical</p> <p>3.14 Leverage Analysis-Meaning, definition, and types of leverage</p> <p>3.15 Operating Leverage</p> | <p>1. Practice of Capital Structure numerical</p> <p>2. Practice of Leverage Numerical</p> <p>3. Sources of capital</p> |



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

| | | | |
|--|--|---|--|
| | | 3.16 Financial Leverage 3.17 Combined leverage 3.18 Operating, financial, and combined leverage:-Numerical 3.19 EBIT- EPS Analysis 3.20 EBIT- EPS Analysis- Numerical | |
|--|--|---|--|

SW-3 Suggested Sessional Work (SW):

a. Assignments:

- Capital Structure – Numerical Questions (Question will be given by subject teacher)
- Leverage Analysis- Numerical Question (Question will be given by subject teacher)

b. Mini Project:

- Do a comparative analysis on the capital structure of 5 firms (industry and firms will be given by subject teacher)

c. Other Activities (Specify):

- Write a note on Debt V/s Equity Financing.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

02MT411.4: Student will analyze the debtors outstanding and credit policy and develop cash budget.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 11 |
| LI | 0 |
| SW | 1 |
| SL | 2 |
| Total | 14 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|---|--|
| <p>SO4.1 Student will explain about the concept and types of working capital</p> <p>SO4.2 Student will explain about the cash management techniques</p> <p>SO4.3 Student will be able to prepare a cash budget</p> <p>SO4.4 Student will explain about the receivable management and Credit policy</p> <p>SO4.5 Student will perform the debtors' outstanding and ageing analysis</p> | | <p>Unit-4.0: Working Capital Management –Part 1 [11 Hours]</p> <p>4.1 Working Capital Management- Concept and types of working capital</p> <p>4.2 Cash Management- Concept and objectives</p> <p>4.3 Management of cash -Preparation of cash budgets (receipts and payment method only): Theory</p> <p>4.4 Preparation of cash budgets (receipts and payment method only): Numerical</p> <p>4.5 Cash Management Techniques – Speeding up Collections</p> <p>4.6 Cash Management Techniques – Delaying the disbursements</p> <p>4.7 Receivable Management: Concept and Objectives</p> <p>4.8 Factors affecting the size of investment in receivables</p> <p>4.9 Credit Policy and Cash Discount</p> <p>4.10 Depositors Outstanding and Ageing Analysis: Concept</p> <p>4.11 Depositors Outstanding and Ageing Analysis: Numerical</p> | <p>1. Cash cycle</p> <p>2. Motives for holding cash and factors affecting the level of cash</p> <p>3. Sources of working capital finance</p> |

SW-4 Suggested Sessional Work (SW):

- a. **Assignments:** Cash Management, Receivable Management.
- b. **Mini Project:** Prepare a Cash Budget for one year (Data will be provided by subject teacher).
- c. **Other Activities (Specify):** Student will perform debtors outstanding and ageing analysis under the mentorship of subject teacher



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

02MT411.5: Student will analyze the inventory with the help of ABC and EOQ techniques.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 10 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 12 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|--|---|
| <p>SO5.1 Student will be able to apply the game theory in the competitive business world as a strategic tool</p> <p>SO5.2 Student will be able to determine the optimal replacement time which will help in the formulation of replacement policy</p> <p>SO5.3 Student will describe the general structure of a queuing system</p> | | <p>Unit-5.0: Working Capital Management- Part 2 [10 Hours]</p> <p>5.1 Cost: Collection cost, Capital cost, Default cost, and Delinquency cost</p> <p>5.2 ABC Analysis (theoretical)</p> <p>5.3 ABC Analysis- Numerical</p> <p>5.4 Minimum Level and Maximum Level</p> <p>5.5 Reorder level</p> <p>5.6 Inventory Management (Very briefly): Concept of Inventory Management</p> <p>5.7 Safety Stock</p> <p>5.8 EOQ- Concept</p> <p>5.9 EOQ- Numerical</p> <p>5.10 Determination of working capital (Determinants only)</p> | <p>1. Meaning, Need and Objectives of inventory management</p> <p>2. Traditional approach of inventory management</p> |

SW-5 Suggested Sessional Work (SW):

a. Assignments:

- ABC Analysis, EOQ
- Minimum Level, Maximum Level, Reorder Level and Safety Stock

b. Mini Project:

- Write a report on inventory management of a cement factory in Satna city (Factory will be suggested by a subject teacher)

c. Other Activities (Specify): Presentation.

- Student will perform ABC analysis under the guidance of subject teacher



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Brief of Hours suggested for the Course Outcome:

| Course Outcomes | Class Lecture (CI) | Sessional Work (SW) | Self-Learning (SI) | Total hour (CI+SW+SI) |
|---|--------------------|---------------------|--------------------|-----------------------|
| 02MT411.1: Student will define the concept of finance, financial management, time value of money and risk and return | 21 | 1 | 1 | 23 |
| 02MT411.2: Student will illustrate the capital budgeting and evaluation of investment proposals by different capital budgeting methods and will also illustrate the calculation of cost of capital | 28 | 1 | 2 | 31 |
| 02MT411.3: Student will examine the impact of leverage and dividend policy on capital structure decision | 20 | 1 | 2 | 23 |
| 02MT411.4: Student will analyze the debtors outstanding and credit policy and develop cash budget | 11 | 1 | 2 | 14 |
| 02MT411.5: Student will analyze the inventory with the help of ABC and EOQ techniques | 10 | 1 | 1 | 12 |
| Total Hours | 90 | 5 | 8 | 103 |

Suggestion for End Semester Assessment:

Suggested Specification Table (For ESA)

| CO | Unit Titles | Marks Distribution | | | Total Marks |
|------------------|---|--------------------|---|---|-------------|
| | | R | U | A | |
| 02MT411.1 | Introduction to Financial Management, Time Value of Money and Risk & Return | | | | |
| 02MT411.2 | Capital Budgeting and Cost of Capital | | | | |
| 02MT411.3 | Capital Structure, Dividend Policy Decision and Leverage Analysis | | | | |
| 02MT411.4 | Working Capital Management –Part 1 | | | | |
| 02MT411.5 | Working Capital Management - Part 2 | | | | |
| Total | | | | | 30 |

Legend: R: Remember, U: Understand, A: Apply

The end of semester assessment for Financial Management will be held with written examination of 50 marks.

Note: Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorials
3. Case Method
4. Group Discussion
5. Brainstorming

Suggested Learning Resources:

(a) Books:

| S. No. | Title | Author | Publisher | Edition & Year |
|--------|--|-----------------------|-------------------------------------|----------------|
| 1 | Financial Management Text Problem and Cases | M.Y. Khan & P.K. Jain | Tata McGraw Hill Publishing Co. Ltd | Latest |
| 2 | Financial Management: Theory Concepts and Practices | R. P. Rustogi | Taxman Publication | Latest |
| 3 | Financial Management: Theory and Practices | I.M. Pandey | Vikas Publishing | Latest |
| 4 | Financial Management | Dr. S. P. Gupta | Sahitya Bhawan Publications | Latest |
| 5 | Lecture notes provided by Dept. of Management, AKS University, Satna | | | |

Curriculum Development Team:

1. Dr. Kausik Mukherjee, Associate Dean & Head, FMS, AKS University, Satna.
2. Dr. Pradeep Chaurasia, Associate Professor, FMS, AKS University, Satna.
3. Dr. Chandan Singh, Assistant Professor, FMS, AKS University, Satna.
4. Dr. Prakash Kumar Sen, Assistant Professor, FMS, AKS University, Satna.
5. Dr. Seema Dwivedi, Assistant Professor, FMS, AKS University, Satna.
6. Mr. Pramod Kumar Dwivedi, Assistant Professor, FMS, AKS University, Satna.
7. Mrs. Shinu Shukla, Assistant Professor, FMS, AKS University, Satna.
8. Mr. Krishna Kumar Mishra, Assistant Professor, FMS, AKS University, Satna.
9. Miss. Kiran Chhabariya, Assistant Professor, FMS, AKS University, Satna.
10. Mr. Anurag Singh Parihar, Teaching Associate, FMS, AKS University, Satna.

Cos, POs and PSOs Mapping

Course Title: BBA (Hon's)

Course Code: 02MT411

Course Title: Financial Management

| Course Outcomes | Program Outcomes | | | | | | Program Specific Outcome | |
|---|------------------|---------------------|----------------------------------|---------------------------|----------------------|--------------------------------|---|---|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO 1 | PSO 2 |
| | Domain knowledge | Contemporary issues | Deep thinking, business analysis | Mobilization of resources | Research orientation | Developing corporate solutions | Acquire leadership skills and entrepreneurial mindset | Application of ethical practices and moral values |
| 02MT411.1: Student will define the concept of finance, financial management, time value of money and risk and return | 3 | 1 | 3 | 2 | 2 | 3 | 2 | 2 |
| 02MT411.2: Student will illustrate the capital budgeting and evaluation of investment proposals by different capital budgeting methods and will also illustrate the calculation of cost of capital | 3 | 1 | 3 | 3 | 1 | 3 | 2 | 2 |
| 02MT411.3: Student will examine the impact of leverage and dividend policy on capital structure decision | 3 | 1 | 3 | 3 | 2 | 3 | 2 | 3 |
| 02MT411.4: Student will analyze the debtors outstanding and credit policy and develop cash budget | 3 | 1 | 3 | 3 | 2 | 3 | 1 | 2 |
| 02MT411.5: Student will analyze the inventory with the help of ABC and EOQ techniques | 3 | 1 | 3 | 3 | 2 | 3 | 1 | 2 |

Legend: 1 – Low, 2 – Medium, 3 – High

Course Curriculum Map:

| POs & PSOs No. | COs No.& Titles | SOs No. | Laboratory Instruction (LI) | Classroom Instruction (CI) | Self-Learning (SL) |
|---------------------------------------|---|---|------------------------------------|---|---------------------------|
| POs 1,2,3,4,5,6 PSOs 1,2 | 02MT411.1: Student will define the concept of finance, financial management, time value of money and risk and return | SO1.1 SO1.2 SO1.3 SO1.4 | | Unit-1.0: Introduction to Financial Management, Time Value of Money and Risk & Return 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8, 1.9, 1.10, 1.11, 1.12, 1.13, 1.14, 1.15, 1.16, 1.17, 1.18, 1.19, 1.20, 1.21 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 02MT411.2: Student will illustrate the capital budgeting and evaluation of investment proposals by different capital budgeting methods and will also illustrate the calculation of cost of capital | SO2.1 SO2.2 SO2.3 SO2.4 | | Unit-2.0: Capital Budgeting and Cost of Capital 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9, 2.10, 2.11, 2.12, 2.13, 2.14, 2.15, 2.16, 2.17, 2.18, 2.19, 2.20, 2.21, 2.22, 2.23, 2.24, 2.25, 2.26, 2.27, 2.28 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 02MT411.3: Student will examine the impact of leverage and dividend policy on capital structure decision | SO3.1 SO3.2 SO3.3 | | Unit-3.0: Capital Structure, Dividend Policy Decision and Leverage Analysis 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9, 3.10, 3.11, 3.12, 3.13, 3.14, 3.14, 3.15, 3.16, 3.17, 3.18, 3.19, 3.20 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 02MT411.4: Student will analyze the debtors outstanding and credit policy and develop cash budget | SO4.1 SO4.2 SO4.3 SO4.4 SO4.5 | | Unit-4.0: Working Capital Management –Part 1 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9, 4.10, 4.11 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 02MT411.5: Student will analyze the inventory with the help of ABC and EOQ techniques | SO5.1 SO5.2 SO5.3 | | Unit-5.0: Working Capital Management- Part 2 5.1, 5.2, 5.3, 5.4, 5.5, 5.6, 5.7, 5.8, 5.9, 5.10 | |



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Semester-IV

| | |
|-----------------------|---|
| Course Code: | 03EC421 |
| Course Title : | Indian Economy |
| Pre-requisite: | Students who has passed 12 th class. Student should have basic knowledge of History, politics, society and economics. Overview of economy to be known |
| Rationale: | By means of this course, students will be able to sharpen the analytical skills by highlighting on broad overview of the Indian economy. They will be familiar with the issues related to Agriculture, Industry, Foreign Trade, Economic Planning and various Economic Problems of India. Students will be acquainted with broad overview of Madhya Pradesh Economy. They will be able to develop, analyse and interpret events and issues related to Indian Economy. |

Course Outcomes:

03EC421.1: Analyze the trends and sectoral composition of national income and demographic features.

03EC421.2: To explain green revolution and new technology in agriculture.

03EC421.3: To explain in detail about MSME, start-up India, and make in India.

03EC421.4: They will able to know about NITI AAYOG and Indian economic problem.

03EC421.5: They will also able to know about Madhya Pradesh economy.

Scheme of Studies:

| Code | Course Code | Course Title | Scheme of studies (Hours/Week) | | | | Total Study Hours (CI+LI+SW+SL) | Total Credits (C) |
|------|-------------|----------------|--------------------------------|----|----|----|---------------------------------|-------------------|
| | | | CI | LI | SW | SL | | |
| ECO | 03EC421 | Indian Economy | 4 | 0 | 1 | 1 | 6 | 4 |

Legend:

CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

SW: Sessional Work (includes assignment, seminar, mini project etc.),

SL: Self Learning,

C: Credits.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

Scheme of Assessment:

Theory:

| Code | Course Code | Course Title | Scheme of Assessment (Marks) | | | | | | | End Semester Assessment (ESA) | Total Marks (PRA+ ESA) |
|------|-------------|----------------|--|---|------------------|------------------------------|-----------------------|-------------------------------|----|-------------------------------|------------------------|
| | | | Progressive Assessment (PRA) | | | | | Total Marks (CA+CT+SA+CAT+AT) | | | |
| | | | Class/Home Assignment 5 number 3 marks each (CA) | Class Test 2 (2 best out of 3) 10 marks each (CT) | Seminar one (SA) | Class Activity any one (CAT) | Class Attendance (AT) | | | | |
| ECO | 03EC421 | Indian Economy | 15 | 20 | 5 | 5 | 5 | 50 | 50 | 100 | |

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

03EC421.1: Analyze then trends and sectoral composition of national income and demographic features.

Approximate Hours

| Item | AppX Hrs |
|--------------|-----------|
| CI | 12 |
| LI | 0 |
| SW | 2 |
| SL | 0 |
| Total | 14 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|--|--------------------|
| <p>SO1.1 Understand the Concept and nature of Indian economy</p> <p>SO1.2 Understand the Concept of trends and composition of national</p> <p>SO1.3 Understand the concept natural resource endowment</p> <p>SO1.4 Understand demographic features</p> <p>SO1.5 Understand sectrol distribution</p> <p>SO1.6 Understand problem and causes of over population</p> | | <p>Unit-1.0: Introduction [12 Hours]</p> <p>1.1 Indian economy – meaning, Nature, 1.2 Scope & significance. 1.3 Definition of national income Agregates of national income 1.4 Natural resource -land , water 1.5 Natural resource livestock , 1.6 Forest, 1.7 Minerals Forest mineral 1.8 Demographic features- population 1.9 Composition growth rate workforce 1.10 Problems and causes of over population, 1.11 Control of population 1.12 Population policy</p> | |

SW-1 Suggested Sessional Work (SW):

- a. Assignments:
- b. Mini Project:
- c. Other Activities (Specify):



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

03EC421.2: To explain green revolution and new technology in agriculture.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 12 |
| LI | 0 |
| SW | 2 |
| SL | 0 |
| Total | 14 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|---|--------------------|
| <p>SO2.1 Concept of nature of Indian agriculture</p> <p>SO2.2 Concept of land use, pattern</p> <p>SO2.3 Understanding of agricultural productivity</p> <p>SO2.4 Understanding the concept of green revolution</p> <p>SO2.5 Understanding of agriculture finance and insurance, new technology in agriculture</p> | | <p>Unit-2.0: Introduction [12 Hours]</p> <p>2.1 Indian agriculture ,Meaning</p> <p>2.2 importance and nature ,</p> <p>2.3 trends in agriculture production productivity</p> <p>2.4 Characteristics of agriculture</p> <p>2.5 land use pattern, reform</p> <p>2.6 Green revolution objective</p> <p>2.7 Achievements, failures</p> <p>2.8 Agriculture finance meaning</p> <p>2.9 Insurance</p> <p>2.10 Agriculture marketing meaning</p> <p>2.11 Features new agriculture technology</p> <p>2.12 Agriculture technology benefit</p> | |

SW-2 Suggested Sessional Work (SW):

- a. Assignments:
- b. Mini Project:
- c. Other Activities (Specify):



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

03EC421.3: To explain in detail about MSME, start-up India, and make in India.

Approximate Hours

| Item | AppX Hrs |
|--------------|-----------|
| CI | 12 |
| LI | 0 |
| SW | 0 |
| SL | 0 |
| Total | 12 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|---|--------------------|
| <p>SO3.1 Meaning and concept industrial development</p> <p>SO3.2 Understanding about the industrial policy</p> <p>SO3.3 Understanding the concept of MSME</p> <p>SO3.4 Understanding about the make in India, Aatm Nirbhar Bharat</p> <p>SO3.5 Understanding about the infrastrure composition.</p> | | <p>Unit-3.0: Industry and Infrastructure [12 Hours]</p> <p>3.1 Industrial development India before independence</p> <p>3.2 after independence</p> <p>3.3 New industrial policy</p> <p>3.4 Role of public sector</p> <p>3.5 private sector</p> <p>3.6 industrialization</p> <p>3.7 MSME- Role, definition</p> <p>3.8 , MSME- problem remedies of small-scale industries</p> <p>3.9 Start-up India,</p> <p>3.10 Make in India</p> <p>3.11 Aatm Nirbhar Bhart</p> <p>3.12 Power, transport, commination Transport</p> | |

SW-3 Suggested Sessional Work (SW):

- a. Assignments:
- b. Mini Project:
- c. Other Activities (Specify):



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

03EC421.4: They will able to know about NITI AAYOG and Indian economic problem.

Approximate Hours

| Item | AppX Hrs |
|--------------|-----------|
| CI | 12 |
| LI | 0 |
| SW | 0 |
| SL | 0 |
| Total | 12 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|--|--------------------|
| <p>SO4.1 Understanding about the FOREIGN TRADE</p> <p>SO4.2 Understanding about the role of investment</p> <p>SO4.3 Understanding about Indian planing</p> <p>SO4.4 Understanding about the Niti Aayog</p> <p>SO4.5 Understanding about the major problem in India</p> | | <p>Unit-4.0: Foreign trade development [12 Hours]</p> <p>4.1 India's Foreign Trade Importance, 4.2 Foreign trade composition and direction 4.3 Role of Foreign Direct Investment 4.4 Multinational Corporations meaning, 4.5 Nature of MNC workforce 4.6 Disinvestment in India, Indian Planning –Objective Achievements, Failures 4.7 NITI Aayog, 4.8 Indian Economic Problems, 4.9 Poverty 4.10 Unemployment Regional Inequality merits and demerits 4.11 Theories of Unemployment 4.12 Case study</p> | |

SW-4 Suggested Sessional Work (SW):

- a. Assignments:
- b. Mini Project:
- c. Other Activities (Specify):



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

03EC421.5: They will also able to know about Madhya Pradesh economy.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 12 |
| LI | 0 |
| SW | 0 |
| SL | 0 |
| Total | 12 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|---|--------------------|
| <p>SO5.1 Understand about the feature of Madhya Pradesh</p> <p>SO5.2 Understanding about the natural resource</p> <p>SO5.3 Understanding about the trends in agriculture</p> <p>SO5.4 Understanding about the concept of organic farming</p> <p>SO5.5 Understanding about industrial development, tourism in Madhya Pradesh</p> | | <p>Unit-5.0: Economy of Madhya Pradesh [12 Hours]</p> <p>5.1 Madhya Pradesh's Economy Salient Feature</p> <p>5.2 Natural Resources of Madhya Pradesh</p> <p>5.3 Land, Forest, Water Minerals</p> <p>5.4 Trends and Regional Disparities in Agriculture Sector of Madhya Pradesh</p> <p>5.5 disparities in agriculture sector</p> <p>5.6 Organic Farming</p> <p>5.7 Playhouse in Madhya Pradesh</p> <p>5.8 Industrial Development in Madhya Pradesh</p> <p>5.9 industrial development in various sectors</p> <p>5.10 Infrastructure Development in Madhya Pradesh Power</p> <p>5.11 Transport Communication Development of Tourism in Madhya Pradesh tourism sector</p> <p>5.12 Cases Study</p> | |

SW-5 Suggested Sessional Work (SW):

- a. Assignments:
- b. Mini Project:
- c. Other Activities (Specify):



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Brief of Hours suggested for the Course Outcome:

| Course Outcomes | Class Lecture (CI) | Sessional Work (SW) | Self-Learning (SI) | Total hour (CI+SW+SI) |
|---|--------------------|---------------------|--------------------|-----------------------|
| 03EC421.1: Analyze the trends and sectoral composition of national income and demographic features | 12 | 2 | 0 | 14 |
| 03EC421.2: To explain green revolution and new technology in agriculture | 12 | 1 | 0 | 13 |
| 03EC421.3: To explain in detail about MSME, start-up India, and make in India | 12 | 0 | 0 | 12 |
| 03EC421.4: They will able to know about NITI AAYOG and Indian economic problem | 12 | 0 | 0 | 12 |
| 03EC421.5: They will also able to know about Madhya Pradesh economy | 12 | 0 | 0 | 12 |
| Total Hours | 60 | 3 | 0 | 63 |

Suggestion for End Semester Assessment:

Suggested Specification Table (For ESA)

| CO | Unit Titles | Marks Distribution | | | Total Marks |
|------------------|-------------------------------|--------------------|---|---|-------------|
| | | R | U | A | |
| 03EC421.1 | Introduction | | | | |
| 02MT411.2 | Agriculture | | | | |
| 03EC421.3 | Industry and Infrastructure | | | | |
| 03EC421.4 | Foreign Trade and Development | | | | |
| 03EC421.5 | Economy of Madhya Pradesh | | | | |
| Total | | | | | 30 |

Legend: R: Remember, U: Understand, A: Apply

The end of semester assessment for Indian Economy will be held with written examination of 50 marks.

Note: Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorials
3. Case Method



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

4. Group Discussion

5. Brainstorming

Suggested Learning Resources:

(a) Books:

| S. No. | Title | Author | Publisher | Edition & Year |
|--------|--|---|---------------------------|----------------|
| 1 | Indian Economy | Mishra & Puri | Himalaya Publishing House | 2020 |
| 2 | □□□□□□ □□□□□□□□□□□□ | □□□□ □□□□□□ | SPPD Publication | Latest |
| 3 | □□□□ □□□□□□ □□ □□□□□□ □□□□□□□□□□ 2020-21 | □□□□□□ □□□□ □□□□□□□□□□ □□□□□□□□ □□□□□□ □□□□ □□□□□□ | - | - |
| 4 | Lecture notes provided by Dept. of Management, AKS University, Satna | | | |

Curriculum Development Team:

1. Dr. Kausik Mukherjee, Associate Dean & Head, FMS, AKS University, Satna.
2. Dr. Pradeep Chaurasia, Associate Professor, FMS, AKS University, Satna.
3. Dr. Chandan Singh, Assistant Professor, FMS, AKS University, Satna.
4. Dr. Prakash Kumar Sen, Assistant Professor, FMS, AKS University, Satna.
5. Dr. Seema Dwivedi, Assistant Professor, FMS, AKS University, Satna.
6. Mr. Pramod Kumar Dwivedi, Assistant Professor, FMS, AKS University, Satna.
7. Mrs. Shinu Shukla, Assistant Professor, FMS, AKS University, Satna.
8. Mr. Krishna Kumar Mishra, Assistant Professor, FMS, AKS University, Satna.
9. Miss. Kiran Chhabariya, Assistant Professor, FMS, AKS University, Satna.
10. Mr. Anurag Singh Parihar, Teaching Associate, FMS, AKS University, Satna.

Cos, POs and PSOs Mapping

Course Title: BBA (Hon's)

Course Code: 03EC421

Course Title: Indian Economy

| Course Outcomes | Program Outcomes | | | | | | Program Specific Outcome | |
|---|------------------|---------------------|----------------------------------|---------------------------|----------------------|--------------------------------|---|---|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO 1 | PSO 2 |
| | Domain knowledge | Contemporary issues | Deep thinking, business analysis | Mobilization of resources | Research orientation | Developing corporate solutions | Acquire leadership skills and entrepreneurial mindset | Application of ethical practices and moral values |
| 03EC421.1: Analyze the trends and sectoral composition of national income and demographic features | 1 | 1 | 1 | 2 | 2 | 3 | 1 | 3 |
| 03EC421.2: To explain green revolution and new technology in agriculture | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 2 |
| 03EC421.3: To explain in detail about MSME, start-up India, and make in India | 3 | 2 | 1 | 2 | 1 | 1 | 1 | 1 |
| 03EC421.4: They will able to know about NITI AAYOG and Indian economic problem | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 3 |
| 03EC421.5: They will also able to know about Madhya Pradesh economy | 3 | 2 | 1 | 1 | 1 | 2 | 3 | 2 |

Legend: 1 – Low, 2 – Medium, 3 – High

Course Curriculum Map:

| POs & PSOs No. | COs No.& Titles | SOs No. | Laboratory Instruction (LI) | Classroom Instruction (CI) | Self-Learning (SL) |
|---------------------------------------|---|---|------------------------------------|---|---------------------------|
| POs 1,2,3,4,5,6 PSOs 1,2 | 03EC421.1: Analyze the trends and sectoral composition of national income and demographic features | SO1.1 SO1.2 SO1.3 SO1.4 SO1.5 | | Unit-1.0: Introduction 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8, 1.9, 1.10, 1.11, 1.12 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 03EC421.2: To explain green revolution and new technology in agriculture | SO2.1 SO2.2 SO2.3 SO2.4 SO2.5 | | Unit-2.0: Agriculture 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9, 2.10, 2.11, 2.12 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 03EC421.3: To explain in detail about MSME, start-up India, and make in India | SO3.1 SO3.2 SO3.3 SO3.4 SO3.5 | | Unit-3.0: Industry and Infrastructure 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9, 3.10, 3.11, 3.12 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 03EC421.4: They will able to know about NITI AAYOG and Indian economic problem | SO4.1 SO4.2 SO4.3 SO4.4 SO4.5 | | Unit-4.0: Foreign Trade and Development 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9, 4.10, 4.11, 4.12 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 03EC421.5: They will also able to know about Madhya Pradesh economy | SO5.1 SO5.2 SO5.3 SO5.4 SO5.5 | | Unit-5.0: Economy of Madhya Pradesh 5.1, 5.2, 5.3, 5.4, 5.5, 5.6, 5.7, 5.8, 5.9, 5.10, 5.11, 5.12 | |



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

Semester-IV

| | |
|-----------------------|--|
| Course Code: | 03EC422 |
| Course Title : | International Economics |
| Pre-requisite: | Student should have basic knowledge of economics and international business environment |
| Rationale: | International economics is a field of study that examines the flow of goods, services, and capital across international borders. It analyzes how countries interact economically, the consequences of these interactions, and the policies that governments adopt to regulate such interactions. The rationale for studying international economics can be justified on the basis of above discussion. |

Course Outcomes:

03EC422.1: Upon completing this course, Students will be able to define and identify the distinct features of international trade and international economics. Students will also be able to explain the classical, neo-classical and modern theories of international trade.

03EC422.2: Upon completing this course, students will be able to define and identify the terms of trade, and the factors affecting them. They will recall and explain the differences between free trade and protection. Students will recognize and discuss about tariffs, Quota, dumping, and anti-dumping measures and their implications on international trade.

03EC422.3: Students will be able to understand the fundamental concepts and mechanisms of exchange rates, including theories of foreign exchange rate determination, to explain how these influence international trade and investment decisions. Further the knowledge of exchange control policies and measures, volatility of exchange rate, appreciation and depreciation of currency will help the students to analyze their impact on a country's economic stability and foreign exchange reserves.

03EC422.4: Students will be able to understand the components and significance of the Balance of Payments and Balance of Trade to explain their roles in national and global economic contexts and also students will be able to apply the knowledge of balance of payment and balance of trade to analyze the effect of balance of payment and balance of trade on international trade and take policy measures to achieve equilibrium in balance of payment and balance of trade.

03EC422.5: Upon completing this course, students will be able to analyze the directions and trends in India's foreign trade, and examine the roles and functions of IMF, World Bank and WTO.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

Scheme of Studies:

| Code | Course Code | Course Title | Scheme of studies (Hours/Week) | | | | | Total Credits (C) |
|------|-------------|-------------------------|--------------------------------|----|----|----|---------------------------------|-------------------|
| | | | CI | LI | SW | SL | Total Study Hours (CI+LI+SW+SL) | |
| ECO | 03EC422 | International Economics | 4 | 0 | 1 | 1 | 6 | 4 |

Legend:

CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

SW: Sessional Work (includes assignment, seminar, mini project etc.),

SL: Self Learning,

C: Credits.

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

Scheme of Assessment:

Theory:

| Code | Course Code | Course Title | Scheme of Assessment (Marks) | | | | | | | End Semester Assessment (ESA) | Total Marks (PRA+ ESA) |
|------|-------------|-------------------------|--|---|------------------|------------------------------|-----------------------|----|-------------------------------|-------------------------------|------------------------|
| | | | Progressive Assessment (PRA) | | | | | | Total Marks (CA+CT+SA+CAT+AT) | | |
| | | | Class/Home Assignment 5 number 3 marks each (CA) | Class Test 2 (2 best out of 3) 10 marks each (CT) | Seminar one (SA) | Class Activity any one (CAT) | Class Attendance (AT) | | | | |
| ECO | 03EC422 | International Economics | 15 | 20 | 5 | 5 | 5 | 50 | 50 | 100 | |

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

03EC422.1: Upon completing this course, Students will be able to define and identify the distinct features of international trade and international economics. Students will also be able to explain the classical, neo-classical and modern theories of international trade.

Approximate Hours

| Item | AppX Hrs |
|--------------|-----------|
| CI | 13 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 15 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|---|--------------------------------|
| <p>SO1.1 Students will be able to define and identify the distinct features of international trade and international economics</p> <p>SO1.2 Student will be able to differentiate between national and international trade</p> <p>SO1.3 Student will recall and explain the concept of reciprocal demand in comparative costs</p> <p>SO1.4 Students will be able to explain the classical, neo-classical and modern theories of international trade</p> | | <p>Unit-1.0: Introduction and theories of International Trade [13 Hours]</p> <p>1.1 Meaning and Definition of international economics, Meaning and distinct features of international trade.</p> <p>1.2 Nature and importance of international trade.</p> <p>1.3 Difference between National and International trade</p> <p>1.4 The classical theory of international trade- Adam Smith's Theory of Foreign Trade: Theory of Absolute Advantage</p> <p>1.5 The classical theory of international trade- Ricardian Theory of Foreign Trade: Theory of Comparative Advantage</p> <p>1.6 The classical theory of international trade- Weaknesses of the Comparative Advantage Theory</p> <p>1.7 Neo-classical theory of trade- Haberler's Opportunity Cost Theory of Trade.</p> <p>1.8 Concept of reciprocal demand in the theory of</p> | <p>1. The Leontief Paradox</p> |



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

| | | | |
|--|--|--|--|
| | | <p>comparative costs.</p> <p>1.9 Modern theory of international trade – Heckscher-Ohlin Theory – Assumptions.</p> <p>1.10 Modern theory of international trade – Heckscher-Ohlin Theory- Factor intensity, factor abundance and the production possibility frontier.</p> <p>1.11 Modern theory of international trade – Heckscher-Ohlin Trade Theorem: Theorem I</p> <p>1.12 Modern theory of international trade – Heckscher-Ohlin Theorem II: The Factor Price Equalization Theorem</p> <p>1.13 Modern theory of international trade – Criticism of the Heckscher-Ohlin Theory</p> | |
|--|--|--|--|

SW-1 Suggested Sessional Work (SW):

a. Assignments:

1. Classical Theories of International Trade.
2. Modern theories of International Trade.

b. Mini Project: Prepare a report highlighting last 5 years import and export position of India.

c. Other Activities (Specify):



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

03EC422.2: Upon completing this course, students will be able to define and identify the terms of trade, and the factors affecting them. They will recall and explain the differences between free trade and protection. Students will recognize and discuss about tariffs, Quota, dumping, and anti-dumping measures and their implications on international trade.

Approximate Hours

| Item | AppX Hrs |
|--------------|-----------|
| CI | 11 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 13 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|--|--|
| <p>SO2.1 Students will define and identify trade policy and its instruments</p> <p>SO2.2 Students will be able to define and identify the terms of trade and the factors affecting them</p> <p>SO2.3 Student will recall and explain the differences between free trade and protection</p> <p>SO2.4 Students will recognize and discuss about tariffs, Quota, dumping, and anti-dumping measures and their implications on international trade</p> | | <p>Unit-2.0: Trade Policy and Terms of Trade [11 Hours]</p> <p>2.1 Meaning and instruments of trade policy.</p> <p>2.2 terms of trade and factors affecting them</p> <p>2.3 Free trade versus protection:- Meaning of Free Trade Policy and Arguments for free trade.</p> <p>2.4 Free trade versus protection:- Trade Protection Policy and Arguments for Trade Protection</p> <p>2.5 Tariffs: Meaning, Kinds of Rate-Based Tariffs and Effects of Tariffs.</p> <p>2.6 Terms of Trade in the Absence of Retaliation</p> <p>2.7 Terms of Trade in the Event of Foreign Retaliation</p> <p>2.8 QUOTAS: Meaning of Import Quota and Effect of Import Quota under Perfect Competition.</p> <p>2.9 Types of Quotas</p> <p>2.10 DUMPING: Meaning, Benefits and Kinds of Dumping.</p> <p>2.11 Effects of Dumping and Anti-Dumping Measures</p> | <p>1. Import Quota Vs. Import Tariff</p> |

SW-2 Suggested Sessional Work (SW):

a. Assignments:

1. Free trade Vs. Protection, Tariff.
2. Quotas and Dumping

b. Mini Project: Make a report highlighting trade between India and US and India and China in last year.

c. Other Activities (Specify): PPT Presentation on Tariff and Dumping.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

03EC422.3: Students will be able to understand the fundamental concepts and mechanisms of exchange rates, including theories of foreign exchange rate determination, to explain how these influence international trade and investment decisions. Further the knowledge of exchange control policies and measures, volatility of exchange rate, appreciation and depreciation of currency will help the students to analyze their impact on a country's economic stability and foreign exchange reserves.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 13 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 15 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|--|--------------------------------------|
| <p>SO3.1 Students will be able to understand the meaning, types and determination of exchange rates</p> <p>SO3.2 Students will be able to understand the theories of foreign exchange rate</p> <p>SO3.3 The knowledge of exchange control policies and measures, volatility of exchange rate, appreciation and depreciation of currency will help the students to analyze their impact on a country's economic stability and foreign exchange reserves</p> | | <p>Unit-3.0: Exchange Rate and Theories of Foreign Exchange Rate [13 Hours]</p> <p>3.1 Meaning and types of Exchange Rate.</p> <p>3.2 Determination and Regulation of the Fixed Exchange Rate</p> <p>3.3 Fixed vs Flexible Exchange Rate</p> <p>3.4 Arguments in favour of Fixed Exchange Rate</p> <p>3.5 Arguments in favour of Flexible Exchange Rates</p> <p>3.6 Theories Of Foreign Exchange Rate- Mint Parity Theory</p> <p>3.7 Purchasing Power Parity Theory- Absolute Purchasing Power Parity Theory</p> <p>3.8 Purchasing Power Parity Theory- Relative Purchasing Power Parity Theory</p> <p>3.9 Meaning and objectives of exchange control</p> <p>3.10 Methods of exchange control</p> <p>3.11 Appreciation of currency: Meaning, Causes and effects.</p> <p>3.12 Depreciation: of currency: Meaning, Causes and effects.</p> <p>3.13 Volatility of Exchange Rates- Meaning, Causes, effects and</p> | <p>1. Convertibility of Currency</p> |



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

| | | | |
|--|--|---|--|
| | | management of exchange rate volatility | |
|--|--|---|--|

SW-3 Suggested Sessional Work (SW):

a. Assignments:

1. Exchange rate and Theories of foreign exchange rate.
2. Exchange control and appreciation and depreciation of currency.

b. Mini Project: Prepare a report showing yearly change in foreign exchange rate for last 5 years among world's top 5 economies.

c. Other Activities (Specify):



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

03EC422.4: Students will be able to understand the components and significance of the Balance of Payments and Balance of Trade to explain their roles in national and global economic contexts and also students will be able to apply the knowledge of balance of payment and balance of trade to analyze the effect of balance of payment and balance of trade on international trade and take policy measures to achieve equilibrium in balance of payment and balance of trade.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 9 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 11 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|--|--------------------|
| <p>SO4.1 Students will be able to understand about the balance of payment</p> <p>SO4.2 Students will be able to understand about the balance of trade</p> <p>SO4.3 Students will be able to apply the knowledge of balance of payment and balance of trade to analyze their effects on international trade</p> <p>SO4.4 Students will be able to take policy measures to achieve equilibrium in balance of payment and balance of trade</p> | | <p>Unit-4.0: Balance of Payment and Balance of Trade [9 Hours]</p> <p>4.1 Meaning of Balance of Payment, Balance of Trade and Composition of Balance of Payment.</p> <p>4.2 Significance of Balance of Payment.</p> <p>4.3 Distinction between Balance of Trade and Balance of Payments.</p> <p>4.4 Disequilibrium in BOP- causes and measures for correction.</p> <p>4.5 Components and Types of Balance of Trade.</p> <p>4.6 Factors affecting Balance of Trade.</p> <p>4.7 Effects of Balance of trade.</p> <p>4.8 Balance of Trade Equilibrium- Meaning and Factors leading to trade equilibrium.</p> <p>4.9 Implications of Trade Equilibrium and Policy Measures to Achieve Trade Equilibrium</p> | |

SW-4 Suggested Sessional Work (SW):

- a. **Assignments:** Balance of Payment and Balance of Trade (questions will be given by subject teacher).
- b. **Mini Project:** Prepare a report showing India's balance of payment in last 10 years.
- c. **Other Activities (Specify):**



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

03EC422.5: Upon completing this course, students will be able to analyze the directions and trends in India's foreign trade, and examine the roles and functions of IMF, World Bank and WTO.

Approximate Hours

| Item | AppX Hrs |
|--------------|-----------|
| CI | 14 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 16 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|--|---|
| <p>SO5.1 Students will be able to analyze the directions and trends in India's foreign trade</p> <p>SO5.2 Students will be able to examine the roles and functions of IMF and World Bank</p> <p>SO5.3 Students will be able to examine the roles and functions of WTO</p> | | <p>Unit-5.0: India's Foreign Trade, International Trade and Monetary System [14 Hours]</p> <p>5.1 Foreign Trade And Economic Development</p> <p>5.2 Foreign Trade Policy and Its Trends.</p> <p>5.3 Direction of India's Foreign Trade</p> <p>5.4 Structure of India's Foreign Trade and Composition of India's Foreign Trade</p> <p>5.5 IMF- Introduction and Objectives of IMF</p> <p>5.6 Sources of the Fund's Resources: Membership Quota</p> <p>5.7 Functions of the IMF</p> <p>5.8 World Bank:- Introduction, Objectives and Functions of World Bank.</p> <p>5.9 WTO-History</p> <p>5.10 WTO and GATT: A comparison</p> <p>5.11 Objectives of the WTO</p> <p>5.12 Functions of the WTO</p> <p>5.13 Shortcomings of the WTO</p> <p>5.14 WTO and India</p> | <p>1. Foreign Trade Policy of India 2015-2020</p> |

SW-5 Suggested Sessional Work (SW):

a. Assignments:

1. Direction and trends of India's foreign trade, IMF.
2. World Bank and WTO.

b. Mini Project: Make a report highlighting initiatives taken by Government of India in recent years to promote foreign trade.

c. Other Activities (Specify):



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

Brief of Hours suggested for the Course Outcome:

| Course Outcomes | Class Lecture (CI) | Sessional Work (SW) | Self-Learning (SI) | Total hour (CI+SW+SI) |
|---|--------------------|---------------------|--------------------|-----------------------|
| 03EC422.1 Upon completing this course, Students will be able to define and identify the distinct features of international trade and international economics. Students will also be able to explain the classical, neo-classical and modern theories of international trade. | 13 | 1 | 1 | 15 |
| 03EC422.2 Upon completing this course, students will be able to define and identify the terms of trade, and the factors affecting them. They will recall and explain the differences between free trade and protection. Students will recognize and discuss about tariffs, Quota, dumping, and anti-dumping measures and their implications on international trade. | 11 | 1 | 1 | 13 |
| 03EC422.3 Students will be able to understand the fundamental concepts and mechanisms of exchange rates, including theories of foreign exchange rate determination, to explain how these influence international trade and investment decisions. Further the knowledge of exchange control policies and measures, volatility of exchange rate, appreciation and depreciation of currency will help the students to analyze their impact on a country's economic stability and foreign exchange reserves. | 13 | 1 | 1 | 15 |
| 03EC422.4 Students will be able to understand the components and significance of the Balance of Payments and Balance of Trade to explain their | 09 | 1 | 1 | 11 |



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

| | | | | |
|---|-----------|----------|----------|-----------|
| roles in national and global economic contexts and also students will be able to apply the knowledge of balance of payment and balance of trade to analyze the effect of balance of payment and balance of trade on international trade and take policy measures to achieve equilibrium in balance of payment and balance of trade. | | | | |
| 03EC422.5 Upon completing this course, students will be able to analyze the directions and trends in India's foreign trade, and examine the roles and functions of IMF, World Bank and WTO. | 14 | 1 | 1 | 16 |
| Total Hours | 60 | 5 | 5 | 70 |

Suggestion for End Semester Assessment:

Suggested Specification Table (For ESA)

| CO | Unit Titles | Marks Distribution | | | Total Marks |
|------------------|--|--------------------|---|---|-------------|
| | | R | U | A | |
| 03EC422.1 | Introduction and theories of International Trade | | | | |
| 02MT412.2 | Trade Policy and Terms of Trade | | | | |
| 03EC422.3 | Exchange Rate and Theories of Foreign Exchange Rate | | | | |
| 03EC422.4 | Balance of Payment and Balance of Trade | | | | |
| 03EC422.5 | India's Foreign Trade, International Trade and Monetary System | | | | |
| Total | | | | | 30 |

Legend: R: Remember, U: Understand, A: Apply

The end of semester assessment for International Economics will be held with written examination of 50 marks.

Note: Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorials



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

3. Case Method
4. Group Discussion
5. Brainstorming

Suggested Learning Resources:

(a) Books:

| S. No. | Title | Author | Publisher | Edition & Year |
|--------|--|-----------------|-------------------------------|------------------------------|
| 1 | International Economics | B.O Sodersten | Macmillan Press Ltd London | 3 rd Edition 1994 |
| 2 | International Economics | Paul R. Krugman | Pearson Education India | Latest |
| 3 | International Economics | H.G.Mannur | Vikas publishing House Ltd | Latest |
| 4 | International Economics | D.M. Mithani | Himalaya Publishing House | Latest |
| 5 | Lecture notes provided by Dept. of Management, AKS University, Satna | | | |

Curriculum Development Team:

1. Dr. Kausik Mukherjee, Associate Dean & Head, FMS, AKS University, Satna.
2. Dr. Pradeep Chaurasia, Associate Professor, FMS, AKS University, Satna.
3. Dr. Chandan Singh, Assistant Professor, FMS, AKS University, Satna.
4. Dr. Prakash Kumar Sen, Assistant Professor, FMS, AKS University, Satna.
5. Dr. Seema Dwivedi, Assistant Professor, FMS, AKS University, Satna.
6. Mr. Pramod Kumar Dwivedi, Assistant Professor, FMS, AKS University, Satna.
7. Mrs. Shinu Shukla, Assistant Professor, FMS, AKS University, Satna.
8. Mr. Krishna Kumar Mishra, Assistant Professor, FMS, AKS University, Satna.
9. Miss. Kiran Chhabariya, Assistant Professor, FMS, AKS University, Satna.
10. Mr. Anurag Singh Parihar, Teaching Associate, FMS, AKS University, Satna.

Cos, POs and PSOs Mapping

Course Title: BBA (Hon's)

Course Code: 03EC422

Course Title: International Economics

| Course Outcomes | Program Outcomes | | | | | | Program Specific Outcome | |
|--|------------------|---------------------|----------------------------------|---------------------------|----------------------|--------------------------------|---|---|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO 1 | PSO 2 |
| | Domain knowledge | Contemporary issues | Deep thinking, business analysis | Mobilization of resources | Research orientation | Developing corporate solutions | Acquire leadership skills and entrepreneurial mindset | Application of ethical practices and moral values |
| 03EC422.1: Upon completing this course, Students will be able to define and identify the distinct features of international trade and international economics. Students will also be able to explain the classical, neo-classical and modern theories of international trade | 3 | 1 | 3 | 1 | 1 | 2 | 1 | 2 |
| 03EC422.2: Upon completing this course, students will be able to define and identify the terms of trade, and the factors affecting them. They will recall and explain the differences between free trade and protection. Students will recognize and discuss about tariffs, Quota, dumping, and anti-dumping measures and | 3 | 1 | 3 | 3 | 1 | 2 | 2 | 2 |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| their implications on international trade | | | | | | | | |
| 03EC422.3: Students will be able to understand the fundamental concepts and mechanisms of exchange rates, including theories of foreign exchange rate determination, to explain how these influence international trade and investment decisions. Further the knowledge of exchange control policies and measures, volatility of exchange rate, appreciation and depreciation of currency will help the students to analyze their impact on a country's economic stability and foreign exchange reserves | 3 | 1 | 2 | 2 | 2 | 3 | 2 | 3 |
| 03EC422.4: Students will be able to understand the components and significance of the Balance of Payments and Balance of Trade to explain their roles in national and global economic contexts and also students will be able to apply the knowledge of balance of payment and balance of trade to analyze the effect of balance of payment and balance of trade on | 3 | 1 | 3 | 3 | 2 | 3 | 1 | 2 |

| | | | | | | | | |
|--|---|---|---|---|---|---|---|---|
| international trade and take policy measures to achieve equilibrium in balance of payment and balance of trade | | | | | | | | |
| 03EC422.5: Upon completing this course, students will be able to analyze the directions and trends in India's foreign trade, and examine the roles and functions of IMF, World Bank and WTO | 3 | 2 | 3 | 3 | 2 | 3 | 1 | 2 |

Legend: 1 – Low, 2 – Medium, 3 – High

Course Curriculum Map:

| POs & PSOs No. | COs No.& Titles | SOs No. | Laboratory Instruction (LI) | Classroom Instruction (CI) | Self-Learning (SL) |
|--|---|--|-----------------------------|---|--------------------|
| <p>POs 1,2,3,4,5,6</p> <p>PSOs 1,2</p> | <p>03EC422.1: Upon completing this course, Students will be able to define and identify the distinct features of international trade and international economics. Students will also be able to explain the classical, neo-classical and modern theories of international trade</p> | <p>SO1.1 SO1.2 SO1.3 SO1.4</p> | | <p>Unit-1.0: Introduction and theories of International Trade 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8, 1.9, 1.10, 1.11, 1.12, 1.13</p> | |
| <p>POs 1,2,3,4,5,6</p> <p>PSOs 1,2</p> | <p>03EC422.2: Upon completing this course, students will be able to define and identify the terms of trade, and the factors affecting them. They will recall and explain the differences between free trade and protection. Students will recognize and discuss about tariffs, Quota, dumping, and anti-dumping measures and their implications on international trade</p> | <p>SO2.1 SO2.2 SO2.3 SO2.4</p> | | <p>Unit-2.0: Trade Policy and Terms of Trade 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9, 2.10, 2.11</p> | |
| <p>POs 1,2,3,4,5,6</p> <p>PSOs 1,2</p> | <p>03EC422.3: Students will be able to understand the fundamental concepts and mechanisms of exchange rates, including theories of foreign exchange rate determination, to explain how these influence international</p> | <p>SO3.1 SO3.2 SO3.3</p> | | <p>Unit-3.0: Exchange Rate and Theories of Foreign Exchange Rate 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9, 3.10, 3.11, 3.12, 3.13</p> | |

| | | | | | |
|---------------------------------------|---|----------------------------------|--|--|--|
| | trade and investment decisions. Further the knowledge of exchange control policies and measures, volatility of exchange rate, appreciation and depreciation of currency will help the students to analyze their impact on a country's economic stability and foreign exchange reserves | | | | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 03EC422.4: Students will be able to understand the components and significance of the Balance of Payments and Balance of Trade to explain their roles in national and global economic contexts and also students will be able to apply the knowledge of balance of payment and balance of trade to analyze the effect of balance of payment and balance of trade on international trade and take policy measures to achieve equilibrium in balance of payment and balance of trade | SO4.1 SO4.2 SO4.3 SO4.4 | | | Unit-4.0: Balance of Payment and Balance of Trade 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9 |
| POs 1,2,3,4,5,6 PSOs 1,2 | 03EC422.5: Upon completing this course, students will be able to analyze the directions and trends in India's foreign trade, and examine the roles and | SO5.1 SO5.2 SO5.3 | | | Unit-5.0: India's Foreign Trade, International Trade and Monetary System 5.1, 5.2, 5.3, 5.4, 5.5, 5.6, 5.7, 5.8, 5.9, 5.10, 5.11, 5.12, 5.13, 5.14 |

| | | | | | |
|--|--------------------------------------|--|--|--|--|
| | functions of IMF, World Bank and WTO | | | | |
|--|--------------------------------------|--|--|--|--|



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Semester-IV

| | |
|-----------------------|--|
| Course Code: | OMT401 |
| Course Title : | Business and Marketing Research |
| Pre-requisite: | Businesses can enhance the effectiveness and reliability of their business and marketing research efforts, leading to more informed decision-making and strategic planning |
| Rationale: | Business and marketing research provides the foundation for informed decision-making, enabling organizations to adapt to changing market dynamics, stay competitive, and achieve long-term success. It is an essential tool for navigating the complexities of the business environment and maximizing opportunities for growth and innovation |

Course Outcomes:

OMT401.1: Define fundamental terms and concepts related to business and marketing research, such as sampling, data collection, and hypothesis.

OMT401.2: Understanding of the sequential steps involved in conducting business and marketing research, from problem definition to report writing.

OMT401.3: Apply their knowledge by developing a comprehensive research proposal, including research questions, methodology, and data collection plans.

OMT401.4: Analyze and critique existing business and marketing research studies, evaluating their methodologies, findings, and implications.

OMT401.5: Synthesize information gathered from research to create innovative and effective marketing strategies for a given business or product.

Scheme of Studies:

| Code | Course Code | Course Title | Scheme of studies (Hours/Week) | | | | Total Study Hours (CI+LI+SW+SL) | Total Credits (C) |
|------|-------------|-----------------|--------------------------------|----|----|----|------------------------------------|----------------------|
| | | | CI | LI | SW | SL | | |
| MKT | OMT401 | Macro Economics | 4 | 0 | 2 | 1 | 7 | 4 |

Legend:

CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

SW: Sessional Work (includes assignment, seminar, mini project etc.),

SL: Self Learning,

C: Credits.

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

Scheme of Assessment:

Theory:

| Code | Course Code | Course Title | Scheme of Assessment (Marks) | | | | | | | End Semester Assessment (ESA) | Total Marks (PRA+ ESA) |
|------|-------------|-----------------|--|---|------------------|------------------------------|-----------------------|-------------------------------|----|-------------------------------|------------------------|
| | | | Progressive Assessment (PRA) | | | | | Total Marks (CA+CT+SA+CAT+AT) | | | |
| | | | Class/Home Assignment 5 number 3 marks each (CA) | Class Test 2 (2 best out of 3) 10 marks each (CT) | Seminar one (SA) | Class Activity any one (CAT) | Class Attendance (AT) | | | | |
| MKT | 0MT401 | Macro Economics | 15 | 20 | 5 | 5 | 5 | 50 | 50 | 100 | |

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

OMT401.1: Define fundamental terms and concepts related to business and marketing research, such as sampling, data collection, and hypothesis.

Approximate Hours

| Item | AppX Hrs |
|--------------|-----------|
| CI | 13 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 15 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|---|--|
| <p>SO1.1. Define the concepts of business and marketing research, including their definitions and fundamental purposes</p> <p>SO1.2 Articulate an understanding of why business and marketing research is crucial for informed decision-making and strategic planning</p> <p>SO1.3. Formulate a basic research problem and outline a research design for investigating it</p> <p>SO1.4 Analyze different research methods used in business and marketing research, comparing their strengths and weaknesses</p> <p>SO1.5 Assess the appropriateness of different research methods for specific business and marketing scenarios</p> | | <p>Unit-1.0: Measurement of macroeconomic variables [13 Hours]</p> <p>1.1 Nature and Scope of Marketing Research</p> <p>1.2 Introduction to business and marketing research</p> <p>1.3 Role of Marketing Research in decision making, Applications of Marketing Research</p> <p>1.4 Market Research process, Classification of marketing research</p> <p>1.5 Defining the problem</p> <p>1.6 Importance of defining the problem</p> <p>1.7 process of defining the problem</p> <p>1.8 Develop an approach towards defining the problem</p> <p>1.9 components of the marketing research problem</p> <p>1.10 Ethics in marketing research</p> <p>1.11 Research proposal,</p> <p>1.12 Problem Formulation</p> <p>1.13 Management decision problem Vs. Marketing Research problem.</p> | <p>1. Applications of Marketing Research</p> <p>2. Market Research process</p> <p>3. Classification of marketing research</p> <p>4. Defining the problem</p> <p>5. Research proposal</p> |

SW-1 Suggested Sessional Work (SW):

- a. Assignments:** Management decision problem Vs. Marketing Research problem.
- b. Mini Project:** Problem formulation.
- c. Other Activities (Specify):** PPT Presentation



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

OMT401.2: Understanding of the sequential steps involved in conducting business and marketing research, from problem definition to report writing.

Approximate Hours

| Item | AppX Hrs |
|--------------|-----------|
| CI | 13 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 15 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|--|---|
| <p>SO2.1 Define the key elements of research design, including variables, hypotheses, and research questions</p> <p>SO2.2 Summarize the basic principles of different research designs</p> <p>SO2.3 Demonstrate the ability to choose an appropriate research design for a given research question or problem</p> <p>SO2.4 Break down the components of a research design and evaluate their interrelationships</p> <p>SO2.5 Assess the strengths and limitations of various research designs</p> | | <p>Unit-2.0: Research Design [13 Hours]</p> <p>2.1 Research design: Definition, Classification</p> <p>2.2 Exploratory research design : purposes</p> <p>2.3 Descriptive Research : reasons</p> <p>2.4 Casual research designs: purpose</p> <p>2.5 Potential sources of error in research designs</p> <p>2.6 Exploratory research design : secondary data</p> <p>2.7 Primary data, Secondary data</p> <p>2.8 Secondary data sources, Primary v/s secondary data</p> <p>2.9 Advantages of secondary data, Uses of secondary data</p> <p>2.10 Disadvantages of secondary data</p> <p>2.11 Criteria for evaluating secondary data</p> <p>2.12 Classification of secondary data</p> <p>2.13 Define, Classification of syndicate research</p> | <ol style="list-style-type: none"> 1. Research design: classification 2. Potential sources of error in research designs 3. Secondary data sources 4. Classification of secondary data 5. Classification of syndicated research |

SW-2 Suggested Sessional Work (SW):

- a. **Assignments:** Research design: classification.
- b. **Mini Project:** Classification of syndicate research.
- c. **Other Activities (Specify):** Class presentation.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

OMT401.3: Apply their knowledge by developing a comprehensive research proposal, including research questions, methodology, and data collection plans.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 14 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 16 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|---|---|
| <p>SO3.1 Define the key principles of primary data collection methods</p> <p>SO3.2 Explain the importance of primary data in research and decision-making</p> <p>SO3.3 Demonstrate the ability to choose appropriate primary data collection methods for specific research scenarios</p> <p>SO3.4 Evaluate the reliability and validity of data collected through different primary methods</p> <p>SO3.5 Assess the appropriateness of chosen primary data collection methods based on research objectives</p> | | <p>Unit-3.0: Primary Data Collection [14 Hours]</p> <p>3.1 Primary Data Collection: classification, Qualitative versus quantitative research</p> <p>3.2 Descriptive research design :survey, observation, methods</p> <p>3.3 Exploratory research design : qualitative research, procedures</p> <p>3.4 Focus groups interviews, characteristics of focus groups</p> <p>3.5 Procedure for planning and conducting focus groups, advantages of focus groups, disadvantages of focus groups</p> <p>3.6 Depth Interviews, characteristics of depth interviews</p> <p>3.7 Techniques of depth interviews, advantages and disadvantages of depth interviews</p> <p>3.8 Focus groups v/s depth interviews, projective techniques,</p> <p>3.9 Types of projective techniques, advantages and disadvantages of projective techniques</p> <p>3.10 Casual research design- experimentation, measurement and scaling</p> <p>3.11 Scale characteristics, levels of measurements</p> | <ol style="list-style-type: none"> 1. Primary Data Collection: classification 2. Classification of bservation methods 3. Exploratory research design: qualitative research 4. Classification of Qualitative research procedures 5. Classification of scaling techniques. |



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

| | | | |
|--|--|--|--|
| | | 3.12 Primary scales of management, classification of scaling techniques 3.13 Comparative scaling techniques, Types of comparative scaling techniques 3.14 Non comparative scaling techniques, Types of non-comparative techniques, Questionnaire and form design | |
|--|--|--|--|

SW-3 Suggested Sessional Work (SW):

- a. **Assignments:** Types of non-comparative techniques.
- b. **Mini Project:** Primary scales of management.
- c. **Other Activities (Specify):** PPT Presentation



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

OMT401.4: Analyze and critique existing business and marketing research studies, evaluating their methodologies, findings, and implications.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 13 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 15 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|--|--|
| <p>SO4.1 Define and recall the basic principles of sampling</p> <p>SO4.2 Explain the importance of sampling in research and data collection</p> <p>SO4.3 Demonstrate the ability to choose an appropriate sampling method for a given research scenario</p> <p>SO4.4 Analyze the potential sources of bias in a sampling process</p> <p>SO4.5 Develop a comprehensive sampling plan for a complex research project</p> | . | <p>Unit-4.0: Sampling [13 Hours]</p> <p>4.1 Sampling :meaning and definition</p> <p>4.2 Steps in sampling design process</p> <p>4.3 Sample or census</p> <p>4.4 Classification of Sampling techniques</p> <p>4.5 Determination of sample size</p> <p>4.6 Probability sampling techniques</p> <p>4.7 Non probability sampling techniques</p> <p>4.8 Strengths and weaknesses of basic sampling techniques</p> <p>4.9 Data analysis</p> <p>4.10 Z test – mean</p> <p>4.11 Z test- diff. of mean</p> <p>4.12 Z test- diff. of proportion</p> <p>4.13 T test (mean), Paired t test, Chi square test</p> | <ol style="list-style-type: none"> 1. Sampling: meaning and definition 2. Classification of Sampling techniques 3. Probability sampling techniques 4. Non probability sampling techniques 5. Z test – mean 6. Z test- diff. of mean 7. Chi square test 8. Z test- diff. of proportion 9. T test (mean) 10. Paired t test |

SW-4 Suggested Sessional Work (SW):

- a. Assignments:** Probability sampling techniques.
- b. Mini Project:** Classification of sampling techniques.
- c. Other Activities (Specify):** Class presentation



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

OMT401.5: Synthesize information gathered from research to create innovative and effective marketing strategies for a given business or product.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 7 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 9 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|---|---|
| <p>SO5.1 Recognize and differentiate between one-way ANOVA, two-way ANOVA, and other variations</p> <p>SO5.2 Explain how ANOVA works, including the comparison of means and the role of variance within and between groups</p> <p>SO5.3 Analyze and interpret the results of ANOVA, including understanding the significance level, F-statistic, and p-value</p> <p>SO5.4 Differentiate between ANOVA and other statistical tests, such as t-tests, and understand when to use ANOVA</p> <p>SO5.5 Evaluate the assumptions underlying ANOVA and discuss the implications if these assumptions are violated</p> | | <p>Unit-5.0: ANOVA [7 Hours]</p> <p>5.1 Introduction to theoretical concept of ANOVA</p> <p>5.2 Objectives</p> <p>5.3 One way analysis of variance</p> <p>5.4 Overview of factor analysis</p> <p>5.5 Assumptions of factor analysis</p> <p>5.6 Overview of discriminant Analysis</p> <p>5.7 Assumptions of discriminant Analysis</p> | <ol style="list-style-type: none"> 1. One way analysis of variance 2. Assumptions of factor analysis 3. Assumptions of discriminant Analysis |

SW-5 Suggested Sessional Work (SW):

- a. Assignments:** One way analysis of variance.
- b. Mini Project:** Assumptions of discriminant Analysis.
- c. Other Activities (Specify):** PPT Presentation



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Brief of Hours suggested for the Course Outcome:

| Course Outcomes | Class Lecture (CI) | Sessional Work (SW) | Self-Learning (SI) | Total hour (CI+SW+SI) |
|--|--------------------|---------------------|--------------------|-----------------------|
| 0MT401.1: Define fundamental terms and concepts related to business and marketing research, such as sampling, data collection, and hypothesis | 13 | 1 | 1 | 15 |
| 0MT401.2: Understanding of the sequential steps involved in conducting business and marketing research, from problem definition to report writing | 13 | 1 | 1 | 15 |
| 0MT401.3: Apply their knowledge by developing a comprehensive research proposal, including research questions, methodology, and data collection plans | 14 | 1 | 1 | 16 |
| 0MT401.4: Analyze and critique existing business and marketing research studies, evaluating their methodologies, findings, and implications | 13 | 1 | 1 | 15 |
| 0MT401.5: Synthesize information gathered from research to create innovative and effective marketing strategies for a given business or product | 7 | 1 | 1 | 9 |
| Total Hours | 60 | 5 | 5 | 70 |

Suggestion for End Semester Assessment:

Suggested Specification Table (For ESA)

| CO | Unit Titles | Marks Distribution | | | Total Marks |
|-----------------|--|--------------------|---|---|-------------|
| | | R | U | A | |
| 0MT401.1 | Nature and Scope of Marketing Research | | | | |
| 0MT401.2 | Research Design | | | | |
| 0MT401.3 | Primary Data Collection | | | | |
| 0MT401.4 | Sampling | | | | |
| 0MT401.5 | ANNOVA | | | | |
| Total | | | | | 30 |

Legend: R: Remember, U: Understand, A: Apply

The end of semester assessment for Business and Marketing Research will be held with written examination of 50 marks.

Note: Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorials
3. Case Method
4. Group Discussion
5. Brainstorming

Suggested Learning Resources:

(a) Books:

| S. No. | Title | Author | Publisher | Edition & Year |
|--------|--|--------------------|-----------------------|----------------|
| 1 | Marketing Research | Naresh Malhotra | Pearson | - |
| 2 | Business Research Methods | Cooper & Schindler | McGraw-Hill Education | - |
| 3 | Lecture notes provided by Dept. of Management, AKS University, Satna | | | |

Curriculum Development Team:

1. Dr. Kausik Mukherjee, Associate Dean & Head, FMS, AKS University, Satna.
2. Dr. Pradeep Chaurasia, Associate Professor, FMS, AKS University, Satna.
3. Dr. Chandan Singh, Assistant Professor, FMS, AKS University, Satna.
4. Dr. Prakash Kumar Sen, Assistant Professor, FMS, AKS University, Satna.
5. Dr. Seema Dwivedi, Assistant Professor, FMS, AKS University, Satna.
6. Mr. Pramod Kumar Dwivedi, Assistant Professor, FMS, AKS University, Satna.
7. Mrs. Shinu Shukla, Assistant Professor, FMS, AKS University, Satna.
8. Mr. Krishna Kumar Mishra, Assistant Professor, FMS, AKS University, Satna.
9. Miss. Kiran Chhabariya, Assistant Professor, FMS, AKS University, Satna.
10. Mr. Anurag Singh Parihar, Teaching Associate, FMS, AKS University, Satna.

Cos, POs and PSOs Mapping

Course Title: BBA (Hon's)

Course Code: OMT401

Course Title: Business and Marketing Research

| Course Outcomes | Program Outcomes | | | | | | Program Specific Outcome | |
|--|------------------|---------------------|----------------------------------|---------------------------|----------------------|--------------------------------|---|---|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO 1 | PSO 2 |
| | Domain knowledge | Contemporary issues | Deep thinking, business analysis | Mobilization of resources | Research orientation | Developing corporate solutions | Acquire leadership skills and entrepreneurial mindset | Application of ethical practices and moral values |
| OMT401.1: Define fundamental terms and concepts related to business and marketing research, such as sampling, data collection, and hypothesis. | 3 | 3 | 2 | 2 | 1 | 2 | 2 | 3 |
| OMT401.2: Understanding of the sequential steps involved in conducting business and marketing research, from problem definition to report writing | 3 | 2 | 2 | 2 | 1 | 2 | 2 | 3 |
| OMT401.3: Apply their knowledge by developing a comprehensive research proposal, including research questions, methodology, and data collection plans | 2 | 3 | 3 | 2 | 1 | 2 | 2 | 3 |
| OMT401.4: Analyze and critique existing business and marketing research studies, evaluating their | 3 | 3 | 2 | 2 | 1 | 2 | 2 | 3 |

| | | | | | | | | |
|--|---|---|---|---|---|---|---|---|
| methodologies, findings, and implications | | | | | | | | |
| OMT401.5: Synthesize information gathered from research to create innovative and effective marketing strategies for a given business or product | 3 | 3 | 2 | 2 | 1 | 2 | 2 | 3 |

Legend: 1 – Low, 2 – Medium, 3 – High

Course Curriculum Map:

| POs & PSOs No. | COs No.& Titles | SOs No. | Laboratory Instruction (LI) | Classroom Instruction (CI) | Self-Learning (SL) |
|---------------------------------------|--|---|------------------------------------|--|---------------------------|
| POs 1,2,3,4,5,6 PSOs 1,2 | 0MT401.1: Define fundamental terms and concepts related to business and marketing research, such as sampling, data collection, and hypothesis. | SO1.1 SO1.2 SO1.3 SO1.4 SO1.5 | | Unit-1.0: Nature and Scope of Marketing Research 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8, 1.9, 1.10, 1.11, 1.12, 1.13 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 0MT401.2: Understanding of the sequential steps involved in conducting business and marketing research, from problem definition to report writing | SO2.1 SO2.2 SO2.3 SO2.4 SO2.5 | | Unit-2.0: Research Design 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9, 2.10, 2.11, 2.12, 2.13 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 0MT401.3: Apply their knowledge by developing a comprehensive research proposal, including research questions, methodology, and data collection plans | SO3.1 SO3.2 SO3.3 SO3.4 SO3.5 | | Unit-3.0: Primary Data Collection 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9, 3.10, 3.11, 3.12, 3.13, 3.14 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 0MT401.4: Analyze and critique existing business and marketing research studies, evaluating their methodologies, findings, and implications | SO4.1 SO4.2 SO4.3 SO4.4 SO4.5 | | Unit-4.0: Sampling 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9, 4.10, 4.11, 4.12, 4.13 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 0MT401.5: Synthesize information gathered from research to create innovative and effective marketing strategies for a given business or product | SO5.1 SO5.2 SO5.3 SO5.4 SO5.5 | | Unit-5.0: ANOVA 5.1, 5.2, 5.3, 5.4, 5.5, 5.6, 5.7 | |



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Semester-V

| | |
|-----------------------|--|
| Course Code: | 01MT501 |
| Course Title : | Legal Aspects of Business |
| Pre-requisite: | Students should have basic knowledge of the origin of law and its sources for commercial purposes |
| Rationale: | As part of their studies in business law, students need to have a strong foundation in the historical background and sources of laws. This includes an understanding of Indian Contract Act, 1872; Sale of goods Act, 1930, The Companies Act, 2013, Consumer Protection Act, 1986, The Right to Information Act, 2005. In addition, students should gain a basic understanding of various types of laws, their applications, and the Indian regulatory authorities responsible for enforcing them in society. |

Course Outcomes:

01MT501.1: Students will recall various definitions and would be able to evaluate the provisions of Indian Contract Act, 1872.

01MT501.2: Students would be able to understand various provisions of Sale of Goods Act, 1930.

01MT501.3: Students will be familiar with Companies Act, 2013 and its various provisions and various documents which are required to be prepared under Companies Act.

01MT501.4: Students will remember the Consumer Protection Act and various rights of consumers under the Act.

01MT501.5: Students will be able to apply and examine RTI Act, 2005.

Scheme of Studies:

| Code | Course Code | Course Title | Scheme of studies (Hours/Week) | | | | Total Study Hours (CI+LI+SW+SL) | Total Credits (C) |
|------|-------------|---------------------------|--------------------------------|----|----|----|------------------------------------|----------------------|
| | | | CI | LI | SW | SL | | |
| HRM | 01MT501 | Legal Aspects of Business | 6 | 0 | 2 | 1 | 9 | 6 |

Legend:

CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

SW: Sessional Work (includes assignment, seminar, mini project etc.),

SL: Self Learning,



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

C: Credits.

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

Scheme of Assessment:

Theory:

| Code | Course Code | Course Title | Scheme of Assessment (Marks) | | | | | | | End Semester Assessment (ESA) | Total Marks (PRA+ ESA) |
|------|-------------|---------------------------|--|---|------------------|------------------------------|-----------------------|-------------------------------|----|-------------------------------|------------------------|
| | | | Progressive Assessment (PRA) | | | | | Total Marks (CA+CT+SA+CAT+AT) | | | |
| | | | Class/Home Assignment 5 number 3 marks each (CA) | Class Test 2 (2 best out of 3) 10 marks each (CT) | Seminar one (SA) | Class Activity any one (CAT) | Class Attendance (AT) | | | | |
| HRM | 01MT501 | Legal Aspects of Business | 15 | 20 | 5 | 5 | 5 | 50 | 50 | 100 | |

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

01MT501.1: Students will recall various definitions and would be able to evaluate the provisions of Indian Contract Act, 1872.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 32 |
| LI | 0 |
| SW | 2 |
| SL | 1 |
| Total | 35 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|--|---|
| <p>SO1.1 Understanding of Contract and its various types</p> <p>SO1.2 Conceptualize the law relating to offer and acceptance</p> <p>SO1.3 Understand the conditions of free consent and capacity of parties to enter into a contract</p> <p>SO1.4 Elaborate breach of contract and discharge of contract</p> <p>SO1.5 Remember contract of Indemnity and Guarantee</p> <p>SO1.6 Understand Contract of Bailment and Pledge</p> <p>SO1.7 Elaborate Contract of agency</p> | | <p>Unit-1.0: The Indian Contract Act, 1872 [32 Hours]</p> <p>1.1 Meaning of Agreement and Contract</p> <p>1.2 Essentials of Contract</p> <p>1.3 Kinds of Contract on the basis of validity</p> <p>1.4 Kinds of contract on the basis of formation</p> <p>1.5 Kinds of contract on the basis of performance</p> <p>1.6 Law relating to offer</p> <p>1.7 Law relating to acceptance</p> <p>1.8 Consideration</p> <p>1.9 Elements of consideration</p> <p>1.10 Legal rules regarding consideration</p> <p>1.11 Stranger to a contract and its exceptions</p> <p>1.12 Exceptions to the rule that a contract without consideration is void</p> <p>1.13 Competency to contract</p> <p>1.14 Agreement with a minor and consequences of an agreement with a minor</p> <p>1.15 Exceptions to the rule that an agreement with a minor are void</p> <p>1.16 Agreements with a person of unsound mind</p> <p>1.17 Consequences of agreement with persons of unsound mind</p> <p>1.18 Agreement with a person</p> | <p>1. Contract and its various types</p> <p>2. Competent parties and Free consent</p> |



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

| | | | |
|--|--|--|--|
| | | disqualified by law 1.19 Free Consent 1.20 Coercion and its aspects 1.21 Difference between Coercion and Undue Influence 1.22 Fraud and its essential elements 1.23 Exceptions and consequences of fraud 1.24 Misrepresentation and difference between fraud and misrepresentation 1.25 Void agreements 1.26 Performance of Contract 1.27 Discharge of Contract 1.28 Breach of contract 1.29 Quasi Contract 1.30 Contract of Indemnity and Guarantee 1.31 Bailment and Pledge 1.32 Contract of agency | |
|--|--|--|--|

SW-1 Suggested Sessional Work (SW):

a. Assignments:

- Contract and its various types.
- Contract without consideration is void and its exceptions.

b. Mini Project: Case studies related to characteristics of contract.

c. Other Activities (Specify): Presentation on bailment and pledge.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

01MT501.2: Students would be able to understand various provisions of Sale of Goods Act, 1930.

Approximate Hours

| Item | AppX Hrs |
|--------------|-----------|
| CI | 21 |
| LI | 0 |
| SW | 2 |
| SL | 1 |
| Total | 24 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|---|---|
| <p>SO2.1 Difference between sale and an agreement to sell</p> <p>SO2.2 Understanding about unpaid seller and his rights</p> <p>SO2.3 Understanding about Sale by non-owners and its exceptions</p> <p>SO2.4 Familiarize and understand various types of negotiable instruments</p> <p>SO2.5 Understand endorsement and Payment in due course</p> | | <p>Unit-2.0: Sale of Goods Act, 1930 [21 Hours]</p> <p>2.1 Difference between sale and an agreement to sell</p> <p>2.2 Implied conditions and warranties</p> <p>2.3 Meaning and definition of An Unpaid Seller</p> <p>2.4 Rights of an Unpaid Seller against the buyer</p> <p>2.5 Rights of an unpaid seller against the goods</p> <p>2.6 Difference between rights of lien and rights of stoppage in transit</p> <p>2.7 Sale by non-owners</p> <p>2.8 Exceptions of sale by non-owners</p> <p>2.9 Meaning and Characteristics of negotiable instruments.</p> <p>2.10 Various types of negotiable instruments</p> <p>2.11 Meaning and essentials of bills of exchange</p> <p>2.12 Days of grace and conditions in which parties may disallow days of grace</p> <p>2.13 Cheque and its characteristics</p> <p>2.14 Difference between Cheque and bills of exchange</p> <p>2.15 Types of Cheque</p> <p>2.16 Crossing of Cheque</p> <p>2.17 Endorsement of Cheque</p> <p>2.18 Payment in due course</p> <p>2.19 Essential conditions for payment in due course</p> <p>2.20 Promissory Note and its characteristics</p> <p>2.21 Parties of promissory note</p> | <p>1. Difference between sale and an agreement to sell</p> <p>2. Negotiable instruments and its types</p> |

SW-2 Suggested Sessional Work (SW):

- a. Assignments:** Difference between right of lien and right of stoppage in transit. Crossing of cheque and various types of crossing.
- b. Mini Project:** To prepare a project upon various types of negotiable instruments.
- c. Other Activities (Specify):** Presentation on endorsement and its various types.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

01MT501.3: Students will be familiar with Companies Act, 2013 and its various provisions and various documents which are required to be prepared under Companies Act.

Approximate Hours

| Item | AppX Hrs |
|--------------|-----------|
| CI | 20 |
| LI | 0 |
| SW | 2 |
| SL | 1 |
| Total | 23 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|--|---|
| <p>SO3.1 Meaning and types of companies</p> <p>SO3.2 Understand about preliminary documents of companies</p> <p>SO3.3 Understanding of issue of various types of shares of companies</p> <p>SO3.4 Awareness about various types of company meetings</p> <p>SO3.5 Understanding about LLP and its nature</p> <p>SO3.6 Understanding about partners and their relations in LLP and extent and limitation of liability in LLP</p> | | <p>Unit-3.0: The Companies Act, 2013 [20 Hours]</p> <p>3.1 Meaning of Companies</p> <p>3.2 Types of companies</p> <p>3.3 Incorporation of Companies</p> <p>3.4 Memorandum of Association</p> <p>3.5 Clauses of memorandum of association</p> <p>3.6 Alteration of clauses of memorandum of association</p> <p>3.7 Articles of Association and its components</p> <p>3.8 Difference between Memorandum and Articles of Association</p> <p>3.9 Objectives of Articles of Association</p> <p>3.10 Prospectus</p> <p>3.11 Issue of shares and bonus shares</p> <p>3.12 Right issue, Sweat Equity</p> <p>3.13 Sweat Equity</p> <p>3.14 Role of directors</p> <p>3.15 Share Qualification</p> <p>3.16 Company Meetings</p> <p>3.17 Meaning and nature of LLP</p> <p>3.18 Formation of LLP</p> <p>3.19 Partners and their relations in LLP</p> <p>3.20 Extent and Limitation of liability in LLP</p> | <p>1. Understand the meaning and types of companies</p> <p>2. Understanding about various preliminary documents</p> |

SW-3 Suggested Sessional Work (SW):

- a. Assignments:** Write an essay upon company and its various types. LLP and procedure of formation of LLP.
- b. Mini Project:** Prepare a report upon procedure of formation of companies.
- c. Other Activities (Specify):** Group discussion upon various types of shares issued by a company.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

01MT501.4: Students will remember the Consumer Protection Act and various rights of consumers under the Act.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 8 |
| LI | 0 |
| SW | 2 |
| SL | 1 |
| Total | 11 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|---|--|
| <p>SO4.1 Understanding various definitions under Consumer Protection Act</p> <p>SO4.2 Remember rights of consumers</p> <p>SO4.3 Awareness about objectives of consumers</p> <p>SO4.4 Understanding of machinery for consumer protection</p> <p>SO4.5 Understanding of defects and deficiency removal under consumer protection Act</p> | | <p>Unit-4.0: Consumer Protection Act, 1986 [8 Hours]</p> <p>4.1 Definition of Consumer Protection Act</p> <p>4.2 Definition of Appropriate laboratory and Complainant</p> <p>4.3 Definition of consumer and deficiency</p> <p>4.4 Rights of consumers</p> <p>4.5 Objectives of consumer protection act</p> <p>4.6 Machinery for consumer protection</p> <p>4.7 Defects removal under consumer protection act</p> <p>4.8 Deficiency removal under consumer protection act</p> | <p>1. Learn various definitions under Consumer Protection Act.</p> <p>2. Objectives of Consumer Protection Act</p> |

SW-4 Suggested Sessional Work (SW):

a. Assignments:

- Discuss the meaning and definition under Consumer Protection Act, 1986.
- Discuss various rights of consumers under consumer protection act, 1986.

b. Mini Project: Prepare a case study upon procedure to file a case under Consumer Protection.

c. Other Activities (Specify): Presentation on Machinery for Consumer Protection.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

01MT501.5: Students will be able to apply and examine RTI Act, 2005.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 9 |
| LI | 0 |
| SW | 2 |
| SL | 1 |
| Total | 12 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|---|--|
| SO5.1 Understand concept and features of RTI SO5.2 Remember various definitions under RTI Act SO5.3 Understand coverage of RTI Act SO5.4 Understand the obligations of Public authorities under RTI SO5.5 Remember functions of PIO | | Unit-5.0: The Right to Information Act, 2005 [9 Hours] 5.1 Definition of RTI Act 5.2 Features of RTI Act 5.3 Coverage of RTI Act 5.4 Definition of Information 5.5 Definition of Public Authority 5.6 Definition of record and right 5.7 Obligation of Public Authorities under RTI 5.8 Definition of requesting information under RTI Act 5.9 Functions of PIO | 1. Definition and features of RTI Act, 2005 2. Functions of PIO |

SW-5 Suggested Sessional Work (SW):

a. Assignments:

- Concept of RTI and its features.
- Various definitions under RTI Act.

b. Mini Project: Case study of getting information under RTI.

c. Other Activities (Specify): Group discussion over various functions of PIO.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Brief of Hours suggested for the Course Outcome:

| Course Outcomes | Class Lecture (CI) | Sessional Work (SW) | Self-Learning (SI) | Total hour (CI+SW+SI) |
|---|--------------------|---------------------|--------------------|-----------------------|
| 01MT501.1: Students will recall various definitions and would be able to evaluate the provisions of Indian Contract Act, 1872 | 32 | 2 | 1 | 35 |
| 01MT501.2: Students would be able to understand various provisions of Sale of Goods Act, 1930 | 21 | 2 | 1 | 24 |
| 01MT501.3: Students will be familiar with Companies Act, 2013 and its various provisions and various documents which are required to be prepared under Companies Act | 20 | 2 | 1 | 23 |
| 01MT501.4: Students will remember the Consumer Protection Act and various rights of consumers under the Act | 8 | 2 | 1 | 11 |
| 01MT501.5: Students will be able to apply and examine RTI Act, 2005 | 9 | 2 | 1 | 12 |
| Total Hours | 90 | 10 | 5 | 105 |

Suggestion for End Semester Assessment:

Suggested Specification Table (For ESA)

| CO | Unit Titles | Marks Distribution | | | Total Marks |
|------------------|------------------------------------|--------------------|---|---|-------------|
| | | R | U | A | |
| 01MT501.1 | The Indian Contract Act, 1872 | | | | |
| 01MT501.2 | Sale of Goods Act, 1930 | | | | |
| 01MT501.3 | The Companies Act, 2013 | | | | |
| 01MT501.4 | Consumer Protection Act, 1986 | | | | |
| 01MT501.5 | The Right to Information Act, 2005 | | | | |
| Total | | | | | 30 |

Legend: R: Remember, U: Understand, A: Apply

The end of semester assessment for Legal Aspects of Business will be held with written examination of 50 marks.

Note: Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorials
3. Case Method
4. Group Discussion
5. Brainstorming

Suggested Learning Resources:

(a) Books:

| S. No. | Title | Author | Publisher | Edition & Year |
|--------|--|--------------------|----------------------|-------------------------|
| 1 | Legal Aspects of Business | Kumar Ravinder | Cengage (2022) | 6 th Edition |
| 2 | Legal Aspects of Business | Pathak Akhileshwar | Mc Graw Hills (2023) | 8 th Edition |
| 3 | Lecture notes provided by Dept. of Management, AKS University, Satna | | | |

Curriculum Development Team:

1. Dr. Kausik Mukherjee, Associate Dean & Head, FMS, AKS University, Satna.
2. Dr. Pradeep Chaurasia, Associate Professor, FMS, AKS University, Satna.
3. Dr. Chandan Singh, Assistant Professor, FMS, AKS University, Satna.
4. Dr. Prakash Kumar Sen, Assistant Professor, FMS, AKS University, Satna.
5. Dr. Seema Dwivedi, Assistant Professor, FMS, AKS University, Satna.
6. Mr. Pramod Kumar Dwivedi, Assistant Professor, FMS, AKS University, Satna.
7. Mrs. Shinu Shukla, Assistant Professor, FMS, AKS University, Satna.
8. Mr. Krishna Kumar Mishra, Assistant Professor, FMS, AKS University, Satna.
9. Miss. Kiran Chhabariya, Assistant Professor, FMS, AKS University, Satna.
10. Mr. Anurag Singh Parihar, Teaching Associate, FMS, AKS University, Satna.

Cos, POs and PSOs Mapping

Course Title: BBA (Hon's)

Course Code: 01MT501

Course Title: Legal Aspects of Business

| Course Outcomes | Program Outcomes | | | | | | Program Specific Outcome | |
|---|------------------|---------------------|----------------------------------|---------------------------|----------------------|--------------------------------|---|---|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO 1 | PSO 2 |
| | Domain knowledge | Contemporary issues | Deep thinking, business analysis | Mobilization of resources | Research orientation | Developing corporate solutions | Acquire leadership skills and entrepreneurial mindset | Application of ethical practices and moral values |
| 01MT501.1: Students will recall various definitions and would be able to evaluate the provisions of Indian Contract Act, 1872 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 2 |
| 01MT501.2: Students would be able to understand various provisions of Sale of Goods Act, 1930 | 3 | 2 | 3 | 2 | 1 | 3 | 3 | 1 |
| 01MT501.3: Students will be familiar with Companies Act, 2013 and its various provisions and various documents which are required to be prepared under Companies Act | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 1 |
| 01MT501.4: Students will remember the Consumer Protection Act and various rights of consumers under the Act | 3 | 3 | 3 | 2 | 1 | 2 | 2 | 1 |
| 01MT501.5: Students will be able to apply and examine RTI Act, 2005 | 3 | 2 | 2 | 3 | 1 | 1 | 1 | 1 |

Legend: 1 – Low, 2 – Medium, 3 – High

Course Curriculum Map:

| POs & PSOs No. | COs No. & Titles | SOs No. | Laboratory Instruction (LI) | Classroom Instruction (CI) | Self-Learning (SL) |
|---------------------------------------|---|---|------------------------------------|--|---------------------------|
| POs 1,2,3,4,5,6 PSOs 1,2 | 01MT501.1: Students will recall various definitions and would be able to evaluate the provisions of Indian Contract Act, 1872 | SO1.1 SO1.2 SO1.3 SO1.4 SO1.5 SO1.6 SO1.7 | | Unit-1.0: The Indian Contract Act,1872 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8, 1.9, 1.10, 1.11, 1.12, 1.13, 1.14, 1.15, 1.16, 1.17, 1.18, 1.19, 1.20, 1.21, 1.22, 1.23, 1.24, 1.25, 1.26, 1.27, 1.28, 1.29, 1.30, 1.31, 1.32 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 01MT501.2: Students would be able to understand various provisions of Sale of Goods Act, 1930 | SO2.1 SO2.2 SO2.3 SO2.4 SO2.5 | | Unit-2.0: Sale of Goods Act,1930 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9, 2.10, 2.11, 2.12, 2.13, 2.14, 2.15, 2.16, 2.17, 2.18, 2.19, 2.20, 2.21 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 01MT501.3: Students will be familiar with Companies Act, 2013 and its various provisions and various documents which are required to be prepared under Companies Act | SO3.1 SO3.2 SO3.3 SO3.4 SO3.5 SO3.6 | | Unit-3.0: The Companies Act, 2013 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9, 3.10, 3.11, 3.12, 3.13, 3.14, 3.15, 3.16, 3.17, 3.18, 3.19, 3.20 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 01MT501.4: Students will remember the Consumer Protection Act and various rights of consumers under the Act | SO4.1 SO4.2 SO4.3 SO4.4 SO4.5 | | Unit-4.0: Consumer Protection Act, 1986 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 01MT501.5: Students will be able to apply and examine RTI Act, 2005 | SO5.1 SO5.2 SO5.3 SO5.4 SO5.5 | | Unit-5.0: The Right to Information Act, 2005 5.1, 5.2, 5.3, 5.4, 5.5, 5.6, 5.7, 5.8, 5.9 | |



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Semester-V

| | |
|-----------------------|---|
| Course Code: | 02MT503 |
| Course Title : | Digital Marketing |
| Pre-requisite: | Student will be able to learn and Understands the Key concept of Digital Marketing Techniques and its Applications |
| Rationale: | The student will study and learn about a strong foundation of digital Marketing as well as it helps to prepare them for leadership roles in a dynamic and competitive industry, which help them to understand the application, tools and techniques of digital marketing and it makes the managers or students more realistic, justifiable and reasonable and focused towards target audience. They will learn logical thinking and decisional steps required to do the Marketing through the understanding of Digital Platform with its tool |

Course Outcomes:

02MT503.1: Define Digital Marketing along with Its Functions, types and approaches.

02MT503.2: Explain about different Marketing automation tools like CRM, Sales force etc.

02MT503.3: To Illustrate and Understand digital marketing mix and types in detail.

02MT503.4: Analyze the importance of E-Mail marketing and Mobile marketing.

02MT503.5: Understand and Analyze Blog and its importance in digital marketing.

Scheme of Studies:

| Code | Course Code | Course Title | Scheme of studies (Hours/Week) | | | | Total Study Hours (CI+LI+SW+SL) | Total Credits (C) |
|------|-------------|-------------------|--------------------------------|----|----|----|---------------------------------|-------------------|
| | | | CI | LI | SW | SL | | |
| MEC | 02MT503 | Digital Marketing | 4 | 0 | 1 | 1 | 6 | 4 |

Legend:

CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

SW: Sessional Work (includes assignment, seminar, mini project etc.),

SL: Self Learning,

C: Credits.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

Scheme of Assessment:

Theory:

| Code | Course Code | Course Title | Scheme of Assessment (Marks) | | | | | | | End Semester Assessment (ESA) | Total Marks (PRA+ ESA) |
|------|-------------|-------------------|--|---|------------------|------------------------------|-----------------------|-------------------------------|----|-------------------------------|------------------------|
| | | | Progressive Assessment (PRA) | | | | | Total Marks (CA+CT+SA+CAT+AT) | | | |
| | | | Class/Home Assignment 5 number 3 marks each (CA) | Class Test 2 (2 best out of 3) 10 marks each (CT) | Seminar one (SA) | Class Activity any one (CAT) | Class Attendance (AT) | | | | |
| MEC | 02MT503 | Digital Marketing | 15 | 20 | 5 | 5 | 5 | 50 | 50 | 100 | |

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

02MT503.1: Define Digital Marketing along with Its Functions, types and approaches.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 11 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 13 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|--|--|
| <p>SO1.1 Student will Learn and Explain about Digital Marketing</p> <p>SO1.2 Student will be able to describe the types and functions of Digital Marketing</p> <p>SO1.3 To Understand the history and approaches of Digital Marketing</p> <p>SO1.4 To understand the examples of good practices in Digital Marketing</p> <p>SO1.5 To Analyze the Difference between internet marketing and Digital marketing</p> | | <p>Unit-1.0: Introduction of Digital Marketing [11 Hours]</p> <p>1.1 Concept of Digital Marketing.</p> <p>1.2 Significance of Digital Marketing.</p> <p>1.3 Need of Digital marketing.</p> <p>1.4 Scope of Digital marketing.</p> <p>1.5 History of Digital marketing.</p> <p>1.6 Types of Digital marketing.</p> <p>1.7 Approaches of Digital marketing.</p> <p>1.8 Good practices of Digital Marketing.</p> <p>1.9 Concept of Internet Marketing.</p> <p>1.10 Concept of E-Marketing.</p> <p>1.11 Difference between Internet Marketing and Digital Marketing</p> | <p>1. Digital Marketing and its practices in real ground</p> |

SW-1 Suggested Sessional Work (SW):

- a. **Assignments:** Define Digital marketing and its type.
- b. **Mini Project:** Explain about Internet Marketing with real Examples.
- c. **Other Activities (Specify):** Case study, Presentation.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

02MT503.2: Explain about different Marketing automation tools like CRM, Sales force etc.

Approximate Hours

| Item | AppX Hrs |
|--------------|-----------|
| CI | 10 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 12 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|---|---|
| <p>SO2.1 Explain about the concept of Marketing automation</p> <p>SO2.2 Understand the Advantages and disadvantages of Marketing Automation</p> <p>SO2.3 Create Understanding about Automation Software like CRM and Others</p> <p>SO2.4 To creates awareness about different Automation Tools</p> <p>SO2.5 To understand the practical use of Automation tools and Software</p> | | <p>Unit-2.0: Marketing Automation [10 Hours]</p> <p>2.1 Meaning and definition of Marketing Automation.</p> <p>2.2 Scope of Marketing Automation.</p> <p>2.3 Need of Marketing Automation</p> <p>2.4 Importance of Marketing Automation</p> <p>2.5 Advantages of Marketing Automation</p> <p>2.6 Disadvantages of Marketing Automation</p> <p>2.7 Marketing Automation software.</p> <p>2.8 Customer relationship management software.</p> <p>2.9 Customer Experience.</p> <p>2.10 Practical use of Digital Marketing Automation Tools</p> | <p>1. Learn to use Digital Marketing Automation Tools</p> |

SW-2 Suggested Sessional Work (SW):

- a. Assignments:** Explain the concept of Marketing Automation Tool with its Advantage and Disadvantage.
- b. Mini Project:** Explain CRM software along with its practical use.
- c. Other Activities (Specify):** Case study, Presentation.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

02MT503.3: To Illustrate and Understand digital marketing mix and types in detail.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 13 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 15 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|---|---|
| <p>SO3.1 Student will Understand about Digital Marketing Mix</p> <p>SO3.2 Student will create the Understanding about Online Advertising and Lead Generation</p> <p>SO3.3 Student will Understand social media Marketing</p> <p>SO3.4 Student will learn about Influencer Marketing</p> <p>SO3.5 Student will be able to differentiate between Influencer Marketing and celebrity endorsement</p> | | <p>Unit-3.0: Digital Marketing Mix [13 Hours]</p> <p>3.1 Concept of Digital Marketing Mix.</p> <p>3.2 Need and importance of Digital Marketing Mix.</p> <p>3.3 Concept of Online Advertising.</p> <p>3.4 Concept of Lead Generation.</p> <p>3.5 Concept of Social media marketing.</p> <p>3.6 Need and importance of Social media marketing.</p> <p>3.7 Concept of Content and Copywriting.</p> <p>3.8 Importance of Content and Copywriting.</p> <p>3.9 Concept of Influencer Marketing.</p> <p>3.10 Importance of Influencer Marketing.</p> <p>3.11 Concept of Celebrity Endorsement.</p> <p>3.12 Importance of Celebrity Endorsement.</p> <p>3.13 Difference between Influencer Marketing and Celebrity Endorsement</p> | <p>1. Practical use of Social Media Marketing</p> |

SW-3 Suggested Sessional Work (SW):

- a. Assignments:** Explain about Digital Marketing Mix in detail
- b. Mini Project:** Practical use of Social Media Marketing with Special reference to AKS University.
- c. Other Activities (Specify):** Case study, Presentation.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

02MT503.4: Analyze the importance of E-Mail marketing and Mobile marketing.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 12 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 14 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|--|--|
| <p>SO4.1 Student will be able to understand the concept of Email Marketing</p> <p>SO4.2 Student will be able to Analyze different options in Email advertising</p> <p>SO4.3 Student will be able to understand the use and importance of Mobile Marketing</p> <p>SO4.4 Understand about the concept of B2B and B2C Mobile Marketing</p> <p>SO4.5 Student will learn the features of Mail Chimp</p> | | <p>Unit-4.0: E-mail Marketing [12 Hours] 4.1 Concept of Email Marketing. 4.2 Need of Email Marketing. 4.3 Importance of Email Marketing. 4.4 Types of Emails. 4.5 Options in Email Advertising. 4.6 Features of Mail Chimp 4.7 Concept of Mobile Marketing. 4.8 Need and Importance of Mobile Marketing. 4.9 Concept of B2B Mobile Marketing. 4.10 Concept of B2C Mobile Marketing 4.11 Need and Importance of B2B and B2C Mobile Marketing. 4.12 Difference between B2B and B2C Mobile Marketing</p> | <p>1. Understand and Learn the practical use of Email and Mobile Marketing</p> |

SW-4 Suggested Sessional Work (SW):

- a. **Assignments:** Define Email Marketing. Explain its type in detail.
- b. **Mini Project:** Differentiate between B2B and B2C Marketing Strategy of a FMCG company.
- c. **Other Activities (Specify):** Case study, Presentation.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

02MT503.5: Understand and Analyze Blog and its importance in digital marketing.

Approximate Hours

| Item | AppX Hrs |
|--------------|-----------|
| CI | 14 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 16 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|---|---------------------------------------|
| <p>SO5.1 Student will be able to explain the Significance of Investment</p> <p>SO5.2 Student will be able to Understand the Motive of Investment</p> <p>SO5.3 Student will describe the different reason of diversification</p> <p>SO5.4 Student will analyze the element of Portfolio Management</p> <p>SO5.5 Identify various stages in Portfolio investment Process</p> | | <p>Unit-5.0: Concept of Blog [14 Hours]</p> <p>5.1 Definition of Blog</p> <p>5.2 Scope and Importance of Blog.</p> <p>5.3 Types of Blog</p> <p>5.4 Personal Blogs</p> <p>5.5 Scope and importance of Personal Blogs</p> <p>5.6 Corporate Blogs.</p> <p>5.7 Need and importance of Corporate Blogs.</p> <p>5.8 Necessary Element of Corporate Blogs</p> <p>5.9 Popular Blog Platform</p> <p>5.10 Concept and importance of Tags.</p> <p>5.11 Concept and importance of widgets.</p> <p>5.12 Importance of Blog Optimization.</p> <p>5.13 Blog Stats</p> <p>5.14 Need and Importance of Blog Stats</p> | <p>1. Elements of diversification</p> |

SW-5 Suggested Sessional Work (SW):

- a. Assignments:** Explain about Blog and its type in detail.
- b. Mini Project:** Importance of Blogs in the success of a business (Take real Example).
- c. Other Activities (Specify):** Case study, Presentation.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Brief of Hours suggested for the Course Outcome:

| Course Outcomes | Class Lecture (CI) | Sessional Work (SW) | Self-Learning (SI) | Total hour (CI+SW+SI) |
|--|--------------------|---------------------|--------------------|-----------------------|
| 02MT503.1: Define Digital Marketing along with Its Functions, types and approaches | 11 | 1 | 1 | 13 |
| 02MT503.2: Explain about different Marketing automation tools like CRM, Sales force etc | 10 | 1 | 1 | 12 |
| 02MT503.3: To Illustrate and Understand digital marketing mix and types in detail | 13 | 1 | 1 | 15 |
| 02MT503.4: Analyze the importance of E-Mail marketing and Mobile marketing | 12 | 1 | 1 | 14 |
| 02MT503.5: Understand and Analyze Blog and its importance in digital marketing | 14 | 1 | 1 | 16 |
| Total Hours | 60 | 5 | 5 | 70 |

Suggestion for End Semester Assessment:

Suggested Specification Table (For ESA)

| CO | Unit Titles | Marks Distribution | | | Total Marks |
|------------------|-----------------------------------|--------------------|---|---|-------------|
| | | R | U | A | |
| 02MT503.1 | Introduction of Digital Marketing | | | | |
| 02MT503.2 | Marketing Automation | | | | |
| 02MT503.3 | Digital Marketing Mix | | | | |
| 02MT503.4 | E-mail Marketing | | | | |
| 02MT503.5 | Concept of Blog | | | | |
| Total | | | | | 30 |

Legend: R: Remember, U: Understand, A: Apply

The end of semester assessment for Investment Banking and Financial Services will be held with written examination of 50 marks.

Note: Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorials
3. Case Method
4. Group Discussion
5. Brainstorming

Suggested Learning Resources:

(a) Books:

| S. No. | Title | Author | Publisher | Edition & Year |
|--------|--|-------------------------------------|-------------------------|------------------------------|
| 1 | Digital Marketing | Dave Chaffey & Fiona Ellis-Chadwick | Vibrant Publication | 7 th Edition 2019 |
| 2 | Digital Marketing Analytics | Kevin Hartman | Ostmen Bennettsbridge | 2 nd Edition |
| 3 | Digital Branding | Daniel Rowles | Kogan Page | 2 nd Edition 2017 |
| 4 | Digital Marketing | Seema Gupta | McGraw Hill Publication | 3 rd Edition 2022 |
| 5 | Fundamentals of Digital Marketing | Puneet Singh Bhatia | Pearson Education | 2 nd Edition 2019 |
| 6 | Lecture notes provided by Dept. of Management, AKS University, Satna | | | |

Curriculum Development Team:

1. Dr. Kausik Mukherjee, Associate Dean & Head, FMS, AKS University, Satna.
2. Dr. Pradeep Chaurasia, Associate Professor, FMS, AKS University, Satna.
3. Dr. Chandan Singh, Assistant Professor, FMS, AKS University, Satna.
4. Dr. Prakash Kumar Sen, Assistant Professor, FMS, AKS University, Satna.
5. Dr. Seema Dwivedi, Assistant Professor, FMS, AKS University, Satna.
6. Mr. Pramod Kumar Dwivedi, Assistant Professor, FMS, AKS University, Satna.
7. Mrs. Shinu Shukla, Assistant Professor, FMS, AKS University, Satna.
8. Mr. Krishna Kumar Mishra, Assistant Professor, FMS, AKS University, Satna.
9. Miss. Kiran Chhabariya, Assistant Professor, FMS, AKS University, Satna.
10. Mr. Anurag Singh Parihar, Teaching Associate, FMS, AKS University, Satna.

Cos, POs and PSOs Mapping

Course Title: BBA (Hon's)

Course Code: 02MT503

Course Title: Digital Marketing

| Course Outcomes | Program Outcomes | | | | | | Program Specific Outcome | |
|--|------------------|---------------------|----------------------------------|---------------------------|----------------------|--------------------------------|---|---|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO 1 | PSO 2 |
| | Domain knowledge | Contemporary issues | Deep thinking, business analysis | Mobilization of resources | Research orientation | Developing corporate solutions | Acquire leadership skills and entrepreneurial mindset | Application of ethical practices and moral values |
| 02MT503.1: Define Digital Marketing along with Its Functions, types and approaches | 3 | 2 | 3 | 2 | 2 | 3 | 3 | 2 |
| 02MT503.2: Explain about different Marketing automation tools like CRM, Sales force etc | 3 | 2 | 3 | 2 | 2 | 2 | 2 | 2 |
| 02MT503.3: To Illustrate and Understand digital marketing mix and types in detail | 3 | 3 | 3 | 2 | 1 | 1 | 2 | 2 |
| 02MT503.4: Analyze the importance of E-Mail marketing and Mobile marketing | 3 | 3 | 3 | 3 | 1 | 1 | 2 | 1 |
| 02MT503.5: Understand and Analyze Blog and its importance in digital marketing | 3 | 2 | 2 | 1 | 2 | 2 | 3 | 1 |

Legend: 1 – Low, 2 – Medium, 3 – High

Course Curriculum Map:

| POs & PSOs No. | COs No. & Titles | SOs No. | Laboratory Instruction (LI) | Classroom Instruction (CI) | Self-Learning (SL) |
|---------------------------------------|--|---|------------------------------------|---|---------------------------|
| POs 1,2,3,4,5,6 PSOs 1,2 | 02MT503.1: Define Digital Marketing along with Its Functions, types and approaches | SO1.1 SO1.2 SO1.3 SO1.4 SO1.5 | | Unit-1.0: Introduction of Digital Marketing 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8, 1.9, 1.10, 1.11 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 02MT503.2: Explain about different Marketing automation tools like CRM, Sales force etc | SO2.1 SO2.2 SO2.3 SO2.4 SO2.5 | | Unit-2.0: Marketing Automation 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9, 2.10 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 02MT503.3: To Illustrate and Understand digital marketing mix and types in detail | SO3.1 SO3.2 SO3.3 SO3.4 SO3.5 | | Unit-3.0: Digital Marketing Mix 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9, 3.10, 3.11, 3.12, 3.13 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 02MT503.4: Analyze the importance of E-Mail marketing and Mobile marketing | SO4.1 SO4.2 SO4.3 SO4.4 SO4.5 | | Unit-4.0: E-mail Marketing 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9, 4.10, 4.11, 4.12 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 02MT503.5: Understand and Analyze Blog and its importance in digital marketing | SO5.1 SO5.2 SO5.3 SO5.4 SO5.5 | | Unit-5.0: Concept of Blog 5.1, 5.2, 5.3, 5.4, 5.5, 5.6, 5.7, 5.8, 5.9, 5.10, 5.11, 5.12, 5.13, 5.14 | |



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Semester-V

| | |
|-----------------------|--|
| Course Code: | 04FM511 |
| Course Title : | Investment Banking and Financial Services |
| Pre-requisite: | Students Entering the field of investment banking and financial services typically requires a combination of education, skills, and relevant experience |
| Rationale: | The rationale behind investment banking and financial services lies in their crucial role in the functioning of financial markets and the broader economy. Investment banking and financial services are critical to the proper functioning of modern economies. They provide the necessary financial infrastructure, expertise, and services that enable businesses to grow, investors to allocate capital, and markets to operate efficiently. |

Course Outcomes:

04FM511.1: Define key terms related to the Indian Financial System.

04FM511.2: Describe the role of various financial instruments, such as stocks, bonds, and derivatives.

04FM511.3: Apply knowledge of financial markets to analyze investment opportunities.

04FM511.4: Assess the impact of global economic trends on the Indian Financial System.

04FM511.5: Evaluate the role of financial innovation in shaping the Indian Financial System.

Scheme of Studies:

| Code | Course Code | Course Title | Scheme of studies (Hours/Week) | | | | Total Study Hours (CI+LI+SW+SL) | Total Credits (C) |
|------|-------------|---|--------------------------------|----|----|----|------------------------------------|----------------------|
| | | | CI | LI | SW | SL | | |
| MEC | 04FM511 | Investment Banking and Financial Services | 4 | 0 | 1 | 1 | 6 | 4 |

Legend:

CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

SW: Sessional Work (includes assignment, seminar, mini project etc.),

SL: Self Learning,

C: Credits.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

Scheme of Assessment:

Theory:

| Code | Course Code | Course Title | Scheme of Assessment (Marks) | | | | | | | End Semester Assessment (ESA) | Total Marks (PRA+ ESA) |
|------|-------------|---|--|---|------------------|------------------------------|-----------------------|-------------------------------|----|-------------------------------|------------------------|
| | | | Progressive Assessment (PRA) | | | | | Total Marks (CA+CT+SA+CAT+AT) | | | |
| | | | Class/Home Assignment 5 number 3 marks each (CA) | Class Test 2 (2 best out of 3) 10 marks each (CT) | Seminar one (SA) | Class Activity any one (CAT) | Class Attendance (AT) | | | | |
| MEC | 04FM511 | Investment Banking and Financial Services | 15 | 20 | 5 | 5 | 5 | 50 | 50 | 100 | |

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

04FM511.1: Define key terms related to the Indian Financial System.

Approximate Hours

| Item | AppX Hrs |
|--------------|-----------|
| CI | 10 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 12 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|---|---|
| <p>SO1.1 Define key terms related to the Indian financial system, such as GDP, inflation, monetary policy, fiscal policy, etc</p> <p>SO1.2 Summarize the impact of economic indicators on the financial system, e.g., how inflation rates affect interest rates</p> <p>SO1.3 Analyze the role of financial institutions in promoting economic growth in India</p> <p>SO1.4 Evaluate the strengths and weaknesses of the Indian financial system</p> <p>SO1.5 Propose policy recommendations to enhance the stability and efficiency of the Indian financial system</p> | | <p>Unit-1.0: Indian Financial System [10 Hours]</p> <p>1.1 An Overview of Indian Financial System, Investment Banking in India</p> <p>1.2 History of Banking in India</p> <p>1.3 Recent Developments and Challenges ahead</p> <p>1.4 Institutional structure, Functions of Investment Banking</p> <p>1.5 Introduction Merchant Banking, Features of Merchant Banking</p> <p>1.6 Registration of Merchant Bankers</p> <p>1.7 Obligations and responsibilities of Lead Managers</p> <p>1.8 Regulations regarding Continuance of association of lead manager with an issue</p> <p>1.9 SEBI guidelines for Merchant Bankers</p> <p>1.10 SEBI Guidelines for Investment Banking</p> | <p>1. Overview of Indian Financial System</p> |

SW-1 Suggested Sessional Work (SW):

- a. **Assignments:** Indian Financial System is divided into how many categories? Explain.
- b. **Mini Project:** Prepare SEBI Guidelines for merchant bankers.
- c. **Other Activities (Specify):** PPT Presentation.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

04FM511.2: Describe the role of various financial instruments, such as stocks, bonds, and derivatives.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 14 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 16 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|--|---|
| <p>SO2.1 Define key terms related to issue management in the stock market, such as IPO, secondary offering, buyback, etc</p> <p>SO2.2 Summarize the steps involved in the issue management process, including due diligence, regulatory compliance, and underwriting</p> <p>SO2.3 Apply regulatory guidelines to ensure compliance during the issue management process</p> <p>SO2.4 Analyze case studies of successful and unsuccessful issue management in the stock market, identifying key factors that contributed to the outcomes</p> <p>SO2.5 Assess the ethical considerations and responsibilities of financial institutions involved in issue management</p> | | <p>Unit-2.0: Sale of Goods Act, 1930 [14 Hours]</p> <p>2.1 Introduction of Public Issue, Classification of companies</p> <p>2.2 Eligibility for issue, Issue pricing</p> <p>2.3 Promoter's contribution</p> <p>2.4 Minimum Public Offer, Prospectus</p> <p>2.5 Allotment, Preferential allotment</p> <p>2.6 Private Placement, Book Building process</p> <p>2.7 Designing and Pricing, Green Shoe Option</p> <p>2.8 Right Issue, Advertisements</p> <p>2.9 Contents of offer document</p> <p>2.10 Bought out Deals</p> <p>2.11 Post issue work & obligations</p> <p>2.12 Investor protection</p> <p>2.13 Broker, sub broker and underwriters</p> <p>2.14 Promoter's Contribution and Minimum subscription</p> | <p>1. Contents of offer document</p> <p>2. Promoter's Contribution and Minimum subscription</p> |

SW-2 Suggested Sessional Work (SW):

- a. **Assignments:** What is IPO? Explain the procedure of IPO.
- b. **Mini Project:** Prepare the chart of types of prospectus.
- c. **Other Activities (Specify):** Class Test-1



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

04FM511.3: Apply knowledge of financial markets to analyze investment opportunities.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 14 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 16 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|---|---|
| <p>SO3.1 Recall key terms associated with leasing and hire purchase agreements</p> <p>SO3.2 Describe the differences between leasing and hire purchase</p> <p>SO3.3 Analyze a scenario and determine whether leasing or hire purchase is more appropriate</p> <p>SO3.4 Analyze case studies involving complex leasing and hire purchase structures</p> <p>SO3.5 Evaluate the long-term strategic implications of choosing leasing or hire purchase for asset acquisition</p> | | <p>Unit-3.0: Leasing and Hire Purchase [14 Hours]</p> <p>3.1 Concepts of leasing, Financial lease</p> <p>3.2 Operating lease, Direct lease</p> <p>3.3 Sales & lease back, Advantages of leasing</p> <p>3.4 Limitation of Leasing, Lease rental determination</p> <p>3.5 Hire Purchase interest, Hire Purchase Installment</p> <p>3.6 Numericals of Hire Purchase</p> <p>3.7 Types of leasing, Finance lease evaluation problems (only Lessee's angle)</p> <p>3.8 Difference between Hire Purchase & Leasing</p> <p>3.9 Introduction of Factoring, Forfaiting and its arrangement</p> <p>3.10 Housing Finance Meaning, Rise of housing finance in India</p> <p>3.11 Fixing the amount of loan, Reprising of a loan</p> <p>3.12 Choice criteria between Leasing and Hire Purchase</p> <p>3.13 Mathematics of HP, Floating vs. fixed rate</p> <p>3.14 Practical problems on housing finance</p> | <p>1. Practice of Hire purchase numerical</p> <p>2. Practice of Housing Finance numerical</p> |

SW-3 Suggested Sessional Work (SW):

- a. **Assignments:** What do you mean by Hire Purchase System? How selecting between Leasing and Hire Purchase?
- b. **Mini Project:** Prepare the flow chart of various types of lease.
- c. **Other Activities (Specify):** PPT presentation.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

04FM511.4: Assess the impact of global economic trends on the Indian Financial System.

Approximate Hours

| Item | AppX Hrs |
|--------------|-----------|
| CI | 14 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 16 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|---|---|
| <p>SO4.1 Define key terms related to venture capital, such as "venture capitalist," "startup," and "exit strategy"</p> <p>SO4.2 Analyze a hypothetical startup and determine whether it is a suitable candidate for venture capital funding</p> <p>SO4.3 Evaluate the success or failure of a venture capital-backed company, considering financial and strategic outcomes</p> <p>SO4.4 Define essential insurance terms such as "premium," "policyholder," and "underwriting"</p> <p>SO4.5 Describe the different types of insurance coverage (e.g., life insurance, property insurance, health insurance)</p> <p>SO4.6 Evaluate the effectiveness of an insurance policy in providing financial protection in a real-world scenario</p> | | <p>Unit-4.0: Venture Capital and Insurance [14 Hours]</p> <p>4.1 Venture Capital Concept, History and evolution of VC</p> <p>4.2 The venture investment process, Various steps in venture financing</p> <p>4.3 Incubation financing</p> <p>4.4 Insurance Concept, Documentation for insurance</p> <p>4.5 Principles of insurance, Operation of General Insurance</p> <p>4.6 Health Insurance, Life Insurance</p> <p>4.7 Introduction of Credit Ratings, Advantages of credit ratings</p> <p>4.8 Disadvantages of credit ratings</p> <p>4.9 Introduction of credit rating agencies</p> <p>4.10 Credit rating agencies, International credit rating practices</p> <p>4.11 Methodology of Credit Rating Agencies, Types of credit rating</p> <p>4.12 IRDA rules and regulations for Insurance companies</p> <p>4.13 IRDA and different regulatory norms</p> <p>4.14 Classification of Insurance</p> | <p>1. History of venture capital</p> <p>2. IRDA rules and regulations for Insurance companies</p> |

SW-4 Suggested Sessional Work (SW):

- a. Assignments:** What are the common factors that are taken into account while awarding the credit rating? Explain the advantages and disadvantages of credit rating. How Can An Investor Know If A Credit Rating Agency Has Changed Its Rating?
- b. Mini Project:** Prepare a chart of IRDA Rules and Regulations for Insurance Companies.
- c. Other Activities (Specify):** Class Test-2.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

04FM511.5: Evaluate the role of financial innovation in shaping the Indian Financial System.

Approximate Hours

| Item | AppX Hrs |
|--------------|-----------|
| CI | 8 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 10 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|---|---|
| <p>SO5.1 Define securitization and its key components</p> <p>SO5.2 Describe how securitization contributes to liquidity in financial markets</p> <p>SO5.3 Apply securitization principles to a given financial scenario</p> <p>SO5.4 Assess the impact of securitization on financial markets</p> <p>SO5.5 Assess the long-term effects of securitization on the stability of financial markets</p> | | <p>Unit-5.0: Securitization [8 Hours]</p> <p>5.1 Securitization Concept</p> <p>5.2 Merit and demerit of Securitization</p> <p>5.3 Traditional mortgages, Non-traditional mortgages</p> <p>5.4 Graduated-payment mortgages (GPMs)</p> <p>5.5 Pledged-Account Mortgages (PAMs)</p> <p>5.6 Centralized Mortgage obligations (CMOs)</p> <p>5.7 Securitization in India, Securitization as a funding mechanism</p> <p>5.8 Securitization of non-mortgage assets</p> | <p>1. History of Securitization in India</p> <p>2. Mortgage system in India</p> |

SW-5 Suggested Sessional Work (SW):

- a. Assignments:** What do you understand by Securitization? Explain the Funding Mechanism of Securitization.
- b. Mini Project:** Prepare structure of traditional and non-traditional mortgages payment system.
- c. Other Activities (Specify):** Class Presentation.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Brief of Hours suggested for the Course Outcome:

| Course Outcomes | Class Lecture (CI) | Sessional Work (SW) | Self-Learning (SI) | Total hour (CI+SW+SI) |
|--|--------------------|---------------------|--------------------|-----------------------|
| 04FM511.1: Define key terms related to the Indian Financial System | 10 | 1 | 1 | 12 |
| 04FM511.2: Describe the role of various financial instruments, such as stocks, bonds, and derivatives | 14 | 1 | 1 | 16 |
| 04FM511.3: Apply knowledge of financial markets to analyze investment opportunities | 14 | 1 | 1 | 16 |
| 04FM511.4: Assess the impact of global economic trends on the Indian Financial System | 14 | 1 | 1 | 16 |
| 04FM511.5: Evaluate the role of financial innovation in shaping the Indian Financial System | 8 | 1 | 1 | 10 |
| Total Hours | 60 | 5 | 5 | 70 |

Suggestion for End Semester Assessment:

Suggested Specification Table (For ESA)

| CO | Unit Titles | Marks Distribution | | | Total Marks |
|------------------|-------------------------------|--------------------|---|---|-------------|
| | | R | U | A | |
| 04FM511.1 | Indian Financial System | | | | |
| 04FM511.2 | Issue Management | | | | |
| 04FM511.3 | Leasing and Hire Purchase | | | | |
| 04FM511.4 | Venture Capital and Insurance | | | | |
| 04FM511.5 | Securitization | | | | |
| Total | | | | | 30 |

Legend: R: Remember, U: Understand, A: Apply

The end of semester assessment for Investment Banking and Financial Services will be held with written examination of 50 marks.

Note: Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorials
3. Case Method
4. Group Discussion
5. Brainstorming

Suggested Learning Resources:

(a) Books:

| S. No. | Title | Author | Publisher | Edition & Year |
|--------|--|--|--------------------------|------------------------------|
| 1 | Financial Services | M.Y. Khan | Tata McGraw –Hill | - |
| 2 | Indian Financial System | Machiraju | Vikas Publishing House | - |
| 3 | A Manual of Merchant Banking | J.C.Verma | Bharath Publishing House | - |
| 4 | Hand Book of Leasing, Hire Purchase & Factoring | K. Sriram | ICFAI, Hyderabad | - |
| 5 | Investment Banking and Financial Services | Anurag Singh Parihar, Shubhi Khare, Dr. Shweta Singh | Notion Press | 1 st Edition 2022 |
| 6 | Lecture notes provided by Dept. of Management, AKS University, Satna | | | |

Curriculum Development Team:

1. Dr. Kausik Mukherjee, Associate Dean & Head, FMS, AKS University, Satna.
2. Dr. Pradeep Chaurasia, Associate Professor, FMS, AKS University, Satna.
3. Dr. Chandan Singh, Assistant Professor, FMS, AKS University, Satna.
4. Dr. Prakash Kumar Sen, Assistant Professor, FMS, AKS University, Satna.
5. Dr. Seema Dwivedi, Assistant Professor, FMS, AKS University, Satna.
6. Mr. Pramod Kumar Dwivedi, Assistant Professor, FMS, AKS University, Satna.
7. Mrs. Shinu Shukla, Assistant Professor, FMS, AKS University, Satna.
8. Mr. Krishna Kumar Mishra, Assistant Professor, FMS, AKS University, Satna.
9. Miss. Kiran Chhabariya, Assistant Professor, FMS, AKS University, Satna.
10. Mr. Anurag Singh Parihar, Teaching Associate, FMS, AKS University, Satna.

Cos, POs and PSOs Mapping

Course Title: BBA (Hon's)

Course Code: 04FM511

Course Title: Investment Banking and Financial Services

| Course Outcomes | Program Outcomes | | | | | | Program Specific Outcome | |
|---|------------------|---------------------|----------------------------------|---------------------------|----------------------|--------------------------------|---|---|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO 1 | PSO 2 |
| | Domain knowledge | Contemporary issues | Deep thinking, business analysis | Mobilization of resources | Research orientation | Developing corporate solutions | Acquire leadership skills and entrepreneurial mindset | Application of ethical practices and moral values |
| 04FM511.1: Students will recall various definitions and would be able to evaluate the provisions of Indian Contract Act, 1872 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 2 |
| 04FM511.2: Students would be able to understand various provisions of Sale of Goods Act, 1930 | 3 | 2 | 3 | 2 | 1 | 3 | 3 | 1 |
| 04FM511.3: Students will be familiar with Companies Act, 2013 and its various provisions and various documents which are required to be prepared under Companies Act | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 1 |
| 04FM511.4: Students will remember the Consumer Protection Act and various rights of consumers under the Act | 3 | 3 | 3 | 2 | 1 | 2 | 2 | 1 |
| 04FM511.5: Students will be able to apply and examine RTI Act, 2005 | 3 | 2 | 2 | 3 | 1 | 1 | 1 | 1 |

Legend: 1 – Low, 2 – Medium, 3 – High

Course Curriculum Map:

| POs & PSOs No. | COs No. & Titles | SOs No. | Laboratory Instruction (LI) | Classroom Instruction (CI) | Self-Learning (SL) |
|---------------------------------------|---|--|------------------------------------|---|---------------------------|
| POs 1,2,3,4,5,6 PSOs 1,2 | 04FM511.1: Students will recall various definitions and would be able to evaluate the provisions of Indian Contract Act, 1872 | SO1.1 SO1.2 SO1.3 SO1.4 SO1.5 | | Unit-1.0: Indian Financial System 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8, 1.9, 1.10, 1.11, 1.12, 1.13, 1.14, 1.15 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 04FM511.2: Students would be able to understand various provisions of Sale of Goods Act, 1930 | SO2.1 SO2.2 SO2.3 SO2.4 SO2.5 | | Unit-2.0: Issue Management 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9, 2.10, 2.11, 2.12, 2.13, 2.14, 2.15, 2.16, 2.17, 2.18, 2.19, 2.20, 2.21 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 04FM511.3: Students will be familiar with Companies Act, 2013 and its various provisions and various documents which are required to be prepared under Companies Act | SO3.1 SO3.2 SO3.3 SO3.4 SO3.5 | | Unit-3.0: Leasing and Hire Purchase 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9, 3.10, 3.11, 3.12, 3.13, 3.14, 3.15, 3.16, 3.17, 3.18, 3.19, 3.20, 3.21, 3.22, 3.23, 3.24 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 04FM511.4: Students will remember the Consumer Protection Act and various rights of consumers under the Act | SO4.1 SO4.2 SO4.3 SO4.4 SO4.5 SO4.6 | | Unit-4.0: Venture Capital 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9, 4.10, 4.11, 4.12, 4.13, 4.14, 4.15, 4.16, 4.17, 4.18, 4.19, 4.20, 4.21, 4.22 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 04FM511.5: Students will be able to apply and examine RTI Act, 2005 | SO5.1 SO5.2 SO5.3 SO5.4 SO5.5 | | Unit-5.0: Securitization 5.1, 5.2, 5.3, 5.4, 5.5, 5.6, 5.7, 5.8, 5.9, 5.10 | |



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Semester-V

| | |
|-----------------------|---|
| Course Code: | 04MM511 |
| Course Title : | Consumer Behavior |
| Pre-requisite: | Students with a diverse range of backgrounds, including business, psychology, sociology, and economics, can benefit and contribute to the multidisciplinary nature of consumer behavior studies |
| Rationale: | The rationale for studying consumer behavior lies in its significance for strategic decision-making. It empowers businesses to adapt to the dynamic nature of markets, tailor their approaches to diverse consumer segments, and build long-term relationships with satisfied and loyal customers |

Course Outcomes:

04MM511.1: Define fundamental terms related to consumer behaviour, such as perception, motivation, and attitude.

04MM511.2: Understand and interpret the findings of consumer research studies, recognizing different methodologies and their implications.

04MM511.3: Apply knowledge of consumer behaviour to segment and analyze target markets based on demographics, psychographics, and behaviour.

04MM511.4: Analyze the impact of advertisements on consumer behaviour, considering cognitive, affective, and behavioural responses.

04MM511.5: Assess ethical issues related to consumer behaviour and marketing practices, exploring the impact on consumer trust and brand image.

Scheme of Studies:

| Code | Course Code | Course Title | Scheme of studies (Hours/Week) | | | | Total Study Hours (CI+LI+SW+SL) | Total Credits (C) |
|------|-------------|-------------------|--------------------------------|----|----|----|------------------------------------|----------------------|
| | | | CI | LI | SW | SL | | |
| MEC | 04MM511 | Consumer Behavior | 4 | 0 | 2 | 1 | 7 | 4 |

Legend:

CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

SW: Sessional Work (includes assignment, seminar, mini project etc.),



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

SL: Self Learning,

C: Credits.

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

Scheme of Assessment:

Theory:

| Code | Course Code | Course Title | Scheme of Assessment (Marks) | | | | | | | End Semester Assessment (ESA) | Total Marks (PRA+ ESA) |
|------|-------------|-------------------|--|---|------------------|------------------------------|-----------------------|----|-------------------------------|-------------------------------|------------------------|
| | | | Progressive Assessment (PRA) | | | | | | Total Marks (CA+CT+SA+CAT+AT) | | |
| | | | Class/Home Assignment 5 number 3 marks each (CA) | Class Test 2 (2 best out of 3) 10 marks each (CT) | Seminar one (SA) | Class Activity any one (CAT) | Class Attendance (AT) | | | | |
| MEC | 04MM511 | Consumer Behavior | 15 | 20 | 5 | 5 | 5 | 50 | 50 | 100 | |

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

04MM511.1: Define fundamental terms related to consumer behaviour, such as perception, motivation, and attitude.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 5 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 7 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|--|--|
| <p>SO1.1 Define basic terms related to consumer behaviour, such as perception, motivation, and attitude</p> <p>SO1.2 Explain the stages of the consumer decision-making process, demonstrating an understanding of information search, evaluation of alternatives, and post-purchase behavior</p> <p>SO1.3. Apply knowledge of consumer behaviour to analyze and identify target markets based on demographics, psychographics, and behavior</p> <p>SO1.4 Apply knowledge of consumer behavior to analyze and identify target markets based on demographics, psychographics, and behavior</p> <p>SO1.5 Analyze the impact of advertisements on consumer behavior, considering cognitive, affective, and behavioral responses</p> | | <p>Unit-1.0: Consumer Behaviour [5 Hours]</p> <p>1.1 Nature of consumer behavior</p> <p>1.2 Scope of consumer behavior</p> <p>1.3 Application of consumer behavior</p> <p>1.4 Importance of consumer behavior</p> <p>1.5 characteristics of consumer behavior</p> | <p>1. Application of consumer behavior</p> <p>2. Consumer behaviour-interdisciplinary approach</p> <p>3. Industrial buying</p> |

SW-1 Suggested Sessional Work (SW):

- a. **Assignments:** Levels of marketing decisions.
- b. **Mini Project:** VALS-2 segmentation profile.
- c. **Other Activities (Specify):** PPT Presentation.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

04MM511.2: Understand and interpret the findings of consumer research studies, recognizing different methodologies and their implications.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 38 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 40 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|---|---|
| <p>SO2.1 Recognize and remember basic human needs as outlined in various psychological theories</p> <p>SO2.2 Describe how consumer needs and motivations influence the decision-making process, from problem recognition to post-purchase behavior</p> <p>SO2.3 Analyze and evaluate advertising campaigns, assessing how well they tap into and address consumer needs and motivations</p> <p>SO2.4 Evaluate marketing practices from an ethical standpoint, considering how they align with or manipulate consumer needs and motivations</p> <p>SO2.5 Critically assess and analyze consumer behavior in the context of various motivational theories, identifying patterns and trends</p> | | <p>Unit-2.0: Consumer Needs & Motivation [38 Hours]</p> <p>2.1 Characteristics of motivation</p> <p>2.2 Arousal of motives</p> <p>2.3 Theories of needs & motivation</p> <p>2.4 Maslow's hierarchy of needs</p> <p>2.5 McLelland's APA theory</p> <p>2.6 Murray's list of psychogenic needs</p> <p>2.7 Bayton's classification of motives</p> <p>2.8 Self-concept & its importance</p> <p>2.9 Types of involvement</p> <p>2.10 Personality & Consumer Behaviour</p> <p>2.11 Importance of personality</p> <p>2.12 Theories of personality- Freudian theory</p> <p>2.13 Jungian theory</p> <p>2.14 Neo-Freudian theory</p> <p>2.15 Trait theory</p> <p>2.16 Theory of self-images</p> <p>2.17 Role of self-consciousness</p> <p>2.18 Consumer Perception</p> <p>2.19 Concept of absolute threshold limit</p> <p>2.20 Differential threshold limit</p> <p>2.21 Subliminal perception</p> <p>2.22 Perceptual Process</p> <p>2.23 Selection, organization & interpretation</p> <p>2.24 Learning & Consumer</p> | <ol style="list-style-type: none"> 1. Maslow's hierarchy of needs 2. Neo-Freudian theory 3. Trait theory 4. Role of self-consciousness 5. Theory of self-images 6. learning theories 7. classical conditioning 8. Consumer Attitudes 9. Consumer Perception 10. Instrumental conditioning |



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

| | | | |
|--|--|--|--|
| | | Involvement 2.25 Importance of learning on consumer behavior 2.26 Learning theories 2.27 Classical conditioning 2.28 Instrumental conditioning 2.29 Cognitive learning 2.30 Involvement theory. 2.31 Consumer Attitudes 2.32 Formation of attitudes 2.33 Functions performed by attitudes 2.34 Models of attitudes 2.35 Tri-component model 2.36 Multi-attribute model 2.37 Attitude towards advertisement model 2.38 Attribution theory | |
|--|--|--|--|

SW-2 Suggested Sessional Work (SW):

- a. **Assignments:** Tri-component model of Attitude.
- b. **Mini Project:** Learning theories classical conditioning.
- c. **Other Activities (Specify):** Class Presentation



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

04MM511.3: Apply knowledge of consumer behaviour to segment and analyze target markets based on demographics, psychographics, and behaviour.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 8 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 10 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|--|--------------------|
| <p>SO3.1 Recognize and remember various types of consumer reference groups, such as aspirational, dissociative, and formal groups</p> <p>SO3.2 Apply the understanding of consumer reference groups to identify and analyze their role in marketing campaigns and strategies</p> <p>SO3.3 Analyze how different types of consumer reference groups influence brand choices and purchasing decisions</p> <p>SO3.4 Evaluate the effectiveness of marketing strategies that leverage consumer reference groups, considering cultural and demographic factors</p> <p>SO3.5 Synthesize knowledge of group dynamics and consumer reference groups to understand the broader implications on consumer behavior and marketing strategies</p> | | <p>Unit-3.0: Group Dynamics & consumer reference groups [8 Hours]</p> <p>3.1 Different types of reference groups</p> <p>3.2 Factors affecting reference group influence</p> <p>3.3 Reference group influence on products & brands</p> <p>3.4 Application of reference groups</p> <p>3.5 Family & Consumer Behaviour: Consumer socialisation process</p> <p>3.6 Consumer roles within a family</p> <p>3.7 Purchase influences and role played by children</p> <p>3.8 Family life cycle</p> | |

SW-3 Suggested Sessional Work (SW):

- a. **Assignments:** Opinion Leadership Process.
- b. **Mini Project:** Purchase influences and role played by children.
- c. **Other Activities (Specify):** Class presentation.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

04MM511.4. Analyze the impact of advertisements on consumer behaviour, considering cognitive, affective, and behavioural responses.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 5 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 7 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|--|---|
| <p>SO4.1. Define the basic concepts and principles of the Diffusion of Innovation theory</p> <p>SO4.2 Describe the characteristics and behaviors of different adopter categories, understanding their roles in the diffusion process</p> <p>SO4.3 Apply knowledge to analyze the characteristics of innovations, such as relative advantage, compatibility, complexity, trial ability, and observability</p> <p>SO4.4 Evaluate case studies illustrating successful and unsuccessful applications of the Diffusion of Innovation theory in real-world situations</p> <p>SO4.5 Design adoption strategies for introducing innovations in specific contexts, considering the characteristics of the target audience and the innovation itself</p> | | <p>Unit-4.0: Diffusion of Innovation [5 Hours]</p> <p>4.1 Definition of innovation</p> <p>4.2 product characteristics influencing diffusion</p> <p>4.3 , resistance to innovation</p> <p>4.4 adoption process</p> <p>4.5 Consumer Decision making process</p> | <ol style="list-style-type: none"> 1. Consumer Decision making process 2. Adoption process 3. Situational Influences |

SW-4 Suggested Sessional Work (SW):

- a. **Assignments:** Consumer Decision making process.
- b. **Mini Project:** Product characteristics influencing diffusion.
- c. **Other Activities (Specify):** Class presentation.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

04MM511.5: Assess ethical issues related to consumer behaviour and marketing practices, exploring the impact on consumer trust and brand image.

Approximate Hours

| Item | AppX Hrs |
|--------------|----------|
| CI | 4 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 6 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|--|--|
| <p>SO5.1 Identify different types of consumer decision-making models, such as complex decision-making, routine decision-making, and limited decision-making</p> <p>SO5.2 Explain the frameworks of various consumer decision-making models, such as the Engel-Kollat-Blackwell model, Howard-Sheth model, or the Consumer Decision Journey</p> <p>SO5.3 Apply consumer decision-making models to real-world scenarios, demonstrating how these models can be used to understand and analyze consumer behavior</p> <p>SO5.4 Analyze the factors influencing consumer decision making in specific contexts, applying the concepts from relevant decision-making models</p> <p>SO5.5 Assess the decision-making processes in various consumer contexts, identifying critical factors that contribute to the decision-making outcomes</p> | | <p>Unit-5.0: Models of Consumer Decision making [4 Hours]</p> <p>5.1 Nicosia Model, Howard-Sheth Model</p> <p>5.2 Howard-Sheth Family Decision Making Model</p> <p>5.3 Engel, Kollat & Blackwell Model</p> <p>5.4 Sheth Newman Gross Model of Consumer Values</p> | <p>1. Sheth Newman Gross Model of Consumer Values.</p> <p>2. Howard-Sheth Family Decision Making Model</p> <p>3. Engel, Kollat & Blackwell Model</p> |

SW-5 Suggested Sessional Work (SW):

- a. Assignments:** Nicosia Model, Howard-Sheth Model.
- b. Mini Project:** Sheth Newman Gross Model of Consumer Values.
- c. Other Activities (Specify):** PPT Presentation.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

Brief of Hours suggested for the Course Outcome:

| Course Outcomes | Class Lecture (CI) | Sessional Work (SW) | Self-Learning (SI) | Total hour (CI+SW+SI) |
|---|--------------------|---------------------|--------------------|-----------------------|
| 04MM511.1: Define fundamental terms related to consumer behaviour, such as perception, motivation, and attitude | 5 | 1 | 1 | 7 |
| 04MM511.2: Understand and interpret the findings of consumer research studies, recognizing different methodologies and their implications | 38 | 1 | 1 | 40 |
| 04MM511.3: Apply knowledge of consumer behaviour to segment and analyze target markets based on demographics, psychographics, and behaviour | 8 | 1 | 1 | 10 |
| 04MM511.4: Analyze the impact of advertisements on consumer behaviour, considering cognitive, affective, and behavioural responses | 5 | 1 | 1 | 7 |
| 04MM511.5: Assess ethical issues related to consumer behaviour and marketing practices, exploring the impact on consumer trust and brand image | 4 | 1 | 1 | 6 |
| Total Hours | 60 | 5 | 5 | 70 |

Suggestion for End Semester Assessment:

Suggested Specification Table (For ESA)

| CO | Unit Titles | Marks Distribution | | | Total Marks |
|------------------|--|--------------------|---|---|-------------|
| | | R | U | A | |
| 04MM511.1 | Consumer Behaviour | | | | |
| 04MM511.2 | Consumer Needs & Motivation | | | | |
| 04MM511.3 | Group Dynamics & consumer reference groups | | | | |
| 04MM511.4 | Diffusion of Innovation | | | | |
| 04MM511.5 | Models of Consumer Decision making | | | | |
| Total | | | | | 30 |

Legend: R: Remember, U: Understand, A: Apply

The end of semester assessment for Consumer Behaviour will be held with written examination of 50 marks.

Note: Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorials
3. Case Method
4. Group Discussion
5. Brainstorming

Suggested Learning Resources:

(a) Books:

| S. No. | Title | Author | Publisher | Edition & Year |
|--------|--|---|---------------------------|----------------|
| 1 | Consumer Behaviour | Leon G.Schiffman & Leslie L.Kanuk | Prentice Hall Publication | Latest Edition |
| 2 | Consumer Behaviour – Building Marketing Strategy | Hawkins, D.I., Best, R. J., Coney, K.A., & Mookerjee, A | Tata McGraw Hill. | - |
| 3 | Lecture notes provided by Dept. of Management, AKS University, Satna | | | |

Curriculum Development Team:

1. Dr. Kausik Mukherjee, Associate Dean & Head, FMS, AKS University, Satna.
2. Dr. Pradeep Chaurasia, Associate Professor, FMS, AKS University, Satna.
3. Dr. Chandan Singh, Assistant Professor, FMS, AKS University, Satna.
4. Dr. Prakash Kumar Sen, Assistant Professor, FMS, AKS University, Satna.
5. Dr. Seema Dwivedi, Assistant Professor, FMS, AKS University, Satna.
6. Mr. Pramod Kumar Dwivedi, Assistant Professor, FMS, AKS University, Satna.
7. Mrs. Shinu Shukla, Assistant Professor, FMS, AKS University, Satna.
8. Mr. Krishna Kumar Mishra, Assistant Professor, FMS, AKS University, Satna.
9. Miss. Kiran Chhabariya, Assistant Professor, FMS, AKS University, Satna.
10. Mr. Anurag Singh Parihar, Teaching Associate, FMS, AKS University, Satna.

Cos, POs and PSOs Mapping

Course Title: BBA (Hon's)

Course Code: 04MM511

Course Title: Consumer Behaviour

| Course Outcomes | Program Outcomes | | | | | | Program Specific Outcome | |
|--|------------------|---------------------|----------------------------------|---------------------------|----------------------|--------------------------------|---|---|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO 1 | PSO 2 |
| | Domain knowledge | Contemporary issues | Deep thinking, business analysis | Mobilization of resources | Research orientation | Developing corporate solutions | Acquire leadership skills and entrepreneurial mindset | Application of ethical practices and moral values |
| 04MM511.1: Define fundamental terms related to consumer behaviour, such as perception, motivation, and attitude | 3 | 3 | 2 | 2 | 1 | 2 | 2 | 3 |
| 04MM511.2: Understand and interpret the findings of consumer research studies, recognizing different methodologies and their implications | 3 | 2 | 2 | 2 | 1 | 2 | 2 | 3 |
| 04MM511.3: Apply knowledge of consumer behaviour to segment and analyze target markets based on demographics, psychographics, and behaviour | 2 | 3 | 3 | 2 | 1 | 2 | 2 | 3 |
| 04MM511.4: Analyze the impact of advertisements on consumer behaviour, considering cognitive, | 3 | 3 | 2 | 2 | 1 | 2 | 2 | 3 |



A K S University

Faculty of Management Studies

Department of Business Administration

Curriculum of BBA (Hon's) Program

(Revised as on 01 August 2023)

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| affective, and behavioural responses | | | | | | | | |
| 04MM511.5: Assess ethical issues related to consumer behaviour and marketing practices, exploring the impact on consumer trust and brand image | 3 | 3 | 2 | 2 | 1 | 2 | 2 | 3 |

Legend: 1 – Low, 2 – Medium, 3 – High

Course Curriculum Map:

| POs & PSOs No. | COs No. & Titles | SOs No. | Laboratory Instruction (LI) | Classroom Instruction (CI) | Self-Learning (SL) |
|---------------------------------------|---|---|------------------------------------|---|---------------------------|
| POs 1,2,3,4,5,6 PSOs 1,2 | 04MM511.1: Define fundamental terms related to consumer behaviour, such as perception, motivation, and attitude | SO1.1 SO1.2 SO1.3 SO1.4 SO1.5 | | Unit-1.0: Consumer Behaviour 1.1, 1.2, 1.3, 1.4, 1.5 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 04MM511.2: Understand and interpret the findings of consumer research studies, recognizing different methodologies and their implications | SO2.1 SO2.2 SO2.3 SO2.4 SO2.5 | | Unit-2.0: Consumer Needs & Motivation 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9, 2.10, 2.11, 2.12, 2.13, 2.14, 2.15, 2.16, 2.17, 2.18, 2.19, 2.20, 2.21, 2.22, 2.23, 2.24, 2.25, 2.26, 2.27, 2.28, 2.29, 2.30, 2.31, 2.32, 2.33, 2.34, 2.35, 2.36, 2.37, 2.38 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 04MM511.3: Apply knowledge of consumer behaviour to segment and analyze target markets based on demographics, psychographics, and behaviour | SO3.1 SO3.2 SO3.3 SO3.4 SO3.5 | | Unit-3.0: Group Dynamics & consumer reference groups 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 04MM511.4: Analyze the impact of advertisements on consumer behaviour, considering cognitive, affective, and behavioural responses | SO4.1 SO4.2 SO4.3 SO4.4 SO4.5 | | Unit-4.0: Diffusion of Innovation 4.1, 4.2, 4.3, 4.4, 4.5 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 04MM511.5: Assess ethical issues related to consumer behaviour and marketing practices, exploring the impact on consumer trust and brand image | SO5.1 SO5.2 SO5.3 SO5.4 SO5.5 | | Unit-5.0: Models of Consumer Decision making 5.1, 5.2, 5.3, 5.4 | |



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Semester-V

| | |
|-----------------------|--|
| Course Code: | 04HR511 |
| Course Title : | Management of Industrial Relations |
| Pre-requisite: | Students will have a strong foundation in these areas will equip individuals with the necessary skills and knowledge |
| Rationale: | The rationale for the management of industrial relations lies in promoting a positive, cooperative, and mutually beneficial relationship between employers and employees. By addressing conflicts, fostering employee satisfaction, ensuring legal compliance, and aligning human resource practices with organizational strategy, effective industrial relations management contributes to the overall success and sustainability of the organization |

Course Outcomes:

- 04HR511.1:** Define key terms related to industrial relations.
- 04HR511.2:** Explain the purpose and significance of industrial relations in the workplace.
- 04HR511.3:** Apply knowledge of labor laws to analyze and solve workplace scenarios.
- 04HR511.4:** Analyze the causes and consequences of workplace conflicts.
- 04HR511.5:** Evaluate the effectiveness of different conflict resolution strategies.

Scheme of Studies:

| Code | Course Code | Course Title | Scheme of studies (Hours/Week) | | | | Total Study Hours (CI+LI+SW+SL) | Total Credits (C) |
|------|-------------|------------------------------------|--------------------------------|----|----|----|---------------------------------|-------------------|
| | | | CI | LI | SW | SL | | |
| MEC | 04HR511 | Management of Industrial Relations | 4 | 0 | 2 | 1 | 7 | 4 |

Legend:

CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

SW: Sessional Work (includes assignment, seminar, mini project etc.),

SL: Self Learning,

C: Credits.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

Scheme of Assessment:

Theory:

| Code | Course Code | Course Title | Scheme of Assessment (Marks) | | | | | | | End Semester Assessment (ESA) | Total Marks (PRA+ ESA) |
|------|-------------|------------------------------------|--|---|------------------|------------------------------|-----------------------|-------------------------------|----|-------------------------------|------------------------|
| | | | Progressive Assessment (PRA) | | | | | Total Marks (CA+CT+SA+CAT+AT) | | | |
| | | | Class/Home Assignment 5 number 3 marks each (CA) | Class Test 2 (2 best out of 3) 10 marks each (CT) | Seminar one (SA) | Class Activity any one (CAT) | Class Attendance (AT) | | | | |
| MEC | 04HR511 | Management of Industrial Relations | 15 | 20 | 5 | 5 | 5 | 50 | 50 | 100 | |

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

04HR511.1: Define key terms related to industrial relations.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 12 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 14 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|--|---|
| <p>SO1.1 Define the term "industrial relations" and identify its key components</p> <p>SO1.2 Explain the objectives and goals of industrial relations in the workplace</p> <p>SO1.3 Demonstrate how industrial relations practices contribute to organizational effectiveness</p> <p>SO1.4 Examine the role of government regulations in shaping industrial relations policies</p> <p>SO1.5 Assess the ethical implications of various industrial relations practices</p> | | <p>Unit-1.0: Concept of IR [12 Hours]</p> <p>1.1 Concept of IR</p> <p>1.2 Meaning and definition of IR</p> <p>1.3 Evolution of IR</p> <p>1.4 Characteristics of IR</p> <p>1.5 Objectives of IR</p> <p>1.6 Nature of IR</p> <p>1.7 Scope of IR</p> <p>1.8 Importance of IR</p> <p>1.9 Functions of IR</p> <p>1.10 IR today</p> <p>1.11 Approaches to IR</p> <p>1.12 Overview of conflict and cooperation</p> | <p>1. Evolution of IR</p> <p>2. Characteristics of IR</p> <p>3. Approaches to IR</p> <p>4. Causes of industrial conflict</p> <p>5. Types of industrial conflict</p> |

SW-1 Suggested Sessional Work (SW):

- a. Assignments:** Functions of trade union.
- b. Mini Project:** Prevention of industrial conflict.
- c. Other Activities (Specify):** PPT Presentation.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

04HR511.2: Explain the purpose and significance of industrial relations in the workplace.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 10 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 12 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|--|--|
| <p>SO2.1 Memorize key terms and definitions related to worker involvement in decision-making processes</p> <p>SO2.2 Explain the principles and objectives behind workers' participation in management</p> <p>SO2.3 Apply knowledge of workers' participation models to analyze case studies</p> <p>SO2.4 Analyze the impact of workers' participation on organizational culture and productivity</p> <p>SO2.5 Evaluate the effectiveness of different models of workers' participation in specific organizational contexts</p> | | <p>Unit-2.0: Workers participation in management [10 Hours]</p> <p>2.1 Mode of participation Quality Circles</p> <p>2.2 Worker's participation management overview</p> <p>2.3 Determinants of Workers participation in management</p> <p>2.4 Objectives of Workers participation in management</p> <p>2.5 Forms of Workers participation in management</p> <p>2.6 Limitations of Workers participation in management</p> <p>2.7 Mode of participation Works Committee</p> <p>2.8 Mode of participation Joint Management councils</p> <p>2.9 Mode of participation Worker Director</p> <p>2.10 Mode of participation Grievance Procedure</p> | <p>1. Determinants of Workers participation in management</p> <p>2. Forms of Workers participation in management</p> <p>3. Mode of participation Grievance Procedure</p> |

SW-2 Suggested Sessional Work (SW):

- a. **Assignments:** Mode of participation Grievance Procedure.
- b. **Mini Project:** Forms of Workers participation in management.
- c. **Other Activities (Specify):** PPT Presentation, Group Discussion.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

04HR511.3: Apply knowledge of labor laws to analyze and solve workplace scenarios.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 12 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 14 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|---|--|
| <p>SO3.1 Memorize key terminologies associated with trade unions</p> <p>SO3.2 Describe the different types of trade union structures and their functions</p> <p>SO3.3 Apply conflict resolution strategies relevant to trade union activities</p> <p>SO3.4 Analyze the role of trade unions in the collective bargaining process</p> <p>SO3.5 Evaluate the effectiveness of specific trade union strategies in achieving workers' rights</p> | | <p>Unit-3.0: Trade Union [12 Hours]</p> <p>3.1 Trade Union Act 1926 overview</p> <p>3.2 Procedure for registration</p> <p>3.3 Rights and liabilities of registered Trade Unions</p> <p>3.4 Regulations of Trade Unions</p> <p>3.5 Penalties of Trade Unions</p> <p>3.6 The Industrial Employment (Standing Orders) Act 1946 overview</p> <p>3.7 Scope of The Industrial Employment (Standing Orders) Act 1946</p> <p>3.8 Coverage and certification process</p> <p>3.9 Modification and interpretation</p> <p>3.10 Enforcement of the Act</p> <p>3.11 The Industrial Disputes Act 1947 overview</p> <p>3.12 Authorities Under this Act</p> | <p>1. Rights and liabilities of registered Trade Unions</p> <p>2. Scope of The Industrial Employment (Standing Orders) Act 1946</p> <p>3. Coverage and modification certification process</p> <p>4. Forum for settlement of disputes</p> |

SW-3 Suggested Sessional Work (SW):

- a. **Assignments:** Instruments of economic coercion.
- b. **Mini Project:** Scope of the Industrial Employment (Standing Orders) Act 1946.
- c. **Other Activities (Specify):** Class presentation.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

04HR511.4. Analyze the causes and consequences of workplace conflicts.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 12 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 14 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|--|---|
| <p>SO4.1 Memorize the definitions of terms such as "wages," "deductions," and "employer"</p> <p>SO4.2 Interpret the different components that constitute wages under the act</p> <p>SO4.3 Apply the provisions of the act to calculate wages for different employment scenarios</p> <p>SO4.4 Analyze case studies to identify instances of non-compliance with The Payment of Wages Act, 1936</p> <p>SO4.5 Assess the impact of non-compliance with the act on employer-employee relations</p> | | <p>Unit-4.0: The Payment of Wages Act 1936 [12 Hours]</p> <p>4.1 The Payment of Wages Act 1936 overview</p> <p>4.2 Features</p> <p>4.3 Objectives</p> <p>4.4 Definition of wages</p> <p>4.5 Fixation of wage period</p> <p>4.6 Deductions made from wages</p> <p>4.7 Rules and benefits relating to The Payment of Wages Act 1936</p> <p>4.8 The Payment of Gratuity Act 1972 overview</p> <p>4.9 The Payment of Gratuity Act 1972 categories</p> <p>4.10 The Payment of Gratuity Act 1972 objectives</p> <p>4.11 The Payment of Gratuity Act 1972 features and functions</p> <p>4.12 The Minimum Wages Act 1948 objectives and purpose, Fixation and revision of minimum rates, The Payment of Bonus Act 1965 objective and definition, Payment of maximum bonus</p> | <p>1. Rules and benefits relating to The Payment of Wages Act 1936</p> <p>2. Fixation and revision of minimum rates</p> <p>3. Definition of wages</p> |

SW-4 Suggested Sessional Work (SW):

- a. **Assignments:** The Payment of Bonus Act 1965 objective and definition.
- b. **Mini Project:** The Payment of Gratuity Act 1972 overview.
- c. **Other Activities (Specify):** Class presentation.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

04HR511.5: Evaluate the effectiveness of different conflict resolution strategies.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 14 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 16 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|--|---|
| <p>SO5.1 Recall the key provisions and sections of The Factories Act, 1948</p> <p>SO5.2 Interpret the different provisions related to health, safety, and welfare of workers in a factory</p> <p>SO5.3 Apply knowledge to develop and implement safety protocols in compliance with the act</p> <p>SO5.4 Examine the role of the occupier in ensuring compliance with health and safety regulations</p> <p>SO5.5 Evaluate the effectiveness of the act in promoting worker safety and welfare</p> | | <p>Unit-5.0: The Factories Act 1948 [14 Hours]</p> <p>5.1 Applicability and Eligibility</p> <p>5.2 Benefits and features</p> <p>5.3 Employees' Pension Scheme and Employees State Insurance Act 1948 overview</p> <p>5.4 Employees' Pension Scheme and Employees State Insurance Act 1948 applicability</p> <p>5.5 Eligibility</p> <p>5.6 Benefits and features of pension scheme</p> <p>5.7 Amendments of pension scheme</p> <p>5.8 Fixation of pension scheme</p> <p>5.9 Calculation of pension scheme</p> <p>5.10 Withdrawal of pension scheme</p> <p>5.11 The Factories Act 1948, definition and approval</p> <p>5.12 Features and Objective of the Act</p> <p>5.13 Provisions of the Act</p> <p>5.14 Licensing and registration, Health and welfare measures, Employment of women and young persons, Leave with wages and weekly holidays, The Provident Fund and Miscellaneous Provisions Act 1952 overview, Types of schemes under the act</p> | <ol style="list-style-type: none"> 1. Benefits and features of Employees' Pension Scheme 2. Fixation of pension scheme 3. Leave with wages and weekly holidays 4. Employment of women and young persons |

SW-5 Suggested Sessional Work (SW):

- a. Assignments:** Employees' Pension Scheme and Employees State Insurance Act 1948 applicability.
- b. Mini Project:** The Factories Act, 1948.
- c. Other Activities (Specify):** Class Presentation, Group Discussion.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Brief of Hours suggested for the Course Outcome:

| Course Outcomes | Class Lecture (CI) | Sessional Work (SW) | Self-Learning (SI) | Total hour (CI+SW+SI) |
|---|--------------------|---------------------|--------------------|-----------------------|
| 04HR511.1: Define key terms related to industrial relations | 12 | 1 | 1 | 14 |
| 04HR511.2: Explain the purpose and significance of industrial relations in the workplace | 10 | 1 | 1 | 12 |
| 04HR511.3: Apply knowledge of labor laws to analyze and solve workplace scenarios | 12 | 1 | 1 | 14 |
| 04HR511.4: Analyze the causes and consequences of workplace conflicts | 12 | 1 | 1 | 14 |
| 04HR511.5: Evaluate the effectiveness of different conflict resolution strategies | 14 | 1 | 1 | 16 |
| Total Hours | 60 | 5 | 5 | 70 |

Suggestion for End Semester Assessment:

Suggested Specification Table (For ESA)

| CO | Unit Titles | Marks Distribution | | | Total Marks |
|------------------|-------------------------------------|--------------------|---|---|-------------|
| | | R | U | A | |
| 04HR511.1 | Concept of IR | | | | |
| 04HR511.2 | Workers participation in management | | | | |
| 04HR511.3 | Trade Union | | | | |
| 04HR511.4 | The Payment of Wages Act 1936 | | | | |
| 04HR511.5 | The Factories Act 1948 | | | | |
| Total | | | | | 30 |

Legend: R: Remember, U: Understand, A: Apply

The end of semester assessment for Management of Industrial Relations will be held with written examination of 50 marks.

Note: Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorials
3. Case Method
4. Group Discussion
5. Brainstorming

Suggested Learning Resources:

(a) **Books:**

| S. No. | Title | Author | Publisher | Edition & Year |
|--------|--|----------------|------------------------------|----------------|
| 1 | Industrial Relations and Labour Laws | S C Srivastava | Vikas Publishing House | - |
| 2 | Industrial Relations and Labour Laws | T N Chhabra | Dhanpat Rai Publishing House | - |
| 3 | Lecture notes provided by Dept. of Management, AKS University, Satna | | | |

Curriculum Development Team:

1. Dr. Kausik Mukherjee, Associate Dean & Head, FMS, AKS University, Satna.
2. Dr. Pradeep Chaurasia, Associate Professor, FMS, AKS University, Satna.
3. Dr. Chandan Singh, Assistant Professor, FMS, AKS University, Satna.
4. Dr. Prakash Kumar Sen, Assistant Professor, FMS, AKS University, Satna.
5. Dr. Seema Dwivedi, Assistant Professor, FMS, AKS University, Satna.
6. Mr. Pramod Kumar Dwivedi, Assistant Professor, FMS, AKS University, Satna.
7. Mrs. Shinu Shukla, Assistant Professor, FMS, AKS University, Satna.
8. Mr. Krishna Kumar Mishra, Assistant Professor, FMS, AKS University, Satna.
9. Miss. Kiran Chhabariya, Assistant Professor, FMS, AKS University, Satna.
10. Mr. Anurag Singh Parihar, Teaching Associate, FMS, AKS University, Satna.

Cos, POs and PSOs Mapping

Course Title: BBA (Hon's)

Course Code: 04HR511

Course Title: Management of Industrial Relations

| Course Outcomes | Program Outcomes | | | | | | Program Specific Outcome | |
|---|------------------|---------------------|----------------------------------|---------------------------|----------------------|--------------------------------|---|---|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO 1 | PSO 2 |
| | Domain knowledge | Contemporary issues | Deep thinking, business analysis | Mobilization of resources | Research orientation | Developing corporate solutions | Acquire leadership skills and entrepreneurial mindset | Application of ethical practices and moral values |
| 04HR511.1: Define key terms related to industrial relations | 3 | 3 | 2 | 2 | 1 | 2 | 2 | 3 |
| 04HR511.2: Explain the purpose and significance of industrial relations in the workplace | 3 | 2 | 2 | 2 | 1 | 2 | 2 | 3 |
| 04HR511.3: Apply knowledge of labor laws to analyze and solve workplace scenarios | 2 | 3 | 3 | 2 | 1 | 2 | 2 | 3 |
| 04HR511.4: Analyze the causes and consequences of workplace conflicts | 3 | 3 | 2 | 2 | 1 | 2 | 2 | 3 |
| 04HR511.5: Evaluate the effectiveness of different conflict resolution strategies | 3 | 3 | 2 | 2 | 1 | 2 | 2 | 3 |

Legend: 1 – Low, 2 – Medium, 3 – High

Course Curriculum Map:

| POs & PSOs No. | COs No. & Titles | SOs No. | Laboratory Instruction (LI) | Classroom Instruction (CI) | Self-Learning (SL) |
|---------------------------------------|---|---|------------------------------------|--|---------------------------|
| POs 1,2,3,4,5,6 PSOs 1,2 | 04HR511.1: Define key terms related to industrial relations | SO1.1 SO1.2 SO1.3 SO1.4 SO1.5 | | Unit-1.0: Concept of IR 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8, 1.9, 1.10, 1.11, 1.12 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 04HR511.2: Explain the purpose and significance of industrial relations in the workplace | SO2.1 SO2.2 SO2.3 SO2.4 SO2.5 | | Unit-2.0: Workers participation in management 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9, 2.10 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 04HR511.3: Apply knowledge of labor laws to analyze and solve workplace scenarios | SO3.1 SO3.2 SO3.3 SO3.4 SO3.5 | | Unit-3.0: Trade Union 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9, 3.10, 3.11, 3.12 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 04HR511.4: Analyze the causes and consequences of workplace conflicts | SO4.1 SO4.2 SO4.3 SO4.4 SO4.5 | | Unit-4.0: The Payment of Wages Act 1936 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9, 4.10, 4.11, 4.12 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 04HR511.5: Evaluate the effectiveness of different conflict resolution strategies | SO5.1 SO5.2 SO5.3 SO5.4 SO5.5 | | Unit-5.0: The Factories Act 1948 5.1, 5.2, 5.3, 5.4, 5.5, 5.6, 5.7, 5.8, 5.9, 5.10, 5.11, 5.12, 5.13, 5.14 | |



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Semester-V

| | |
|-----------------------|--|
| Course Code: | 05MT551 |
| Course Title : | Internship |
| Pre-requisite: | Students should have a strong foundation in the areas like HR, Marketing, Finance and General management. Student should also have the basic knowledge of computer. |
| Rationale: | Integrating OBE into BBA internships ensures that students gain practical skills and knowledge essential for their future careers. This structured approach helps bridge the gap between academic learning and professional application, preparing students to meet the demands of the business world. |

Course Outcomes:

05MT551.1: Apply academic knowledge to real-world business tasks and challenges.

05MT551.2: Demonstrate the ability to analyze and propose solutions to business problems.

05MT551.3: Display professional behavior and ethical decision-making in a business setting.

05MT551.4: Communicate business information clearly and effectively in both written and oral forms.

05MT551.5: Collaborate with team members to achieve business objectives.

Scheme of Studies:

| Code | Course Code | Course Title | Scheme of studies (Hours/Week) | | | | | Total Credits (C) |
|------|-------------|--------------|--------------------------------|----|----|----|---------------------------------|-------------------|
| | | | CI | LI | SW | SL | Total Study Hours (CI+LI+SW+SL) | |
| PJT | 05MT551 | Internship | 0 | 12 | 0 | 0 | 12 | 6 |

Legend:

CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

SW: Sessional Work (includes assignment, seminar, mini project etc.),

SL: Self Learning,

C: Credits.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

Scheme of Assessment:

Theory:

| Code | Course Code | Course Title | Scheme of Assessment (Marks) | | | | | | | End Semester Assessment (ESA) | Total Marks (PRA+ ESA) |
|------|-------------|--------------|--|---|------------------|------------------------------|-----------------------|-------------------------------|---|-------------------------------|------------------------|
| | | | Progressive Assessment (PRA) | | | | | Total Marks (CA+CT+SA+CAT+AT) | | | |
| | | | Class/Home Assignment 5 number 3 marks each (CA) | Class Test 2 (2 best out of 3) 10 marks each (CT) | Seminar one (SA) | Class Activity any one (CAT) | Class Attendance (AT) | | | | |
| PJT | 05MT551 | Internship | - | - | - | - | - | - | - | 100 | |

Course Detailing:

During 5th Semester students will undergo an internship of 45 days in industries. Undertaking a 45-day internship during a BBA program is a pivotal opportunity for students to bridge academic learning with practical, real-world experience. This intensive period allows participants to immerse themselves in a professional environment, applying theoretical knowledge to actual business operations. Throughout the internship, students engage in hands-on tasks, collaborate with industry professionals, and gain insights into organizational dynamics. It serves as a platform to develop essential skills such as problem-solving, communication, and teamwork, while also fostering personal growth and professional networking. By actively contributing to projects and initiatives, interns not only enhance their understanding of business practices but also cultivate a proactive approach towards their future careers in business administration.

Guideline for Making an Internship Report:

- 1. Cover Page:** Include the title of your report, your name, internship start and end dates, name of your university, department, and the name of the organization where you completed the internship.
- 2. Table of Contents:** List all the main sections and subsections of your report with corresponding page numbers for easy navigation.
- 3. Executive Summary:** Provide a brief overview of your internship experience, including the organization's background, your roles and responsibilities, major projects or tasks undertaken, key achievements, and a summary of your overall learning outcomes.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

4. Introduction: Introduce the purpose of the internship report, your objectives for the internship, and the methodology used (if applicable, e.g., research methods, data collection techniques).

5. Organization Overview: Describe the organization where you completed your internship, including its history, mission, organizational structure, products/services offered, target market, and any other relevant details.

6. Internship Experience:

- **Roles and Responsibilities:** Detail your specific roles, responsibilities, and projects/tasks assigned during the internship.
- **Skills Developed:** Discuss the skills you gained or improved upon during the internship (e.g., technical skills, soft skills, industry-specific knowledge).
- **Challenges Faced:** Describe any challenges or obstacles encountered during your internship and how you addressed them.
- **Achievements:** Highlight notable achievements, contributions, or projects completed during your internship, emphasizing the impact of your work on the organization.

7. Learning Outcomes: Reflect on your learning outcomes and personal development during the internship. Discuss how the experience contributed to your academic and career goals.

8. Analysis and Evaluation: Analyze the strengths and weaknesses of the organization's operations or processes you observed during the internship. Provide constructive feedback or recommendations for improvement.

9. Conclusion: Summarize the key points of your internship experience, reiterate the significance of your contributions, and reflect on the overall value of the internship towards your professional development.

10. Recommendations (if applicable): Provide recommendations for the organization based on your observations and experiences during the internship.

11. References/Bibliography: Include any sources referenced or cited throughout your internship report using appropriate citation style (e.g., APA, MLA).

12. Appendices: Include any supplementary materials such as project reports, presentations, certificates of completion, or any other relevant documents that support your internship experience.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Semester-VI

| | |
|-----------------------|--|
| Course Code: | 01MT601 |
| Course Title : | Quantitative Techniques for Management |
| Pre-requisite: | An operation research (OR) is a discipline that uses mathematical and quantitative methods to improve decision-making in complex and uncertain situations. This course deals with solving complex real life problem to obtain the optimal and feasible solution |
| Rationale: | This course provides a broad overview of the field, introducing fundamental concepts, techniques, and applications. It usually covers topics such as linear programming, integer programming, network analysis, and decision theory. As an introductory course, it is designed to be accessible to students from various backgrounds |

Course Outcomes:

01MT601.1: Identify linear programming problems using appropriate techniques.

01MT601.2: Apply various transportation and assignment methods.

01MT601.3: Students will solve CPM and PERT techniques and formulate Network models for service and manufacturing systems.

01MT601.4: Students will assess to take best decisions from various alternatives and optimize the barriers decision theory.

01MT601.5: Formulate competitive real-world phenomena using concepts from game theory, markovchain and monte carlo method.

Scheme of Studies:

| Code | Course Code | Course Title | Scheme of studies (Hours/Week) | | | | Total Study Hours (CI+LI+SW+SL) | Total Credits (C) |
|------|-------------|--|--------------------------------|----|----|----|---------------------------------|-------------------|
| | | | CI | LI | SW | SL | | |
| MCC | 01MT601 | Quantitative Techniques for Management | 6 | 0 | 1 | 1 | 8 | 6 |

Legend:

CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

SW: Sessional Work (includes assignment, seminar, mini project etc.),



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

SL: Self Learning,

C: Credits.

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

Scheme of Assessment:

Theory:

| Code | Course Code | Course Title | Scheme of Assessment (Marks) | | | | | | | End Semester Assessment (ESA) | Total Marks (PRA+ ESA) |
|------|-------------|--|--|---|------------------|------------------------------|-----------------------|-------------------------------|----|-------------------------------|------------------------|
| | | | Progressive Assessment (PRA) | | | | | Total Marks (CA+CT+SA+CAT+AT) | | | |
| | | | Class/Home Assignment 5 number 3 marks each (CA) | Class Test 2 (2 best out of 3) 10 marks each (CT) | Seminar one (SA) | Class Activity any one (CAT) | Class Attendance (AT) | | | | |
| MCC | 01MT601 | Quantitative Techniques for Management | 15 | 20 | 5 | 5 | 5 | 50 | 50 | 100 | |

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

01MT601.1: Identify linear programming problems using appropriate techniques.

Approximate Hours

| Item | AppX Hrs |
|--------------|-----------|
| CI | 26 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 28 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|--|---|
| <p>SO1.1 Identify quantitative methods used in decision making</p> <p>SO1.2 Identify solution methods for linear programming models</p> <p>SO1.3 Recite special cases in the solution methods</p> <p>SO1.4 Identify goal programming method</p> | | <p>Unit-1.0: Linear Programming [26 Hours]</p> <p>1.1 History of OR</p> <p>1.2 techniques of OR</p> <p>1.3 Characteristics of OR, Application of OR</p> <p>1.4 Formulation of L.P. Problem</p> <p>1.5 Formulation of production problem</p> <p>1.6 Formulation of diet problem</p> <p>1.7 Graphical Solutions</p> <p>1.8 Graphical Solutions maximize problem</p> <p>1.9 Graphical Solutions maximize problem</p> <p>1.10 Graphical Solutions minimize problem</p> <p>1.11 Graphical Solutions infeasibility solution</p> <p>1.12 Graphical Solutions unbounded solution</p> <p>1.13 Simplex Method</p> <p>1.14 Simplex Method multiple optimal solution</p> <p>1.15 Simplex Method infeasibility solution</p> <p>1.16 Simplex Method unbounded solution</p> <p>1.17 Big-M solution</p> <p>1.18 Big-M solution 2</p> <p>1.19 Two-phase method</p> <p>1.20 Two-phase method 2</p> <p>1.21 Two-phase method 3</p> <p>1.22 Duality</p> <p>1.23 Duality 2</p> <p>1.24 formulation of integer programming</p> <p>1.25 Goal programming</p> <p>1.26 Zero - one programming.</p> | <p>1. How does operation research benefited for organization?</p> |

SW-1 Suggested Sessional Work (SW):

- a. Assignments:** What is the difference between feasible solution and basic feasible solution?
- b. Mini Project:**
- c. Other Activities (Specify):** Check presentation of numerical.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

01MT601.2: Apply various transportation and assignment methods.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 20 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 22 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|--|---|
| <p>SO2.1 Memorize the steps of various transportation method</p> <p>SO2. Identify the basic information about the integration of transportation types</p> <p>SO2.3 Identify The cost function is the amount of money spent to the logistics provider for transporting the commodities from production or supplier place to the demand place</p> <p>SO2.4 Students identify optimally resolve the problem of assigning n jobs to n individuals, such that minimum cost or maximum profit can be obtained</p> | | <p>Unit-2.0: Elementary Transportation [20 Hours]</p> <p>2.1 Theory of Transportation problem</p> <p>2.2 Formulation of Transportation problem</p> <p>2.3 NW corner method</p> <p>2.4 NW corner unbalanced</p> <p>2.5 least cost method</p> <p>2.6 least cost method unbalanced</p> <p>2.7 VAM method</p> <p>2.8 VAM method examples unbalanced</p> <p>2.9 Modified distribution method</p> <p>2.10 Modified distribution method different numerical</p> <p>2.11 Modified distribution method degeneracy</p> <p>2.12 Modified distribution method degeneracy numerical for practice</p> <p>2.13 Unbalanced</p> <p>2.14 Maximization</p> <p>2.15 Prohibited route</p> <p>2.16 Assignment method</p> <p>2.17 Rules and steps to solve assignment</p> <p>2.18 Assignment method maximization</p> <p>2.19 Assignment method unbalanced</p> <p>2.20 Assignment method multiple solutions</p> | <p>1. List out the methods used to obtain initial basic feasible solution in Transportation Problem</p> |

SW-2 Suggested Sessional Work (SW):

- a. **Assignments:** What do you mean by degeneracy in a Transportation Problem? State the difference between the Transportation Problem and Assignment. Problem.
- b. **Mini Project:**
- c. **Other Activities (Specify):** Class presentation.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

01MT601.3: Students will solve CPM and PERT techniques and formulate Network models for service and manufacturing systems.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 13 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 15 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|---|---|
| <p>SO3.1 Identify Network analysis that helps management to minimize the total cost and total maintenance time. With the use of network analysis cost of production can be minimized through reducing the maintenance time</p> <p>SO3.2 Understand critical path method that will help to make accurate project schedule, especially when it use it in conjunction with PERT charts</p> <p>SO3.3 Understand PERT analysis is not an estimate of the total cost of completing a project, but rather an estimate of the project's timeline or duration</p> | | <p>Unit-3.0: Network analysis [13 Hours]</p> <p>3.1 Introduction of Network analysis</p> <p>3.2 constructions of Network analysis</p> <p>3.3 Network diagram</p> <p>3.4 CPM theory</p> <p>3.5 Pert theory</p> <p>3.6 CPM numerical</p> <p>3.7 CPM numerical 2</p> <p>3.8 Critical Path- float and slack analysis</p> <p>3.9 Pert numerical</p> <p>3.10 Pert numerical 2</p> <p>3.11 Project timelines</p> <p>3.12 project time crashing</p> <p>3.13 Crashable and non-crashable task</p> | <p>1. Distinguish between PERT and CPM, b)</p> <p>2. Distinguish between Free float and Independent Float</p> |

SW-3 Suggested Sessional Work (SW):

- a. **Assignments:** What is the difference between an event and an activity? Explain dummy activity.
- b. **Mini Project:**
- c. **Other Activities (Specify):** Class Presentation



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

01MT601.4: Students will assess to take best decisions from various alternatives and optimize the barriers decision theory.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 10 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 12 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|---|--|
| SO4.1 Identify decision making under uncertainty SO4.2 Understands statistical tool or techniques which are used to select the best way of doing any work SO4.3 Identify decision making under risk SO4.4 Apply EVPI, EPPI and EMV | | Unit-4.0: Decision Theory [10 Hours] 4.1 Introduction of Decision Theory 4.2 Pay-off table 4.3 Opportunity loss table 4.4 Expected Monetary Value 4.5 Expected opportunity loss 4.6 Expected opportunity loss 2 4.7 Expected Value of Perfect Information and Sample Information 4.8 Expected monetary Value numeric examples 4.9 Normative and descriptive decision theory 4.10 Decision making under risk with probability | 1. Role of OR model in decision making and their scope |

SW-4 Suggested Sessional Work (SW):

- a. **Assignments:** Explain terminologies of decision theory and their types.
- b. **Mini Project:**
- c. **Other Activities (Specify):** Class presentation



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

01MT601.5: Formulate competitive real-world phenomena using concepts from game theory, markovchain and mante carlo method.

Approximate Hours

| Item | AppX Hrs |
|--------------|-----------|
| CI | 21 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 23 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|---|---|
| <p>SO5.1 Understand markov chain process and their used to predict the future so that the purpose of predicting weather changes can be easily achieved</p> <p>SO5.2 Understand Markov analysis provides information on the probability of customers' switching from one brand to one or more other brands</p> <p>SO5.3 Solve game theory problems</p> <p>SO5.4 Apply to Model and analyze conflicting situations using game theory</p> <p>SO5.5 Solve monte-carlo simulation method</p> | | <p>Unit-5.0: Markov chain [21 Hours]</p> <p>5.1 Introduction of Markov Chains</p> <p>5.2 Markov Chains-Transition probability matrix</p> <p>5.3 Markov Chains numerical</p> <p>5.4 Transition diagram, retention and loss</p> <p>5.5 Equilibrium Conditions(Questions based on Markov analysis)l</p> <p>5.6 Predicting Future Market Shares</p> <p>5.7 Chapman Kolmogrov equation</p> <p>5.8 Introduction to Game Theory</p> <p>5.9 Pay off Matrix- Two person Zero-Sum game</p> <p>5.10 Pure strategy, Saddle point;</p> <p>5.11 Mixed strategy numerical</p> <p>5.12 Dominance Rule</p> <p>5.13 Dominance Rule 2</p> <p>5.14 Graphical methods</p> <p>5.15 Algebraic methods numerical 2</p> <p>5.16 Linear programming method of game theory</p> <p>5.17 Linear programming game theory numerical 2</p> <p>5.18 Introduction to Simulation: Monte Carlo Simulation</p> <p>5.19 Monte Carlo Simulation</p> <p>5.20 Monte Carlo Simulation of production</p> <p>5.21 Monte Carlo Simulation of rain</p> | <p>1. Practice of Dominance method and graphical method</p> |

SW-5 Suggested Sessional Work (SW):

- a. Assignments:** Explain markov chain and monte carlo method with relevant example.
- b. Mini Project:**
- c. Other Activities (Specify):** Numerical Presentation.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Brief of Hours suggested for the Course Outcome:

| Course Outcomes | Class Lecture (CI) | Sessional Work (SW) | Self-Learning (SI) | Total hour (CI+SW+SI) |
|---|--------------------|---------------------|--------------------|-----------------------|
| 01MT601.1: Identify linear programming problems using appropriate techniques | 26 | 1 | 1 | 28 |
| 01MT601.2: Apply various transportation and assignment methods | 20 | 1 | 1 | 22 |
| 01MT601.3: Students will solve CPM and PERT techniques and formulate Network models for service and manufacturing systems | 13 | 1 | 1 | 15 |
| 01MT601.4: Students will assess to take best decisions from various alternatives and optimize the barriers decision theory | 10 | 1 | 1 | 12 |
| 01MT601.5: Formulate competitive real-world phenomena using concepts from game theory, markovchain and mante carlo method | 21 | 1 | 1 | 23 |
| Total Hours | 90 | 5 | 5 | 100 |

Suggestion for End Semester Assessment:

Suggested Specification Table (For ESA)

| CO | Unit Titles | Marks Distribution | | | Total Marks |
|------------------|---------------------------|--------------------|---|---|-------------|
| | | R | U | A | |
| 01MT601.1 | Linear Programming | | | | |
| 01MT601.2 | Elementary Transportation | | | | |
| 01MT601.3 | Network Analysis | | | | |
| 01MT601.4 | Decision Theory | | | | |
| 01MT601.5 | Markov Chains | | | | |
| Total | | | | | 30 |

Legend: R: Remember, U: Understand, A: Apply

The end of semester assessment for Quantitative Techniques for Management will be held with written examination of 50 marks.

Note: Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorials
3. Case Method
4. Group Discussion
5. Brainstorming

Suggested Learning Resources:

(a) Books:

| S. No. | Title | Author | Publisher | Edition & Year |
|--------|--|-------------------------------------|-------------------------|----------------|
| 1 | Quantitative Management | N. D. Vohra | Tata McGraw Hill | - |
| 2 | Operations Research | P. K. Gupta, Man Mohan, KantiSwarup | Sultan Chand | - |
| 3 | Operations Research Theory & Applications | J. K. Sharma | Macmillan India Limited | - |
| 4 | Lecture notes provided by Dept. of Management, AKS University, Satna | | | |

Curriculum Development Team:

1. Dr. Kausik Mukherjee, Associate Dean & Head, FMS, AKS University, Satna.
2. Dr. Pradeep Chaurasia, Associate Professor, FMS, AKS University, Satna.
3. Dr. Chandan Singh, Assistant Professor, FMS, AKS University, Satna.
4. Dr. Prakash Kumar Sen, Assistant Professor, FMS, AKS University, Satna.
5. Dr. Seema Dwivedi, Assistant Professor, FMS, AKS University, Satna.
6. Mr. Pramod Kumar Dwivedi, Assistant Professor, FMS, AKS University, Satna.
7. Mrs. Shinu Shukla, Assistant Professor, FMS, AKS University, Satna.
8. Mr. Krishna Kumar Mishra, Assistant Professor, FMS, AKS University, Satna.
9. Miss. Kiran Chhabariya, Assistant Professor, FMS, AKS University, Satna.
10. Mr. Anurag Singh Parihar, Teaching Associate, FMS, AKS University, Satna.

Cos, POs and PSOs Mapping

Course Title: BBA (Hon's)

Course Code: 01MT601

Course Title: Quantitative Techniques for Management

| Course Outcomes | Program Outcomes | | | | | | Program Specific Outcome | |
|---|------------------|---------------------|----------------------------------|---------------------------|----------------------|--------------------------------|---|---|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO 1 | PSO 2 |
| | Domain knowledge | Contemporary issues | Deep thinking, business analysis | Mobilization of resources | Research orientation | Developing corporate solutions | Acquire leadership skills and entrepreneurial mindset | Application of ethical practices and moral values |
| 01MT601.1: Identify linear programming problems using appropriate techniques | 3 | 3 | 2 | 1 | 2 | 1 | 2 | 2 |
| 01MT601.2: Apply various transportation and assignment methods | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| 01MT601.3: Student will solve CPM and PERT techniques and formulate Network models for service and manufacturing systems | 3 | 2 | 3 | 1 | 2 | 1 | 1 | 2 |
| 01MT601.4: Students will assess to take best decisions from various alternatives and optimize the barriers decision theory | 3 | 2 | 2 | 2 | 2 | 1 | 1 | 2 |
| 01MT601.5: Formulate competitive real-world phenomena using concepts from game theory, markovchain and mante carlo method | 3 | 2 | 2 | 1 | 2 | 1 | 2 | 2 |

Legend: 1 – Low, 2 – Medium, 3 – High

Course Curriculum Map:

| POs & PSOs No. | COs No. & Titles | SOs No. | Laboratory Instruction (LI) | Classroom Instruction (CI) | Self-Learning (SL) |
|---------------------------------------|---|---|------------------------------------|--|---------------------------|
| POs 1,2,3,4,5,6 PSOs 1,2 | 01MT601.1: Identify linear programming problems using appropriate techniques | SO1.1 SO1.2 SO1.3 SO1.4 | | Unit-1.0: Linear Programming 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8, 1.9, 1.10, 1.11, 1.12, 1.13, 1.14, 1.15, 1.16, 1.17, 1.18, 1.19, 1.20, 1.21, 1.22, 1.23, 1.24, 1.25, 1.26 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 01MT601.2: Apply various transportation and assignment methods | SO2.1 SO2.2 SO2.3 SO2.4 | | Unit-2.0: Elementary Transportation 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9, 2.10, 2.11, 2.12, 2.13, 2.14, 2.15, 2.16, 2.17, 2.18, 2.19, 2.20 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 01MT601.3: Student will solve CPM and PERT techniques and formulate Network models for service and manufacturing systems | SO3.1 SO3.2 SO3.3 | | Unit-3.0: Network Analysis 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9, 3.10, 3.11, 3.12, 3.13 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 01MT601.4: Students will assess to take best decisions from various alternatives and optimize the barriers decision theory | SO4.1 SO4.2 SO4.3 SO4.4 | | Unit-4.0: Decision Theory 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9, 4.10 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 01MT601.5: Formulate competitive real-world phenomena using concepts from game theory, markovchain and mante carlo method | SO5.1 SO5.2 SO5.3 SO5.4 SO5.5 | | Unit-5.0: Markov Chains 5.1, 5.2, 5.3, 5.4, 5.5, 5.6, 5.7, 5.8, 5.9, 5.10, 5.11, 5.12, 5.13, 5.14, 5.15, 5.16, 5.17, 5.18, 5.19, 5.20, 5.21 | |



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Semester-VI

| | |
|-----------------------|---|
| Course Code: | 04FM611 |
| Course Title : | Corporate Tax |
| Pre-requisite: | Student should have knowledge of corporate tax, tax credits, tax deductions, tax laws, direct and indirect taxes. |
| Rationale: | Corporate taxation is a crucial component of the fiscal landscape, playing a significant role in shaping the economic environment in which businesses operate. The rationale behind corporate tax lies in its ability to generate substantial revenue for governments, which can then be allocated to public goods and services, infrastructure, education, and healthcare. By taxing corporate profits, governments can ensure that businesses contribute their fair share to the societal resources they utilize, fostering a more equitable economic system. |

Course Outcomes:

04FM611.1: Define key terms and concepts in corporate taxation.

04FM611.2: Explain the principles and laws governing corporate taxation.

04FM611.3: Apply advanced tax rules and regulations to determine the tax liability of corporations in complex scenarios.

04FM611.4: Analyze GST Implications on Business Operations.

04FM611.5: Analyze the impact of customs duties on pricing and competitiveness of imported goods.

Scheme of Studies:

| Code | Course Code | Course Title | Scheme of studies (Hours/Week) | | | | Total Study Hours (CI+LI+SW+SL) | Total Credits (C) |
|------|-------------|---------------|--------------------------------|----|----|----|------------------------------------|----------------------|
| | | | CI | LI | SW | SL | | |
| MEC | 04FM611 | Corporate Tax | 4 | 0 | 1 | 1 | 6 | 4 |

Legend:

CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

SW: Sessional Work (includes assignment, seminar, mini project etc.),

SL: Self Learning,



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

C: Credits.

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

Scheme of Assessment:

Theory:

| Code | Course Code | Course Title | Scheme of Assessment (Marks) | | | | | | | End Semester Assessment (ESA) | Total Marks (PRA+ ESA) |
|------|-------------|---------------|--|---|------------------|------------------------------|-----------------------|-------------------------------|----|-------------------------------|------------------------|
| | | | Progressive Assessment (PRA) | | | | | Total Marks (CA+CT+SA+CAT+AT) | | | |
| | | | Class/Home Assignment 5 number 3 marks each (CA) | Class Test 2 (2 best out of 3) 10 marks each (CT) | Seminar one (SA) | Class Activity any one (CAT) | Class Attendance (AT) | | | | |
| MEC | 04FM611 | Corporate Tax | 15 | 20 | 5 | 5 | 5 | 50 | 50 | 100 | |

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

04FM611.1: Define key terms and concepts in corporate taxation.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 13 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 15 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|--|---|
| <p>SO1.1. Students will be able to list different deductions</p> <p>SO1.2 Students will assess a business scenario to determine eligible deductions and compute the total deductible amount</p> <p>SO1.3 Students will examine how various deductions reduce the taxable income and overall tax liability</p> | | <p>Unit-1.0: Deductions and Computation [13 Hours]</p> <p>1.1 Tax Holiday, Deduction in respect of certain payments</p> <p>1.2 Deduction in respect of certain incomes</p> <p>1.3 Other Incomes</p> <p>1.4 Other deductions</p> <p>1.5 Rebate & Relief</p> <p>1.6 Electoral Trusts</p> <p>1.7 Political Parties</p> <p>1.8 Computation of Total Income</p> <p>1.9 Computation of Tax Liability</p> <p>1.10 Computation of Partnership Firm</p> <p>1.11 Computation of LLP</p> <p>1.12 Registration u/s 12A, 12AA</p> <p>1.13 Registration u/s 12AAB</p> | <p>1. Practice of computation of total income and tax liability</p> |

SW-1 Suggested Sessional Work (SW):

- a. Assignments:** Define Tax Holiday. Explain any Five incomes which do not form part of total income.
- b. Mini Project:**
- c. Other Activities (Specify):** PPT Presentation.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

04FM611.2: Explain the principles and laws governing corporate taxation.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 13 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 15 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|---|--|
| <p>SO2.1 Students will be able to recall basic concepts and definitions related to company taxation.</p> <p>SO2.2 Students will be able to explain the principles and rationale behind the taxation of companies</p> <p>SO2.3 Students will be able to use their knowledge to solve practical problems related to company taxation</p> | | <p>Unit-2.0: Taxation on Companies [13 Hours]</p> <p>2.1 Introduction to AMT</p> <p>2.2 Provision relating to AMT</p> <p>2.3 Numericals of AMT</p> <p>2.4 Classification of tax on companies</p> <p>2.5 Tax incidence on companies</p> <p>2.6 Introduction of DDT</p> <p>2.7 Provisions relating to DDT</p> <p>2.8 Numericals of DDT</p> <p>2.9 Special provision relating to MAT</p> <p>2.10 Numericals of MAT</p> <p>2.11 Other Special Provision to companies</p> <p>2.12 Introduction of Equalization Levy</p> <p>2.13 Numericals of computation of companies income</p> | <p>1. Practices of numerical questions of companies income</p> |

SW-2 Suggested Sessional Work (SW):

- a. **Assignments:** Solve a case study of a company and determine whether it is liable to pay MAT or not.
 - IF, Book profit of the ABC Company as per sec 115JB is rs. 15,00,000.
 - Taxable income of ABC Co. as per provision of income tax act, 1961 Rs. 10,00,000.
- b. **Mini Project:**
- c. **Other Activities (Specify):** Class Test-1



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

04FM611.3: Apply advanced tax rules and regulations to determine the tax liability of corporations in complex scenarios.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 12 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 14 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|---|--|
| <p>SO3.1 Students will be able to define key terms and concepts related to advanced tax</p> <p>SO3.2 Students will be able to describe the impact of various tax laws and regulations on individuals and businesses.</p> <p>SO3.3 Students will be able to calculate taxable income and tax liabilities for various scenarios</p> | | <p>Unit-3.0: Introduction to Advance Tax [12 Hours]</p> <p>3.1 Introduction to Advance Tax</p> <p>3.2 Provisions relating to Advance tax</p> <p>3.3 Numericals relating to Advance Tax</p> <p>3.4 Introduction to TDS</p> <p>3.5 Provisions relating to TDS</p> <p>3.6 Various Section of TDS</p> <p>3.7 Numericals relating to TDS</p> <p>3.8 Introduction to TCS</p> <p>3.9 Provision relating to TCS</p> <p>3.10 Numericals relating to TCS</p> <p>3.11 Provision for filling Income Tax Return</p> <p>3.12 Self-Assessment</p> | <p>1. Practices of numerical question relating to TDS, TCS</p> |

SW-3 Suggested Sessional Work (SW):

- a. **Assignments:** Analyze the impact of failing to file an income tax return on time. What are the penalties and consequences for individual taxpayers?
- b. **Mini Project:**
- c. **Other Activities (Specify):** Class Presentation.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

04FM611.4: Analyze GST Implications on Business Operations.

Approximate Hours

| Item | AppX Hrs |
|--------------|-----------|
| CI | 13 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 15 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|---|---|
| <p>SO4.1 Students will be able to identify the different GST rates applicable to various goods and services.</p> <p>SO4.2 Students will be able to summarize the benefits of GST for businesses and consumers</p> <p>SO4.3 Students will be able to calculate the GST payable on various goods and services.</p> <p>SO4.4 Students will be able to examine the impact of GST on the price structure of goods and service</p> | | <p>Unit-4.0: Taxation on (GST) Goods and Services Tax [13 Hours]</p> <p>4.1 Introduction to GST</p> <p>4.2 Terms and Definitions (Under Goods and Services Tax Act, 2017)</p> <p>4.3 Time and value of supply of Goods and Services</p> <p>4.4 Levy and Collection of Tax</p> <p>4.5 ITC (Input Tax Credit)</p> <p>4.6 Registration Under GST</p> <p>4.7 Computation of GST Liability</p> <p>4.8 Filling of Returns</p> <p>4.9 Assessment</p> <p>4.10 Introduction to Composition Scheme</p> <p>4.11 Composition Scheme</p> <p>4.12 Introduction to RCM</p> <p>4.13 Reverse Charge Mechanism</p> | <p>1. Practices of various laws relating to GST</p> |

SW-4 Suggested Sessional Work (SW):

- a. Assignments:** Critically evaluate the GST compliance process for small businesses. What improvements can be made to simplify the process?
- b. Mini Project:**
- c. Other Activities (Specify):** Class Test-2.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

04FM611.5: Analyze the impact of customs duties on pricing and competitiveness of imported goods.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 9 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 11 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|--|---|
| <p>SO5.1 Students will be able to define key terms related to customs duties such as tariff, import duty, and customs valuation.</p> <p>SO5.2 Students will be able to calculate the customs duty payable on imported goods given specific scenarios and data</p> <p>SO5.3 Students will be able to compare the customs duty rates of different countries and discuss the potential impact on international trade</p> | | <p>Unit-5.0: Taxation on Custom Duty [9 Hours]</p> <p>5.1 Introduction of Custom Duty³</p> <p>5.2 Introduction to additional custom duty</p> <p>5.3 Types of custom duty</p> <p>5.4 Valuation Rules for Custom Duty</p> <p>5.5 Computation of Assessable Value</p> <p>5.6 Calculation of Custom Duty</p> <p>5.7 Arrival, Departure and Clearance of goods</p> <p>5.8 Rules and provision to prohibited goods</p> <p>5.9 Numerical of Custom Duty</p> | <p>1. Practices of numerical questions of custom duty</p> |

SW-5 Suggested Sessional Work (SW):

- a. **Assignments:** Define illegal goods importation and briefly explain its implications in the context of national security.
- b. **Mini Project:**
- c. **Other Activities (Specify):** Class Test-3.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Brief of Hours suggested for the Course Outcome:

| Course Outcomes | Class Lecture (CI) | Sessional Work (SW) | Self-Learning (SI) | Total hour (CI+SW+SI) |
|--|--------------------|---------------------|--------------------|-----------------------|
| 04FM611.1: Define key terms and concepts in corporate taxation | 13 | 1 | 1 | 15 |
| 04FM611.2: Explain the principles and laws governing corporate taxation | 13 | 1 | 1 | 15 |
| 04FM611.3: Apply advanced tax rules and regulations to determine the tax liability of corporations in complex scenarios | 12 | 1 | 1 | 14 |
| 04FM611.4: Analyze GST Implications on Business Operations | 13 | 1 | 1 | 15 |
| 04FM611.5: Analyze the impact of customs duties on pricing and competitiveness of imported goods | 9 | 1 | 1 | 11 |
| Total Hours | 60 | 5 | 5 | 70 |

Suggestion for End Semester Assessment:

Suggested Specification Table (For ESA)

| CO | Unit Titles | Marks Distribution | | | Total Marks |
|------------------|--|--------------------|---|---|-------------|
| | | R | U | A | |
| 04FM611.1 | Deductions and Computation | | | | |
| 04FM611.2 | Taxation on Companies | | | | |
| 04FM611.3 | Introduction to Advance Tax | | | | |
| 04FM611.4 | Taxation on (GST) Goods and Services Tax | | | | |
| 04FM611.5 | Taxation on Custom Duty | | | | |
| Total | | | | | 30 |

Legend: R: Remember, U: Understand, A: Apply

The end of semester assessment for Corporate Tax for Management will be held with written examination of 50 marks.

Note: Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorials
3. Case Method



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

4. Group Discussion

5. Brainstorming

Suggested Learning Resources:

(a) Books:

| S. No. | Title | Author | Publisher | Edition & Year |
|--------|--|---------------------------------------|-------------------------------|----------------|
| 1 | Income Tax Law & Practices | H.C. Mehrotra | Sahitya Bhawan Publication | Latest Edition |
| 2 | GST and Custom Duty | H.C. Mehrotra & Prof. V.P. Agarwal | Sahitya Bhawan Publication | Latest Edition |
| 3 | Taxation | K.L. Singhanian | Taxmen Publication | Latest Edition |
| 4 | Lecture notes provided by Dept. of Management, AKS University, Satna | | | |
| 5 | ICAI Study Material & ICSI Study Material | | | |

Curriculum Development Team:

1. Dr. Kausik Mukherjee, Associate Dean & Head, FMS, AKS University, Satna.
2. Dr. Pradeep Chaurasia, Associate Professor, FMS, AKS University, Satna.
3. Dr. Chandan Singh, Assistant Professor, FMS, AKS University, Satna.
4. Dr. Prakash Kumar Sen, Assistant Professor, FMS, AKS University, Satna.
5. Dr. Seema Dwivedi, Assistant Professor, FMS, AKS University, Satna.
6. Mr. Pramod Kumar Dwivedi, Assistant Professor, FMS, AKS University, Satna.
7. Mrs. Shinu Shukla, Assistant Professor, FMS, AKS University, Satna.
8. Mr. Krishna Kumar Mishra, Assistant Professor, FMS, AKS University, Satna.
9. Miss. Kiran Chhabariya, Assistant Professor, FMS, AKS University, Satna.
10. Mr. Anurag Singh Parihar, Teaching Associate, FMS, AKS University, Satna.

Cos, POs and PSOs Mapping

Course Title: BBA (Hon's)

Course Code: 04FM611

Course Title: Corporate Tax

| Course Outcomes | Program Outcomes | | | | | | Program Specific Outcome | |
|--|------------------|---------------------|----------------------------------|---------------------------|----------------------|--------------------------------|---|---|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO 1 | PSO 2 |
| | Domain knowledge | Contemporary issues | Deep thinking, business analysis | Mobilization of resources | Research orientation | Developing corporate solutions | Acquire leadership skills and entrepreneurial mindset | Application of ethical practices and moral values |
| 04FM611.1: Define key terms and concepts in corporate taxation | 2 | 1 | 3 | 1 | 1 | 2 | 1 | 1 |
| 04FM611.2: Explain the principles and laws governing corporate taxation | 3 | 1 | 1 | 1 | 1 | 1 | 2 | 1 |
| 04FM611.3: Apply advanced tax rules and regulations to determine the tax liability of corporations in complex scenarios | 3 | 1 | 2 | 1 | 1 | 1 | 1 | 1 |
| 04FM611.4: Analyze GST Implications on Business Operations | 3 | 1 | 2 | 1 | 2 | 1 | 1 | 1 |
| 04FM611.5: Analyze the impact of customs duties on pricing and competitiveness of imported goods | 1 | 1 | 3 | 1 | 2 | 1 | 1 | 1 |

Legend: 1 – Low, 2 – Medium, 3 – High

Course Curriculum Map:

| POs & PSOs No. | COs No. & Titles | SOs No. | Laboratory Instruction (LI) | Classroom Instruction (CI) | Self-Learning (SL) |
|---------------------------------------|--|----------------------------------|------------------------------------|--|---------------------------|
| POs 1,2,3,4,5,6 PSOs 1,2 | 04FM611.1: Define key terms and concepts in corporate taxation | SO1.1 SO1.2 SO1.3 | | Unit-1.0: Deductions and Computation 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8, 1.9, 1.10, 1.11, 1.12, 1.13 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 04FM611.2: Explain the principles and laws governing corporate taxation | SO2.1 SO2.2 SO2.3 | | Unit-2.0: Taxation on Companies 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9, 2.10, 2.11, 2.12, 2.13 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 04FM611.3: Apply advanced tax rules and regulations to determine the tax liability of corporations in complex scenarios | SO3.1 SO3.2 SO3.3 | | Unit-3.0: Introduction to Advance Tax 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9, 3.10, 3.11, 3.12 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 04FM611.4: Analyze GST Implications on Business Operations | SO4.1 SO4.2 SO4.3 SO4.4 | | Unit-4.0: Taxation on (GST) Goods and Services Tax 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9, 4.10, 4.11, 4.12, 4.13 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 04FM611.5: Analyze the impact of customs duties on pricing and competitiveness of imported goods | SO5.1 SO5.2 SO5.3 | | Unit-5.0: Taxation on Custom Duty 5.1, 5.2, 5.3, 5.4, 5.5, 5.6, 5.7, 5.8, 5.9 | |



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Semester-VI

| | |
|-----------------------|--|
| Course Code: | 04HR611 |
| Course Title : | Talent and Knowledge Management |
| Pre-requisite: | Talent and knowledge management are like the foundation of a sturdy building. First off, a clear understanding of your organization's goals and objectives is crucial. This provides the context for identifying the specific talents and knowledge needed |
| Rationale: | The purpose of the Knowledge Management process is to share perspectives, ideas, experience and information; to ensure that these are available in the right place at the right time to enable informed decisions; and to improve efficiency by reducing the need to rediscover knowledge. |

Course Outcomes:

04HR611.1: Identify the purpose of developing a talent management information strategy and the role of leaders in talent management.

04HR611.2: Discuss the characteristics, types of valid competency model and talent management information system.

04HR611.3: Analyze the nature of knowledge management alternative views of knowledge, types of knowledge and concept.

04HR611.4: Validate the knowledge management solutions, mechanisms, systems and knowledge management infrastructure.

04HR611.5: Synthesize effective application of knowledge to diagnose and solve organizational problems and develop optimal managerial decisions.

Scheme of Studies:

| Code | Course Code | Course Title | Scheme of studies (Hours/Week) | | | | Total Study Hours (CI+LI+SW+SL) | Total Credits (C) |
|------|-------------|---------------------------------|--------------------------------|----|----|----|---------------------------------|-------------------|
| | | | CI | LI | SW | SL | | |
| MEC | 04HR611 | Talent and Knowledge Management | 4 | 0 | 1 | 1 | 6 | 4 |

Legend:

CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

SW: Sessional Work (includes assignment, seminar, mini project etc.),



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

SL: Self Learning,

C: Credits.

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

Scheme of Assessment:

Theory:

| Code | Course Code | Course Title | Scheme of Assessment (Marks) | | | | | | | End Semester Assessment (ESA) | Total Marks (PRA+ ESA) |
|------|-------------|---------------------------------|--|---|------------------|------------------------------|-----------------------|----|-------------------------------|-------------------------------|------------------------|
| | | | Progressive Assessment (PRA) | | | | | | Total Marks (CA+CT+SA+CAT+AT) | | |
| | | | Class/Home Assignment 5 number 3 marks each (CA) | Class Test 2 (2 best out of 3) 10 marks each (CT) | Seminar one (SA) | Class Activity any one (CAT) | Class Attendance (AT) | | | | |
| MEC | 04HR611 | Talent and Knowledge Management | 15 | 20 | 5 | 5 | 5 | 50 | 50 | 100 | |

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

04HR611.1: Identify the purpose of developing a talent management information strategy and the role of leaders in talent management.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 10 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 12 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|---|--|
| <p>SO1.1 Identify the key terminology of TM</p> <p>SO1.2 Identify the grid system of Talent Management</p> <p>SO1.3 Recite the gap of TM</p> | | <p>Unit-1.0: Talent Management [10 Hours]</p> <p>1.1 Meaning and importance of talent management,</p> <p>1.2 Talent management Grid,</p> <p>1.3 Steps of TM Grid</p> <p>1.4 Creating talent management system,</p> <p>1.5 Strategies of talent management.</p> <p>1.6 Talent Gap</p> <p>1.7 Types of TM</p> <p>1.8 Benefits of TM</p> <p>1.9 Talent management process</p> | <p>1. Recent practices of HR regarding talent management</p> |

SW-1 Suggested Sessional Work (SW):

- a. **Assignments:** Explain talent gap with relevant example.
- b. **Mini Project:** List of company requirement regarding talent acquisition.
- c. **Other Activities (Specify):** Chock presentation of first unit.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

04HR611.2: Discuss the characteristics, types of valid competency model and talent management information system.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 10 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 12 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|---|---|
| <p>SO2.1 Identify the organizational goals and perform a needs assessment</p> <p>SO2.2 Identify competency gap and action plan</p> <p>SO2.3 Understand competencies of existing employees</p> <p>SO2.4 Apply competencies to enhance performance and improve productivity</p> | | <p>Unit-2.0: Competency [10 Hours]</p> <p>2.1 Competency model</p> <p>2.2 Types of Competency model</p> <p>2.3 Competency model use for HR practices</p> <p>2.4 , Competency mapping,</p> <p>2.5 Types of Competency mapping</p> <p>2.6 Role of leaders in talent management</p> <p>2.7 Talent management and competitive advantage</p> <p>2.8 Leadership</p> <p>2.9 Importance of competency mapping</p> <p>2.10 Case study</p> | <p>1. Needs of competency mapping in various organization</p> |

SW-2 Suggested Sessional Work (SW):

- a. **Assignments:** What do you meant by competency mapping and their importance in organization effectiveness?
- b. **Mini Project:**
- c. **Other Activities (Specify):** Class Presentation



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

04HR611.3: Analyze the nature of knowledge management alternative views of knowledge, types of knowledge and concept.

Approximate Hours

| Item | AppX Hrs |
|--------------|-----------|
| CI | 10 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 12 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|--|--|
| <p>SO3.1 Understand how information and knowledge management impacts contemporary organizations.</p> <p>SO3.2 Explain the underlying technologies that enable knowledge management solutions</p> <p>SO3.3 Apply the theoretical concepts of knowledge management to real-world situations</p> | | <p>Unit-3.0: Elements of Knowledge [10 Hours]</p> <p>3.1 Elements of knowledge management, 3.2 KM Process 3.3 Advantages of knowledge management, 3.4 Classification of KM 3.5 Knowledge management in learning organisations 3.6 Types of Knowledge Tacit and Explicit 3.7 Managing knowledge workers. 3.8 Elements of KM 3.9 Knowledge sharing process 3.10 Case study</p> | <p>1. Examples of tacit and explicit knowledge</p> |

SW-3 Suggested Sessional Work (SW):

- a. **Assignments:** Explain elements of KM and their importance.
- b. **Mini Project:**
- c. **Other Activities (Specify):** Class Presentation.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

04HR611.4: Validate the knowledge management solutions, mechanisms, systems and knowledge management infrastructure.

Approximate Hours

| Item | AppX Hrs |
|--------------|-----------|
| CI | 15 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 17 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|---|---|
| <p>SO4.1 Use qualitative techniques of analysis to identify requirements for knowledge-initiatives in response to a real-world work situation</p> <p>SO4.2 Demonstrate the strengths and weaknesses of different technological approaches to knowledge management</p> <p>SO4.3 Apply new high-level designs for knowledge management initiatives using discourse analysis, qualitative techniques and design thinking</p> <p>SO4.4 Analyse documented cases of knowledge management initiatives and identify their strengths and weaknesses</p> | | <p>Unit-4.0: KM Process [15 Hours]</p> <p>4.1 Knowledge management process</p> <p>4.2 Approaches to knowledge management</p> <p>4.3 Knowledge management solutions</p> <p>4.4 Knowledge creation</p> <p>4.5 Knowledge sharing</p> <p>4.6 Knowledge dissemination</p> <p>4.7 Types of dissemination</p> <p>4.8 Knowledge management life cycle</p> <p>4.9 Nonaka's model of knowledge</p> <p>4.10 .Knowledge capturing techniques: Brainstorming,</p> <p>4.11 Protocol analysis,</p> <p>4.12 Consensus decision making</p> <p>4.13 Repertory grid</p> <p>4.14 Concept mapping.</p> <p>4.15 Creating a concept map</p> | <p>1. Best practices of knowledge management.</p> <p>2. KM system</p> |

SW-4 Suggested Sessional Work (SW):

- a. **Assignments:** Marketing Development Assistance (MDA).
- b. **Mini Project:** Categories of deemed exporters.
- c. **Other Activities (Specify):** Class Test-2



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

04HR611.5: Synthesize effective application of knowledge to diagnose and solve organizational problems and develop optimal managerial decisions.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 15 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 17 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|--|---|
| <p>SO5.1 Explain how to formulate a knowledge management strategy, identify major requirements and issues for designing enterprise knowledge architecture and implementing knowledge management projects</p> <p>SO5.2 Students will demonstrate comprehension of knowledge management concepts and theories by connecting them to experiences through stories, written reports and Discussion</p> <p>SO5.3 Understand how to select the relevant benchmarks and establish a monitoring process</p> <p>SO5.4 Understand the Balanced Scorecard framework and its implementation</p> | | <p>Unit-5.0: KM Strategies [15 Hours]</p> <p>5.1 Knowledge management strategies</p> <p>5.2 Aligning individual needs with organisation</p> <p>5.3 Reward</p> <p>5.4 Employee incentives program systems for knowledge management,</p> <p>5.5 Knowledge Audit Methodology</p> <p>5.6 Perform a Knowledge audit</p> <p>5.7 Benchmarking,</p> <p>5.8 Benchmarking process</p> <p>5.9 Benchmarking techniques</p> <p>5.10 Balance scorecard</p> <p>5.11 Areas of Balance scorecard</p> <p>5.12 Gap analysis.</p> <p>5.13 Types of gap analysis</p> <p>5.14 Stages of gap analysis</p> <p>5.15 Case study</p> | <p>1. 5 p's of KM strategies and The 8 different pillars of knowledge management strategy</p> |

SW-5 Suggested Sessional Work (SW):

- a. Assignments:** Explain gap analysis and their types.
- b. Mini Project:**
- c. Other Activities (Specify):** Presentation



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Brief of Hours suggested for the Course Outcome:

| Course Outcomes | Class Lecture (CI) | Sessional Work (SW) | Self-Learning (SI) | Total hour (CI+SW+SI) |
|--|--------------------|---------------------|--------------------|-----------------------|
| 04HR611.1: Identify the purpose of developing a talent management information strategy and the role of leaders in talent management | 10 | 1 | 1 | 12 |
| 04HR611.2: Discuss the characteristics, types of valid competency model and talent management information system | 10 | 1 | 1 | 12 |
| 04HR611.3: Analyze the nature of knowledge management alternative views of knowledge, types of knowledge and concept | 10 | 1 | 1 | 12 |
| 04HR611.4: Validate the knowledge management solutions, mechanisms, systems and knowledge management infrastructure | 15 | 1 | 1 | 17 |
| 04HR611.5: Synthesize effective application of knowledge to diagnose and solve organizational problems and develop optimal managerial decisions | 15 | 1 | 1 | 17 |
| Total Hours | 60 | 5 | 5 | 70 |

Suggestion for End Semester Assessment:

Suggested Specification Table (For ESA)

| CO | Unit Titles | Marks Distribution | | | Total Marks |
|------------------|----------------------|--------------------|---|---|-------------|
| | | R | U | A | |
| 04HR611.1 | Talent Management | | | | |
| 04HR611.2 | Competency | | | | |
| 04HR611.3 | Knowledge Management | | | | |
| 04HR611.4 | KM Process | | | | |
| 04HR611.5 | KM Strategies | | | | |
| Total | | | | | 30 |

Legend: R: Remember, U: Understand, A: Apply

The end of semester assessment for Talent and Knowledge Management will be held with written examination of 50 marks.

Note: Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorials
3. Case Method
4. Group Discussion
5. Brainstorming

Suggested Learning Resources:

(a) Books:

| S. No. | Title | Author | Publisher | Edition & Year |
|--------|--|---------------------------------|---|----------------|
| 1 | Talent management handbook | Lance A. Berger, Dorothy Berger | Tata McGraw Hill | Latest Edition |
| 2 | Talent on Demand | Cappeli Peter | Managing Talent in an age of uncertainty, Harvard Business press. | Latest Edition |
| 3 | Knowledge management | Awad. E.M and Ghaziri H.M | Pearson education International | Latest Edition |
| 4 | Knowledge management system theory and practice | Stuart Barnes | Thomson learning | Latest Edition |
| 5 | Lecture notes provided by Dept. of Management, AKS University, Satna | | | |

Curriculum Development Team:

1. Dr. Kausik Mukherjee, Associate Dean & Head, FMS, AKS University, Satna.
2. Dr. Pradeep Chaurasia, Associate Professor, FMS, AKS University, Satna.
3. Dr. Chandan Singh, Assistant Professor, FMS, AKS University, Satna.
4. Dr. Prakash Kumar Sen, Assistant Professor, FMS, AKS University, Satna.
5. Dr. Seema Dwivedi, Assistant Professor, FMS, AKS University, Satna.
6. Mr. Pramod Kumar Dwivedi, Assistant Professor, FMS, AKS University, Satna.
7. Mrs. Shinu Shukla, Assistant Professor, FMS, AKS University, Satna.
8. Mr. Krishna Kumar Mishra, Assistant Professor, FMS, AKS University, Satna.
9. Miss. Kiran Chhabariya, Assistant Professor, FMS, AKS University, Satna.
10. Mr. Anurag Singh Parihar, Teaching Associate, FMS, AKS University, Satna.

Cos, POs and PSOs Mapping

Course Title: BBA (Hon's)

Course Code: 04HR611

Course Title: Talent and Knowledge Management

| Course Outcomes | Program Outcomes | | | | | | Program Specific Outcome | |
|--|------------------|---------------------|----------------------------------|---------------------------|----------------------|--------------------------------|---|---|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO 1 | PSO 2 |
| | Domain knowledge | Contemporary issues | Deep thinking, business analysis | Mobilization of resources | Research orientation | Developing corporate solutions | Acquire leadership skills and entrepreneurial mindset | Application of ethical practices and moral values |
| 04HR611.1: Identify the purpose of developing a talent management information strategy and the role of leaders in talent management | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 3 |
| 04HR611.2: Discuss the characteristics, types of valid competency model and talent management information system | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 2 |
| 04HR611.3: Analyze the nature of knowledge management alternative views of knowledge, types of knowledge and concept | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 2 |
| 04HR611.4: Validate the knowledge management solutions, mechanisms, systems and knowledge management infrastructure | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 3 |
| 04HR611.5: Synthesize effective application of knowledge to diagnose and | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 3 |

| | | | | | | | | |
|--|--|--|--|--|--|--|--|--|
| solve organizational problems and develop optimal managerial decisions | | | | | | | | |
|--|--|--|--|--|--|--|--|--|

Legend: 1 – Low, 2 – Medium, 3 – High

Course Curriculum Map:

| POs & PSOs No. | COs No. & Titles | SOs No. | Laboratory Instruction (LI) | Classroom Instruction (CI) | Self-Learning (SL) |
|---------------------------------------|--|----------------------------------|------------------------------------|---|---------------------------|
| POs 1,2,3,4,5,6 PSOs 1,2 | 04HR611.1: Identify the purpose of developing a talent management information strategy and the role of leaders in talent management | SO1.1 SO1.2 SO1.3 | | Unit-1.0: Talent management 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8, 1.9, 1.10 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 04HR611.2: Discuss the characteristics, types of valid competency model and talent management information system | SO2.1 SO2.2 SO2.3 SO2.4 | | Unit-2.0: Competency 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9, 2.10 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 04HR611.3: Analyze the nature of knowledge management alternative views of knowledge, types of knowledge and concept | SO3.1 SO3.2 SO3.3 | | Unit-3.0: Knowledge management 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9, 3.10 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 04HR611.4: Validate the knowledge management solutions, mechanisms, systems and knowledge management infrastructure | SO4.1 SO4.2 SO4.3 SO4.4 | | Unit-4.0: KM Process 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9, 4.10, 4.11, 4.12, 4.13, 4.14, 4.15 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 04HR611.5: Synthesize effective application of knowledge to diagnose and solve organizational problems and develop optimal managerial decisions | SO5.1 SO5.2 SO5.3 SO5.4 | | Unit-5.0: KM Strategies 5.1, 5.2, 5.3, 5.4, 5.5, 5.6, 5.7, 5.8, 5.9, 5.10, 5.11, 5.12, 5.13, 5.14, 5.15 | |



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Semester-VI

| | |
|-----------------------|--|
| Course Code: | 04MM611 |
| Course Title : | Integrated Marketing Communication |
| Pre-requisite: | Student should have the basic knowledge of marketing and industrial environment |
| Rationale: | The rationale behind integrated marketing communication (IMC) lies in the need for a cohesive and synchronized approach to marketing efforts by integrating various communication channels such as advertisement, public relation, direct-marketing and digital platform |

Course Outcomes:

04MM611.1: Define and explain the concept of Integrated Marketing Communication.

04MM611.2: Analyze target audiences and develop strategies to effectively communicate with them.

04MM611.3: Understand how to allocate budgets across different media platforms for maximum impact.

04MM611.4: Explore ethical issues related to marketing communication.

04MM611.5: Develop skills in media planning and buying.

Scheme of Studies:

| Code | Course Code | Course Title | Scheme of studies (Hours/Week) | | | | Total Study Hours (CI+LI+SW+SL) | Total Credits (C) |
|------|-------------|------------------------------------|--------------------------------|----|----|----|------------------------------------|----------------------|
| | | | CI | LI | SW | SL | | |
| MEC | 04MM611 | Integrated Marketing Communication | 4 | 0 | 1 | 1 | 6 | 4 |

Legend:

CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

SW: Sessional Work (includes assignment, seminar, mini project etc.),

SL: Self Learning,

C: Credits.

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Scheme of Assessment:

Theory:

| Code | Course Code | Course Title | Scheme of Assessment (Marks) | | | | | | | End Semester Assessment (ESA) | Total Marks (PRA+ ESA) |
|------|-------------|------------------------------------|--|---|------------------|--------------------------------|-----------------------|-------------------------------|----|-------------------------------|------------------------|
| | | | Progressive Assessment (PRA) | | | | | Total Marks (CA+CT+SA+CAT+AT) | | | |
| | | | Class/Home Assignment 5 number 3 marks each (CA) | Class Test 2 (2 best out of 3) 10 marks each (CT) | Seminar one (SA) | Class Activity any one (C.A.T) | Class Attendance (AT) | | | | |
| MEC | 04MM611 | Integrated Marketing Communication | 15 | 20 | 5 | 5 | 5 | 50 | 50 | 100 | |

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

04MM611.1: Define and explain the concept of Integrated Marketing Communication.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 7 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 9 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|---|---|
| <p>SO1.1 Define the concept of Integrated Marketing Communication</p> <p>SO1.2 Develop a clear and persuasive marketing message for a given product or service</p> <p>SO1.3 Analyze the consistency of a brand across different communication channels</p> <p>SO1.4 Evaluate the ethical considerations in a given IMC scenario and propose ethical solutions</p> <p>SO1.5 Develop criteria for evaluating the success of an IMC campaign and analyze relevant metrics</p> | | <p>Unit-1.0: Introduction to integrated marketing communication [7 Hours]</p> <p>1.1 Introduction to Integrated Marketing Communication</p> <p>1.2 Marketing Communication</p> <p>1.3 Objectives of Marketing Communication</p> <p>1.4 Factors contributing to IMC</p> <p>1.5 Participants in IMC</p> <p>1.6 IMC Promotion Mix</p> <p>1.7 IMC Management</p> | <p>1. Objectives of Marketing Communication</p> <p>2. Factors contributing to IMC</p> <p>3. IMC Promotion Mix</p> |

SW-1 Suggested Sessional Work (SW):

- a. **Assignments:** Analyze an existing marketing campaign and evaluate how well it integrates different communication channels.
- b. **Mini Project:** Discuss the strengths and weaknesses of the campaign in terms of IMC principles.
- c. **Other Activities (Specify):** Case analysis, Presentation.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

04MM611.2: Analyze target audiences and develop strategies to effectively communicate with them.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 31 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 33 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|--|---|
| <p>SO2.1 Define and recall key terms related to individual determinants of consumer behavior, such as personality, motivation, and perception</p> <p>SO2.2 Explain how personal factors, like lifestyle and attitudes, impact purchasing decisions</p> <p>SO2.3 Analyze the interplay between different individual determinants and their combined impact on consumer decision-making</p> <p>SO2.4 Evaluate the effectiveness of marketing strategies based on an understanding of individual determinants</p> <p>SO2.5 Apply knowledge of individual determinants to analyze real-world case studies in consumer behavior</p> | | <p>Unit-2.0: Advertising Management and Its Concepts [31 Hours]</p> <p>2.1 Meaning of Advertising Management</p> <p>2.2 Nature of advertising management</p> <p>2.3 Scope of Advertising</p> <p>2.4 Classification of advertising</p> <p>2.5 Advertising</p> <p>2.6 Types of advertising</p> <p>2.7 Advertising by Purpose</p> <p>2.8 Advertising by Media Channel</p> <p>2.9 Advertising by Geographic Scope</p> <p>2.10 Advertising by Target Audience</p> <p>2.11 Advertising by Timing</p> <p>2.12 Advertising by Advertising Appeal</p> <p>2.13 Advertising by Product Life Cycle</p> <p>2.14 Advertising by Advertising Medium</p> <p>2.15 advertising appropriation</p> <p>2.16 advertising campaigns</p> <p>2.17 Customer and Competitor Analysis</p> <p>2.18 STP Strategies for Advertising</p> <p>2.19 Advertising Agencies – role</p> <p>2.20 Functions of advertising agencies</p> <p>2.21 Organization of advertising agencies</p> | <p>1. Functions of advertising agencies</p> <p>2. Role of Advertising in Natural Development</p> <p>3. Organization of advertising agencies</p> |



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

| | | | |
|--|--|---|--|
| | | 2.22 Remuneration 2.23 Client agency relationship 2.24 account Planning 2.25 Hoarding Contractors 2.26 Management of Advertising Agencies 2.27 Role of Advertising in Natural Development 2.28 Testing of Advertising Effectiveness 2.29 Preparation and Choice of Methods of Advertising Budget 2.30 Ethical and Social Issues in Advertising 2.31 Advertising Management | |
|--|--|---|--|

SW-2 Suggested Sessional Work (SW):

- a. **Assignments:** Explain advertising management and its concepts.
- b. **Mini Project:** Consider the role of branding, positioning, and differentiation in each advertisement.
- c. **Other Activities (Specify):** Class Presentation, Case study.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

04MM611.3: Understand how to allocate budgets across different media platforms for maximum impact.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 10 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 12 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|--|---|
| <p>SO3.1 Explain the importance of effective media planning in achieving communication objectives</p> <p>SO3.2 Analyze the current media landscape, including traditional and digital channels</p> <p>SO3.3 Demonstrate the process of identifying and profiling target audience segments</p> <p>SO3.4 Explore different media strategies such as reach vs. frequency, continuity, and flighting</p> <p>SO3.5 Categorization, measurement and application of social class</p> | | <p>Unit-3.0: Media Planning Concepts [10 Hours]</p> <p>3.1 Media Concepts 3.2 Characteristics 3.3 Media planning 3.4 Concept of media planning 3.5 Key components of media planning 3.6 Steps in media planning 3.7 Issues in Media Planning 3.8 Media Selection 3.9 Planning and Scheduling 3.10 internet as an advertising media</p> | <p>1. Issues in Media Planning</p> <p>2. Planning and Scheduling</p> <p>3. Internet as an advertising media</p> |

SW-3 Suggested Sessional Work (SW):

- a. **Assignments:** Choose a popular brand and analyze its current media plan and identify the target audience, media channels used, frequency of ads, and the overall strategy.
- b. **Mini Project:** Explore the concept of crisis management in media planning.
- c. **Other Activities (Specify):** Class Presentation, Case study.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

04MM611.4: Explore ethical issues related to marketing communication.

Approximate Hours

| Item | AppX Hrs |
|--------------|----------|
| CI | 6 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 8 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|---|--|
| <p>SO4.1 Define and explain the concept of marketing communication forms</p> <p>SO4.2 Explore traditional marketing communication forms such as print advertising, television, radio, and direct mail</p> <p>SO4.3 Understand the concept of Integrated Marketing Communication (IMC) and its role in coordinating various communication forms for a unified brand message</p> <p>SO4.4 Examine the role of events and experiential marketing in the overall marketing communication mix</p> <p>SO4.5 Address ethical considerations related to different communication forms, including issues of transparency, truthfulness, and social responsibility</p> | | <p>Unit-4.0: Marketing Communication Form [6 Hours]</p> <p>4.1 Sales promotion</p> <p>4.2 Managing Sales Promotion</p> <p>4.3 Direct Marketing</p> <p>4.4 Publicity</p> <p>4.5 Public Relation</p> <p>4.6 Social Marketing Communication</p> | <p>1. Process of Opinion Leadership</p> <p>2. Personal Influence</p> |

SW-4 Suggested Sessional Work (SW):

- a. **Assignments:** Develop an IMC plan for a fictional product or service.
- b. **Mini Project:** Explore the importance of crisis communication in marketing.
- c. **Other Activities (Specify):** Case analysis and group discussion.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

04MM611.5: Develop skills in media planning and buying.

Approximate Hours

| Item | AppX Hrs |
|--------------|----------|
| CI | 6 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 8 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|---|--|
| <p>SO5.1 Emphasize the importance of effective communication, transparency, and collaboration in fostering successful partnerships</p> <p>SO5.2 Discuss the significance of market research and consumer insights in developing impactful advertising strategies</p> <p>SO5.3 Explore methods for identifying and understanding the target audience for a specific product or service</p> <p>SO5.4 Analyze different creative development approaches, including storytelling, emotional appeal, humor, and other techniques</p> <p>SO5.5 Discuss how agencies navigate ethical dilemmas and maintain a positive industry reputation</p> | | <p>Unit-5.0: Strategies For Advertising Agencies [6 Hours]</p> <p>5.1 Function of Ad agencies 5.2 Structure of Ad Agencies 5.3 Managing Client Agency Relationship 5.4 Legal and Ethical Issues in Advertising 5.5 Planning Model 5.6 Challenges in IMC</p> | <p>1. Function of Ad agencies 2. Structure of Ad Agencies</p> |

SW-5 Suggested Sessional Work (SW):

- a. Assignments:** Explain the functions and structure of ad. Agencies.
- b. Mini Project:** Explain the legal and ethical issues in advertising.
- c. Other Activities (Specify):** Case analysis and group discussion.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Brief of Hours suggested for the Course Outcome:

| Course Outcomes | Class Lecture (CI) | Sessional Work (SW) | Self-Learning (SI) | Total hour (CI+SW+SI) |
|--|--------------------|---------------------|--------------------|-----------------------|
| 04MM611.1: Define and explain the concept of Integrated Marketing Communication | 7 | 1 | 1 | 9 |
| 04MM611.2: Analyze target audiences and develop strategies to effectively communicate with them | 31 | 1 | 1 | 33 |
| 04MM611.3: Understand how to allocate budgets across different media platforms for maximum impact | 10 | 1 | 1 | 12 |
| 04MM611.4: Explore ethical issues related to marketing communication | 6 | 1 | 1 | 8 |
| 04MM611.5: Develop skills in media planning and buying | 6 | 1 | 1 | 8 |
| Total Hours | 60 | 5 | 5 | 70 |

Suggestion for End Semester Assessment:

Suggested Specification Table (For ESA)

| CO | Unit Titles | Marks Distribution | | | Total Marks |
|------------------|--|--------------------|---|---|-------------|
| | | R | U | A | |
| 04MM611.1 | Introduction To Integrated Marketing Communication | | | | |
| 04MM611.2 | Advertising Management And Its Concepts | | | | |
| 04MM611.3 | Media Planning Concepts | | | | |
| 04MM611.4 | Marketing Communication Form | | | | |
| 04MM611.5 | Strategies For Advertising Agencies | | | | |
| Total | | | | | 30 |

Legend: R: Remember, U: Understand, A: Apply

The end of semester assessment for Talent and Knowledge Management will be held with written examination of 50 marks.

Note: Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorials



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

3. Case Method
4. Group Discussion
5. Brainstorming

Suggested Learning Resources:

(a) Books:

| S. No. | Title | Author | Publisher | Edition & Year |
|--------|--|------------------------------|------------------------------------|----------------|
| 1 | Integrated Marketing Communication – A Strategic Approach | Siraj M Joseph & Rahtz Don R | Engage Learning | Latest Edition |
| 2 | Integrated Advertising, Promotion, and Marketing Communications | Kenneth Clow & Donald Baack | Pearson Education, Limited | Latest Edition |
| 3 | Advertising Management | Borden & Marshall | MV Taraporevala Sons' Co Pvt. Ltd, | Latest Edition |
| 4 | Lecture notes provided by Dept. of Management, AKS University, Satna | | | |

Curriculum Development Team:

1. Dr. Kausik Mukherjee, Associate Dean & Head, FMS, AKS University, Satna.
2. Dr. Pradeep Chaurasia, Associate Professor, FMS, AKS University, Satna.
3. Dr. Chandan Singh, Assistant Professor, FMS, AKS University, Satna.
4. Dr. Prakash Kumar Sen, Assistant Professor, FMS, AKS University, Satna.
5. Dr. Seema Dwivedi, Assistant Professor, FMS, AKS University, Satna.
6. Mr. Pramod Kumar Dwivedi, Assistant Professor, FMS, AKS University, Satna.
7. Mrs. Shinu Shukla, Assistant Professor, FMS, AKS University, Satna.
8. Mr. Krishna Kumar Mishra, Assistant Professor, FMS, AKS University, Satna.
9. Miss. Kiran Chhabariya, Assistant Professor, FMS, AKS University, Satna.
10. Mr. Anurag Singh Parihar, Teaching Associate, FMS, AKS University, Satna.

Cos, POs and PSOs Mapping

Course Title: BBA (Hon's)

Course Code: 04MM611

Course Title: Integrated Marketing Communication

| Course Outcomes | Program Outcomes | | | | | | Program Specific Outcome | |
|--|------------------|---------------------|----------------------------------|---------------------------|----------------------|--------------------------------|---|---|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO 1 | PSO 2 |
| | Domain knowledge | Contemporary issues | Deep thinking, business analysis | Mobilization of resources | Research orientation | Developing corporate solutions | Acquire leadership skills and entrepreneurial mindset | Application of ethical practices and moral values |
| 04MM611.1: Define and explain the concept of Integrated Marketing Communication | 3 | 1 | 1 | 2 | 3 | 2 | 2 | 3 |
| 04MM611.2: Analyze target audiences and develop strategies to effectively communicate with them | 3 | 2 | 1 | 1 | 3 | 2 | 2 | 2 |
| 04MM611.3: Understand how to allocate budgets across different media platforms for maximum impact | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 2 |
| 04MM611.4: Explore ethical issues related to marketing communication | 3 | 1 | 1 | 1 | 2 | 3 | 2 | 3 |
| 04MM611.5: Develop skills in media planning and buying | 3 | 2 | 1 | 2 | 3 | 3 | 2 | 3 |

Legend: 1 – Low, 2 – Medium, 3 – High

Course Curriculum Map:

| POs & PSOs No. | COs No. & Titles | SOs No. | Laboratory Instruction (LI) | Classroom Instruction (CI) | Self-Learning (SL) |
|---------------------------------------|--|---|------------------------------------|---|---------------------------|
| POs 1,2,3,4,5,6 PSOs 1,2 | 04MM611.1: Define and explain the concept of Integrated Marketing Communication | SO1.1 SO1.2 SO1.3 SO1.4 SO1.5 | | Unit-1.0: Introduction To Integrated Marketing Communication 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 04MM611.2: Analyze target audiences and develop strategies to effectively communicate with them | SO2.1 SO2.2 SO2.3 SO2.4 SO2.5 | | Unit-2.0: Advertising management and its concepts 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9, 2.10, 2.11, 2.12, 2.13, 2.14, 2.15, 2.16, 2.17, 2.18, 2.19, 2.20, 2.21, 2.22, 2.23, 2.24, 2.25, 2.26, 2.27, 2.28, 2.29, 2.30, 2.31 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 04MM611.3: Understand how to allocate budgets across different media platforms for maximum impact | SO3.1 SO3.2 SO3.3 SO3.4 SO3.5 | | Unit-3.0: Media planning concepts 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9, 3.10 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 04MM611.4: Explore ethical issues related to marketing communication | SO4.1 SO4.2 SO4.3 SO4.4 SO4.5 | | Unit-4.0: Marketing communication form 4.1, 4.2, 4.3, 4.4, 4.5, 4.6 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 04MM611.5: Develop skills in media planning and buying | SO5.1 SO5.2 SO5.3 SO5.4 SO5.5 | | Unit-5.0: Strategies for advertising agencies 5.1, 5.2, 5.3, 5.4, 5.5, 5.6 | |



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Semester-VI

| | |
|-----------------------|--|
| Course Code: | 04MM612 |
| Course Title : | Ad and Brand Management |
| Pre-requisite: | To impart to the students' knowledge of the nature, function, and intricate structures involved in creating and carrying out an effective advertising campaign. Students will be introduced to brand management challenges that businesses in cutthroat industries must contend with |
| Rationale: | Advertising raises consumer awareness of companies, goods, services, and concepts. It can inform people on the features and advantages of both new and existing items. It can also be used to announce new programs and products. On the other hand, brand management fosters a sentimental bond between the client and the business, fosters client loyalty, and raises the average customer lifetime value |

Course Outcomes:

04MM612.1: Identify key aspects of advertising.

04MM612.2: Select communications for print, social media, film video and broadcast.

04MM612.3: Utilize effective advertising and brand strategies for consumer and business goods and services.

04MM612.4: Students will develop sales concept and sales promotion strategies.

04MM612.5: Systematize the brand image, brand awareness, brand decision, brand personality and also the benefits of brand.

Scheme of Studies:

| Code | Course Code | Course Title | Scheme of studies (Hours/Week) | | | | Total Study Hours (CI+LI+SW+SL) | Total Credits (C) |
|------|-------------|-------------------------|--------------------------------|----|----|----|------------------------------------|----------------------|
| | | | CI | LI | SW | SL | | |
| MEC | 04MM612 | Ad and Brand Management | 4 | 0 | 1 | 1 | 6 | 4 |

Legend:

CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

SW: Sessional Work (includes assignment, seminar, mini project etc.),

SL: Self Learning,



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

C: Credits.

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

Scheme of Assessment:

Theory:

| Code | Course Code | Course Title | Scheme of Assessment (Marks) | | | | | | | End Semester Assessment (ESA) | Total Marks (PRA+ ESA) |
|------|-------------|-------------------------|--|---|------------------|------------------------------|-----------------------|-------------------------------|----|-------------------------------|------------------------|
| | | | Progressive Assessment (PRA) | | | | | Total Marks (CA+CT+SA+CAT+AT) | | | |
| | | | Class/Home Assignment 5 number 3 marks each (CA) | Class Test 2 (2 best out of 3) 10 marks each (CT) | Seminar one (SA) | Class Activity any one (CAT) | Class Attendance (AT) | | | | |
| MEC | 04MM612 | Ad and Brand Management | 15 | 20 | 5 | 5 | 5 | 50 | 50 | 100 | |

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

04MM612.1: Identify key aspects of advertising.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 14 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 16 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|---|---|
| <p>SO1.1 Identify the various factors influencing advertising</p> <p>SO1.2 Identify the range of tools available for marketing communications for reaching the customers in building brands</p> <p>SO1.3 Recite the Planning framework of promotional strategy</p> <p>SO1.4 Social & economic aspects of advertising</p> | | <p>Unit-1.0: Advertising need & importance [14 Hours]</p> <p>1.1 Definition & growth of modern advertising</p> <p>1.2 Types of modern advertising</p> <p>1.3 advertising & the marketing mix</p> <p>1.4 types & classification of advertisement</p> <p>1.5 types & classification of advertisement 2</p> <p>1.6 advertising spiral</p> <p>1.7 Social & economic aspects of advertising</p> <p>1.8 Marketing communication models</p> <p>1.9 AIDA,</p> <p>1.10 hierarchy of effect in advertising</p> <p>1.11 innovation adoption model</p> <p>1.12 action first model</p> <p>1.13 quick decision model</p> <p>1.14 Planning framework of promotional strategy quick decision model</p> | <p>1. Learn examples and there strategy of latest and old different types of advertisement.</p> |

SW-1 Suggested Sessional Work (SW):

- a. **Assignments:** Explain AIDA and advertising spiral concept with example.
- b. **Mini Project:**
- c. **Other Activities (Specify):** Chock presentation of first unit.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

04MM612.2: Select communications for print, social media, film video and broadcast.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 12 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 14 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|---|--|
| <p>SO2.1 Identify the important issues in planning and executing advertising campaigns</p> <p>SO2.2 Identify the basic elements of advertising/marketing communications that support brand development</p> <p>SO2.3 Identify the difference in designing of television, audio & print advertisement</p> <p>SO2.4 Understand Rational & emotional approaches of advertising</p> | | <p>Unit-2.0: How advertising [12 Hours]</p> <p>2.1 Exposure, salience, familiarity,</p> <p>2.2 Low involvement, central route & peripheral route & cognitive learning</p> <p>2.3 Positioning strategies ; Associating feelings with a brand</p> <p>2.4 Developing brand personality</p> <p>2.5 Creating copy strategies: Rational & emotional approaches,</p> <p>2.6 Selection of an endorser, creative strategy & style-</p> <p>2.7 Brand image, execution, USP,</p> <p>2.8 Common touch & entertainment,</p> <p>2.9 Message design strategy, format & formulae for presentation of appeals (slice of life, testimonials, etc.),</p> <p>2.10 Different types of copy; Art & layout of an advertisement:</p> <p>2.11 Principles of design, layout stages,</p> <p>2.12 Difference in designing of television, audio & print advertisement</p> | <p>1. Advertising campaign monitoring and management</p> |

SW-2 Suggested Sessional Work (SW):

- a. **Assignments:** What do you mean by Art & layout of an advertisement?
- b. **Mini Project:**
- c. **Other Activities (Specify):** Class presentation.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

04MM612.3: Utilize effective advertising and brand strategies for consumer and business goods and services.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 10 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 12 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|--|--|
| <p>SO3.1 State the Media Planning, Strategy and Management with reference to current business scenario</p> <p>SO3.2 Understand will comprehend an insight on Media Planning, Budgeting, Scheduling and Evaluating the Different Media Buys</p> <p>SO3.3 Generalize the basic characteristics of all media to ensure most effective use of advertising budge</p> | | <p>Unit-3.0: Media planning & scheduling [10 Hours]</p> <p>3.1 Media planning & scheduling</p> <p>3.2 Introduction to broadcast & non -broadcast media;</p> <p>3.3 Budgeting decision rule:</p> <p>3.4 Percentage of sales method,</p> <p>3.5 Objective to task method,</p> <p>3.6 Competitive parity, & all you can afford;</p> <p>3.7 Key factors influencing media planning;</p> <p>3.8 Media decisions: media class,</p> <p>3.9 Media vehicle & media option;</p> <p>3.10 Scheduling: flighting, pulsing, & continuous</p> | <p>1. How to create media plan and media selection</p> |

SW-3 Suggested Sessional Work (SW):

- a. **Assignments:** Explain broadcast and non-broadcast media.
- b. **Mini Project:**
- c. **Other Activities (Specify):** Class Presentation



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

04MM612.4: Students will develop sales concept and sales promotion strategies.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 9 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 11 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|---|---|
| <p>SO4.1 Explain use of sales promotion and their strategies as a marketing tool</p> <p>SO4.2 Describe advertising and sales promotional appeals</p> <p>SO4.3 Explain appropriate planning for consumer scheme</p> <p>SO4.4 Compute means of testing effectiveness of advertising and sales promotion</p> | | <p>Unit-4.0: Management of sales promotion [9 Hours]</p> <p>4.1 Management of sales promotion 4.2 Importance of sales promotion 4.3 Need for sales promotion 4.4 Planning for consumer scheme 4.5 Contents 4.6 Different types of consumer schemes. 4.7 Types of sales promotion 4.8 Features of sales promotion 4.9 Introduction of sales and promotion</p> | <p>1. Pros and cons of sales promotion and latest examples of sales promotion</p> |

SW-4 Suggested Sessional Work (SW):

- a. **Assignments:** Explain Sales promotion strategy and their promotion.
- b. **Mini Project:**
- c. **Other Activities (Specify):** Class presentation



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

04MM612.5: Systematize the brand image, brand awareness, brand decision, brand personality and also the benefits of brand.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 15 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 17 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|--|---|
| <p>SO5.1 Identify brand concepts in real-life setting by articulating the context of and the rationale for the application</p> <p>SO5.2 Understand the process and methods of brand management, including how to establish brand identity and build brand equity</p> <p>SO5.3 Use the scope of brand management activity across the overall organizational context and analyse how it relates to other business areas</p> <p>SO5.3 Apply effective branding strategies for both consumer and business products/services</p> <p>SO5.4 Apply the key issues in managing a brand portfolio and making strategic brand decisions</p> | | <p>Unit-5.0: Brand Management [15 Hours]</p> <p>5.1 Introduction to brands</p> <p>5.2 Brand management</p> <p>5.3 Concept of a brand</p> <p>5.4 Brand evolution</p> <p>5.5 Branding challenges and opportunities</p> <p>5.6 Strategic brand management process</p> <p>5.7 Identifying and establishing brand positioning and values</p> <p>5.8 Brand building, brand positioning and values</p> <p>5.9 Brand repositioning</p> <p>5.10 Designing and implementing brand strategies</p> <p>5.11 Brand extension</p> <p>5.12 Brand hierarchy Kapfrer</p> <p>5.13 Brand-equity, brand personality,</p> <p>5.14 Managing brands overtime and brand image</p> <p>5.15 Integrating advertising and brand management</p> | <p>1. Principles of brand management and tips of effective brand management</p> |

SW-5 Suggested Sessional Work (SW):

- a. Assignments:** Explain effective brand management techniques and their role.
- b. Mini Project:**
- c. Other Activities (Specify):** Presentation.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Brief of Hours suggested for the Course Outcome:

| Course Outcomes | Class Lecture (CI) | Sessional Work (SW) | Self-Learning (SI) | Total hour (CI+SW+SI) |
|--|--------------------|---------------------|--------------------|-----------------------|
| 04MM612.1: Identify key aspects of advertising | 14 | 1 | 1 | 16 |
| 04MM612.2: Select communications for print, social media, film video and broadcast | 12 | 1 | 1 | 14 |
| 04MM612.3: Utilize effective advertising and brand strategies for consumer and business goods and services | 10 | 1 | 1 | 12 |
| 04MM612.4: Students will develop sales concept and sales promotion strategies | 9 | 1 | 1 | 11 |
| 04MM612.5: Systematize the brand image ,brand awareness, brand decision, brand personality and also the benefits of brand | 15 | 1 | 1 | 17 |
| Total Hours | 60 | 5 | 5 | 70 |

Suggestion for End Semester Assessment:

Suggested Specification Table (For ESA)

| CO | Unit Titles | Marks Distribution | | | Total Marks |
|------------------|-------------------------------|--------------------|---|---|-------------|
| | | R | U | A | |
| 04MM612.1 | Advertising need & importance | | | | |
| 04MM612.2 | How advertising works | | | | |
| 04MM612.3 | Media planning & scheduling | | | | |
| 04MM612.4 | Management of sales promotion | | | | |
| 04MM612.5 | Brand management | | | | |
| Total | | | | | 30 |

Legend: R: Remember, U: Understand, A: Apply

The end of semester assessment for Ad and Brand Management will be held with written examination of 50 marks.

Note: Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorials
3. Case Method
4. Group Discussion



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

5. Brainstorming

Suggested Learning Resources:

(a) Books:

| S. No. | Title | Author | Publisher | Edition & Year |
|--------|--|------------------------------------|---------------------|----------------|
| 1 | Advertising Management | Aaker, Myers & Batra | Prentice Hall | - |
| 2 | Strategic Brand Management | Jean Noel Kampferer | Kapferer Free Press | - |
| 3 | Advertising and Promotion | George E. Belch & Michael A. Balch | THM | - |
| 4 | Advertising Principles & practices | Wells, Moriarity & Burnett | Prentice Hall | - |
| 5 | Lecture notes provided by Dept. of Management, AKS University, Satna | | | |

Curriculum Development Team:

1. Dr. Kausik Mukherjee, Associate Dean & Head, FMS, AKS University, Satna.
2. Dr. Pradeep Chaurasia, Associate Professor, FMS, AKS University, Satna.
3. Dr. Chandan Singh, Assistant Professor, FMS, AKS University, Satna.
4. Dr. Prakash Kumar Sen, Assistant Professor, FMS, AKS University, Satna.
5. Dr. Seema Dwivedi, Assistant Professor, FMS, AKS University, Satna.
6. Mr. Pramod Kumar Dwivedi, Assistant Professor, FMS, AKS University, Satna.
7. Mrs. Shinu Shukla, Assistant Professor, FMS, AKS University, Satna.
8. Mr. Krishna Kumar Mishra, Assistant Professor, FMS, AKS University, Satna.
9. Miss. Kiran Chhabariya, Assistant Professor, FMS, AKS University, Satna.
10. Mr. Anurag Singh Parihar, Teaching Associate, FMS, AKS University, Satna.

Cos, POs and PSOs Mapping

Course Title: BBA (Hon's)

Course Code: 04MM612

Course Title: Ad and Brand Management

| Course Outcomes | Program Outcomes | | | | | | Program Specific Outcome | |
|--|------------------|---------------------|----------------------------------|---------------------------|----------------------|--------------------------------|---|---|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO 1 | PSO 2 |
| | Domain knowledge | Contemporary issues | Deep thinking, business analysis | Mobilization of resources | Research orientation | Developing corporate solutions | Acquire leadership skills and entrepreneurial mindset | Application of ethical practices and moral values |
| 04MM612.1: Identify key aspects of advertising | 3 | 2 | 2 | 1 | 2 | 2 | 2 | 2 |
| 04MM612.2: Select communications for print, social media, film video and broadcast | 3 | 3 | 3 | 2 | 2 | 3 | 2 | 2 |
| 04MM612.3: Utilize effective advertising and brand strategies for consumer and business goods and services | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 3 |
| 04MM612.4: Students will develop sales concept and sales promotion strategies | 3 | 3 | 3 | 2 | 2 | 2 | 2 | 3 |
| 04MM612.5: Systematize the brand image, brand awareness, brand decision, brand personality and also the benefits of brand | 3 | 3 | 3 | 2 | 2 | 3 | 2 | 3 |

Legend: 1 – Low, 2 – Medium, 3 – High

Course Curriculum Map:

| POs & PSOs No. | COs No. & Titles | SOs No. | Laboratory Instruction (LI) | Classroom Instruction (CI) | Self-Learning (SL) |
|---------------------------------------|--|----------------------------------|------------------------------------|---|---------------------------|
| POs 1,2,3,4,5,6 PSOs 1,2 | 04MM612.1: Identify key aspects of advertising | SO1.1 SO1.2 SO1.3 SO1.4 | | Unit-1.0: Advertising need & importance 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8, 1.9, 1.10, 1.11, 1.12, 1.13, 1.14 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 04MM612.2: Select communications for print, social media, film video and broadcast | SO2.1 SO2.2 SO2.3 SO2.4 | | Unit-2.0: How advertising works 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9, 2.10, 2.11, 2.12 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 04MM612.3: Utilize effective advertising and brand strategies for consumer and business goods and services | SO3.1 SO3.2 SO3.3 | | Unit-3.0: Media planning & scheduling 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9, 3.10 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 04MM612.4: Students will develop sales concept and sales promotion strategies | SO4.1 SO4.2 SO4.3 SO4.4 | | Unit-4.0: Management of sales promotion 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 04MM612.5: Systematize the brand image, brand awareness, brand decision, brand personality and also the benefits of brand | SO5.1 SO5.2 SO5.3 SO5.4 | | Unit-5.0: Brand management 5.1, 5.2, 5.3, 5.4, 5.5, 5.6, 5.7, 5.8, 5.9, 5.10, 5.11, 5.12, 5.13, 5.14, 5.15 | |



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Semester-VI

| | |
|-----------------------|---|
| Course Code: | 04HR612 |
| Course Title : | Performance And Compensation Management |
| Pre-requisite: | Students should have basic knowledge of concept of Human Resource Management, Performance Management and its various aspects like Job Analysis, Job evaluation |
| Rationale: | The subject Performance And Compensation Management is very important as it is an critical aspects of human resource management that aim to enhance employee performance and reward employees for their contributions. The rationale behind performance management is multifaceted, encompassing organizational alignment, employee development, motivation, communication, and strategic decision-making. When implemented thoughtfully, performance management contributes to the overall success, growth, and sustainability of an organization. |

Course Outcomes:

04HR612.1: Students will recognize the concept of Performance Management System, Performance appraisal and Development.

04HR612.2: Students will be able to describe the various types of Reward System along with Performance System Trends.

04HR612.3: Students will understand the concept and significance of Job Evaluation along with concept of wage as form of Compensation.

04HR612.4: Students will be able to determine the concept of Incentive Plans for employees along with various benefits provided at workplace.

04HR612.5: Students will be able to assess the key concept of Wages along with its regulation and concept of Wage Policy.

Scheme of Studies:

| Code | Course Code | Course Title | Scheme of studies (Hours/Week) | | | | | Total Credits (C) |
|------|-------------|---|--------------------------------|----|----|----|---------------------------------|-------------------|
| | | | CI | LI | SW | SL | Total Study Hours (CI+LI+SW+SL) | |
| MEC | 04HR612 | Performance And Compensation Management | 4 | 0 | 2 | 1 | 7 | 4 |

Legend:

CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

SW: Sessional Work (includes assignment, seminar, mini project etc.),

SL: Self Learning,

C: Credits.

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

Scheme of Assessment:

Theory:

| Code | Course Code | Course Title | Scheme of Assessment (Marks) | | | | | | | End Semester Assessment (ESA) | Total Marks (PRA+ ESA) |
|------|-------------|---|--|---|------------------|------------------------------|-----------------------|-------------------------------|----|-------------------------------|------------------------|
| | | | Progressive Assessment (PRA) | | | | | Total Marks (CA+CT+SA+CAT+AT) | | | |
| | | | Class/Home Assignment 5 number 3 marks each (CA) | Class Test 2 (2 best out of 3) 10 marks each (CT) | Seminar one (SA) | Class Activity any one (CAT) | Class Attendance (AT) | | | | |
| MEC | 04HR612 | Performance And Compensation Management | 15 | 20 | 5 | 5 | 5 | 50 | 50 | 100 | |

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

04HR612.1: Students will recognize the concept of Performance Management System, Performance appraisal and Development.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 11 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 13 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|---|--|
| <p>SO1.1 Students will understand the basic concepts of Performance Management</p> <p>SO1.2 Students will analyze the development of Performance Management</p> <p>SO1.3 Students will apply knowledge of Performance Appraisal in practical life</p> <p>SO1.4 Students will understand the concept of Planning Process</p> <p>SO1.5 Students will be able describe Performance Feedback and Counselling</p> | | <p>Unit-1.0: Performance Management [11 Hours]</p> <p>1.1 Introduction</p> <p>1.2 Concept and Philosophy</p> <p>1.3 History from Performance Appraisal to Performance Development</p> <p>1.4 Objectives of performance management system</p> <p>1.5 Performance Appraisal</p> <p>1.6 Performance Management process</p> <p>1.7 Performance planning</p> <p>1.8 Documentation of Performance appraisal</p> <p>1.9 Appraisal Interview</p> <p>1.10 Performance Feedback</p> <p>1.11 Counselling</p> | <p>1. Importance of Performance Management</p> <p>2. Performance Appraisal Process</p> |

SW-1 Suggested Sessional Work (SW):

- a. **Assignments:** Explain the need of Performance Management in the present scenario of Indian Companies.
- b. **Mini Project:** Write a detail note on methods of Performance Appraisal.
- c. **Other Activities (Specify):** Presentation.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

04HR612.2: Students will be able to describe the various types of Reward System along with Performance System Trends.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 12 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 14 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|---|---|
| <p>SO2.1 Students will define the basic concepts of Reward System</p> <p>SO2.2 Students will learn practical knowledge Performance Coaching</p> <p>SO2.3 Students will understand various the concept of Competency Development</p> <p>SO2.4 Students will be able to analyze the significance of Performance Management System</p> <p>SO2.5 Students will be able to evaluate the various Ethical Perspectives in performance appraisal</p> | | <p>Unit-2.0: Reward System [12 Hours]</p> <p>2.1 Introduction</p> <p>2.2 Concept of reward systems</p> <p>2.3 Types of Rewards</p> <p>2.4 Performance Coaching</p> <p>2.5 Mentoring</p> <p>2.6 Counselling</p> <p>2.7 Competency development</p> <p>2.8 Use of technology</p> <p>2.9 E-PMS</p> <p>2.10 International Aspects of PMS</p> <p>2.11 Performance systems trends.</p> <p>2.12 Ethical Perspectives in performance appraisal.</p> | <p>1. Methods of Potential Appraisal.</p> <p>2. Techniques of Potential Appraisal</p> |

SW-2 Suggested Sessional Work (SW):

- a. **Assignments:** Describe the various types of Rewards in the top 5 companies of India as well as of Multinational Company.
- b. **Mini Project:** Write a detail note on Monetary and Non – Monetary Rewards.
- c. **Other Activities (Specify):** PPT Presentation, Group Discussion.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

04HR612.3: Students will understand the concept and significance of Job Evaluation along with concept of wage as form of Compensation.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 13 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 15 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|--|---|
| <p>SO3.1 Students will define the key concepts of Job Evaluation</p> <p>SO3.2 Students will explain the various methods of Job Evaluation</p> <p>SO3.3 Students will be understand the practical knowledge of Wage Policy</p> <p>SO3.4 Students will be able to analyze the Modern Trends in Compensation</p> <p>SO3.5 Students will be able to evaluate the various Wage components</p> | | <p>Unit-3.0: Job Evaluation [13 Hours]</p> <p>3.1 Introduction</p> <p>3.2 Characteristics</p> <p>3.3 Methods of Job Evaluation</p> <p>3.4 Company Wage Policy:</p> <p>3.5 Wage Determination</p> <p>3.6 Pay Grades</p> <p>3.7 Wage Surveys</p> <p>3.8 Wage Components</p> <p>3.9 Modern trends in Compensation</p> <p>3.10 Wage and salary to cost to company concept</p> <p>3.11 Comparable worth</p> <p>3.12 Broad banding</p> <p>3.13 Competency based pay</p> | <p>1. Benefits of Job Evaluation</p> <p>2. Essentials for the success of Job Evaluation Programme</p> |

SW-3 Suggested Sessional Work (SW):

- a. **Assignments:** Describe the various type of Job Evaluation method used in Indian Companies.
- b. **Mini Project:** Write a short note on process of Job Evaluation.
- c. **Other Activities (Specify):** Case Study.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

04HR612.4: Students will be able to determine the concept of Incentive Plans for employees along with various benefits provided at workplace.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 10 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 12 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|---|---|
| <p>SO4.1 Students will be able to identify the concept of Incentive Plans</p> <p>SO4.2 Student will understand the importance of Incentive Plans in present scenario</p> <p>SO4.3 Students will analyze the concept of Pay for Performance</p> <p>SO4.4 Student will be able evaluate the various employee services benefits at workplace</p> <p>SO4.5 Students will learn the various Benefits & Incentive practices in Indian industry</p> | | <p>Unit-4.0: Incentive Plans and Benefits [10 Hours]</p> <p>4.1 Introduction</p> <p>4.2 Incentives plans for production employees</p> <p>4.3 Incentive plans for professionals</p> <p>4.4 Developing effective plans</p> <p>4.5 Pay for Performance</p> <p>4.6 Supplementary Pay Benefits</p> <p>4.7 Insurance Benefits</p> <p>4.8 Retirement Benefits</p> <p>4.9 Employee services benefits</p> <p>4.10 Benefits & Incentive practices in Indian industry</p> | <p>1. Fringe Benefits</p> <p>2. Essentials of Incentive Plans</p> |

SW-4 Suggested Sessional Work (SW):

- a. **Assignments:** Explain the various Benefits and Incentives provided to Government Employees.
- b. **Mini Project:** Describe the various types of Fringe Benefits.
- c. **Other Activities (Specify):** Class presentation.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

04HR612.5: Students will be able to assess the key concept of Wages along with its regulation and concept of Wage Policy.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 14 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 16 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|---|--|
| <p>SO5.1 Students will be able to define key concept of Wages in India</p> <p>SO5.2 Students will analyze the methods of Wage Regulation</p> <p>SO5.3 Student will understand the concept of Wage Differentials</p> <p>SO5.4 Student will analyze the importance of Wage Boards and Pay Commissions</p> <p>SO5.5 Students will relate the concept of Linking wages with productivity</p> | | <p>Unit-5.0: Wages [14 Hours]</p> <p>5.1 Concept of Wages</p> <p>5.2 Minimum wage, fair wage and living wage</p> <p>5.3 Methods of state regulation of Wages</p> <p>5.4 Wage differentials</p> <p>5.5 National wage policy</p> <p>5.6 Regulating payment of wages</p> <p>5.7 Wage Boards</p> <p>5.8 Pay commissions</p> <p>5.9 Dearness allowances</p> <p>5.10 Linking wages with productivity</p> <p>5.11 Special compensation situations</p> <p>5.12 International compensation</p> <p>5.13 Managing variations</p> <p>5.14 Expatriate Pay</p> | <p>1. Current Pay Commission</p> <p>2. Essentials of Wage Policy</p> |

SW-5 Suggested Sessional Work (SW):

- a. Assignments:** Write a detail note on importance of Wage Regulation in India.
- b. Mini Project:** Make a list of recommendations of Pay Commission approved by Government of India.
- c. Other Activities (Specify):** Class Presentation, Group Discussion.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Brief of Hours suggested for the Course Outcome:

| Course Outcomes | Class Lecture (CI) | Sessional Work (SW) | Self-Learning (SI) | Total hour (CI+SW+SI) |
|---|--------------------|---------------------|--------------------|-----------------------|
| 04HR612.1: Students will recognize the concept of Performance Management System, Performance appraisal and Development | 11 | 1 | 1 | 13 |
| 04HR612.2: Students will be able to describe the various types of Reward System along with Performance System Trends | 12 | 1 | 1 | 14 |
| 04HR612.3: Students will understand the concept and significance of Job Evaluation along with concept of wage as form of Compensation | 13 | 1 | 1 | 15 |
| 04HR612.4: Students will be able to determine the concept of Incentive Plans for employees along with various benefits provided at workplace | 10 | 1 | 1 | 12 |
| 04HR612.5: Students will be able to assess the key concept of Wages along with its regulation and concept of Wage Policy | 14 | 1 | 1 | 16 |
| Total Hours | 60 | 5 | 5 | 70 |

Suggestion for End Semester Assessment:

Suggested Specification Table (For ESA)

| CO | Unit Titles | Marks Distribution | | | Total Marks |
|------------------|------------------------------|--------------------|---|---|-------------|
| | | R | U | A | |
| 04HR612.1 | Performance Management | | | | |
| 04HR612.2 | Reward System | | | | |
| 04HR612.3 | Job Evaluation | | | | |
| 04HR612.4 | Incentive Plans And Benefits | | | | |
| 04HR612.5 | Wages | | | | |
| Total | | | | | 30 |

Legend: R: Remember, U: Understand, A: Apply

The end of semester assessment for Performance and Compensation Management will be held with written examination of 50 marks.

Note: Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorials
3. Case Method
4. Group Discussion
5. Brainstorming

Suggested Learning Resources:

(a) Books:

| S. No. | Title | Author | Publisher | Edition & Year |
|--------|--|--------------------------------|------------------------|----------------|
| 1 | Performance Management | Herman Aguinis | Pearson | 2013 |
| 2 | Compensation | Milkovich & Newman | McGraw Hill | 2017 |
| 3 | Compensation management | T.N. Chhabra & Savitha Rastogi | Sun India Publications | 2007 |
| 4 | Human Resource Management | Gary Dessler | Pearson | 2017 |
| 5 | Lecture notes provided by Dept. of Management, AKS University, Satna | | | |

Curriculum Development Team:

1. Dr. Kausik Mukherjee, Associate Dean & Head, FMS, AKS University, Satna.
2. Dr. Pradeep Chaurasia, Associate Professor, FMS, AKS University, Satna.
3. Dr. Chandan Singh, Assistant Professor, FMS, AKS University, Satna.
4. Dr. Prakash Kumar Sen, Assistant Professor, FMS, AKS University, Satna.
5. Dr. Seema Dwivedi, Assistant Professor, FMS, AKS University, Satna.
6. Mr. Pramod Kumar Dwivedi, Assistant Professor, FMS, AKS University, Satna.
7. Mrs. Shinu Shukla, Assistant Professor, FMS, AKS University, Satna.
8. Mr. Krishna Kumar Mishra, Assistant Professor, FMS, AKS University, Satna.
9. Miss. Kiran Chhabariya, Assistant Professor, FMS, AKS University, Satna.
10. Mr. Anurag Singh Parihar, Teaching Associate, FMS, AKS University, Satna.

Cos, POs and PSOs Mapping

Course Title: BBA (Hon's)

Course Code: 04HR612

Course Title: Performance and Compensation Management

| Course Outcomes | Program Outcomes | | | | | | Program Specific Outcome | |
|---|------------------|---------------------|----------------------------------|---------------------------|----------------------|--------------------------------|---|---|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO 1 | PSO 2 |
| | Domain knowledge | Contemporary issues | Deep thinking, business analysis | Mobilization of resources | Research orientation | Developing corporate solutions | Acquire leadership skills and entrepreneurial mindset | Application of ethical practices and moral values |
| 04HR612.1: Students will recognize the concept of Performance Management System, Performance appraisal and Development | 3 | 1 | 2 | 1 | 1 | 1 | 1 | 1 |
| 04HR612.2: Students will be able to describe the various types of Reward System along with Performance System Trends | 2 | 1 | 2 | 1 | 1 | 2 | 1 | 1 |
| 04HR612.3: Students will understand the concept and significance of Job Evaluation along with concept of wage as form of Compensation | 2 | 1 | 2 | 1 | 1 | 1 | 1 | 2 |
| 04HR612.4: Students will be able to Determine the concept of Incentive Plans for employees along with various benefits provided at workplace | 2 | 1 | 1 | 2 | 1 | 1 | 2 | 1 |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| 04HR612.5: Students will be able to assess the key concept of Wages along with its regulation and concept of Wage Policy | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 2 |
|---|---|---|---|---|---|---|---|---|

Legend: 1 – Low, 2 – Medium, 3 – High

Course Curriculum Map:

| POs & PSOs No. | COs No. & Titles | SOs No. | Laboratory Instruction (LI) | Classroom Instruction (CI) | Self-Learning (SL) |
|---------------------------------------|---|---|------------------------------------|--|---------------------------|
| POs 1,2,3,4,5,6 PSOs 1,2 | 04HR612.1: Students will recognize the concept of Performance Management System, Performance appraisal and Development | SO1.1 SO1.2 SO1.3 SO1.4 SO1.5 | | Unit-1.0: Performance Management 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8, 1.9, 1.10, 1.11 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 04HR612.2: Students will be able to describe the various types of Reward System along with Performance System Trends | SO2.1 SO2.2 SO2.3 SO2.4 SO2.5 | | Unit-2.0: Reward System 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9, 2.10, 2.11 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 04HR612.3: Students will understand the concept and significance of Job Evaluation along with concept of wage as form of Compensation | SO3.1 SO3.2 SO3.3 SO3.4 SO3.5 | | Unit-3.0: Job Evaluation 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9, 3.10, 3.11, 3.12, 3.13 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 04HR612.4: Students will be able to Determine the concept of Incentive Plans for employees along with various benefits provided at workplace | SO4.1 SO4.2 SO4.3 SO4.4 SO4.5 | | Unit-4.0: Incentive Plans and Benefits 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9, 4.10 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 04HR612.5: Students will be able to assess the key concept of Wages along with its regulation and concept of Wage Policy | SO5.1 SO5.2 SO5.3 SO5.4 SO5.5 | | Unit-5.0: Wages 5.1, 5.2, 5.3, 5.4, 5.5, 5.6, 5.7, 5.8, 5.9, 5.10, 5.11, 5.12, 5.13, 5.14 | |



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Semester-V

| | |
|-----------------------|--|
| Course Code: | 04FM612 |
| Course Title : | Investment Analysis and Portfolio Management |
| Pre-requisite: | Student should have basic knowledge of Finance, Mathematics and Share Market |
| Rationale: | Income of the people can be divided into two parts, one is expenditure and another is saving. People can invest their savings into different investment options and they can maximize return from their investment by taking minimum risk, but everybody is not skilled enough to analyze the market and economic conditions of the country, industry and company. People are also not able to predict the market trend as well. There is a need of skilled professionals who can analyze the market and economic conditions of the country, industry, and company and also who can predict the trends of share market. There is a need of professionals who can invest the fund of people in different profitable investment options by designing the portfolio according to people's need, Because of all these reasons management student should study this subject, because this subject equips management students with investment and analytical skills. |

Course Outcomes:

04FM612.1: Student will explain the concept of risk and return and their calculation, Valuation of Bond and Fundamental analysis-EIC framework.

04FM612.2: Student will illustrate the share valuation by different dividend discount models. Student will also illustrate different charts and patterns in technical analysis.

04FM612.3: Student will calculate risk and return of a portfolio by Markowitz model. Student will also use active and passive investment strategies.

04FM612.4: Student will analyze the assets pricing with the help of capital asset pricing model, characteristic line, capital market line and security market line and will also analyze the overvalued and undervalued assets.

04FM612.5: Student will calculate NAV of a fund and will appraise funds' performance by Sharpe's, Treynor's and Jensen's performance evaluation models of mutual fund.

Scheme of Studies:

| Code | Course Code | Course Title | Scheme of studies (Hours/Week) | | | | Total Study Hours (CI+LI+SW+SL) | Total Credits (C) |
|------|-------------|--|--------------------------------|----|----|----|------------------------------------|----------------------|
| | | | CI | LI | SW | SL | | |
| MEC | 04FM612 | Investment Analysis and Portfolio Management | 4 | 0 | 1 | 1 | 6 | 4 |



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Legend:

CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

SW: Sessional Work (includes assignment, seminar, mini project etc.),

SL: Self Learning,

C: Credits.

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

Scheme of Assessment:

Theory:

| Code | Course Code | Course Title | Scheme of Assessment (Marks) | | | | | | | End Semester Assessment (ESA) | Total Marks (PRA+ ESA) |
|------|-------------|--|--|---|------------------|------------------------------|-----------------------|-------------------------------|----|-------------------------------|------------------------|
| | | | Progressive Assessment (PRA) | | | | | Total Marks (CA+CT+SA+CAT+AT) | | | |
| | | | Class/Home Assignment 5 number 3 marks each (CA) | Class Test 2 (2 best out of 3) 10 marks each (CT) | Seminar one (SA) | Class Activity any one (CAT) | Class Attendance (AT) | | | | |
| MEC | 04FM612 | Investment Analysis and Portfolio Management | 15 | 20 | 5 | 5 | 5 | 50 | 50 | 100 | |

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

04FM612.1: Student will explain the concept of risk and return and their calculation, Valuation of Bond and Fundamental analysis-EIC framework.

Approximate Hours

| Item | AppX Hrs |
|--------------|-----------|
| CI | 16 |
| LI | 0 |
| SW | 1 |
| SL | 2 |
| Total | 19 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|---|---|
| <p>SO1.1 Student will assess the risk and return of an asset</p> <p>SO1.2 Student will evaluate the bond</p> <p>SO1.3 Student will be able to do the economic analysis, industry analysis, and company analysis</p> | | <p>Unit-1.0: Basics of Risk and Return, Bond Valuation, and Fundamental Analysis [16 Hours]</p> <p>1.1 Concept of returns and calculation of Expected Return</p> <p>1.2 application of standard deviation, and coefficient of variation</p> <p>1.3 Application of Beta and Alpha</p> <p>1.4 Bonds : present value of a bond</p> <p>1.5 Yield to maturity</p> <p>1.6 Yield to call and Yield to put</p> <p>1.7 Systematic risk, price risk, interest rate risk, default risk.</p> <p>1.8 Yield curve and Theories regarding shape of yield curve.</p> <p>1.9 Unsystematic risk and non-risk factors that influence yields.</p> <p>1.10 Duration and modified duration</p> <p>1.11 Immunization of a bond portfolio.</p> <p>1.12 Fundamental analysis- EIC framework; Economic analysis: Leading lagging & coincident macro-economic indicators</p> <p>1.13 Expected direction of movement of stock prices</p> | <p>1. Practice-Measurement of Risk and Return</p> <p>2. Financial analysis of an industry</p> |



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

| | | | |
|--|--|---|--|
| | | with macroeconomic variables in the Indian context 1.14 Industry analysis: stages of life cycle 1.15 Porter's five forces model, and SWOT analysis 1.16 Company Analysis | |
|--|--|---|--|

SW-1 Suggested Sessional Work (SW):

a. Assignments:

- Risk & Return, Bond Valuation.
- Fundamental Analysis.

b. Mini Project: Calculate expected return and Total Risk of the Sensex for last twelve months based on closing price.

c. Other Activities (Specify): Student will do fundamental analysis (company will be decided by subject teacher).



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

04FM612.2: Student will illustrate the share valuation by different dividend discount models. Student will also illustrate different charts and patterns in technical analysis.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 20 |
| LI | 0 |
| SW | 1 |
| SL | 2 |
| Total | 23 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|--|---|
| <p>SO2.1 Student will evaluate the shares with the help of dividend discount models</p> <p>SO2.2 Student will do the technical analysis</p> <p>SO2.3 Student will recognize the different patterns in the share price movements and will predict the price movement</p> <p>SO2.4 Student will explain about the implication of EMH in investment decision making</p> | | <p>Unit-2.0: Share Valuation, Technical Analysis and EMH [20 Hours]</p> <p>2.1 Dividend Discount Models- No growth, and Constant growth model</p> <p>2.2 Two stage growth model</p> <p>2.3 Multiple stages growth model</p> <p>2.4 Relative valuation models using P/E ratio and Book value to market value</p> <p>2.5 Technical analysis: meaning, assumptions, difference between technical and fundamental analysis</p> <p>2.6 Price indicators- Dow theory</p> <p>2.7 Advances and declines</p> <p>2.8 New highs and lows</p> <p>2.9 Circuit filters</p> <p>2.10 Trends: resistance, support, consolidation, and momentum</p> <p>2.11 Charts: line chart, bar chart, and point & figure chart</p> <p>2.12 Charts: candle chart</p> <p>2.13 Patterns: head & shoulders, and Triangle</p> <p>2.14 Patterns: Rectangle, Flag, Cup & Saucer</p> <p>2.15 Double topped, and double bottomed</p> <p>2.16 Indicators: moving averages</p> <p>2.17 Efficient market hypothesis- Concept of efficiency, and Random walk</p> <p>2.18 Three forms of EMH: Weak form of EMH</p> | <p>1. Practice - share Valuation</p> <p>2. Volume indicators Dow Theory and small investor volumes.</p> <p>3. Other indicators- futures, institutional activity</p> |



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

| | | | |
|--|--|--|--|
| | | 2.19 Three forms of EMH: Semi-strong form of EMH and Strong form of EMH 2.20 Implications of EMH for investment decisions. (No numerical in EMH and technical analysis) | |
|--|--|--|--|

SW-2 Suggested Sessional Work (SW):

a. Assignments:

- Share Valuation, Charts, Patterns.
- Price Indicators, EMH.

b. Mini Project: Student will observe the share price movement of a company for one month and identify the patterns and will make the report of the same (Company will be decided by the subject teacher).

c. Other Activities (Specify): PPT Presentation on EMH



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

04FM612.3: Student will calculate risk and return of a portfolio by Markowitz model. Student will also use active and passive investment strategies.

Approximate Hours

| Item | AppX Hrs |
|--------------|-----------|
| CI | 11 |
| LI | 0 |
| SW | 1 |
| SL | 2 |
| Total | 14 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|--|---|
| <p>SO3.1 Student will be able to calculate the risk and return of a portfolio based on Markowitz portfolio model</p> <p>SO3.2 Student will be able to construct the appropriate portfolio for individuals based on traditional portfolio management</p> <p>SO3.3 Student will be able to allocate the asset based on asset allocation pyramid and investors life cycle approach</p> <p>SO3.4 Student will be able to use the passive as well as active portfolio management services</p> | | <p>Unit-3.0: Leasing and Hire Purchase [11 Hours]</p> <p>3.1 Portfolio analysis- Concept of a portfolio, Risk and Return of a portfolio</p> <p>3.2 Markowitz portfolio model: risk and return for 2 assets portfolio</p> <p>3.3 risk and return for 3 asset portfolios</p> <p>3.4 concept of efficient frontier & optimum portfolio</p> <p>3.5 Investor risk and return preferences: Indifference curves and the efficient frontier</p> <p>3.6 Traditional portfolio management for individuals: Objectives, constraints, time horizon, current wealth,</p> <p>3.7 Traditional portfolio management for individuals: tax considerations, liquidity requirements, and anticipated inflation</p> <p>3.8 Asset allocation: Asset allocation pyramid</p> <p>3.9 Asset allocation: Investor life cycle approach</p> <p>3.10 Portfolio management services: Passive – Index funds and Systematic investment plans</p> <p>3.11 Active – Market timing, and Style investing</p> | <p>1. Systematic and unsystematic risk</p> <p>2. Practice- Calculation of portfolio risk and return</p> |

SW-3 Suggested Sessional Work (SW):

- a. Assignments:**
 - Asset Allocation, Portfolio management services.
 - Calculation of risk and return with the help of Markowitz model.
- b. Mini Project:** Construct a portfolio for your father (Based on traditional portfolio management).
- c. Other Activities (Specify):** Do some dummy investments through SIP in the fund and then evaluate the results (Subject teacher will give you the fund name).



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

04FM612.4: Student will analyze the assets pricing with the help of capital asset pricing model, characteristic line, capital market line and security market line and will also analyze the overvalued and undervalued assets.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 7 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 9 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|--|---|
| <p>SO4.1 Student will explain about the relationship between Capital Asset Pricing Model and efficient frontier</p> <p>SO4.2 Student will explain about the Characteristic Line, Capital Market Line and Security Market Line</p> <p>SO4.3 Student will explain about the expected and required return</p> <p>SO4.4 Student will explain about the overvalued and undervalued assets</p> | | <p>Unit-4.0: Capital Asset Pricing Model [7 Hours]</p> <p>4.1 Capital Asset Pricing Model: Efficient frontier with a combination of risky and risk free assets</p> <p>4.2 Assumptions of single period classical CAPM model</p> <p>4.3 Characteristic line</p> <p>4.4 Capital Market Line</p> <p>4.5 Security market Line</p> <p>4.6 Expected return and required return</p> <p>4.7 Overvalued and undervalued assets</p> | <p>1. Risk Premium</p> <p>2. Arbitrage Pricing Theory</p> |

SW-4 Suggested Sessional Work (SW):

- a. **Assignments:** CAPM Assumptions, Capital Market Line, Security Market Line.
- b. **Mini Project:** Determine whether an asset is fairly valued or overvalued or undervalued (Subject teacher will provide you an asset for the purpose).
- c. **Other Activities (Specify):** PPT Presentation on relationship between Capital Asset Pricing Model and Efficient Frontier.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

04FM612.5: Student will calculate NAV of a fund and will appraise funds' performance by Sharpe's, Treynor's and Jensen's performance evaluation models of mutual fund.

Approximate Hours

| Item | AppX Hrs |
|--------------|----------|
| CI | 6 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 8 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|--|---|
| <p>SO5.1 Student will classify the mutual fund schemes</p> <p>SO5.2 Student will explain the advantages and disadvantage of investing through mutual funds</p> <p>SO5.3 Student will calculate the NAV and evaluate the performance of the fund using different models</p> | | <p>Unit-5.0: Mutual Funds [6 Hours]</p> <p>5.1 Mutual Funds:- Introduction and Calculation of Net Asset Value (NAV) of a Fund</p> <p>5.2 Classification of mutual fund schemes by structure</p> <p>5.3 Classification of mutual fund schemes by objective</p> <p>5.4 Advantages and Disadvantages of investing through mutual fund</p> <p>5.5 Performance Evaluation using Sharpe's model</p> <p>5.6 Performance Evaluation using Treynor's and Jensen's measures</p> | <p>1. Practice:- NAV calculation and performance evaluation</p> |

SW-5 Suggested Sessional Work (SW):

- a. Assignments:** Mutual Fund (Theory), Fund Valuation.
- b. Mini Project:** Prepare a report on the performance of the selected 5 mutual funds in last five years (Funds name will be detailed by the subject teacher).
- c. Other Activities (Specify):** Quiz on mutual fund.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Brief of Hours suggested for the Course Outcome:

| Course Outcomes | Class Lecture (CI) | Sessional Work (SW) | Self-Learning (SI) | Total hour (CI+SW+SI) |
|---|--------------------|---------------------|--------------------|-----------------------|
| 04FM612.1: Student will explain the concept of risk and return and their calculation, Valuation of Bond and Fundamental analysis-EIC framework | 16 | 1 | 2 | 19 |
| 04FM612.2: Student will illustrate the share valuation by different dividend discount models. Student will also illustrate different charts and patterns in technical analysis | 20 | 1 | 2 | 23 |
| 04FM612.3: Student will calculate risk and return of a portfolio by Markowitz model. Student will also use active and passive investment strategies | 11 | 1 | 2 | 14 |
| 04FM612.4: Student will analyze the assets pricing with the help of capital asset pricing model, characteristic line, capital market line and security market line and will also analyze the overvalued and undervalued assets | 7 | 1 | 1 | 9 |
| 04FM612.5: Student will calculate NAV of a fund and will appraise funds' performance by Sharpe's, Treynor's and Jensen's performance evaluation models of mutual fund | 6 | 1 | 1 | 8 |
| Total Hours | 60 | 5 | 8 | 73 |

Suggestion for End Semester Assessment:

Suggested Specification Table (For ESA)

| CO | Unit Titles | Marks Distribution | | | Total Marks |
|------------------|---|--------------------|---|---|-------------|
| | | R | U | A | |
| 04FM612.1 | Basics of Risk and Return, Bond Valuation, and Fundamental Analysis | | | | |
| 04FM612.2 | Share Valuation, Technical Analysis and EMH | | | | |
| 04FM612.3 | Portfolio analysis and Portfolio management services | | | | |
| 04FM612.4 | Capital Asset Pricing Model | | | | |
| 04FM612.5 | Mutual Funds | | | | |
| Total | | | | | 30 |

Legend: R: Remember, U: Understand, A: Apply

The end of semester assessment for Investment Analysis and Portfolio Management will be held with written



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

examination of 50 marks.

Note: Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorials
3. Case Method
4. Group Discussion
5. Brainstorming

Suggested Learning Resources:

(a) Books:

| S. No. | Title | Author | Publisher | Edition & Year |
|--------|--|--|------------------------|----------------|
| 1 | Security Analysis & Portfolio Management | Fischer, D.E. & Jordan, R.J | Pearson Education | Latest Edition |
| 2 | Investments | Sharpe, W.F., Alexander, G.J. & Bailey, J. | Prentice Hall of India | Latest Edition |
| 3 | Security Analysis & Portfolio Management | Singh, R | Excel Books | Latest Edition |
| 4 | Investment Analysis and Portfolio Management | Frank K Reilly & Keith C Brown | Cenage India Pvt. Ltd | Latest Edition |
| 5 | Investment Analysis and Portfolio Management | Punithavathy Pandian | Vikas Publishing House | Latest Edition |
| 6 | Lecture notes provided by Dept. of Management, AKS University, Satna | | | |

Curriculum Development Team:

1. Dr. Kausik Mukherjee, Associate Dean & Head, FMS, AKS University, Satna.
2. Dr. Pradeep Chaurasia, Associate Professor, FMS, AKS University, Satna.
3. Dr. Chandan Singh, Assistant Professor, FMS, AKS University, Satna.
4. Dr. Prakash Kumar Sen, Assistant Professor, FMS, AKS University, Satna.
5. Dr. Seema Dwivedi, Assistant Professor, FMS, AKS University, Satna.
6. Mr. Pramod Kumar Dwivedi, Assistant Professor, FMS, AKS University, Satna.
7. Mrs. Shinu Shukla, Assistant Professor, FMS, AKS University, Satna.
8. Mr. Krishna Kumar Mishra, Assistant Professor, FMS, AKS University, Satna.
9. Miss. Kiran Chhabariya, Assistant Professor, FMS, AKS University, Satna.
10. Mr. Anurag Singh Parihar, Teaching Associate, FMS, AKS University, Satna.

Cos, POs and PSOs Mapping

Course Title: BBA (Hon's)

Course Code: 04FM612

Course Title: Investment Analysis and Portfolio Management

| Course Outcomes | Program Outcomes | | | | | | Program Specific Outcome | |
|---|------------------|---------------------|----------------------------------|---------------------------|----------------------|--------------------------------|---|---|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO 1 | PSO 2 |
| | Domain knowledge | Contemporary issues | Deep thinking, business analysis | Mobilization of resources | Research orientation | Developing corporate solutions | Acquire leadership skills and entrepreneurial mindset | Application of ethical practices and moral values |
| 04FM612.1: Student will explain the concept of risk and return and their calculation, Valuation of Bond and Fundamental analysis-EIC framework | 3 | 2 | 3 | 2 | 3 | 2 | 2 | 1 |
| 04FM612.2: Student will illustrate the share valuation by different dividend discount models. Student will also illustrate different charts and patterns in technical analysis | 2 | 2 | 3 | 2 | 3 | 2 | 2 | 1 |
| 04FM612.3: Student will calculate risk and return of a portfolio by Markowitz model. Student will also use active and passive investment strategies | 3 | 2 | 3 | 3 | 3 | 2 | 2 | 1 |
| 04FM612.4: Student will analyze the assets pricing with the help of capital asset pricing model, characteristic line, capital market line and security market line and will also analyze the overvalued and undervalued assets | 3 | 1 | 2 | 2 | 2 | 2 | 1 | 1 |



A K S University

Faculty of Management Studies

Department of Business Administration

Curriculum of BBA (Hon's) Program

(Revised as on 01 August 2023)

| | | | | | | | | |
|--|---|---|---|---|---|---|---|---|
| 04FM612.5: Student will calculate NAV of a fund and will appraise funds' performance by Sharpe's, Treynor's and Jensen's performance evaluation models of mutual fund | 3 | 2 | 3 | 3 | 2 | 2 | 1 | 1 |
|--|---|---|---|---|---|---|---|---|

Legend: 1 – Low, 2 – Medium, 3 – High

Course Curriculum Map:

| POs & PSOs No. | COs No. & Titles | SOs No. | Laboratory Instruction (LI) | Classroom Instruction (CI) | Self-Learning (SL) |
|---------------------------------------|---|----------------------------------|------------------------------------|---|---------------------------|
| POs 1,2,3,4,5,6 PSOs 1,2 | 04FM612.1: Student will explain the concept of risk and return and their calculation, Valuation of Bond and Fundamental analysis-EIC framework | SO1.1 SO1.2 SO1.3 | | Unit-1.0: Basics of Risk and Return, Bond Valuation, and Fundamental Analysis 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8, 1.9, 1.10, 1.11, 1.12, 1.13, 1.14, 1.15, 1.16 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 04FM612.2: Student will illustrate the share valuation by different dividend discount models. Student will also illustrate different charts and patterns in technical analysis | SO2.1 SO2.2 SO2.3 SO2.4 | | Unit-2.0: Share Valuation, Technical Analysis and EMH 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9, 2.10, 2.11, 2.12, 2.13, 2.14, 2.15, 2.16, 2.17, 2.18, 2.19, 2.20 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 04FM612.3: Student will calculate risk and return of a portfolio by Markowitz model. Student will also use active and passive investment strategies | SO3.1 SO3.2 SO3.3 SO3.4 | | Unit-3.0: Portfolio analysis and Portfolio management services 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9, 3.10, 3.11 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 04FM612.4: Student will analyze the assets pricing with the help of capital asset pricing model, characteristic line, capital market line and security market line and will also analyze the overvalued and undervalued assets | SO4.1 SO4.2 SO4.3 SO4.4 | | Unit-4.0: Capital Asset Pricing Model 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 04FM612.5: Student will calculate NAV of a fund and will appraise funds' performance by Sharpe's, Treynor's and Jensen's performance evaluation models of mutual fund | SO5.1 SO5.2 SO5.3 | | Unit-5.0: Mutual Funds 5.1, 5.2, 5.3, 5.4, 5.5, 5.6 | |



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Semester-VI

| | |
|-----------------------|---|
| Course Code: | 05MT651 |
| Course Title : | Field Project |
| Pre-requisite: | Students should have a strong foundation in the areas like HR, Marketing, Finance and General management. Student should also have the basic knowledge of computer. |
| Rationale: | Integrating OBE into BBA Field Projects ensures that students gain practical skills and knowledge essential for their future careers. This structured approach helps bridge the gap between academic learning and professional application, preparing students to meet the demands of the business world. |

Course Outcomes:

05MT651.1: Apply academic knowledge to real-world business tasks and challenges.

05MT651.2: Demonstrate the ability to analyze and propose solutions to business problems.

05MT651.3: Display professional behavior and ethical decision-making in a business setting.

05MT651.4: Communicate business information clearly and effectively in both written and oral forms.

05MT651.5: Collaborate with team members to achieve business objectives.

Scheme of Studies:

| Code | Course Code | Course Title | Scheme of studies (Hours/Week) | | | | | Total Credits (C) |
|------|-------------|---------------|--------------------------------|----|----|----|---------------------------------|-------------------|
| | | | CI | LI | SW | SL | Total Study Hours (CI+LI+SW+SL) | |
| PJT | 05MT651 | Field Project | 0 | 12 | 0 | 0 | 12 | 6 |

Legend:

CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

SW: Sessional Work (includes assignment, seminar, mini project etc.),

SL: Self Learning,

C: Credits.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

Scheme of Assessment:

Theory:

| Code | Course Code | Course Title | Scheme of Assessment (Marks) | | | | | | | End Semester Assessment (ESA) | Total Marks (PRA+ ESA) |
|------|-------------|---------------|--|---|------------------|------------------------------|-----------------------|---|-------------------------------|-------------------------------|------------------------|
| | | | Progressive Assessment (PRA) | | | | | | Total Marks (CA+CT+SA+CAT+AT) | | |
| | | | Class/Home Assignment 5 number 3 marks each (CA) | Class Test 2 (2 best out of 3) 10 marks each (CT) | Seminar one (SA) | Class Activity any one (CAT) | Class Attendance (AT) | | | | |
| PJT | 05MT651 | Field Project | - | - | - | - | - | - | - | 100 | |

Course Detailing:

During 5th Semester students will undergo a Field Project of 45 days in industries and markets. The 45-day field project in the BBA program offers students a practical and immersive learning experience aimed at bridging academic knowledge with real-world applications. Through this project, students have the opportunity to engage directly with industry practices, apply theoretical concepts in practical settings, and develop essential skills crucial for their professional development. Under the guidance of experienced mentors and faculty advisors, students undertake meaningful projects, conduct research, analyze data, and propose solutions to business challenges, thereby gaining valuable insights into organizational dynamics and operational strategies. This hands-on experience not only enhances their academic learning but also prepares them to effectively navigate complexities in their future careers, fostering critical thinking, teamwork, and leadership capabilities essential in today's competitive business environment.

Guideline for Making a Field Project Report:

- 1. Cover Page:** Include the title of your report, your name, Field Project start and end dates, name of your university, department, and the name of the organization where you completed the Field Project.
- 2. Table of Contents:** List all the main sections and subsections of your report with corresponding page numbers for easy navigation.
- 3. Executive Summary:** Provide a brief overview of your Field Project experience, including the organization's background, your roles and responsibilities, major projects or tasks undertaken, key achievements, and a summary of your overall learning outcomes.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

4. Introduction: Introduce the purpose of the Field Project report, your objectives for the Field Project, and the methodology used (if applicable, e.g., research methods, data collection techniques).

5. Organization Overview: Describe the organization where you completed your Field Project, including its history, mission, organizational structure, products/services offered, target market, and any other relevant details.

6. Field Project Experience:

- **Roles and Responsibilities:** Detail your specific roles, responsibilities, and projects/tasks assigned during the Field Project.
- **Skills Developed:** Discuss the skills you gained or improved upon during the Field Project (e.g., technical skills, soft skills, industry-specific knowledge).
- **Challenges Faced:** Describe any challenges or obstacles encountered during your Field Project and how you addressed them.
- **Achievements:** Highlight notable achievements, contributions, or projects completed during your Field Project, emphasizing the impact of your work on the organization.

7. Learning Outcomes: Reflect on your learning outcomes and personal development during the Field Project. Discuss how the experience contributed to your academic and career goals.

8. Analysis and Evaluation: Analyze the strengths and weaknesses of the organization's operations or processes you observed during the Field Project. Provide constructive feedback or recommendations for improvement.

9. Conclusion: Summarize the key points of your Field Project experience, reiterate the significance of your contributions, and reflect on the overall value of the Field Project towards your professional development.

10. Recommendations (if applicable): Provide recommendations for the organization based on your observations and experiences during the Field Project.

11. References/Bibliography: Include any sources referenced or cited throughout your Field Project report using appropriate citation style (e.g., APA, MLA).

12. Appendices: Include any supplementary materials such as project reports, presentations, certificates of completion, or any other relevant documents that support your Field Project experience.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Semester-VII

| | |
|-----------------------|--|
| Course Code: | 01MT701 |
| Course Title : | Business policy and Strategy |
| Pre-requisite: | Student will be able to learn and Understands the Key concept of business policy and strategic management |
| Rationale: | The student will study about a strong foundation in both business principles and Strategic Management. As well as preparing them for leadership roles in a dynamic and competitive industry which help them to understand the application of business policy and management which makes the managers and employees more realistic, justifiable, reasonable and free from personal biasness. They will learn about decision steps required to bring the customers into the business and fulfill their buying needs. Through this student will learn about logical thinking, sensibility and decision making |

Course Outcomes:

01MT701.1: Define Business Policy, strategy, mission and vision statements.

01MT701.2: Explain about different aspect of Environment Analysis and diagnosis.

01MT701.3: Analyze and understand the formulation of competitive strategy.

01MT701.4: Analyze the importance of Growth strategies.

01MT701.5: Create and Evaluate the Strategic Framework.

Scheme of Studies:

| Code | Course Code | Course Title | Scheme of studies (Hours/Week) | | | | Total Study Hours (CI+LI+SW+SL) | Total Credits (C) |
|------|-------------|------------------------------|--------------------------------|----|----|----|------------------------------------|----------------------|
| | | | CI | LI | SW | SL | | |
| MCC | 01MT701 | Business policy and Strategy | 4 | 0 | 1 | 1 | 6 | 4 |

Legend:

CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

SW: Sessional Work (includes assignment, seminar, mini project etc.),

SL: Self Learning,

C: Credits.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

Scheme of Assessment:

Theory:

| Code | Course Code | Course Title | Scheme of Assessment (Marks) | | | | | | | End Semester Assessment (ESA) | Total Marks (PRA+ ESA) |
|------|-------------|------------------------------|--|---|------------------|------------------------------|-----------------------|-------------------------------|----|-------------------------------|------------------------|
| | | | Progressive Assessment (PRA) | | | | | Total Marks (CA+CT+SA+CAT+AT) | | | |
| | | | Class/Home Assignment 5 number 3 marks each (CA) | Class Test 2 (2 best out of 3) 10 marks each (CT) | Seminar one (SA) | Class Activity any one (CAT) | Class Attendance (AT) | | | | |
| MCC | 01MT701 | Business policy and Strategy | 15 | 20 | 5 | 5 | 5 | 50 | 50 | 100 | |

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

01MT701.1: Define Business Policy, strategy, mission and vision statements.

Approximate Hours

| Item | AppX Hrs |
|--------------|-----------|
| CI | 16 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 18 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|---|---|
| <p>SO1.1. To learn about the concept of business policy and strategy</p> <p>SO1.2 To understand the Need and Importance of Strategic Management</p> <p>SO1.3 To create the understanding of the business and functional level strategic management decision</p> <p>SO1.4 Understand the criteria for evaluating mission statement</p> <p>SO1.5 To create and understand the formulation of mission statement</p> | | <p>Unit-1.0: Business policy and strategy [16 Hours]</p> <p>1.1 Concept of business policy and strategy.</p> <p>1.2 Nature of business policy and strategy.</p> <p>1.3 Importances of business policy and strategy.</p> <p>1.4 Strategic Management Process</p> <p>1.5 Importance of Strategic Management Process</p> <p>1.6 Corporate</p> <p>1.7 Business strategic management</p> <p>1.8 Functional level strategic management decision</p> <p>1.9 Formulation of vision statement.</p> <p>1.10 Criteria for evaluating a mission statement.</p> <p>1.11 Formulation of mission statement.</p> <p>1.12 Goal, Process and input</p> <p>1.13 Drucker,s Performance Area</p> <p>1.14 Bennis’s Core Problem</p> <p>1.15 Need for vision statement</p> <p>1.16 Need for mission statement</p> | <p>1. Retail management.</p> <p>2. Importance of retail Management.</p> <p>3. Emerging trends in retailing.</p> |

SW-1 Suggested Sessional Work (SW):

- a. **Assignments:** Explain about nature and importance of business policy and strategy?
- b. **Mini Project:** Evolution of retailing in India
- c. **Other Activities (Specify):** Case study, Presentation.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

01MT701.2: Explain about different aspects of Environment Analysis and diagnosis.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 16 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 18 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|---|--|
| <p>SO2.1 Discuss about Environmental Analysis and diagnosis</p> <p>SO2.2 Understand different types of Environment</p> <p>SO2.3 Create Understanding about remote environment</p> <p>SO2.4 To create awareness about Michael E. Porter's 5 forces model</p> <p>SO2.5 To understand the importance of competitive advantage and core competence</p> | | <p>Unit-2.0: Environmental Analysis and diagnosis [16 Hours]</p> <p>2.1 Define environmental analysis and Diagnosis.</p> <p>2.2 External Environment Analysis.</p> <p>2.3 Impact of External Environment Analysis.</p> <p>2.4 Internal Environment Analysis.</p> <p>2.5 Importance of Internal Environment Analysis.</p> <p>2.6 Organizational policy and strategy</p> <p>2.7 Organizations dependence on the environment.</p> <p>2.8 Analysis of Remote Environment</p> <p>2.9 Importance of Remote Environment</p> <p>2.10 Analysis of Specific Environment.</p> <p>2.11 Michael E. Porter's 5 forces model</p> <p>2.12 Importance of Michael E. Porter's 5 forces model</p> <p>2.13 Internal analysis</p> <p>2.14 Importance of organizational capabilities</p> <p>2.15 Michael E. Porter's value chain analysis</p> <p>2.16 Importance of Michael E. Porter's value chain analysis</p> | <p>1. Learned about various environmental analyses.</p> <p>2. Michael E. Porter's value chain analysis</p> |

SW-2 Suggested Sessional Work (SW):

- a. **Assignments:** Explain about different types of environment and its impact.
- b. **Mini Project:** Michael E. Porter's value chain analysis.
- c. **Other Activities (Specify):** Case analysis, Presentation.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

01MT701.3: Analyze and understand the formulation of competitive strategy.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 16 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 18 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|---|--|
| <p>SO3.1 To Discuss the Nature and importance of competitive strategies</p> <p>SO3.2 To Understand the concept of Michael E. Porter's generic competitive strategies</p> <p>SO3.3 To analyze the implementation of competitive strategy</p> <p>SO3.4 To analyze Offensive and Defensive moves</p> <p>SO3.5 To create the awareness about corporate Strategies</p> | | <p>Unit-3.0: Formulation of Competitive strategies [16 Hours]</p> <p>3.1 Competitive Strategies</p> <p>3.2 Need of Competitive Strategies.</p> <p>3.3 Importance of Competitive Strategies.</p> <p>3.4 Formulation of competitive strategies.</p> <p>3.5 Michael E. Porter's generic competitive strategies.</p> <p>3.6 Importance of Michael E. Porter's generic competitive strategies</p> <p>3.7 Implementation of competitive strategies</p> <p>3.8 Offensive moves</p> <p>3.9 Importance of Offensive moves</p> <p>3.10 Defensive moves</p> <p>3.11 Importance of Defensive moves.</p> <p>3.12 Introduction to strategies of growth</p> <p>3.13 Introduction to strategies of stability.</p> <p>3.14 Introduction to strategies of Renewal.</p> <p>3.15 Formulating corporate strategies.</p> <p>3.16 Importance of corporate strategies.</p> | <p>1. Learned about competitive environment and strategies</p> |

SW-3 Suggested Sessional Work (SW):

- a. **Assignments:** Explain about Michael E. Porter's generic competitive strategies.
- b. **Mini Project:** Offensive and Defensive Moves.
- c. **Other Activities (Specify):** Class Presentation, Case Analysis



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

01MT701.4: Analyze the importance of Growth strategies.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 20 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 22 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|--|---|
| <p>SO4.1 To Understand about Growth strategies</p> <p>SO4.2 Define Integration and diversification</p> <p>SO4.3 To create the Understanding about Product development</p> <p>SO4.4 Analyze the different aspect of international expansion</p> <p>SO4.5 To understand the importance of merger and acquisitions</p> | | <p>Unit-4.0: Types of Growth Strategies [20 Hours]</p> <p>4.1 Define Growth Strategy</p> <p>4.2 Concentrated growth</p> <p>4.3 Product Development</p> <p>4.4 Integration</p> <p>4.5 Importance of Integration</p> <p>4.6 Diversification</p> <p>4.7 Significance of Diversification</p> <p>4.8 International Expansion</p> <p>4.9 Importance of International Expansion</p> <p>4.10 Multi Domestic Approach</p> <p>4.11 Franchising</p> <p>4.12 Need and importance of Franchising</p> <p>4.13 Licensing</p> <p>4.14 Need and significance of Licensing</p> <p>4.15 Joint Venture</p> <p>4.16 Renewal strategies</p> <p>4.17 Retrenchment</p> <p>4.18 Turnaround</p> <p>4.19 Merger</p> <p>4.20 Acquisitions</p> | <p>1. Learn about different Growth Strategies</p> <p>2. Learn about International expansion</p> |

SW-4 Suggested Sessional Work (SW):

- a. **Assignments:** Define Merger and Acquisitions. Explain about retrenchment and turnaround.
- b. **Mini Project:** Difference between franchising, Licensing, Joint Venture.
- c. **Other Activities (Specify):** Class presentation and Case Analysis.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

01MT701.5: Create and Evaluate the Strategic Framework.

Approximate Hours

| Item | AppX Hrs |
|--------------|-----------|
| CI | 22 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 24 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|---|---|
| <p>SO5.1 Understand the concept of Strategic Framework</p> <p>SO5.2 Identify various stages of Strategic analysis and choice</p> <p>SO5.3 To Analyze Strategic gap and Portfolio</p> <p>SO5.4 To understand Culture and Strategic Leadership</p> <p>SO5.5 To Understand Strategic control and evaluation</p> | | <p>Unit-5.0: Strategic Framework [22 Hours]</p> <p>5.1 Strategic Analysis</p> <p>5.2 Strategic Framework</p> <p>5.3 Strategic gap analysis</p> <p>5.4 Portfolio analyses</p> <p>5.5 BCG Matrix</p> <p>5.6 GE</p> <p>5.7 Product market evolution matrix</p> <p>5.8 Experience curve</p> <p>5.9 Significance of Experience curve</p> <p>5.10 Directional Policy Matrix</p> <p>5.11 Importance of Directional Policy Matrix</p> <p>5.12 Life cycle Portfolio matrix</p> <p>5.13 Grand Strategy selection matrix</p> <p>5.14 Behavioral considerations</p> <p>5.15 Impact of structure</p> <p>5.16 Culture and leadership</p> <p>5.17 Impact of Culture and leadership</p> <p>5.18 Functional Strategies</p> <p>5.19 Significance of Functional Strategies</p> <p>5.20 Balanced Score card</p> <p>5.21 Importance of Balanced Score card</p> <p>5.22 Strategic control and evaluation</p> | <p>1. Learned about BCG</p> <p>2. Life cycle of product</p> |

SW-5 Suggested Sessional Work (SW):

- a. Assignments:** Define Life cycle portfolio matrix. Explain about Strategic Analysis and Choice.
- b. Mini Project:** Write the importance of strategic control and evaluation.
- c. Other Activities (Specify):** Case Analysis and Presentation.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Brief of Hours suggested for the Course Outcome:

| Course Outcomes | Class Lecture (CI) | Sessional Work (SW) | Self-Learning (SI) | Total hour (CI+SW+SI) |
|--|--------------------|---------------------|--------------------|-----------------------|
| 01MT701.1: Define Business Policy, strategy, mission and vision statements | 16 | 1 | 1 | 18 |
| 01MT701.2: Explain about different aspect of Environment Analysis and diagnosis | 16 | 1 | 1 | 18 |
| 01MT701.3: Analyze and understand the formulation of competitive strategy | 16 | 1 | 1 | 18 |
| 01MT701.4: Analyze the importance of Growth strategies | 20 | 1 | 1 | 22 |
| 01MT701.5: Create and Evaluate the Strategic Framework | 22 | 1 | 1 | 24 |
| Total Hours | 60 | 5 | 5 | 70 |

Suggestion for End Semester Assessment:

Suggested Specification Table (For ESA)

| CO | Unit Titles | Marks Distribution | | | Total Marks |
|------------------|---------------------------------------|--------------------|---|---|-------------|
| | | R | U | A | |
| 01MT701.1 | Business Policy and Strategy | | | | |
| 01MT701.2 | Environmental analysis & Diagnosis | | | | |
| 01MT701.3 | Formulation of Competitive Strategies | | | | |
| 01MT701.4 | Growth Strategies | | | | |
| 01MT701.5 | Strategic Framework | | | | |
| Total | | | | | 30 |

Legend: R: Remember, U: Understand, A: Apply

The end of semester assessment for Quantitative Techniques for Management will be held with written examination of 50 marks.

Note: Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorials



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

3. Case Method
4. Group Discussion
5. Brainstorming

Suggested Learning Resources:

(a) Books:

| S. No. | Title | Author | Publisher | Edition & Year |
|--------|--|---|------------------|--------------------------|
| 1 | Strategic Management Formulation Implementation and control | J.A. Pearce & R.B. Robinson | Tata McGraw Hill | 12 th Edition |
| 2 | Crafting and Executing Strategy | Arthur A. Thompson Jr. & A.J Strickland III | Tata McGraw Hill | 21 st Edition |
| 3 | Strategic Management | Upendra Kachru | Excel Books | - |
| 4 | Lecture notes provided by Dept. of Management, AKS University, Satna | | | |

Curriculum Development Team:

1. Dr. Kausik Mukherjee, Associate Dean & Head, FMS, AKS University, Satna.
2. Dr. Pradeep Chaurasia, Associate Professor, FMS, AKS University, Satna.
3. Dr. Chandan Singh, Assistant Professor, FMS, AKS University, Satna.
4. Dr. Prakash Kumar Sen, Assistant Professor, FMS, AKS University, Satna.
5. Dr. Seema Dwivedi, Assistant Professor, FMS, AKS University, Satna.
6. Mr. Pramod Kumar Dwivedi, Assistant Professor, FMS, AKS University, Satna.
7. Mrs. Shinu Shukla, Assistant Professor, FMS, AKS University, Satna.
8. Mr. Krishna Kumar Mishra, Assistant Professor, FMS, AKS University, Satna.
9. Miss. Kiran Chhabariya, Assistant Professor, FMS, AKS University, Satna.
10. Mr. Anurag Singh Parihar, Teaching Associate, FMS, AKS University, Satna.

Cos, POs and PSOs Mapping

Course Title: BBA (Hon's)

Course Code: 01MT701

Course Title: Business policy and strategy

| Course Outcomes | Program Outcomes | | | | | | Program Specific Outcome | |
|--|------------------|---------------------|----------------------------------|---------------------------|----------------------|--------------------------------|---|---|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO 1 | PSO 2 |
| | Domain knowledge | Contemporary issues | Deep thinking, business analysis | Mobilization of resources | Research orientation | Developing corporate solutions | Acquire leadership skills and entrepreneurial mindset | Application of ethical practices and moral values |
| 01MT701.1: Define Business Policy, strategy, mission and vision statements | 3 | 2 | 3 | 2 | 2 | 3 | 3 | 2 |
| 01MT701.2: Explain about different aspect of Environment Analysis and diagnosis | 3 | 2 | 3 | 2 | 2 | 2 | 2 | 2 |
| 01MT701.3: Analyze and understand the formulation of competitive strategy | 3 | 3 | 3 | 2 | 1 | 1 | 2 | 2 |
| 01MT701.4: Analyze the importance of Growth strategies | 3 | 3 | 3 | 3 | 1 | 1 | 2 | 1 |
| 01MT701.5: Create and Evaluate the Strategic Framework | 3 | 2 | 2 | 1 | 2 | 2 | 3 | 1 |

Legend: 1 – Low, 2 – Medium, 3 – High

Course Curriculum Map:

| POs & PSOs No. | COs No. & Titles | SOs No. | Laboratory Instruction (LI) | Classroom Instruction (CI) | Self-Learning (SL) |
|---------------------------------------|--|---|------------------------------------|---|---------------------------|
| POs 1,2,3,4,5,6 PSOs 1,2 | 01MT701.1: Define Business Policy, strategy, mission and vision statements | SO1.1 SO1.2 SO1.3 SO1.4 SO1.5 | | Unit-1.0: Business Policy and Strategy 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8, 1.9, 1.10, 1.11, 1.12, 1.13, 1.14, 1.15, 1.16 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 01MT701.2: Explain about different aspect of Environment Analysis and diagnosis | SO2.1 SO2.2 SO2.3 SO2.4 SO2.5 | | Unit-2.0: Environmental analysis & Diagnosis 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9, 2.10, 2.11, 2.12, 2.13, 2.14, 2.15, 2.16 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 01MT701.3: Analyze and understand the formulation of competitive strategy | SO3.1 SO3.2 SO3.3 SO3.4 SO3.5 | | Unit-3.0: Formulation of Competitive Strategies 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9, 3.10, 3.11, 3.12, 3.13, 3.14, 3.15, 3.16 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 01MT701.4: Analyze the importance of Growth strategies | SO4.1 SO4.2 SO4.3 SO4.4 SO4.5 | | Unit-4.0: Growth Strategies 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9, 4.10, 4.11, 4.12, 4.13, 4.14, 4.15, 4.16, 4.17, 4.18, 4.19, 4.20 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 01MT701.5: Create and Evaluate the Strategic Framework | SO5.1 SO5.2 SO5.3 SO5.4 SO5.5 | | Unit-5.0: Strategic Framework 5.1, 5.2, 5.3, 5.4, 5.5, 5.6, 5.7, 5.8, 5.9, 5.10, 5.11, 5.12, 5.13, 5.14, 5.15, 5.16, 5.17, 5.18, 5.19, 5.20, 5.21, 5.22 | |



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Semester-VII

| | |
|-----------------------|---|
| Course Code: | 02RM702 |
| Course Title : | Research Methodology |
| Pre-requisite: | Student should have enquiring mind set and basic knowledge of Business Statistics and Computer |
| Rationale: | All the progress and development is the result of research, in today's business world business environment is very dynamic, things are changing very quickly, there is throat-cut competition among the business firms, so those firms will only survive which will do research and development work and innovate new product, process and will have idea about consumer behaviour. Without having knowledge of research methodology any one cannot do research properly, so the study of research methodology is very important for management students. |

Course Outcomes:

02RM702.1: The student will define research, research problem, and hypothesis.

02RM702.2: The student will explain about the Research Design, Sampling Design and use of different sampling techniques.

02RM702.3: The student will illustrate the construction of scales, process of primary and secondary data collection with the help of, different data collection methods.

02RM702.4: The students will apply the descriptive statistics, z-test, t-test, f-test and chi square-test in the data analysis.

02RM702.5: Student will ethically prepare a research report.

Scheme of Studies:

| Code | Course Code | Course Title | Scheme of studies (Hours/Week) | | | | Total Study Hours (CI+LI+SW+SL) | Total Credits (C) |
|------|-------------|----------------------|--------------------------------|----|----|----|---------------------------------|-------------------|
| | | | CI | LI | SW | SL | | |
| MCC | 02RM702 | Research Methodology | 4 | 0 | 1 | 1 | 6 | 4 |

Legend:

CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

SW: Sessional Work (includes assignment, seminar, mini project etc.),



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

SL: Self Learning,

C: Credits.

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

Scheme of Assessment:

Theory:

| Code | Course Code | Course Title | Scheme of Assessment (Marks) | | | | | | | End Semester Assessment (ESA) | Total Marks (PRA+ ESA) |
|------|-------------|----------------------|--|---|------------------|------------------------------|-----------------------|----|-------------------------------|-------------------------------|------------------------|
| | | | Progressive Assessment (PRA) | | | | | | Total Marks (CA+CT+SA+CAT+AT) | | |
| | | | Class/Home Assignment 5 number 3 marks each (CA) | Class Test 2 (2 best out of 3) 10 marks each (CT) | Seminar one (SA) | Class Activity any one (CAT) | Class Attendance (AT) | | | | |
| MCC | 02RM702 | Research Methodology | 15 | 20 | 5 | 5 | 5 | 50 | 50 | 100 | |

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

02RM702.1: The student will define research, research problem, and hypothesis.

Approximate Hours

| Item | AppX Hrs |
|--------------|-----------|
| CI | 9 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 11 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|--|--|
| <p>SO1.1: Student will Explain about Research and Types of research</p> <p>SO1.2: Student will describe the research process</p> <p>SO1.3: Student will formulate the research problem</p> <p>SO1.4: Student will formulate the hypothesis</p> | | <p>Unit-1.0: Introduction to Research [9 Hours]</p> <p>1.1 Meaning and Purpose of research</p> <p>1.2 Types of Research.</p> <p>1.3 Significance of Research and Research Methods Vs Research Methodology.</p> <p>1.4 Research Process.</p> <p>1.5 Criteria of a good Research</p> <p>1.6 Problems Encountered by Researchers in India.</p> <p>1.7 Identification and Selection of a Research Problem</p> <p>1.8 Research problem formulation</p> <p>1.9 Research Question and Hypothesis formulation</p> | <p>1. Methods of qualitative and quantitative research</p> |

SW-1 Suggested Sessional Work (SW):

a. Assignments:

1. Process of research, Problems encountered by researchers in India.
2. Purpose and Types of Research.

b. Mini Project: Formulate the research problem related to general management, finance, HR, and marketing.

c. Other Activities (Specify): Student will formulate the hypothesis in the class room under the guidance of subject teacher



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

02RM702.2: The student will explain about the Research Design, Sampling Design and use of different sampling techniques.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 18 |
| LI | 0 |
| SW | 2 |
| SL | 1 |
| Total | 21 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|---|---|
| <p>SO2.1: Student will explain about the research design</p> <p>SO2.2: Student will Differentiate between Exploratory Research Design and Descriptive Research Design</p> <p>SO2.3: Student will explain about the various experimental research designs</p> <p>SO2.4: Student will explain about the process of Sample design</p> <p>SO2.5: Student will demonstrate the use of various sampling techniques</p> | | <p>Unit-2.0: Research Design and Sampling Design [18 Hours]</p> <p>2.1 Meaning and Need of research design.</p> <p>2.2 Features of a Good Research Design.</p> <p>2.3 Exploratory Research Design</p> <p>2.4 Descriptive and Diagnostic Research Design</p> <p>2.5 Basic Principle of Experimental Designs</p> <p>2.6 Informal Experimental Research Designs.</p> <p>2.7 Formal Experimental Research Designs: - Completely Randomized Design.</p> <p>2.8 Formal Experimental Research Designs:- Randomized Block Design.</p> <p>2.9 Formal Experimental Research Designs:-Latin Square Design</p> <p>2.10 Sampling Design: - Meaning of Sample, Census and Sampling Design.</p> <p>2.11 Steps of Sampling Design.</p> <p>2.12 Types of Sampling: Non Probability Sampling Techniques.</p> <p>2.13 Types of Sampling: Probability Sampling Techniques- Simple Random Techniques.</p> <p>2.14 Types of Sampling: Probability Sampling Techniques- Complex</p> | <p>1. Factorial Design</p> <p>2. Advantages and Limitations of Sampling</p> |



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

| | | | |
|--|--|--|--|
| | | Random Techniques-Systematic Sampling, Stratified Sampling. 2.15 Types of Sampling: Probability Sampling Techniques- Complex Random Techniques-Cluster Sampling, Multi-Stage Sampling. 2.16 Types of Sampling: Probability Sampling Techniques- Complex Random Techniques-Sampling with probability proportional to size and Sequential Sampling. 2.17 Sampling and Non-Sampling Errors. 2.18 Determination of Sample Size | |
|--|--|--|--|

SW-2 Suggested Sessional Work (SW):

a. Assignments:

1. Types of Research Designs
2. Types of Sampling Designs

b. Mini Project: Make an appropriate sample design for a topic (Topic will be given by a subject teacher).

c. Other Activities (Specify): Determination of sample size in the class under the guidance of a subject teacher



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

02RM702.3: The student will illustrate the construction of scales, process of primary and secondary data collection with the help of, different data collection methods.

Approximate Hours

| Item | AppX Hrs |
|--------------|-----------|
| CI | 13 |
| LI | 0 |
| SW | 2 |
| SL | 1 |
| Total | 16 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|--|---|
| <p>SO3.1: Student will be able to measure the data in appropriate measurement scale</p> <p>SO3.2: Student will apply the appropriate scaling technique in his / her research work</p> <p>SO3.3: Student will differentiate between primary and secondary data</p> <p>SO3.4: Student will design the appropriate questionnaire and schedule</p> <p>SO3.5: Student will be able to collect the primary and secondary data</p> | | <p>Unit-3.0: Scaling Techniques and Data Collection [13 Hours]</p> <p>3.1 Meaning of Measurement scale and Classification of Measurement Scales – Nominal, Ordinal, Interval and Ratio Scales.</p> <p>3.2 Validity and Reliability of Scales.</p> <p>3.3 Scaling Techniques- Comparative Scaling Techniques.</p> <p>3.4 Scaling Techniques- Non Comparative Scaling Techniques.</p> <p>3.5 Data Collection- Meaning of Primary Data and Observation method.</p> <p>3.6 Personal Interviews</p> <p>3.7 Telephonic Interviews</p> <p>3.8 Questionnaire Method.</p> <p>3.9 Main Aspects of a Questionnaire</p> <p>3.10 Schedule Method</p> <p>3.11 Difference between Questionnaire and Schedule</p> <p>3.12 Meaning and Sources of secondary data.</p> <p>3.13 Precautions while using secondary data</p> | <p>1. Focus group</p> <p>2. Case study</p> <p>3. Content Analysis</p> |

SW-3 Suggested Sessional Work (SW):

- a. Assignments:**
 1. Application of comparative and non-comparative scaling techniques.
 2. Interview and Observation Methods
- b. Mini Project:** Design a appropriate questionnaire for your research problem (topic will be given by a subject teacher).
- c. Other Activities (Specify):** Student will a collect secondary data from different government sources (Sources will be given by a subject teacher)



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

02RM702.4: The students will apply the descriptive statistics, z-test, t-test, f-test and chi square-test in the data analysis.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 13 |
| LI | 0 |
| SW | 2 |
| SL | 2 |
| Total | 17 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|---|--|
| <p>SO4.1: Student will be able to edit, code, and classify the collected data</p> <p>SO4.2: Student will be able to tabulate the data</p> <p>SO4.3: Student will be able to graphically represent the data</p> <p>SO4.4: Student will be able to apply the z-test, t-test, f-test and chi square test in his / her research work</p> <p>SO4.5: Student will use the SPSS for data feeding and analysis</p> | | <p>Unit-4.0: Data Preparation and Hypothesis Testing [13 Hours]</p> <p>4.1 Concepts of Editing, Coding, and Classification.</p> <p>4.2 Tabulation and rules of tabulation.</p> <p>4.3 Graphical Representation of Data.</p> <p>4.4 Overview of Descriptive Statistics- Mean, Median and Mode.</p> <p>4.5 Overview of Descriptive Statistics- Mean Deviation and Standard Deviation.</p> <p>4.6 Z-test</p> <p>4.7 Z-test Numerical</p> <p>4.8 T-test</p> <p>4.9 T-Test Numerical</p> <p>4.10 Chi-square Test-Introduction and conditions to apply chi-square test.</p> <p>4.11 Chi-square test- Numerical.</p> <p>4.12 F-test</p> <p>4.13 Application of SPSS for Data Analysis</p> | <p>1. Practice of z-test numerical questions</p> <p>2. Practice of t-test numerical questions</p> <p>3. Practice of Chi-square numerical questions</p> |

SW-4 Suggested Sessional Work (SW):

a. Assignments:

1. Calculation of Mean, Median, Mode, Mean deviation and Standard deviation.
2. Application of z-test and Chi-square test.

b. Mini Project: Do a market survey and apply Chi-square test to test your hypothesis. (Topic will be given by a subject teacher)

c. Other Activities (Specify): Analyze secondary data collected from RBI website. (Instructions will be given by subject teacher)



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

02RM702.5: Student will ethically prepare a research report.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 7 |
| LI | 0 |
| SW | 2 |
| SL | 1 |
| Total | 10 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|--|---------------------|
| <p>SO5.1: Student will be able to explain the Significance of research report</p> <p>SO5.2: Student will be able to write a research report</p> <p>SO5.3: Student will describe the different styles of report writing</p> <p>SO5.4: Student will apply the ethics in research</p> | | <p>Unit-5.0: Report Writing and Publication Ethics [7 Hours]</p> <p>5.1 Meaning of research report and Significance of Report Writing.</p> <p>5.2 Different Steps in Writing Report.</p> <p>5.3 Structure or Layout of the Research Report.</p> <p>5.4 Types of Reports- Technical Report.</p> <p>5.5 Types of Reports –Popular Report and oral presentation.</p> <p>5.6 Styles of Report Writing.</p> <p>5.7 Overview of Research & Publication Ethics</p> | <p>1. APA Style</p> |

SW-5 Suggested Sessional Work (SW):

- a. Assignments:** Process of report writing and Structure or layout of Research Report.
- b. Mini Project:** Do a market survey and write a report for the same.
- c. Other Activities (Specify):** Write a note on referencing and citations.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Brief of Hours suggested for the Course Outcome:

| Course Outcomes | Class Lecture (CI) | Sessional Work (SW) | Self-Learning (SI) | Total hour (CI+SW+SI) |
|---|--------------------|---------------------|--------------------|-----------------------|
| 02RM702.1: The student will define research, research problem, and hypothesis. | 9 | 1 | 1 | 13 |
| 02RM702.2: The student will explain about the Research Design, Sampling Design and use of different sampling techniques. | 18 | 2 | 1 | 18 |
| 02RM702.3: The student will illustrate the construction of scales, process of primary and secondary data collection with the help of, different data collection methods. | 13 | 2 | 1 | 18 |
| 02RM702.4: The students will apply the descriptive statistics, z-test, t-test, f-test and chi square-test in the data analysis. | 13 | 2 | 2 | 12 |
| 02RM702.5: Student will ethically prepare a research report. | 7 | 2 | 1 | 13 |
| Total Hours | 60 | 9 | 6 | 75 |

Suggestion for End Semester Assessment:

Suggested Specification Table (For ESA)

| CO | Unit Titles | Marks Distribution | | | Total Marks |
|------------------|---|--------------------|---|---|-------------|
| | | R | U | A | |
| 02RM702.1 | Introduction To Research | | | | |
| 02RM702.2 | Research Design And Sampling Design | | | | |
| 02RM702.3 | Scaling Techniques And Data Collection | | | | |
| 02RM702.4 | Data Preparation And Hypothesis Testing | | | | |
| 02RM702.5 | Report Writing And Publication Ethics | | | | |
| Total | | | | | 30 |

Legend: R: Remember, U: Understand, A: Apply

The end of semester assessment for Research Methodology will be held with written examination of 50 marks.

Note: Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorials
3. Case Method
4. Group Discussion
5. Brainstorming

Suggested Learning Resources:

(a) Books:

| S. No. | Title | Author | Publisher | Edition & Year |
|--------|--|----------------------|----------------------------------|----------------|
| 1 | Research Methodology Methods & Techniques | Kothari C. R. | New Age International Publishers | Latest Edition |
| 2 | Research Methods for Business students | Saunders | Prentice hall | Latest Edition |
| 3 | Business Research Methods | Cooper and Schindler | Tata Mc Graw Hill | Latest Edition |
| 4 | Research Methodology | C. Murthy | Vrinda Publications | Latest Edition |
| 5 | Research Methodology | Panneer Selvam | Prentice Hall of India | Latest Edition |
| 6 | Lecture notes provided by Dept. of Management, AKS University, Satna | | | |

Curriculum Development Team:

1. Dr. Kausik Mukherjee, Associate Dean & Head, FMS, AKS University, Satna.
2. Dr. Pradeep Chaurasia, Associate Professor, FMS, AKS University, Satna.
3. Dr. Chandan Singh, Assistant Professor, FMS, AKS University, Satna.
4. Dr. Prakash Kumar Sen, Assistant Professor, FMS, AKS University, Satna.
5. Dr. Seema Dwivedi, Assistant Professor, FMS, AKS University, Satna.
6. Mr. Pramod Kumar Dwivedi, Assistant Professor, FMS, AKS University, Satna.
7. Mrs. Shinu Shukla, Assistant Professor, FMS, AKS University, Satna.
8. Mr. Krishna Kumar Mishra, Assistant Professor, FMS, AKS University, Satna.
9. Miss. Kiran Chhabariya, Assistant Professor, FMS, AKS University, Satna.
10. Mr. Anurag Singh Parihar, Teaching Associate, FMS, AKS University, Satna.

Cos, POs and PSOs Mapping

Course Title: BBA (Hon's)

Course Code: 02RM702

Course Title: Research Methodology

| Course Outcomes | Program Outcomes | | | | | | Program Specific Outcome | |
|--|------------------|---------------------|----------------------------------|---------------------------|----------------------|--------------------------------|---|---|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO 1 | PSO 2 |
| | Domain knowledge | Contemporary issues | Deep thinking, business analysis | Mobilization of resources | Research orientation | Developing corporate solutions | Acquire leadership skills and entrepreneurial mindset | Application of ethical practices and moral values |
| 02RM702.1: The student will define research, research problem, and hypothesis | 1 | 2 | 1 | 1 | 1 | 1 | 3 | 2 |
| 02RM702.2: The student will explain about the Research Design, Sampling Design and use of different sampling techniques | 1 | 3 | 1 | 1 | 2 | 1 | 3 | 2 |
| 02RM702.3: The student will illustrate the construction of scales, process of primary and secondary data collection with the help of, different data collection methods | 2 | 3 | 1 | 1 | 1 | 1 | 3 | 1 |
| 02RM702.4: The students will apply the descriptive statistics, z-test, t-test, f-test and chi square-test in the data analysis | 1 | 3 | 1 | 1 | 1 | 1 | 3 | 1 |
| 02RM702.5: Student will ethically prepare a research report | 1 | 3 | 1 | 1 | 2 | 1 | 3 | 1 |

Legend: 1 – Low, 2 – Medium, 3 – High

Course Curriculum Map:

| POs & PSOs No. | COs No. & Titles | SOs No. | Laboratory Instruction (LI) | Classroom Instruction (CI) | Self-Learning (SL) |
|---------------------------------------|--|---|------------------------------------|---|---------------------------|
| POs 1,2,3,4,5,6 PSOs 1,2 | 02RM702.1: The student will define research, research problem, and hypothesis | SO1.1 SO1.2 SO1.3 SO1.4 | | Unit-1.0: Introduction to Research 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8, 1.9 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 02RM702.2: The student will explain about the Research Design, Sampling Design and use of different sampling techniques | SO2.1 SO2.2 SO2.3 SO2.4 SO2.5 | | Unit-2.0: Research Design And Sampling Design 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9, 2.10, 2.11, 2.12, 2.13, 2.14, 2.15, 2.16, 2.17, 2.18 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 02RM702.3: The student will illustrate the construction of scales, process of primary and secondary data collection with the help of, different data collection methods | SO3.1 SO3.2 SO3.3 SO3.4 SO3.5 | | Unit-3.0: Scaling Techniques And Data Collection 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9, 3.10, 3.11, 3.12, 3.13 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 02RM702.4: The students will apply the descriptive statistics, z-test, t-test, f-test and chi square-test in the data analysis | SO4.1 SO4.2 SO4.3 SO4.4 SO4.5 | | Unit-4.0: Data Preparation And Hypothesis Testing 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9, 4.10, 4.11, 4.12, 4.13 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 02RM702.5: Student will ethically prepare a research report | SO5.1 SO5.2 SO5.3 SO5.4 | | Unit-5.0: Report Writing And Publication Ethics 5.1, 5.2, 5.3, 5.4, 5.5, 5.6, 5.7 | |



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Semester-VII

| | |
|-----------------------|---|
| Course Code: | 04FM711 |
| Course Title : | International Finance |
| Pre-requisite: | Students should know the meanings of export, import, international trade, FOREX |
| Rationale: | Students studying this subject will take decisions related to international business as well they will understand the capital market working in other country. They will also understand that how to do currency trisections and will start doing FOREX trading. They will understand the concept of balance of payment and they will start knowing the risks associated with international business. |

Course Outcomes:

04FM711.1: Students will define the international trade, international business and international finance, BOP, exchange rate mechanisms, IMF and World Bank.

04FM711.2: Students will describe the trading in Forex market, purchasing power parity and interest rate parity.

04FM711.3: Students will analyze the foreign exchange exposure, financial statement in international business.

04FM711.4: Students will assess the international investment management and international project appraisal.

04FM711.5: Students will plan the multinational working capital management.

Scheme of Studies:

| Code | Course Code | Course Title | Scheme of studies (Hours/Week) | | | | Total Study Hours (CI+LI+SW+SL) | Total Credits (C) |
|------|-------------|-----------------------|--------------------------------|----|----|----|------------------------------------|----------------------|
| | | | CI | LI | SW | SL | | |
| MEC | 04FM711 | International Finance | 4 | 0 | 2 | 1 | 7 | 4 |

Legend:

CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

SW: Sessional Work (includes assignment, seminar, mini project etc.),

SL: Self Learning,

C: Credits.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

Scheme of Assessment:

Theory:

| Code | Course Code | Course Title | Scheme of Assessment (Marks) | | | | | | | End Semester Assessment (ESA) | Total Marks (PRA+ ESA) |
|------|-------------|-----------------------|--|---|------------------|------------------------------|-----------------------|-------------------------------|----|-------------------------------|------------------------|
| | | | Progressive Assessment (PRA) | | | | | Total Marks (CA+CT+SA+CAT+AT) | | | |
| | | | Class/Home Assignment 5 number 3 marks each (CA) | Class Test 2 (2 best out of 3) 10 marks each (CT) | Seminar one (SA) | Class Activity any one (CAT) | Class Attendance (AT) | | | | |
| MEC | 04FM711 | International Finance | 15 | 20 | 5 | 5 | 5 | 50 | 50 | 100 | |

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

04FM711.1: Students will define the international trade, international business and international finance, BOP, exchange rate mechanisms, IMF and World Bank.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 10 |
| LI | 0 |
| SW | 2 |
| SL | 1 |
| Total | 13 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|---|--|
| <p>SO1.1: Students will define the international business and finance</p> <p>SO1.2: Students will explain the theories of international trade</p> <p>SO1.3: Students will evaluate the balance of payments</p> <p>SO1.4: Student will elaborate the exchange rate mechanism</p> <p>SO1.5: Students will describe the IMF and world bank</p> | | <p>Unit-1.0: Introduction [10 Hours]</p> <p>1.1 Concept of International trade, International Business, International Finance and differences among them.</p> <p>1.2 Theories of International trade</p> <p>1.3 International trade financing in India</p> <p>1.4 Balance of payments (of India)</p> <p>1.5 International Monetary System</p> <p>1.6 Different types of Exchange rate mechanisms- the gold standard</p> <p>1.7 the gold exchange standard</p> <p>1.8 The Bretton Woods System, Current monetary system</p> <p>1.9 European Monetary Union</p> <p>1.10 IMF and World Bank</p> | <p>1. Working pattern of International monetary funds and world bank</p> |

SW-1 Suggested Sessional Work (SW):

- a. **Assignments:** Which are the best theories of international trade and why they are so famous?
- b. **Mini Project:** Write short note on material exported and imported by India.
- c. **Other Activities (Specify):**



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

04FM711.2: Students will describe the trading in Forex market, purchasing power parity and interest rate parity.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 15 |
| LI | 0 |
| SW | 2 |
| SL | 1 |
| Total | 18 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|---|---|
| <p>SO2.1: Students will define the word FOREX</p> <p>SO2.2: Students will define the quotations</p> <p>SO2.3: Students will explain the kinds of transactions</p> <p>SO2.4: Students will evaluate the purchasing power parity</p> <p>SO2.5: Students will evaluate the interest rate parity</p> | | <p>Unit-2.0: Foreign Exchange Management [15 Hours]</p> <p>2.1 Forex market – Wholesale and Domestic market</p> <p>2.2 Quotations- direct, indirect and cross currency</p> <p>2.3 Various kinds of transactions and their settlement dates</p> <p>2.4 Forward rates, Swaps</p> <p>2.5 Quotes for various kinds of Merchant transactions; Early delivery, extension or cancellation of Forward contracts</p> <p>2.6 Exchange Rate determination and Forecasting</p> <p>2.7 Purchasing power parity</p> <p>2.8 Interest rate parity,</p> <p>2.9 Relationship between PPP and IRP</p> <p>2.10 Reasons for deviation from PPP and IRP</p> <p>2.11 Models of exchange rate forecasting- forward rate as an unbiased predictor</p> <p>2.12 The Demand-Supply approach,</p> <p>2.13 The monetary approach</p> <p>2.14 The Asset approach</p> <p>2.15 The portfolio balance approach, other models</p> | <p>1. Uses of FOREX market</p> <p>2. Meaning of portfolio</p> |

SW-2 Suggested Sessional Work (SW):

- a. Assignments:** Prepare the cost sheet of a particular company with a live example.
- b. Mini Project:** Write short note on marginal and opportunity cost.
- c. Other Activities (Specify):**



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

04FM711.3: Students will analyze the foreign exchange exposure, financial statement in international business.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 15 |
| LI | 0 |
| SW | 2 |
| SL | 1 |
| Total | 18 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|--|--|
| <p>SO3.1: Students will define the foreign exchange exposure</p> <p>SO3.2: Students will prepare the statement of financial accounting</p> <p>SO3.3: Students will explain the foreign exchange risk</p> <p>SO3.4: Students will explain the intercompany fund flow mechanism</p> <p>SO3.5: Students will describe the ADR and GDR</p> | | <p>Unit-3.0: Foreign Exchange Exposures [15 Hours]</p> <p>3.1 Financial Accounting and Foreign Exchange- Alternative Currency Translation Methods</p> <p>3.2 Statement of Financial Accounting</p> <p>3.3 Standards No.8, Statement of Financial</p> <p>3.4 Accounting Standards No.-52, Transaction</p> <p>3.5 Exposure, Managing Accounting</p> <p>3.6 Exposure- Managing Transaction and Translation Exposure</p> <p>3.7 Designing a Hedging Strategy, Measuring and managing Economic Exposure</p> <p>3.8 Foreign Exchange Risk</p> <p>3.9 Economic Exposure, Identifying Economic Exposure</p> <p>3.10 Calculating Economic Exposure</p> <p>3.11 Operational Measure of Exchange Risk.</p> <p>3.12 Multinational Financial System- Value of the Multinational Financial System</p> <p>3.13 Intercompany Fund- Flow Mechanisms: Cost and Benefits</p> <p>3.14 Designing a Global Remittance Policy, Transfer Pricing and Tax Evasion</p> <p>3.15 Issue of GDR, ADR Euro bonds and Foreign bonds</p> | <p>1. Pro-forma of international financial statement</p> |

SW-3 Suggested Sessional Work (SW):

- a. **Assignments:** Write down the different types of international exposure with one example of each.
- b. **Mini Project:** How the economic exposure are calculated.
- c. **Other Activities (Specify):**



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

04FM711.4: Students will assess the international investment management and international project appraisal.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 10 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 12 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|--|---|
| <p>SO4.1: Students will define the international portfolio investment, international bond investment and international foreign investment</p> <p>SO4.2: Students will explain the political risk</p> <p>SO4.3: Students will explain international project appraisal</p> <p>SO4.4: Students will evaluate the average present value</p> <p>SO4.5: Students will evaluate the internal rate of return</p> | | <p>Unit-4.0: International Investment Management [10 Hours]</p> <p>4.1 International Portfolio Investment</p> <p>4.2 Issues in Foreign Investment Analysis</p> <p>4.3 International Bond Investing</p> <p>4.4 Strategies for Direct Investment</p> <p>4.5 Bond Investment & Portfolio Investment</p> <p>4.6 Optional International Asset Allocation</p> <p>4.7 International project appraisal</p> <p>4.8 IRR and APV methods</p> <p>4.9 Managing Political Risk- Measuring Political Risk, Country Risk Analysis,</p> <p>4.10 Managing Political Risk, Post expropriation Policies</p> | <p>1. Numerical problems related to APV and IRR</p> |

SW-4 Suggested Sessional Work (SW):

- a. **Assignments:** Write down the techniques of international project appraisal with example.
- b. **Mini Project:**
- c. **Other Activities (Specify):**



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

04FM711.5: Students will plan the multinational working capital management.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 10 |
| LI | 0 |
| SW | 2 |
| SL | 1 |
| Total | 13 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|--|---|
| <p>SO5.1: Students will define the international working capital</p> <p>SO5.2: Students will describe the international cash management</p> <p>SO5.3: Students will describe the international account receivable</p> <p>SO5.4: Students will describe the international</p> <p>SO5.5: Students will evaluate the international working capital</p> | | <p>Unit-5.0: Multinational Working Capital Management [10 Hours]</p> <p>5.1 Multinational Working Capital Management</p> <p>5.2 Current Asset Management for the Multinational</p> <p>5.3 International Cash Management</p> <p>5.4 Cash management case study examples</p> <p>5.5 Accounts Receivables Management</p> <p>5.6 Receivable management case study examples</p> <p>5.7 Inventory Management.</p> <p>5.8 Techniques of inventory management</p> <p>5.9 Inventory management numerical</p> <p>5.10 Working capital numerical</p> | <p>1. Meanings of international working capital</p> |

SW-5 Suggested Sessional Work (SW):

- a. Assignments:** How a MNCs calculate the international working capital explain with example.
- b. Mini Project:** Write short note on current assets and current liabilities.
- c. Other Activities (Specify):**



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Brief of Hours suggested for the Course Outcome:

| Course Outcomes | Class Lecture (CI) | Sessional Work (SW) | Self-Learning (SI) | Total hour (CI+SW+SI) |
|---|--------------------|---------------------|--------------------|-----------------------|
| 04FM711.1: : Students will define the international trade, international business and international finance, BOP, exchange rate mechanisms, IMF and world bank | 10 | 2 | 1 | 13 |
| 04FM711.2: Students will describe the trading in Forex market, purchasing power parity and interest rate parity | 15 | 2 | 1 | 18 |
| 04FM711.3: Students will analyze the foreign exchange exposure, financial statement in international business | 15 | 2 | 1 | 18 |
| 04FM711.4: Students will assess the international investment management and international project appraisal | 10 | 1 | 1 | 12 |
| 04FM711.5: Students will plan the multinational working capital management | 10 | 2 | 1 | 13 |
| Total Hours | 60 | 9 | 5 | 74 |

Suggestion for End Semester Assessment:

Suggested Specification Table (For ESA)

| CO | Unit Titles | Marks Distribution | | | Total Marks |
|------------------|--|--------------------|---|---|-------------|
| | | R | U | A | |
| 04FM711.1 | Introduction | | | | |
| 04FM711.2 | Foreign Exchange Management | | | | |
| 04FM711.3 | Foreign Exchange Exposures | | | | |
| 04FM711.4 | International Investment Management | | | | |
| 04FM711.5 | Multinational Working Capital Management | | | | |
| Total | | | | | 30 |

Legend: R: Remember, U: Understand, A: Apply

The end of semester assessment for International Finance will be held with written examination of 50 marks.

Note: Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorials



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

3. Case Method
4. Group Discussion
5. Brainstorming

Suggested Learning Resources:

(a) Books:

| S. No. | Title | Author | Publisher | Edition & Year |
|--------|---|--------------------|------------------|----------------|
| 1 | International Finance | PG Apte | Tata McGraw Hill | Latest Edition |
| 2 | International Finance- the markets and financial management of Multinational Business | H. Maurice D. Levi | Tata McGraw Hill | Latest Edition |
| 3 | Multinational financial management | M. Alan C. Shapiro | Prentice hall | Latest Edition |
| 4 | Lecture notes provided by Dept. of Management, AKS University, Satna | | | |

Curriculum Development Team:

1. Dr. Kausik Mukherjee, Associate Dean & Head, FMS, AKS University, Satna.
2. Dr. Pradeep Chaurasia, Associate Professor, FMS, AKS University, Satna.
3. Dr. Chandan Singh, Assistant Professor, FMS, AKS University, Satna.
4. Dr. Prakash Kumar Sen, Assistant Professor, FMS, AKS University, Satna.
5. Dr. Seema Dwivedi, Assistant Professor, FMS, AKS University, Satna.
6. Mr. Pramod Kumar Dwivedi, Assistant Professor, FMS, AKS University, Satna.
7. Mrs. Shinu Shukla, Assistant Professor, FMS, AKS University, Satna.
8. Mr. Krishna Kumar Mishra, Assistant Professor, FMS, AKS University, Satna.
9. Miss. Kiran Chhabariya, Assistant Professor, FMS, AKS University, Satna.
10. Mr. Anurag Singh Parihar, Teaching Associate, FMS, AKS University, Satna.

Cos, POs and PSOs Mapping

Course Title: BBA (Hon's)

Course Code: 04FM711

Course Title: International Finance

| Course Outcomes | Program Outcomes | | | | | | Program Specific Outcome | |
|---|------------------|---------------------|----------------------------------|---------------------------|----------------------|--------------------------------|---|---|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO 1 | PSO 2 |
| | Domain knowledge | Contemporary issues | Deep thinking, business analysis | Mobilization of resources | Research orientation | Developing corporate solutions | Acquire leadership skills and entrepreneurial mindset | Application of ethical practices and moral values |
| 04FM711.1: Students will define the international trade, international business and international finance, BOP, exchange rate mechanisms, IMF and world bank | 3 | 3 | 2 | 2 | 2 | 3 | 3 | 2 |
| 04FM711.2: Students will describe the trading in Forex market, purchasing power parity and interest rate parity | 3 | 2 | 3 | 3 | 3 | 2 | 2 | 2 |
| 04FM711.3: Students will analyze the foreign exchange exposure, financial statement in international business | 1 | 1 | 3 | 2 | 2 | 1 | 1 | 1 |
| 04FM711.4: Students will assess the international investment management and international project appraisal | 2 | 2 | 3 | 3 | 3 | 3 | 2 | 2 |
| 04FM711.5: Students will plan the multinational working capital management | 2 | 1 | 2 | 3 | 3 | 3 | 2 | 2 |

Legend: 1 – Low, 2 – Medium, 3 – High

Course Curriculum Map:

| POs & PSOs No. | COs No. & Titles | SOs No. | Laboratory Instruction (LI) | Classroom Instruction (CI) | Self-Learning (SL) |
|---------------------------------------|---|---|------------------------------------|---|---------------------------|
| POs 1,2,3,4,5,6 PSOs 1,2 | 04FM711.1: Students will define the international trade, international business and international finance, BOP, exchange rate mechanisms, IMF and world bank | SO1.1 SO1.2 SO1.3 SO1.4 SO1.5 | | Unit-1.0: Introduction 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8, 1.9, 1.10 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 04FM711.2: Students will describe the trading in Forex market, purchasing power parity and interest rate parity | SO2.1 SO2.2 SO2.3 SO2.4 SO2.5 | | Unit-2.0: Foreign Exchange Management 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9, 2.10, 2.11, 2.12, 2.13, 2.14, 2.15 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 04FM711.3: Students will analyze the foreign exchange exposure, financial statement in international business | SO3.1 SO3.2 SO3.3 SO3.4 SO3.5 | | Unit-3.0: Foreign Exchange Exposures 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9, 3.10, 3.11, 3.12, 3.13, 3.14, 3.15 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 04FM711.4: Students will assess the international investment management and international project appraisal | SO4.1 SO4.2 SO4.3 SO4.4 SO4.5 | | Unit-4.0: International Investment Management 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9, 4.10 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 04FM711.5: Students will plan the multinational working capital management | SO5.1 SO5.2 SO5.3 SO5.4 SO5.5 | | Unit-5.0: Multinational Working Capital Management 5.1, 5.2, 5.3, 5.4, 5.5, 5.6, 5.7, 5.8, 5.9, 5.10 | |



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Semester-VII

| | |
|-----------------------|---|
| Course Code: | 04MM711 |
| Course Title : | International Marketing |
| Pre-requisite: | International marketing is a specialized field that involves promoting and selling products or services in multiple countries. To succeed in international marketing, individuals or professionals typically benefit from a combination of education, skills, and experiences |
| Rationale: | The rationale for international marketing lies in the pursuit of growth, profitability, and strategic advantages in a globalized business environment. Companies that effectively navigate the complexities of international markets can position themselves for long-term success and sustainability |

Course Outcomes:

04MM711.1: Articulate the definition and basic concepts of international marketing, including terms such as global marketing, internationalization, and market entry strategies.

04MM711.2: Understand the impact of cultural differences on international marketing strategies, including consumer behaviour, communication, and market segmentation.

04MM711.3: Apply market research techniques to analyze international markets, identify opportunities, and assess potential risks.

04MM711.4: Analyze the competitive landscape in international markets, examining the strategies of global competitors and identifying competitive advantages.

04MM711.5: Synthesize knowledge from various aspects of international marketing, integrating concepts such as market segmentation, global branding, and entry mode selection.

Scheme of Studies:

| Code | Course Code | Course Title | Scheme of studies (Hours/Week) | | | | | Total Credits (C) |
|------|-------------|-------------------------|--------------------------------|----|----|----|---------------------------------|-------------------|
| | | | CI | LI | SW | SL | Total Study Hours (CI+LI+SW+SL) | |
| MEC | 04MM711 | International Marketing | 4 | 0 | 2 | 1 | 7 | 4 |

Legend:

CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

SW: Sessional Work (includes assignment, seminar, mini project etc.),

SL: Self Learning,

C: Credits.

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

Scheme of Assessment:

Theory:

| Code | Course Code | Course Title | Scheme of Assessment (Marks) | | | | | | | End Semester Assessment (ESA) | Total Marks (PRA+ ESA) |
|------|-------------|-------------------------|--|---|------------------|------------------------------|-----------------------|-------------------------------|----|-------------------------------|------------------------|
| | | | Progressive Assessment (PRA) | | | | | Total Marks (CA+CT+SA+CAT+AT) | | | |
| | | | Class/Home Assignment 5 number 3 marks each (CA) | Class Test 2 (2 best out of 3) 10 marks each (CT) | Seminar one (SA) | Class Activity any one (CAT) | Class Attendance (AT) | | | | |
| MEC | 04MM711 | International Marketing | 15 | 20 | 5 | 5 | 5 | 50 | 50 | 100 | |

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

04MM711.1: Articulate the definition and basic concepts of international marketing, including terms such as global marketing, internationalization, and market entry strategies.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 15 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 17 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|--|---|
| <p>SO1.1 Define the basic concepts and terms related to international marketing</p> <p>SO1.2 Assess the risks and opportunities associated with entering a particular foreign market</p> <p>SO1.3. Analyze the global competitive landscape in a specific industry</p> <p>SO1.4 Evaluate the strengths and weaknesses of international marketing campaigns</p> <p>SO1.5 Apply international marketing concepts to real-world scenarios</p> | | <p>Unit-1.0: Framework of international marketing [15 Hours]</p> <p>1.1 Introduction of international marketing</p> <p>1.2 Definition & concept</p> <p>1.3 Intra firm</p> <p>1.4 environmental factors</p> <p>1.5 Social factors</p> <p>1.6 Economic factors</p> <p>1.7 Political factors</p> <p>1.8 Legal aspects</p> <p>1.9 Difference between domestic marketing and international marketing</p> <p>1.10 EPRG framework</p> <p>1.11 Nature of international Marketing</p> <p>1.12 Scope of international marketing</p> <p>1.13 Objectives of international marketing</p> <p>1.14 Components of International Marketing environment</p> <p>1.15 International marketing-product lifecycle</p> | <p>1. Components of international marketing</p> <p>2. Objectives of international marketing</p> |

SW-1 Suggested Sessional Work (SW):

- a. **Assignments:** Components of international marketing.
- b. **Mini Project:** Distinguish between domestic and international marketing.
- c. **Other Activities (Specify):** PPT Presentation.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

04MM711.2: Understand the impact of cultural differences on international marketing strategies, including consumer behaviour, communication, and market segmentation.

Approximate Hours

| Item | AppX Hrs |
|--------------|-----------|
| CI | 10 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 12 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|---|---|
| <p>SO2.1 Define key terms and concepts related to export business, such as export documentation, tariffs, and trade regulations</p> <p>SO2.2 Summarize the factors that influence international trade and export success</p> <p>SO2.3 Apply knowledge of export documentation by completing a sample set of export paperwork</p> <p>SO2.4 Develop a comprehensive export strategy for a specific product or service, considering market trends and competitive analysis</p> <p>SO2.5 Evaluate the ethical implications of various business practices within the global marketplace</p> | | <p>Unit-2.0: Export Business [10 Hours]</p> <p>2.1 Overview of export business</p> <p>2.2 Objectives of export business</p> <p>2.3 Scope of export business</p> <p>2.4 Nature of export business</p> <p>2.5 Importance of export business</p> <p>2.6 Policy framework</p> <p>2.7 Indian Trade Policy</p> <p>2.8 Objectives of foreign trade policy</p> <p>2.9 Recent trends in Indian foreign trade</p> <p>2.10 Basic steps in starting an export business</p> | <p>1. Importance of export business</p> <p>2. Basic steps in starting an export business</p> <p>3. Procedure in export business</p> |

SW-2 Suggested Sessional Work (SW):

- a. **Assignments:** Reasons for India's poor share in World trade.
- b. **Mini Project:** Composition of India's exports since 2000.
- c. **Other Activities (Specify):** Class Test-1



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

04MM711.3: Apply market research techniques to analyze international markets, identify opportunities, and assess potential risks.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 15 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 17 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|--|--|
| <p>SO3.1 Define the key concepts of international marketing decisions, such as market entry strategies, global marketing mix (4Ps), and cultural considerations</p> <p>SO3.2 Demonstrate an understanding of the fundamental principles of international marketing, including the importance of market research, global market segmentation, and the impact of cultural differences</p> <p>SO3.3 Apply international marketing concepts to real-world scenarios, analyze case studies, and identify appropriate strategies for specific global markets</p> <p>SO3.4 Break down complex international marketing problems, evaluate the effectiveness of global marketing strategies, and assess the impact of cultural, economic, and political factors on decision-making</p> | | <p>Unit-3.0: International Marketing Decisions [15 Hours]</p> <p>3.1 Overview of international marketing decisions</p> <p>3.2 Steps of international marketing decisions</p> <p>3.3 Criteria to assess international markets</p> <p>3.4 Market entry decisions</p> <p>3.5 Marketing mix decisions</p> <p>3.6 Product planning for export manufacturing Firms</p> <p>3.7 Export houses</p> <p>3.8 Identifying foreign markets</p> <p>3.9 Market research overseas</p> <p>3.10 Market Entry</p> <p>3.11 Export pricing</p> <p>3.12 Methods of payment</p> <p>3.13 Terms of payment</p> <p>3.14 Factors determining payment terms</p> <p>3.15 Distribution logistics for export Contract</p> | <p>1. Steps of international marketing decisions</p> |

SW-3 Suggested Sessional Work (SW):

- a. **Assignments:** Factors and Challenges Driving Global Logistics and Distribution.
- b. **Mini Project:** Elements of an Agency or Distributorship Contract.
- c. **Other Activities (Specify):** Class Presentation.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

04MM711.4: Analyze the competitive landscape in international markets, examining the strategies of global competitors and identifying competitive advantages.

Approximate Hours

| Item | AppX Hrs |
|--------------|-----------|
| CI | 10 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 12 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|---|---|
| <p>SO4.1. Define key terms related to export assistance, such as export regulations, trade barriers, and documentation requirements</p> <p>SO4.2 Explain the purpose and importance of export assistance in supporting businesses entering international markets</p> <p>SO4.3 Apply knowledge of export regulations to assess the compliance of a sample export transaction</p> <p>SO4.4 Analyze the impact of trade agreements and geopolitical factors on export opportunities and challenges</p> <p>SO4.5 Evaluate the potential challenges and risks associated with exporting for a specific industry or business</p> | | <p>Unit-4.0: Export Assistance [10 Hours]</p> <p>4.1 Institutional infrastructure for export in India</p> <p>4.2 Export Assistance</p> <p>4.3 Introduction</p> <p>4.4 Objectives</p> <p>4.5 Main Export Incentives</p> <p>4.6 Duty Drawback (DBK)</p> <p>4.7 EPCG Scheme</p> <p>4.8 Marketing Development Assistance (MDA)</p> <p>4.9 Market Access Initiative (MAI)</p> <p>4.10 DEPB Scheme</p> | <ol style="list-style-type: none"> 1. Export Assistance 2. EPCG Scheme 3. Marketing Development Assistance |

SW-4 Suggested Sessional Work (SW):

- a. **Assignments:** Marketing Development Assistance (MDA).
- b. **Mini Project:** Categories of deemed exporters.
- c. **Other Activities (Specify):** Class Test-2



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

04MM711.5: Synthesize knowledge from various aspects of international marketing, integrating concepts such as market segmentation, global branding, and entry mode selection.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 10 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 12 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|---|--|
| <p>SO5.1 Define key terms related to export documentation, such as commercial invoice, bill of lading, letter of credit, etc.</p> <p>SO5.2 Explain the purpose of different export documents and how they facilitate international trade</p> <p>SO5.3 Apply knowledge of export regulations to ensure compliance in documentation</p> <p>SO5.4. Analyze how changes in trade regulations may affect export documentation requirements</p> <p>SO5.5 Assess the efficiency of different documentation strategies in ensuring smooth export operations</p> | | <p>Unit-5.0: Export and documentation procedures [10 Hours]</p> <p>5.1 Introduction to Export documentation and procedures</p> <p>5.2 Framework</p> <p>5.3 Pre-shipment documents</p> <p>5.4 Post-shipment documents</p> <p>5.5 Role of ITPO in export promotion</p> <p>5.6 Quality control</p> <p>5.7 Pre-shipment inspection</p> <p>5.8 Labelling</p> <p>5.9 Packing</p> <p>5.10 Marking of consignments</p> | <p>1. Role of ITPO in export promotion</p> |

SW-5 Suggested Sessional Work (SW):

- a. Assignments:** Role of ITPO in export promotion.
- b. Mini Project:** Pre-shipment documents.
- c. Other Activities (Specify):** Class Presentation, Class Test-3.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Brief of Hours suggested for the Course Outcome:

| Course Outcomes | Class Lecture (CI) | Sessional Work (SW) | Self-Learning (SI) | Total hour (CI+SW+SI) |
|--|--------------------|---------------------|--------------------|-----------------------|
| 04MM711.1: Articulate the definition and basic concepts of international marketing, including terms such as global marketing, internationalization, and market entry strategies | 15 | 1 | 1 | 17 |
| 04MM711.2: Understand the impact of cultural differences on international marketing strategies, including consumer behaviour, communication, and market segmentation | 10 | 1 | 1 | 12 |
| 04MM711.3: Apply market research techniques to analyze international markets, identify opportunities, and assess potential risks | 15 | 1 | 1 | 17 |
| 04MM711.4: Analyze the competitive landscape in international markets, examining the strategies of global competitors and identifying competitive advantages | 10 | 1 | 1 | 12 |
| 04MM711.5: Synthesize knowledge from various aspects of international marketing, integrating concepts such as market segmentation, global branding, and entry mode selection | 10 | 1 | 1 | 12 |
| Total Hours | 60 | 5 | 5 | 70 |

Suggestion for End Semester Assessment:

Suggested Specification Table (For ESA)

| CO | Unit Titles | Marks Distribution | | | Total Marks |
|------------------|--------------------------------------|--------------------|---|---|-------------|
| | | R | U | A | |
| 04MM711.1 | Framework of international marketing | | | | |
| 04MM711.2 | Export Business | | | | |
| 04MM711.3 | International Marketing Decisions | | | | |
| 04MM711.4 | Export Assistance | | | | |
| 04MM711.5 | Export documentation and procedures | | | | |
| Total | | | | | 30 |

Legend: R: Remember, U: Understand, A: Apply

The end of semester assessment for International Marketing will be held with written examination of 50 marks.

Note: Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

design different tasks as per requirement, for end semester assessment.

Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorials
3. Case Method
4. Group Discussion
5. Brainstorming

Suggested Learning Resources:

(a) Books:

| S. No. | Title | Author | Publisher | Edition & Year |
|--------|--|-------------------------|---------------------|----------------|
| 1 | International marketing management | Varshney & Bhattacharya | Sultan Chand & Sons | Latest Edition |
| 2 | International marketing | P. Cateora & Graham | Tata McGraw Hill | Latest Edition |
| 3 | Lecture notes provided by Dept. of Management, AKS University, Satna | | | |

Curriculum Development Team:

1. Dr. Kausik Mukherjee, Associate Dean & Head, FMS, AKS University, Satna.
2. Dr. Pradeep Chaurasia, Associate Professor, FMS, AKS University, Satna.
3. Dr. Chandan Singh, Assistant Professor, FMS, AKS University, Satna.
4. Dr. Prakash Kumar Sen, Assistant Professor, FMS, AKS University, Satna.
5. Dr. Seema Dwivedi, Assistant Professor, FMS, AKS University, Satna.
6. Mr. Pramod Kumar Dwivedi, Assistant Professor, FMS, AKS University, Satna.
7. Mrs. Shinu Shukla, Assistant Professor, FMS, AKS University, Satna.
8. Mr. Krishna Kumar Mishra, Assistant Professor, FMS, AKS University, Satna.
9. Miss. Kiran Chhabariya, Assistant Professor, FMS, AKS University, Satna.
10. Mr. Anurag Singh Parihar, Teaching Associate, FMS, AKS University, Satna.

Cos, POs and PSOs Mapping

Course Title: BBA (Hon's)

Course Code: 04MM711

Course Title: International Marketing

| Course Outcomes | Program Outcomes | | | | | | Program Specific Outcome | |
|--|------------------|---------------------|----------------------------------|---------------------------|----------------------|--------------------------------|---|---|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO 1 | PSO 2 |
| | Domain knowledge | Contemporary issues | Deep thinking, business analysis | Mobilization of resources | Research orientation | Developing corporate solutions | Acquire leadership skills and entrepreneurial mindset | Application of ethical practices and moral values |
| 04MM711.1: Articulate the definition and basic concepts of international marketing, including terms such as global marketing, internationalization, and market entry strategies | 3 | 3 | 2 | 2 | 1 | 2 | 2 | 3 |
| 04MM711.2: Understand the impact of cultural differences on international marketing strategies, including consumer behaviour, communication, and market segmentation | 3 | 2 | 2 | 2 | 1 | 2 | 2 | 3 |
| 04MM711.3: Apply market research techniques to analyze international markets, identify opportunities, and assess potential risks | 2 | 3 | 3 | 2 | 1 | 2 | 2 | 3 |
| 04MM711.4: Analyze the competitive landscape in international markets, examining the strategies of | 3 | 3 | 2 | 2 | 1 | 2 | 2 | 3 |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| global competitors and identifying competitive advantages | | | | | | | | |
| 04MM711.5: Synthesize knowledge from various aspects of international marketing, integrating concepts such as market segmentation, global branding, and entry mode selection | 3 | 3 | 2 | 2 | 1 | 2 | 2 | 3 |

Legend: 1 – Low, 2 – Medium, 3 – High

Course Curriculum Map:

| POs & PSOs No. | COs No. & Titles | SOs No. | Laboratory Instruction (LI) | Classroom Instruction (CI) | Self-Learning (SL) |
|---------------------------------------|--|---|------------------------------------|--|---------------------------|
| POs 1,2,3,4,5,6 PSOs 1,2 | 04MM711.1: Articulate the definition and basic concepts of international marketing, including terms such as global marketing, internationalization, and market entry strategies | SO1.1 SO1.2 SO1.3 SO1.4 SO1.5 | | Unit-1.0: Framework of international marketing 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8, 1.9, 1.10, 1.11, 1.12, 1.13, 1.14, 1.15 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 04MM711.2: Understand the impact of cultural differences on international marketing strategies, including consumer behaviour, communication, and market segmentation | SO2.1 SO2.2 SO2.3 SO2.4 SO2.5 | | Unit-2.0: Export Business 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9, 2.10 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 04MM711.3: Apply market research techniques to analyze international markets, identify opportunities, and assess potential risks | SO3.1 SO3.2 SO3.3 SO3.4 | | Unit-3.0: International Marketing Decisions 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9, 3.10, 3.11, 3.12, 3.13, 3.14, 3.15 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 04MM711.4: Analyze the competitive landscape in international markets, examining the strategies of global competitors and identifying competitive advantages | SO4.1 SO4.2 SO4.3 SO4.4 SO4.5 | | Unit-4.0: Export Assistance 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9, 4.10 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 04MM711.5: Synthesize knowledge from various aspects of international marketing, integrating concepts such as market segmentation, global branding, and entry mode selection | SO5.1 SO5.2 SO5.3 SO5.4 SO5.5 | | Unit-5.0: Export documentation and procedures 5.1, 5.2, 5.3, 5.4, 5.5, 5.6, 5.7, 5.8, 5.9, 5.10 | |



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Semester-VII

| | |
|-----------------------|---|
| Course Code: | 04HR711 |
| Course Title : | Strategic Human Resource Management |
| Pre-requisite: | Student should have basic knowledge of Human Resource Management, Strategy along with change management administrative functions, Interpersonal behaviours and role of HR managers in the context of human resources |
| Rationale: | The course Strategic Human Resource Management is important for management studies because it is aimed at providing the students the inputs on how to relate the HRM functions to the corporate strategies to understand HR as a strategic resource. The rationale behind Strategic Human Resource Management (SHRM) lies in recognizing the crucial role that human resources play in achieving organizational objectives and competitive advantage. SHRM goes beyond traditional human resource management by aligning HR practices with the strategic goals of the organization. |

Course Outcomes:

04HR711.1: The student will be able to understand the key concepts of Strategic Human Resource Management along with emerging trends.

04HR711.2: The student will be able to explain in depth understanding of HRD Audit and Assessment.

04HR711.3: The student will be able to evaluate the concept of International HRM along with cross cultural issues.

04HR711.4: Students will be able to analyze different types of business strategic alliances i.e. Mergers and Acquisitions.

04HR711.5: The student will apply the practical knowledge of concept of Human Resource Outsourcing along with outstanding issues in HRM.

Scheme of Studies:

| Code | Course Code | Course Title | Scheme of studies (Hours/Week) | | | | Total Study Hours (CI+LI+SW+SL) | Total Credits (C) |
|------|-------------|-------------------------------------|--------------------------------|----|----|----|---------------------------------|-------------------|
| | | | CI | LI | SW | SL | | |
| MEC | 04HR711 | Strategic Human Resource Management | 4 | 0 | 2 | 1 | 7 | 4 |

Legend:

CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

SW: Sessional Work (includes assignment, seminar, mini project etc.),

SL: Self Learning,

C: Credits.

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

Scheme of Assessment:

Theory:

| Code | Course Code | Course Title | Scheme of Assessment (Marks) | | | | | | | |
|------|-------------|-------------------------------------|--|---|------------------|------------------------------|-----------------------|-------------------------------|-------------------------------|------------------------|
| | | | Progressive Assessment (PRA) | | | | | | End Semester Assessment (ESA) | Total Marks (PRA+ ESA) |
| | | | Class/Home Assignment 5 number 3 marks each (CA) | Class Test 2 (2 best out of 3) 10 marks each (CT) | Seminar one (SA) | Class Activity any one (CAT) | Class Attendance (AT) | Total Marks (CA+CT+SA+CAT+AT) | | |
| MEC | 04HR711 | Strategic Human Resource Management | 15 | 20 | 5 | 5 | 5 | 50 | 50 | 100 |

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

04HR711.1: The student will be able to understand the key concepts of Strategic Human Resource Management along with emerging trends.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 11 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 13 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|--|---|
| <p>SO1.1 Student will understand the concept of Strategic Human Resource Management</p> <p>SO1.2 Student will analyze the concept of Integration of Strategic Human Resource Management</p> <p>SO1.3. Student will evaluate the various HR strategies used in Indian Companies</p> <p>SO1.4 Student will apply the recent trends in HRD</p> <p>SO1.5 Students will apply the knowledge of business strategies in practical aspects</p> | | <p>Unit-1.0: Introduction to Strategic HRM & Strategic HRD [11 Hours]</p> <p>1.1 Introduction to strategic management</p> <p>1.2 Integration of HRM</p> <p>1.3 Business strategies</p> <p>1.4 Change management</p> <p>1.5 Strategic HRM</p> <p>1.6 HR challenges for Indian companies</p> <p>1.7 HR strategies used in the Indian companies</p> <p>1.8 Next generation HR organization</p> <p>1.9 Recent trends in HRD</p> <p>1.10 Links of HR</p> <p>1.11 Strategy and business goals</p> | <p>1. Objectives of SHRM</p> <p>2. Importance of SHRM</p> |

SW-1 Suggested Sessional Work (SW):

- a. Assignments:** i. Discuss in detail the scope and functions of Strategic Human Resource Management.
- b. Mini Project:** Write a detail note on growth of Strategic Human Resource Management in India.
- c. Other Activities (Specify):** Case Study on Integration Strategy and HRM.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

04HR711.2: The student will be able to explain in depth understanding of HRD Audit and Assessment.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 14 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 16 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|---|---|
| <p>SO2.1 Student will explain the concept of HRD Audit</p> <p>SO2.2 Student will understand the working of HRD Assessment</p> <p>SO2.3 Student will analyze the working of HRD System</p> <p>SO2.4 Student will evaluate the concept of Benchmarking</p> <p>SO2.5 Student will apply the knowledge of E-HRM in practical aspects</p> | | <p>Unit-2.0: HRD Audit & Assessment And E-HRM [14 Hours]</p> <p>2.1 Meaning of HRD Audit</p> <p>2.2 HRD Assessment</p> <p>2.3 Need for HRD assessment</p> <p>2.4 Measuring HRD performance</p> <p>2.5 Strategic capability</p> <p>2.6 Benchmarking</p> <p>2.7 SHRD system</p> <p>2.8 HRD audit</p> <p>2.9 E - Hiring</p> <p>2.10 E-recruitment agencies</p> <p>2.11 E-training & development</p> <p>2.12 E-performance</p> <p>2.13 E-compensation</p> <p>2.14 Virtual organization</p> | <p>1. HRD Audit Process</p> <p>2. Power of online recruitment</p> |

SW-2 Suggested Sessional Work (SW):

- a. **Assignments:** Describe the various components of HRD System and Assessment.
- b. **Mini Project:** Write a detail note on significance of emerging trends of E-HRM.
- c. **Other Activities (Specify):** Group Discussion



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

04HR711.3: The student will be able to evaluate the concept of International HRM along with cross cultural issues.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 10 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 12 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|--|---|
| <p>SO3.1 Student will be able to explain the concept of International HRM</p> <p>SO3.2 Student will understand the variables moderating between International and Domestic HRM</p> <p>SO3.3 Student will analyze the various stages of Internationalization</p> <p>SO3.4 Student will evaluate the concept of Work culture and Cultural diversity</p> <p>SO3.5 Student will apply the knowledge of HRM in different regions of world</p> | | <p>Unit-3.0: International HRM And Cross Cultural Issues [10 Hours]</p> <p>3.1 Concept of International HRM</p> <p>3.2 Variables that moderate between international and domestic HRM</p> <p>3.3 Stages of Internationalization</p> <p>3.4 International assignment</p> <p>3.5 International compensation</p> <p>3.6 Expatriate training</p> <p>3.7 Cultural diversity</p> <p>3.8 Work culture</p> <p>3.9 HRM in different regions of the world</p> <p>3.10 Cultural awareness training program</p> | <p>1. Importance of International HRM</p> <p>2. Cross cultural Issues</p> |

SW-3 Suggested Sessional Work (SW):

- a. **Assignments:** Explain the growth and scope of International HRM in detail.
- b. **Mini Project:** Write a detail note on International Compensation and Assignment.
- c. **Other Activities (Specify):** Case study.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

04HR711.4: Students will be able to analyze different types of business strategic alliances i.e. Mergers and Acquisitions.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 10 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 12 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|---|--|
| <p>SO4.1 Student will understand the concept of Cross Border Mergers</p> <p>SO4.2 Student will gain knowledge about the various types of Strategic Alliances</p> <p>SO4.3 Student will evaluate the various HR issues in Mergers</p> <p>SO4.4 Student will analyze the emerging trends in strategic alliances</p> | | <p>Unit-4.0: Cross-Border Mergers And Other Alliances [10 Hours]</p> <p>4.1 Meaning 4.2 Significance 4.3 Types 4.4 Mergers 4.5 Acquisitions 4.6 Take Over 4.7 Joint Ventures 4.8 HR issues in merger, 4.9 HR issues in acquisition 4.10 HR issues in take over and joint ventures</p> | <p>1. Importance of Strategic Alliances</p> <p>2. Growth of Cross Border Mergers</p> |

SW-4 Suggested Sessional Work (SW):

- a. **Assignments:** Write a detail note on the emerging trends in strategic alliances.
- b. **Mini Project:** Make a list on practical examples of Cross Border Mergers.
- c. **Other Activities (Specify):** Presentation.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

04HR711.5: The student will apply the practical knowledge of concept of Human Resource Outsourcing along with outstanding issues in HRM.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 15 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 17 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|--|--|
| <p>SO5.1 Student will understand the concept of Business Process Outsourcing</p> <p>SO5.2 Student will gain knowledge about Human Resource Outsourcing</p> <p>SO5.3 Student will analyze the factors influencing HRO</p> <p>SO5.4. Student will evaluate the various types of Outsourcing</p> <p>SO5.5 Student will evaluate the emerging issues in HRO</p> | | <p>Unit-5.0: Outstanding Issues In HRM [15 Hours]</p> <p>5.1 Concept of Business Process Outsourcing</p> <p>5.2 Concept of Human Outsourcing</p> <p>5.3 HRO - reasons</p> <p>5.4 Types</p> <p>5.5 Benefits</p> <p>5.6 Advantages</p> <p>5.7 Disadvantages</p> <p>5.8 Factors influencing HRO</p> <p>5.9 Future of HRO</p> <p>5.10 BPO Companies</p> <p>5.11 Types of Outsourcing</p> <p>5.12 BPO Significance</p> <p>5.13 Need of BPO</p> <p>5.14 Issues in BPO</p> <p>5.15 Strategies in HRO</p> | <p>1. Significance of HRO</p> <p>2. Process of BPO</p> |

SW-5 Suggested Sessional Work (SW):

- a. Assignments:** Explain the growth and scope of Business Process Outsourcing.
- b. Mini Project:** Write a detail note on strategies used in Human Resource Outsourcing.
- c. Other Activities (Specify):** Case study.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Brief of Hours suggested for the Course Outcome:

| Course Outcomes | Class Lecture (CI) | Sessional Work (SW) | Self-Learning (SI) | Total hour (CI+SW+SI) |
|--|--------------------|---------------------|--------------------|-----------------------|
| 04HR711.1: The student will be able to understand the key concepts of Strategic Human Resource Management along with emerging trends | 11 | 1 | 1 | 13 |
| 04HR711.2: The student will be able to explain in depth understanding of HRD Audit and Assessment | 14 | 1 | 1 | 16 |
| 04HR711.3: The student will be able to evaluate the concept of International HRM along with cross cultural issues | 10 | 1 | 1 | 12 |
| 04HR711.4: Students will be able to analyze different types of business strategic alliances i.e. Mergers and Acquisitions | 10 | 1 | 1 | 12 |
| 04HR711.5: The student will apply the practical knowledge of concept of Human Resource Outsourcing along with outstanding issues in HRM | 15 | 1 | 1 | 17 |
| Total Hours | 60 | 5 | 5 | 70 |

Suggestion for End Semester Assessment:

Suggested Specification Table (For ESA)

| CO | Unit Titles | Marks Distribution | | | Total Marks |
|------------------|---|--------------------|---|---|-------------|
| | | R | U | A | |
| 04HR711.1 | Introduction To Strategic HRM & Strategic HRD | | | | |
| 04HR711.2 | HRD Audit & Assessment And E- HRM | | | | |
| 04HR711.3 | International HRM And Cross Cultural Issues | | | | |
| 04HR711.4 | Cross-Border Mergers And Other Alliances | | | | |
| 04HR711.5 | Outstanding Issues In HRM | | | | |
| Total | | | | | 30 |

Legend: R: Remember, U: Understand, A: Apply

The end of semester assessment for Strategic Human Resource Management will be held with written examination of 50 marks.

Note: Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorials
3. Case Method
4. Group Discussion
5. Brainstorming

Suggested Learning Resources:

(a) Books:

| S. No. | Title | Author | Publisher | Edition & Year |
|--------|--|-----------------|-------------------------|----------------|
| 1 | Strategic HRM and Development | Richard Regis | Excel Books | 2012 |
| 2 | Strategic HRM | Jeffery Mello | Thomson Publication | 2013 |
| 3 | Strategic HRM | Charles Greer | Prentice Hall | 2001 |
| 4 | Strategic HRM | Agarwala Tanuja | Oxford university Press | 2007 |
| 5 | Lecture notes provided by Dept. of Management, AKS University, Satna | | | |

Curriculum Development Team:

1. Dr. Kausik Mukherjee, Associate Dean & Head, FMS, AKS University, Satna.
2. Dr. Pradeep Chaurasia, Associate Professor, FMS, AKS University, Satna.
3. Dr. Chandan Singh, Assistant Professor, FMS, AKS University, Satna.
4. Dr. Prakash Kumar Sen, Assistant Professor, FMS, AKS University, Satna.
5. Dr. Seema Dwivedi, Assistant Professor, FMS, AKS University, Satna.
6. Mr. Pramod Kumar Dwivedi, Assistant Professor, FMS, AKS University, Satna.
7. Mrs. Shinu Shukla, Assistant Professor, FMS, AKS University, Satna.
8. Mr. Krishna Kumar Mishra, Assistant Professor, FMS, AKS University, Satna.
9. Miss. Kiran Chhabariya, Assistant Professor, FMS, AKS University, Satna.
10. Mr. Anurag Singh Parihar, Teaching Associate, FMS, AKS University, Satna.

Cos, POs and PSOs Mapping

Course Title: BBA (Hon's)

Course Code: 04HR711

Course Title: Strategic Human Resource Management

| Course Outcomes | Program Outcomes | | | | | | Program Specific Outcome | |
|---|------------------|---------------------|----------------------------------|---------------------------|----------------------|--------------------------------|---|---|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO 1 | PSO 2 |
| | Domain knowledge | Contemporary issues | Deep thinking, business analysis | Mobilization of resources | Research orientation | Developing corporate solutions | Acquire leadership skills and entrepreneurial mindset | Application of ethical practices and moral values |
| 04HR711.1: The student will be able to understand the key concepts of Strategic Human Resource Management along with emerging trends | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 1 |
| 04HR711.2: The student will be able to explain in depth understanding of HRD Audit and Assessment | 1 | 3 | 1 | 1 | 2 | 1 | 1 | 1 |
| 04HR711.3: The student will be able to evaluate the concept of International HRM along with cross cultural issues | 2 | 3 | 1 | 2 | 1 | 1 | 2 | 1 |
| 04HR711.4: Students will be able to analyze different types of business strategic alliances i.e. Mergers and Acquisitions | 2 | 3 | 1 | 1 | 1 | 1 | 2 | 2 |
| 04HR711.5: The student will apply the practical | 1 | 3 | 2 | 1 | 2 | 1 | 2 | 2 |

| | | | | | | | | |
|---|--|--|--|--|--|--|--|--|
| knowledge of concept of Human Resource Outsourcing along with outstanding issues in HRM | | | | | | | | |
|---|--|--|--|--|--|--|--|--|

Legend: 1 – Low, 2 – Medium, 3 – High

Course Curriculum Map:

| POs & PSOs No. | COs No. & Titles | SOs No. | Laboratory Instruction (LI) | Classroom Instruction (CI) | Self-Learning (SL) |
|---------------------------------------|--|---|------------------------------------|--|---------------------------|
| POs 1,2,3,4,5,6 PSOs 1,2 | 04HR711.1: The student will be able to understand the key concepts of Strategic Human Resource Management along with emerging trends | SO1.1 SO1.2 SO1.3 SO1.4 SO1.5 | | Unit-1.0: Introduction To Strategic HRM & Strategic HRD 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8, 1.9, 1.10, 1.11 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 04HR711.2: The student will be able to explain in depth understanding of HRD Audit and Assessment | SO2.1 SO2.2 SO2.3 SO2.4 SO2.5 | | Unit-2.0: HRD Audit & Assessment And E-HRM 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9, 2.10, 2.11, 2.12, 2.13, 2.14 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 04HR711.3: The student will be able to evaluate the concept of International HRM along with cross cultural issues | SO3.1 SO3.2 SO3.3 SO3.4 | | Unit-3.0: International HRM And Cross Cultural Issues 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9, 3.10 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 04HR711.4: Students will be able to analyze different types of business strategic alliances i.e. Mergers and Acquisitions | SO4.1 SO4.2 SO4.3 SO4.4 | | Unit-4.0: Cross-Border Mergers And Other Alliances 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9, 4.10 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 04HR711.5: The student will apply the practical knowledge of concept of Human Resource Outsourcing along with outstanding issues in HRM | SO5.1 SO5.2 SO5.3 SO5.4 SO5.5 | | Unit-5.0: Outstanding Issues In HRM 5.1, 5.2, 5.3, 5.4, 5.5, 5.6, 5.7, 5.8, 5.9, 5.10, 5.11, 5.12, 5.13, 5.14, 5.15 | |



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Semester-VII

| | |
|-----------------------|---|
| Course Code: | 05M7651 |
| Course Title : | Minor Research Project |
| Pre-requisite: | Students should have a strong foundation in the areas like HR, Marketing, Finance and General management. Student should also have the basic knowledge of computer. |
| Rationale: | Integrating OBE into BBA Minor Research Project ensures that students gain practical skills and knowledge essential for their future careers. This structured approach helps bridge the gap between academic learning and professional application, preparing students to meet the demands of the business world. |

Course Outcomes:

05MT651.1: Apply academic knowledge to real-world business tasks and challenges.

05MT651.2: Demonstrate the ability to analyze and propose solutions to business problems.

05MT651.3: Display professional behavior and ethical decision-making in a business setting.

05MT651.4: Communicate business information clearly and effectively in both written and oral forms.

05MT651.5: Collaborate with team members to achieve business objectives.

Scheme of Studies:

| Code | Course Code | Course Title | Scheme of studies (Hours/Week) | | | | | Total Credits (C) |
|------|-------------|------------------------|--------------------------------|----|----|----|---------------------------------|-------------------|
| | | | CI | LI | SW | SL | Total Study Hours (CI+LI+SW+SL) | |
| PJT | 05MT751 | Minor Research Project | 0 | 12 | 0 | 0 | 12 | 6 |

Legend:

CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

SW: Sessional Work (includes assignment, seminar, mini project etc.),

SL: Self Learning,

C: Credits.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

Scheme of Assessment:

Theory:

| Code | Course Code | Course Title | Scheme of Assessment (Marks) | | | | | | | End Semester Assessment (ESA) | Total Marks (PRA+ ESA) |
|------|-------------|------------------------|--|---|------------------|------------------------------|-----------------------|---|-------------------------------|-------------------------------|------------------------|
| | | | Progressive Assessment (PRA) | | | | | | Total Marks (CA+CT+SA+CAT+AT) | | |
| | | | Class/Home Assignment 5 number 3 marks each (CA) | Class Test 2 (2 best out of 3) 10 marks each (CT) | Seminar one (SA) | Class Activity any one (CAT) | Class Attendance (AT) | | | | |
| PJT | 05MT751 | Minor Research Project | - | - | - | - | - | - | - | 100 | |

Course Detailing:

During 5th Semester students will undergo a Minor Research Project of 45 days in industries and markets. The 45-day Minor Research Project in the BBA program offers students a practical and immersive learning experience aimed at bridging academic knowledge with real-world applications. Through this project, students have the opportunity to engage directly with industry practices, apply theoretical concepts in practical settings, and develop essential skills crucial for their professional development. Under the guidance of experienced mentors and faculty advisors, students undertake meaningful projects, conduct research, analyze data, and propose solutions to business challenges, thereby gaining valuable insights into organizational dynamics and operational strategies. This hands-on experience not only enhances their academic learning but also prepares them to effectively navigate complexities in their future careers, fostering critical thinking, teamwork, and leadership capabilities essential in today's competitive business environment.

Guideline for Making a Minor Research Project:

- 1. Cover Page:** Include the title of your report, your name, Minor Research Project start and end dates, name of your university, department, and the name of the organization where you completed the Minor Research Project.
- 2. Table of Contents:** List all the main sections and subsections of your report with corresponding page numbers for easy navigation.
- 3. Executive Summary:** Provide a brief overview of your Minor Research Project experience, including the organization's background, your roles and responsibilities, major projects or tasks undertaken, key achievements, and a summary of your overall learning outcomes.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

4. Introduction: Introduce the purpose of the Minor Research Project report, your objectives for the Minor Research Project, and the methodology used (if applicable, e.g., research methods, data collection techniques).

5. Organization Overview: Describe the organization where you completed your Minor Research Project, including its history, mission, organizational structure, products/services offered, target market, and any other relevant details.

6. Minor Research Project Experience:

- **Roles and Responsibilities:** Detail your specific roles, responsibilities, and projects/tasks assigned during the Minor Research Project.
- **Skills Developed:** Discuss the skills you gained or improved upon during the Minor Research Project (e.g., technical skills, soft skills, industry-specific knowledge).
- **Challenges Faced:** Describe any challenges or obstacles encountered during your Minor Research Project and how you addressed them.
- **Achievements:** Highlight notable achievements, contributions, or projects completed during your Minor Research Project, emphasizing the impact of your work on the organization.

7. Learning Outcomes: Reflect on your learning outcomes and personal development during the Minor Research Project. Discuss how the experience contributed to your academic and career goals.

8. Analysis and Evaluation: Analyze the strengths and weaknesses of the organization's operations or processes you observed during the Minor Research Project. Provide constructive feedback or recommendations for improvement.

9. Conclusion: Summarize the key points of your Minor Research Project experience, reiterate the significance of your contributions, and reflect on the overall value of the Minor Research Project towards your professional development.

10. Recommendations (if applicable): Provide recommendations for the organization based on your observations and experiences during the Minor Research Project.

11. References/Bibliography: Include any sources referenced or cited throughout your Minor Research Project report using appropriate citation style (e.g., APA, MLA).

12. Appendices: Include any supplementary materials such as project reports, presentations, certificates of completion, or any other relevant documents that support your Minor Research Project experience.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Semester-VIII

| | |
|-----------------------|--|
| Course Code: | 01MT801 |
| Course Title : | Financial Institutions and Markets |
| Pre-requisite: | Students Entering the field of Financial Markets and financial services typically requires a combination of education, skills, and relevant experience |
| Rationale: | Financial institutions and markets are critical components of the economic system, facilitating the efficient allocation of resources, managing risks, and contributing to economic growth and stability. Their roles are interconnected, with financial institutions acting as intermediaries and financial markets providing the infrastructure for trading and price discovery. Financial institutions and markets are integral components of this system, serving various functions that contribute to economic growth and stability |

Course Outcomes:

01MT801.1: Define key financial terms and concepts related to institutions and markets.

01MT801.2: Understand the regulatory framework governing financial institutions.

01MT801.3: Apply financial models to analyze the performance of different investment options.

01MT801.4: Analyze the factors influencing stock prices and market trends.

01MT801.5: Assess the ethical considerations in financial decision-making.

Scheme of Studies:

| Code | Course Code | Course Title | Scheme of studies (Hours/Week) | | | | Total Study Hours (CI+LI+SW+SL) | Total Credits (C) |
|------|-------------|------------------------------------|--------------------------------|----|----|----|------------------------------------|----------------------|
| | | | CI | LI | SW | SL | | |
| FIN | 01MT801 | Financial Institutions and Markets | 6 | 0 | 1 | 1 | 8 | 6 |

Legend:

CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

SW: Sessional Work (includes assignment, seminar, mini project etc.),

SL: Self Learning,

C: Credits.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

Scheme of Assessment:

Theory:

| Code | Course Code | Course Title | Scheme of Assessment (Marks) | | | | | | | End Semester Assessment (ESA) | Total Marks (PRA+ ESA) |
|------|-------------|------------------------------------|--|---|------------------|------------------------------|-----------------------|-------------------------------|----|-------------------------------|------------------------|
| | | | Progressive Assessment (PRA) | | | | | Total Marks (CA+CT+SA+CAT+AT) | | | |
| | | | Class/Home Assignment 5 number 3 marks each (CA) | Class Test 2 (2 best out of 3) 10 marks each (CT) | Seminar one (SA) | Class Activity any one (CAT) | Class Attendance (AT) | | | | |
| FIN | 01MT801 | Financial Institutions and Markets | 15 | 20 | 5 | 5 | 5 | 50 | 50 | 100 | |

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

01MT801.1: Define key financial terms and concepts related to institutions and markets.

Approximate Hours

| Item | AppX Hrs |
|--------------|-----------|
| CI | 19 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 21 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|--|--|
| <p>SO1.1 Define key terms related to the Indian financial system, such as GDP, RBI, NSE, BSE etc.</p> <p>SO1.2 Outline the key features of the Indian capital market, including the stock exchanges and regulatory mechanisms</p> <p>SO1.3 Apply knowledge of different types of financial instruments available in the Indian capital market</p> <p>SO1.4 Analyze the impact of monetary policy changes on various stakeholders, such as businesses, consumers, and the overall economy</p> <p>SO1.5 Assess the risks and benefits associated with different investment options available in the Indian financial market</p> | | <p>Unit-1.0: Overview of the Indian financial system [19 Hours]</p> <p>1.1 An overview of the Indian financial system : Financial Intermediaries and Financial services</p> <p>1.2 An overview of the Indian financial system: Financial Instruments and financial markets</p> <p>1.3 Financial sector reforms : context, need and objectives</p> <p>1.4 Financial sector reforms : major reforms in the last decade</p> <p>1.5 Financial sector reforms : competition</p> <p>1.6 Financial sector reforms : deregulation</p> <p>1.7 Financial sector reforms : capital requirements</p> <p>1.8 Financial sector reforms : issues in financial reforms and restructuring</p> <p>1.9 Financial sector reforms : future agenda of reforms</p> <p>1.10 Regulation of Banks, NBFCS & FIS : Salient provisions of banking regulation Act</p> <p>1.11 Regulation of Banks, NBFCS & FIS : Salient provisions of RBI Act</p> <p>1.12 Regulation of Banks, NBFCS & FIS : Role of</p> | <p>1. Salient provisions of banking regulation Act</p> |



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

| | | | |
|--|--|---|--|
| | | <p>RBI as a central banker</p> <p>1.13 Products offered by Banks and Fis : Retail banking and corporate banking products</p> <p>1.14 Universal Banking : need and importance</p> <p>1.15 Universal Banking : trends and RBI guidelines</p> <p>1.16 Advanced Banking : Core banking solution (CBS)</p> <p>1.17 Advanced Banking : RTGS and internet banking</p> <p>1.18 NBFCS : NBFCS and its types</p> <p>1.19 NBFCS : comparison between Banks and NBFCS</p> | |
|--|--|---|--|

SW-1 Suggested Sessional Work (SW):

- a. **Assignments:** What are the salient provisions of banking regulation act? Explain the role of RBI as a central banker?
- b. **Mini Project:** Prepare the structure of Indian Financial System.
- c. **Other Activities (Specify):** PPT Presentation.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

01MT801.2: Understand the regulatory framework governing financial institutions.

Approximate Hours

| Item | AppX Hrs |
|--------------|-----------|
| CI | 20 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 22 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|--|--|
| <p>SO2.1 Define the role and importance of financial market</p> <p>SO2.2 Summarize the functions of financial intermediaries</p> <p>SO2.3 Apply different valuation methods to estimate the value of a stock</p> <p>SO2.4 Analyze historical stock price trends and identify patterns</p> <p>SO2.5 Assess the effectiveness of Indian Financial Markets with Global Financial Markets</p> | | <p>Unit-2.0: Financial Markets [20 Hours]</p> <p>2.1 Financial Markets : Role of Financial Markets</p> <p>2.2 Financial Markets : Importance of Financial Markets</p> <p>2.3 Financial Markets : Introduction of Money Market</p> <p>2.4 Financial Markets : Introduction of Capital Market</p> <p>2.5 Financial Markets : Factors affecting Financial Markets</p> <p>2.6 Financial Markets : Linkages Between Economy and Financial Markets</p> <p>2.7 Financial Markets : Integration of Indian Financial Markets with Global Financial Markets</p> <p>2.8 Financial Markets : Primary market (Role and functions)</p> <p>2.9 Financial Markets : Secondary market (Role and functions)</p> <p>2.10 Financial Markets : Currency Market (Role and functions)</p> <p>2.11 Financial Markets : Debt Market (Role and functions)</p> <p>2.12 Primary Market for Corporate Securities in India (Issue of Corporate Securities) : Public Issue through Prospectus,</p> <p>2.13 Primary Market for Corporate Securities in India (Issue of Corporate Securities) : Public Issue through Green shoe option, Offer for sale</p> | <p>1. Concept of Employees Stock Options</p> <p>2. Concept of Preferential Issue of Shares</p> |



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

| | | | |
|--|--|---|--|
| | | <p>2.14 Primary Market for Corporate Securities in India (Issue of Corporate Securities) : Private Placement</p> <p>2.15 Primary Market for Corporate Securities in India (Issue of Corporate Securities) : Rights Issue</p> <p>2.16 Primary Market for Corporate Securities in India (Issue of Corporate Securities) : On-Line IPO, Book Building of Shares</p> <p>2.17 Primary Market for Corporate Securities in India (Issue of Corporate Securities) : Disinvestment of PSU, Employees Stock Options, Preferential Issue of Shares</p> <p>2.18 Primary Market for Corporate Securities in India (Issue of Corporate Securities) : Venture Capital, Private Equity</p> <p>2.19 Primary Market for Corporate Securities in India (Issue of Corporate Securities) : Performance of Primary Market in India</p> <p>2.20 Corporate Listings : Listing and Delisting of Corporate Stocks</p> | |
|--|--|---|--|

SW-2 Suggested Sessional Work (SW):

- a. **Assignments:** What do you mean by Financial Markets? Explain the types of financial markets.
- b. **Mini Project:** Prepare the diagram of traded Instruments in Money Market and Capital Market.
- c. **Other Activities (Specify):** Class Test-1.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

01MT801.3: Apply financial models to analyze the performance of different investment option.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 18 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 20 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|--|--|
| <p>SO3.1 Define basic stock market terms (e.g., stocks, bonds, dividends)</p> <p>SO3.2 Comprehend the basic principles of how the stock market operates</p> <p>SO3.3 Apply fundamental and technical analysis to make informed investment decisions</p> <p>SO3.4 Analyze historical stock price data to identify patterns and trends</p> <p>SO3.5 Evaluate the performance of a portfolio based on predefined criteria</p> | | <p>Unit-3.0: Stock Markets [18 Hours]</p> <p>3.1 Stock Markets : Introduction to Stock Markets</p> <p>3.2 Stock Markets : Regional Stock Exchanges,</p> <p>3.3 Stock Markets: Modern Stock Exchanges,</p> <p>3.4 Stock Markets: International Stock Exchanges</p> <p>3.5 Stock Markets: Demutualization of exchanges</p> <p>3.6 Stock Markets :Comparison between NSE and BSE</p> <p>3.7 Raising of funds in International Markets : ADRs and GDRs</p> <p>3.8 Raising of funds in International Markets: FCCB and Euro Issues</p> <p>3.9 Stock Markets: Indian Stock Indices and their construction</p> <p>3.10 Stock Markets: maintenance, adjustment for corporate actions (right issue) on index with numerical</p> <p>3.11 Stock Markets: maintenance, adjustment for corporate actions (bonus issue) on index with numerical</p> <p>3.12 Stock Markets: maintenance, adjustment for corporate actions (stock split) on index with numerical</p> <p>3.13 Stock Markets: free float vs. full float methodology</p> | <p>1. Practice of Indicators of maturity of stock markets</p> <p>2. Practice of Nifty and Sensex numerical</p> |



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

| | | | |
|--|--|--|--|
| | | 3.14 Stock Markets: Classification of Securities to be included in the Index 3.15 Stock Markets: Bulls in Stock Markets 3.16 Stock Markets: Bears in Stock Markets 3.17 Stock Markets: Factors influencing the movement of stock markets 3.18 Stock Markets: Indicators of maturity of stock markets | |
|--|--|--|--|

SW-3 Suggested Sessional Work (SW):

- a. Assignments:** Suppose, BSE index (Sensex) consists of only two stock such as 'X' and 'Y'. Company 'X' has 10,000 outstanding shares out of which only 5,000 are available for trading in open market. Market price is Rs. 100. Company 'Y' has 5,000 outstanding shares out of which 3,000 shares are held by promoters and remaining 2,000 shares are free float shares and market price of shares is Rs. 50. Find out Sensex value.
- b. Mini Project:** Prepare the flow chart of Regional, National and International Stock Exchanges.
- c. Other Activities (Specify):** Class Presentation



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

01MT801.4: Analyze the factors influencing stock prices and market trends.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 16 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 18 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|---|---|
| <p>SO4.1 Define the basic steps in the trading and settlement process</p> <p>SO4.2 Describe the roles of different parties involved in the trading and settlement process</p> <p>SO4.3 Apply knowledge of settlement procedures to resolve common issues</p> <p>SO4.4 Analyze the impact of market trends on trading and settlement activities</p> <p>SO4.5 Assess the impact of technological advancements on the efficiency of trading and settlement</p> | | <p>Unit-4.0: Major Instruments Trading and Settlement [16 Hours]</p> <p>4.1 Major Instruments traded in stock markets : Equity Shares</p> <p>4.2 Major Instruments traded in stock markets : Debentures</p> <p>4.3 Major Instruments traded in stock markets: Myths attached to Investing in Stock Markets</p> <p>4.4 Trading and Settlement : Trading of securities on a stock exchange</p> <p>4.5 Trading and Settlement: Selection of broker</p> <p>4.6 Trading and Settlement : Capital and margin requirements of a broker</p> <p>4.7 Trading and Settlement: MTM and VAR Margins</p> <p>4.8 Trading and Settlement : kinds of brokers</p> <p>4.9 Trading and Settlement: Opening of an account to trade in securities</p> <p>4.10 Trading and Settlement: DEMAT System</p> <p>4.11 Trading and Settlement: placing an order for purchase/sale of shares</p> <p>4.12 Trading and Settlement: Margin trading and margin adjustment</p> <p>4.13 Trading and Settlement: Contract note and settlement of contracts</p> <p>4.14 Trading and Settlement: Algorithmic trading</p> | <p>1. Process of placing an order for purchase/sale of shares</p> |



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

| | | | |
|--|--|--|--|
| | | 4.15 Trading and Settlement: Settlement mechanism at BSE 4.16 Trading and Settlement: Settlement mechanism at NSE | |
|--|--|--|--|

SW-4 Suggested Sessional Work (SW):

- a. **Assignments:** What do you mean by indicators of maturity of stock markets? Explain 'A' 'B' 'T' 'S' 'TS' and 'Z' group of securities to be included in the stock market.
- b. **Mini Project:** Prepare the diagram of Trading and Settlement Cycle.
- c. **Other Activities (Specify):** Class Test-2.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

01MT801.5: Assess the ethical considerations in financial decision-making.

Approximate Hours

| Item | AppX Hrs |
|--------------|-----------|
| CI | 17 |
| LI | 0 |
| SW | 1 |
| SL | 1 |
| Total | 19 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|--|---|
| <p>SO5.1 Define key terms related to Money Market and Debt Market (e.g., money market instruments, debt securities, etc.)</p> <p>SO5.2 Describe the purpose and functions of Money Market and Debt Market.</p> <p>SO5.3 Apply knowledge of Money Market and Debt Market to analyze a given financial scenario</p> <p>SO5.4 Analyze the impact of economic indicators (e.g., interest rates, inflation) on Money Market and Debt Market</p> | | <p>Unit-5.0: Money Market and Debt Market [17 Hours]</p> <p>5.1 Money Market: Concept of money market</p> <p>5.2 Money Market: Role of money market</p> <p>5.3 Money Market: participants in money markets</p> <p>5.4 Money Market: Segments of money markets</p> <p>5.5 Money Market: Call Money Markets</p> <p>5.6 Money Market: Repos and reverse Repo concepts</p> <p>5.7 Money Market: Treasury Bill Markets and Market for Commercial Paper</p> <p>5.8 Money Market: Commercial Bills and Certificate of Deposit</p> <p>5.9 Money Market : Role of STCI in money market</p> <p>5.10 Money Market: Role of DFHI in money market</p> <p>5.11 Debt Market: Introduction and meaning</p> <p>5.12 Debt Market: Market for Government/Debt Securities in India</p> <p>5.13 Debt Market: Secondary market for government/debt securities</p> <p>5.14 Debt Market: Over subscription of Government Securities</p> <p>5.15 Debt Market: Devolvement of Government Securities</p> <p>5.16 Debt Market: Government securities issued by State Governments</p> <p>5.17 Debt Market: Government securities issued by Municipal Bonds</p> | <p>1. Practice of money market and debt market instruments</p> <p>2. Concept of Repo Rates and Reverse Repo Rates</p> |

SW-5 Suggested Sessional Work (SW):

- a. Assignments:** What do mean by Repo and Reverse Repo Market. Explain its advantages and drawbacks.
- b. Mini Project:** Prepare a checklist of documentation for opening a Trading and DEMAT Account.
- c. Other Activities (Specify):** Class Test-3.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Brief of Hours suggested for the Course Outcome:

| Course Outcomes | Class Lecture (CI) | Sessional Work (SW) | Self-Learning (SI) | Total hour (CI+SW+SI) |
|---|--------------------|---------------------|--------------------|-----------------------|
| 01MT801.1: Define key financial terms and concepts related to institutions and markets | 19 | 1 | 1 | 21 |
| 01MT801.2: Understand the regulatory framework governing financial institutions | 20 | 1 | 1 | 22 |
| 01MT801.3: Apply financial models to analyze the performance of different investment options | 18 | 1 | 1 | 20 |
| 01MT801.4: Analyze the factors influencing stock prices and market trends | 16 | 1 | 1 | 18 |
| 01MT801.5: Assess the ethical considerations in financial decision-making | 17 | 1 | 1 | 19 |
| Total Hours | 90 | 5 | 5 | 100 |

Suggestion for End Semester Assessment:

Suggested Specification Table (For ESA)

| CO | Unit Titles | Marks Distribution | | | Total Marks |
|------------------|--|--------------------|---|---|-------------|
| | | R | U | A | |
| 01MT801.1 | Overview of the Indian financial system | | | | |
| 01MT801.2 | Financial Markets | | | | |
| 01MT801.3 | Stock Markets | | | | |
| 01MT801.4 | Major Instruments Trading and Settlement | | | | |
| 01MT801.5 | Money Market and Debt Market | | | | |
| Total | | | | | 30 |

Legend: R: Remember, U: Understand, A: Apply

The end of semester assessment for Financial Institutions and Markets will be held with written examination of 50 marks.

Note: Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorials



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

3. Case Method
4. Group Discussion
5. Brainstorming

Suggested Learning Resources:

(a) Books:

| S. No. | Title | Author | Publisher | Edition & Year |
|--------|--|--|----------------------|-------------------------|
| 1 | Financial Institutions and Markets: Structure Growth And Innovations | L.M. bhole, Jitendra Mahakud | Tata McGraw Hill | 6 th Edition |
| 2 | Financial Services | M.Y. Khan | Tata McGraw Hill | 5 th Edition |
| 3 | Financial Markets in India: A Research Initiative | Shahani, Rakesh | Anamica Publications | Latest Edition |
| 4 | Financial Institutions and Markets | Anurag Singh Parihar, Dr. Shweta Singh | Notion Press | 1 st Edition |
| 5 | Lecture notes provided by Dept. of Management, AKS University, Satna | | | |

Curriculum Development Team:

1. Dr. Kausik Mukherjee, Associate Dean & Head, FMS, AKS University, Satna.
2. Dr. Pradeep Chaurasia, Associate Professor, FMS, AKS University, Satna.
3. Dr. Chandan Singh, Assistant Professor, FMS, AKS University, Satna.
4. Dr. Prakash Kumar Sen, Assistant Professor, FMS, AKS University, Satna.
5. Dr. Seema Dwivedi, Assistant Professor, FMS, AKS University, Satna.
6. Mr. Pramod Kumar Dwivedi, Assistant Professor, FMS, AKS University, Satna.
7. Mrs. Shinu Shukla, Assistant Professor, FMS, AKS University, Satna.
8. Mr. Krishna Kumar Mishra, Assistant Professor, FMS, AKS University, Satna.
9. Miss. Kiran Chhabariya, Assistant Professor, FMS, AKS University, Satna.
10. Mr. Anurag Singh Parihar, Teaching Associate, FMS, AKS University, Satna.

Cos, POs and PSOs Mapping

Course Title: BBA (Hon's)

Course Code: 01MT801.

Course Title: Financial Institutions and Markets

| Course Outcomes | Program Outcomes | | | | | | Program Specific Outcome | |
|---|------------------|---------------------|----------------------------------|---------------------------|----------------------|--------------------------------|---|---|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO 1 | PSO 2 |
| | Domain knowledge | Contemporary issues | Deep thinking, business analysis | Mobilization of resources | Research orientation | Developing corporate solutions | Acquire leadership skills and entrepreneurial mindset | Application of ethical practices and moral values |
| 01MT801.1: Define key financial terms and concepts related to institutions and markets | 3 | 1 | 2 | 1 | 1 | 1 | 1 | 1 |
| 01MT801.2: Understand the regulatory framework governing financial institutions | 2 | 1 | 2 | 2 | 1 | 2 | 1 | 1 |
| 01MT801.3: Apply financial models to analyze the performance of different investment options | 3 | 1 | 2 | 2 | 2 | 1 | 2 | 1 |
| 01MT801.4: Analyze the factors influencing stock prices and market trends | 2 | 2 | 3 | 1 | 2 | 1 | 1 | 1 |
| 01MT801.5: Assess the ethical considerations in financial decision-making | 2 | 1 | 2 | 1 | 2 | 3 | 1 | 3 |

Legend: 1 – Low, 2 – Medium, 3 – High

Course Curriculum Map:

| POs & PSOs No. | COs No. & Titles | SOs No. | Laboratory Instruction (LI) | Classroom Instruction (CI) | Self-Learning (SL) |
|---------------------------------------|---|---|------------------------------------|---|---------------------------|
| POs 1,2,3,4,5,6 PSOs 1,2 | 01MT801.1: Define key financial terms and concepts related to institutions and markets | SO1.1 SO1.2 SO1.3 SO1.4 SO1.5 | | Unit-1.0: Overview of the Indian financial system 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8, 1.9, 1.10, 1.11, 1.12, 1.13, 1.14, 1.15, 1.16, 1.17, 1.18, 1.19 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 01MT801.2: Understand the regulatory framework governing financial institutions | SO2.1 SO2.2 SO2.3 SO2.4 SO2.5 | | Unit-2.0: Financial Markets 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9, 2.10, 2.11, 2.12, 2.13, 2.14, 2.15, 2.16, 2.17, 2.18, 2.19, 2.20 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 01MT801.3: Apply financial models to analyze the performance of different investment options | SO3.1 SO3.2 SO3.3 SO3.4 SO3.5 | | Unit-3.0: Stock Markets 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9, 3.10, 3.11, 3.12, 3.13, 3.14, 3.15, 3.16, 3.17, 3.18 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 01MT801.4: Analyze the factors influencing stock prices and market trends | SO4.1 SO4.2 SO4.3 SO4.4 SO4.5 | | Unit-4.0: Major Instruments Trading and Settlement 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9, 4.10, 4.11, 4.12, 4.13, 4.14, 4.15, 4.16 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 01MT801.5: Assess the ethical considerations in financial decision-making | SO5.1 SO5.2 SO5.3 SO5.4 | | Unit-5.0: Money Market and Debt Market 5.1, 5.2, 5.3, 5.4, 5.5, 5.6, 5.7, 5.8, 5.9, 5.10, 5.11, 5.12, 5.13, 5.14, 5.15, 5.16, 5.17 | |



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Semester-VIII

| | |
|-----------------------|---|
| Course Code: | 02MT811 |
| Course Title : | Strategic Management |
| Pre-requisite: | Student should have basic knowledge of policy, mission of management |
| Rationale: | This course is important as it will correlate concepts with practical aspects. Measurement of the outcomes practically stage wise with the help of corporate mentors and the aligning of objectives are important |

Course Outcomes:

02MT811.1: Students will identify various concepts of strategic management.

02MT811.2: The strategic climate and its practical concepts will be determined by the students.

02MT811.3: The students will relate various matrices and will pave paths to frame strategies.

02MT811.4: Students will find the correlations between finance and organizational strategies.

02MT811.5: IT needs and technology needs will be evaluated and costing will be estimated too.

Scheme of Studies:

| Code | Course Code | Course Title | Scheme of studies (Hours/Week) | | | | Total Study Hours (CI+LI+SW+SL) | Total Credits (C) |
|------|-------------|----------------------|--------------------------------|----|----|----|------------------------------------|----------------------|
| | | | CI | LI | SW | SL | | |
| MCC | 02MT811 | Strategic Management | 4 | 0 | 1 | 1 | 6 | 4 |

Legend:

CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

SW: Sessional Work (includes assignment, seminar, mini project etc.),

SL: Self Learning,

C: Credits.

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

Scheme of Assessment:

Theory:

| Code | Course Code | Course Title | Scheme of Assessment (Marks) | | | | | | | |
|------|-------------|----------------------|--|---|------------------|------------------------------|-----------------------|-------------------------------|-------------------------------|------------------------|
| | | | Progressive Assessment (PRA) | | | | | | End Semester Assessment (ESA) | Total Marks (PRA+ ESA) |
| | | | Class/Home Assignment 5 number 3 marks each (CA) | Class Test 2 (2 best out of 3) 10 marks each (CT) | Seminar one (SA) | Class Activity any one (CAT) | Class Attendance (AT) | Total Marks (CA+CT+SA+CAT+AT) | | |
| MCC | 02MT811 | Strategic Management | 15 | 20 | 5 | 5 | 5 | 50 | 50 | 100 |

Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

02MT811.1: Students will identify various concepts of strategic management.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 13 |
| LI | 0 |
| SW | 2 |
| SL | 1 |
| Total | 16 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|--|---|
| <p>SO1.1 The students will be able to understand strategy</p> <p>SO1.2 Strategic decisions will be known</p> <p>SO1.3 7-S will be analyzed</p> <p>SO1.4 Uses of growth vector will be understood</p> | | <p>Unit-1.0: Strategy [13 Hours]</p> <p>1.1 Strategy: Definition</p> <p>1.2 Levels</p> <p>1.3 Components: purpose,</p> <p>1.4 Mission</p> <p>1.5 Objectives, goals</p> <p>1.6 Policies, and Programme</p> <p>1.7 Types of goal pyramid of business policy</p> <p>1.8 Strategic decision making: comparison of operating</p> <p>1.9 Strategic decision</p> <p>1.10 Mintzberg's model</p> <p>1.11 Strategic management process</p> <p>1.12 7 – S framework</p> <p>1.13 Ansoff's growth vector</p> | <p>1. Strategic partners to be understood practically</p> |

SW-1 Suggested Sessional Work (SW):

- a. **Assignments:** Mission, Vision and Strategy
- b. **Mini Project:**
- c. **Other Activities (Specify):**



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

02MT811.2: The strategic climate and its practical concepts will be determined by the students.

Approximate Hours

| Item | AppX Hrs |
|--------------|-----------|
| CI | 12 |
| LI | 0 |
| SW | 2 |
| SL | 1 |
| Total | 15 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|---|--|
| SO2.1 The students will be able to understand external strategic environment SO2.2 Strategic macro decisions will be known SO2.3 VRIO will be analyzed SO2.4 Uses of grid approach will be understood | | Unit-2.0: External environmental analysis [12 Hours] 2.1 External environmental analysis: taxonomy of the firm's 2.2 Environment – Mega, Micro 2.3 Relevant environment 2.4 Competition Analysis: porter's 2.5 Approach 2.6 Strategic groups 2.7 Porter's generic strategies 2.8 Internal corporate analysis: Bates 2.9 Eldredge Approach 2.10 The Grid Approach 2.11 VRIO Framework of analysis 2.12 Value chain analysis | 1. Strategic Analysis of cement plants |

SW-2 Suggested Sessional Work (SW):

- a. **Assignments:** VRIO, Strategic Group
- b. **Mini Project:**
- c. **Other Activities (Specify):**



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

02MT811.3: The students will relate various matrices and will pave paths to frame strategies.

Approximate Hours

| Item | AppX Hrs |
|--------------|-----------|
| CI | 14 |
| LI | 0 |
| SW | 2 |
| SL | 1 |
| Total | 17 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|--|-----------------------------|--|--|
| <p>SO3.1 The students will be able to understand SFAS</p> <p>SO3.2 Doom loop will be known</p> <p>SO3.3 BCG will be analyzed</p> <p>SO3.4 Uses of corporate parenting will be understood</p> | | <p>Unit-3.0: Strategic factors analysis [14 Hours]</p> <p>3.1 Strategic factors analysis summary (SFAS) Matrix</p> <p>3.2 Risks of generic competitive strategies</p> <p>3.3 The eight dimensions of quality</p> <p>3.4 Strategic alliance: Doom Loops</p> <p>3.5 Directional strategy</p> <p>3.6 Diversification strategy: concentric</p> <p>3.7 Conglomerate</p> <p>3.8 Portfolio analysis</p> <p>3.9 Display matrices: BCG Growth share matrix</p> <p>3.10 GE business screen</p> <p>3.11 Shell's directional policy matrix</p> <p>3.12 Arthur D'Little company's Matrix</p> <p>3.13 Hofer's Market Evolution Matrix</p> <p>3.14 Corporate parenting</p> | <p>1. Practice of Indicators of maturity of stock markets</p> <p>2. Practice of Nifty and Sensex numerical</p> |

SW-3 Suggested Sessional Work (SW):

- a. Assignments:** Conglomerate, GE matrix and corporate parenting.
- b. Mini Project:** Survey of strategies among MSMEs of MP.
- c. Other Activities (Specify):**



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

02MT811.4: Students will find the correlations between finance and organizational strategies.

Approximate Hours

| Item | AppX Hrs |
|-------|----------|
| CI | 14 |
| LI | 0 |
| SW | 2 |
| SL | 1 |
| Total | 17 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|---|--------------------|
| <p>SO4.1 The students will be able to understand diversification</p> <p>SO4.2 Strategic merger decisions will be known</p> <p>SO4.3 MBO will be analyzed</p> | | <p>Unit-4.0: Corporate Development stages [14 Hours]</p> <p>4.1 Corporate Development stages</p> <p>4.2 Diversification: related & unrelated</p> <p>4.3 Merger & Acquisition: screening parameters and valuation</p> <p>4.4 Re-engineering – 7 principals</p> <p>4.5 Downsizing</p> <p>4.6 M.B.O.</p> <p>4.7 TQM: its objectives</p> <p>4.8 essential ingredients</p> <p>4.9 Measure of financial performance: profitability</p> <p>4.10 Liquidity</p> <p>4.11 Leverage</p> <p>4.12 Activity Ratios</p> <p>4.13 Strategic Audit: components & sources of information</p> <p>4.14 Balanced score card</p> | |

SW-4 Suggested Sessional Work (SW):

- a. **Assignments:** MBO, TQM.
- b. **Mini Project:**
- c. **Other Activities (Specify):**



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

02MT811.5: IT needs and technology needs will be evaluated and costing will be estimated too.

Approximate Hours

| Item | AppX Hrs |
|--------------|-----------|
| CI | 7 |
| LI | 0 |
| SW | 2 |
| SL | 1 |
| Total | 10 |

| Session Outcomes (SOs) | Laboratory Instruction (LI) | Class room Instruction (CI) | Self-Learning (SL) |
|---|-----------------------------|--|--------------------|
| <p>SO5.1 The students will be able to analyses R&D</p> <p>SO5.2 Knowledge management process will be detected</p> | | <p>Unit-5.0: Characteristics of R&D process [17 Hours]</p> <p>5.1 Characteristics of R&D process</p> <p>5.2 Co-operation strategies: technology strategy</p> <p>5.3 Vicious circle of IT investment</p> <p>5.4 Knowledge Management: definition</p> <p>5.5 Relationship among Knowledge management</p> <p>5.6 New product development</p> <p>5.7 Corporate entrepreneurship</p> | |

SW-5 Suggested Sessional Work (SW):

- a. Assignments:** R and D for products and services.
- b. Mini Project:**
- c. Other Activities (Specify):**



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Brief of Hours suggested for the Course Outcome:

| Course Outcomes | Class Lecture (CI) | Sessional Work (SW) | Self-Learning (SI) | Total hour (CI+SW+SI) |
|---|--------------------|---------------------|--------------------|-----------------------|
| 02MT811.1: Students will identify various concepts of strategic management | 13 | 2 | 1 | 16 |
| 02MT811.2: The strategic climate and its practical concepts will be determined by the students | 12 | 2 | 1 | 15 |
| 02MT811.3: The students will relate various matrices and will pave paths to frame strategies | 14 | 2 | 1 | 17 |
| 02MT811.4: Students will find the correlations between finance and organizational strategies | 14 | 2 | 1 | 17 |
| 02MT811.5: IT needs and technology needs will be evaluated and costing will be estimated too | 7 | 2 | 1 | 10 |
| Total Hours | 60 | 10 | 5 | 75 |

Suggestion for End Semester Assessment:

Suggested Specification Table (For ESA)

| CO | Unit Titles | Marks Distribution | | | Total Marks |
|------------------|---------------------------------|--------------------|---|---|-------------|
| | | R | U | A | |
| 02MT811.1 | Strategy | | | | |
| 02MT811.2 | External environmental analysis | | | | |
| 02MT811.3 | Strategic factors analysis | | | | |
| 02MT811.4 | Corporate Development stages | | | | |
| 02MT811.5 | Characteristics of R&D process | | | | |
| Total | | | | | 30 |

Legend: R: Remember, U: Understand, A: Apply

The end of semester assessment for Strategic Management will be held with written examination of 50 marks.

Note: Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorials
3. Case Method



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

4. Group Discussion

5. Brainstorming

Suggested Learning Resources:

(a) Books:

| S. No. | Title | Author | Publisher | Edition & Year |
|--------|---|--|-----------------------------|----------------|
| 1 | Strategic Management: Indian context | S. Srinivasan | PHI | Latest Edition |
| 2 | Case Studies in Marketing: Indian context | S. Srinivasan | PHI | Latest Edition |
| 3 | Business Policy and Strategic Management | Azhar Kazmi | Tata McGraw Hill, New Delhi | Latest Edition |
| 4 | Strategic Management: Competitiveness & Globalization, Concepts and Cases | Hitt Michael A., Ireland R.D. and Robert E Hoskisson | Addison Wesley | Latest Edition |
| 5 | Lecture notes provided by Dept. of Management, AKS University, Satna | | | |

Curriculum Development Team:

1. Dr. Kausik Mukherjee, Associate Dean & Head, FMS, AKS University, Satna.
2. Dr. Pradeep Chaurasia, Associate Professor, FMS, AKS University, Satna.
3. Dr. Chandan Singh, Assistant Professor, FMS, AKS University, Satna.
4. Dr. Prakash Kumar Sen, Assistant Professor, FMS, AKS University, Satna.
5. Dr. Seema Dwivedi, Assistant Professor, FMS, AKS University, Satna.
6. Mr. Pramod Kumar Dwivedi, Assistant Professor, FMS, AKS University, Satna.
7. Mrs. Shinu Shukla, Assistant Professor, FMS, AKS University, Satna.
8. Mr. Krishna Kumar Mishra, Assistant Professor, FMS, AKS University, Satna.
9. Miss. Kiran Chhabariya, Assistant Professor, FMS, AKS University, Satna.
10. Mr. Anurag Singh Parihar, Teaching Associate, FMS, AKS University, Satna.

Cos, POs and PSOs Mapping

Course Title: BBA (Hon's)

Course Code: 02MT811

Course Title: Strategic Management

| Course Outcomes | Program Outcomes | | | | | | Program Specific Outcome | |
|---|------------------|---------------------|----------------------------------|---------------------------|----------------------|--------------------------------|---|---|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO 1 | PSO 2 |
| | Domain knowledge | Contemporary issues | Deep thinking, business analysis | Mobilization of resources | Research orientation | Developing corporate solutions | Acquire leadership skills and entrepreneurial mindset | Application of ethical practices and moral values |
| 02MT811.1: Students will identify various concepts of strategic management | 1 | 2 | 1 | 2 | 1 | 1 | 2 | 2 |
| 02MT811.2: The strategic climate and its practical concepts will be determined by the students | 2 | 3 | 1 | 2 | 1 | 2 | 3 | 1 |
| 02MT811.3: The students will relate various matrices and will pave paths to frame strategies | 1 | 2 | 2 | 1 | 3 | 3 | 3 | 2 |
| 02MT811.4: Students will find the correlations between finance and organizational strategies | 1 | 3 | 2 | 1 | 1 | 2 | 3 | 2 |
| 02MT811.5: IT needs and technology needs will be evaluated and costing will be estimated too | 1 | 3 | 2 | 3 | 2 | 3 | 2 | 3 |

Legend: 1 – Low, 2 – Medium, 3 – High

Course Curriculum Map:

| POs & PSOs No. | COs No. & Titles | SOs No. | Laboratory Instruction (LI) | Classroom Instruction (CI) | Self-Learning (SL) |
|---------------------------------------|---|----------------------------------|------------------------------------|---|---------------------------|
| POs 1,2,3,4,5,6 PSOs 1,2 | 02MT811.1: Students will identify various concepts of strategic management | SO1.1 SO1.2 SO1.3 SO1.4 | | Unit-1.0: Overview of the Indian financial system 1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8, 1.9, 1.10, 1.11, 1.12, 1.13, 1.14, 1.15, 1.16, 1.17, 1.18, 1.19 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 02MT811.2: The strategic climate and its practical concepts will be determined by the students | SO2.1 SO2.2 SO2.3 SO2.4 | | Unit-2.0: Financial Markets 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9, 2.10, 2.11, 2.12, 2.13, 2.14, 2.15, 2.16, 2.17, 2.18, 2.19, 2.20 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 02MT811.3: The students will relate various matrices and will pave paths to frame strategies | SO3.1 SO3.2 SO3.3 SO3.4 | | Unit-3.0: Stock Markets 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9, 3.10, 3.11, 3.12, 3.13, 3.14, 3.15, 3.16, 3.17, 3.18 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 02MT811.4: Students will find the correlations between finance and organizational strategies | SO4.1 SO4.2 SO4.3 | | Unit-4.0: Major Instruments Trading and Settlement 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9, 4.10, 4.11, 4.12, 4.13, 4.14, 4.15, 4.16 | |
| POs 1,2,3,4,5,6 PSOs 1,2 | 02MT811.5: IT needs and technology needs will be evaluated and costing will be estimated too | SO5.1 SO5.2 | | Unit-5.0: Money Market and Debt Market 5.1, 5.2, 5.3, 5.4, 5.5, 5.6, 5.7, 5.8, 5.9, 5.10, 5.11, 5.12, 5.13, 5.14, 5.15, 5.16, 5.17 | |



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Semester-VIII

| | |
|-----------------------|---|
| Course Code: | 05M8651 |
| Course Title : | Major Research Project |
| Pre-requisite: | Students should have a strong foundation in the areas like HR, Marketing, Finance and General management. Student should also have the basic knowledge of computer. |
| Rationale: | Integrating OBE into BBA Major Research Project ensures that students gain practical skills and knowledge essential for their future careers. This structured approach helps bridge the gap between academic learning and professional application, preparing students to meet the demands of the business world. |

Course Outcomes:

05MT851.1: Apply academic knowledge to real-world business tasks and challenges.

05MT851.2: Demonstrate the ability to analyze and propose solutions to business problems.

05MT851.3: Display professional behavior and ethical decision-making in a business setting.

05MT851.4: Communicate business information clearly and effectively in both written and oral forms.

05MT851.5: Collaborate with team members to achieve business objectives.

Scheme of Studies:

| Code | Course Code | Course Title | Scheme of studies (Hours/Week) | | | | | Total Credits (C) |
|------|-------------|------------------------|--------------------------------|----|----|----|---------------------------------|-------------------|
| | | | CI | LI | SW | SL | Total Study Hours (CI+LI+SW+SL) | |
| PJT | 05MT851 | Major Research Project | 0 | 12 | 0 | 0 | 12 | 6 |

Legend:

CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

SW: Sessional Work (includes assignment, seminar, mini project etc.),

SL: Self Learning,

C: Credits.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
 (Revised as on 01 August 2023)

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

Scheme of Assessment:

Theory:

| Code | Course Code | Course Title | Scheme of Assessment (Marks) | | | | | | | End Semester Assessment (ESA) | Total Marks (PRA+ ESA) |
|------|-------------|------------------------|--|---|------------------|------------------------------|-----------------------|---|-------------------------------|-------------------------------|------------------------|
| | | | Progressive Assessment (PRA) | | | | | | Total Marks (CA+CT+SA+CAT+AT) | | |
| | | | Class/Home Assignment 5 number 3 marks each (CA) | Class Test 2 (2 best out of 3) 10 marks each (CT) | Seminar one (SA) | Class Activity any one (CAT) | Class Attendance (AT) | | | | |
| PJT | 05MT851 | Major Research Project | - | - | - | - | - | - | - | 100 | |

Course Detailing:

During 5th Semester students will undergo a Major Research Project of 75 days in industries and markets. The 75-day Major Research Project in the BBA program offers students a practical and immersive learning experience aimed at bridging academic knowledge with real-world applications. Through this project, students have the opportunity to engage directly with industry practices, apply theoretical concepts in practical settings, and develop essential skills crucial for their professional development. Under the guidance of experienced mentors and faculty advisors, students undertake meaningful projects, conduct research, analyze data, and propose solutions to business challenges, thereby gaining valuable insights into organizational dynamics and operational strategies. This hands-on experience not only enhances their academic learning but also prepares them to effectively navigate complexities in their future careers, fostering critical thinking, teamwork, and leadership capabilities essential in today's competitive business environment.

Guideline for Making a Major Research Project:

- 1. Cover Page:** Include the title of your report, your name, Major Research Project start and end dates, name of your university, department, and the name of the organization where you completed the Major Research Project.
- 2. Table of Contents:** List all the main sections and subsections of your report with corresponding page numbers for easy navigation.
- 3. Executive Summary:** Provide a brief overview of your Major Research Project experience, including the organization's background, your roles and responsibilities, major projects or tasks undertaken, key achievements, and a summary of your overall learning outcomes.



A K S University
Faculty of Management Studies
Department of Business Administration
Curriculum of BBA (Hon's) Program
(Revised as on 01 August 2023)

4. Introduction: Introduce the purpose of the Major Research Project report, your objectives for the Major Research Project, and the methodology used (if applicable, e.g., research methods, data collection techniques).

5. Organization Overview: Describe the organization where you completed your Major Research Project, including its history, mission, organizational structure, products/services offered, target market, and any other relevant details.

6. Major Research Project Experience:

- **Roles and Responsibilities:** Detail your specific roles, responsibilities, and projects/tasks assigned during the Major Research Project.
- **Skills Developed:** Discuss the skills you gained or improved upon during the Major Research Project (e.g., technical skills, soft skills, industry-specific knowledge).
- **Challenges Faced:** Describe any challenges or obstacles encountered during your Major Research Project and how you addressed them.
- **Achievements:** Highlight notable achievements, contributions, or projects completed during your Major Research Project, emphasizing the impact of your work on the organization.

7. Learning Outcomes: Reflect on your learning outcomes and personal development during the Major Research Project. Discuss how the experience contributed to your academic and career goals.

8. Analysis and Evaluation: Analyze the strengths and weaknesses of the organization's operations or processes you observed during the Major Research Project. Provide constructive feedback or recommendations for improvement.

9. Conclusion: Summarize the key points of your Major Research Project experience, reiterate the significance of your contributions, and reflect on the overall value of the Major Research Project towards your professional development.

10. Recommendations (if applicable): Provide recommendations for the organization based on your observations and experiences during the Major Research Project.

11. References/Bibliography: Include any sources referenced or cited throughout your Major Research Project report using appropriate citation style (e.g., APA, MLA).

12. Appendices: Include any supplementary materials such as project reports, presentations, certificates of completion, or any other relevant documents that support your Major Research Project experience.