

**GANGA INSTITUTE OF TECHNOLOGY AND MANAGEMENT,
KABLANA (JHAJJAR)**

An Autonomous Institute

Approved by AICTE, New Delhi and Affiliated to MDU, Rohtak

NAAC 'A' GRADE



SCHEME OF EXAMINATIONS AND SYLLABI

OF

3-4 YEAR

BACHELOR OF BUSINESS ADMINISTRATION PROGRAM

(BBA)

WITH EFFECT FROM THE

SESSION 2026-27

Scheme of Studies and Examination

BBA – 5th Semester

w.e.f. 2026-27

Sr. No.	Category	Course Code	Course Title	Hours per Week			Total Load Per Week	Credits	Examination Schedule (Marks)				Exam Duration in H
				L	T	P			Assessment	End Semester Examination	Practical / Viva-Voice	Total	
1	Discipline Specific Course-Major Course	DSC-BBA-301A	Entrepreneurship and MSME	3	1	0	4	4	30	70	-	100	3
2	Discipline Specific Course-Major Course	DSC-BBA-303A	Principles of Marketing	3	1	0	4	4	30	70	-	100	3
3	Discipline Specific Course-Major Course	DSC-BBA-305A	Introduction to Human Resource Management	3	1	0	4	4	30	70	-	100	3
4	Discipline Specific Course-Major Course	DSC-BBA-307A	Business Taxation	3	1	0	4	4	30	70	-	100	3
5	Major Discipline Relevant Course (Vocational)-Minor	Refer Table No.-XV	-----	3	0	0	3	3	25	50	-	75	3
		Refer Table No.-XV	-----	0	0	2	2	1	10	-	15	25	3
6	Internship	INT-BBA-301A	Summer Internship Report	-	-	-	-	4	-	-	100	100	3
Total Credits								24				600	
Note: 1. Four credits of internship earned by a student during summer internship after the 2nd semester or 4th semester will be counted in the 5th semester of a student who pursues a 3-year UG Program without taking exit option. 2. After completion of the internship, students need to prepare a comprehensive report highlighting their learning and takeaways during the internship period. The internship duration is 8 weeks (online/offline/hybrid) during the summer vacation. The Internship Report prepared after completion shall be assessed in the 5 th Semester as a compulsory course. The candidates will submit the internship report in the prescribed format designed by the department. The report will be evaluated by an examiner appointed by the Controller of Examination (or a committee constituted by the Director of the Institute) from the approved panel of examiners. 3. Students may opt for one course @ four credits from the pool of Minor and Minor (Vocational) Courses designed at the central level by the Institute.													

Table No. XV Major Discipline Relevant (Vocational) -Minor Courses

S. No.	Category	Course Code	Course Name
1	Major Discipline Relevant Course (Vocational) – Minor	MICV-307A	Business Policy and Strategy
2		MICV-309A	Computer Networks and Internet
3		LC-MICV-311A	Computer Networks and Internet Lab

Scheme of Studies and Examination
BBA – 6th Semester
w.e.f. 2026-27

Sr. No.	Category	Course Code	Course Title	Hours per Week			Total Load Per Week	Credits	Examination Schedule (Marks)				Exam Duration in H
				L	T	P			Assessment	End Semester Examination	Practical / Viva-Voce	Total	
1	Discipline Specific Course-Major Course	DSC-BBA-302A	Research Methodology	3	1	0	4	4	30	70	-	100	3
2	Discipline Specific Course-Major Course	DSC-BBA-304A	Event Management	3	0	1	4	4	-	50	50	100	3
3	Discipline Specific Course-Major Course	DSC-BBA-306A	Financial Management	3	1	0	4	4	30	70	-	100	3
4	Discipline Specific Course-Major Course	DSC-BBA-308A	Operations and Supply Chain Management	3	1	0	4	4	30	70	-	100	3
5	Research Project	RP-BBA-306A	Research Report	-	-	-	4	4			100	100	3
6	Major Discipline Relevant Course (Vocational)-Minor	Refer Table No. XVI		3	0	0	3	3	25	50	-	75	3
				0	0	2	2	1	10	-	15	25	3
Total Credits								24				600	
Note: 1. Students exiting the programme shall be awarded a 3-year UG Degree in Business Administration upon securing 140 credits. 2. Each student in the course of Event Management will organize one event during the semester, and students need to prepare a report highlighting their learning and takeaways. The report will be evaluated by an examiner appointed by the Controller of Examination (or a committee constituted by the Director of the Institute) from the approved panel of examiners. 3. In case of the Project reports/ Dissertation/ Research Project, the assessment shall be carried out by the examiners appointed by the Controller of Examination from the approved panel of examiners. The examiners shall be invited from amongst the panel of examiners. 4. Students may opt for one course @ four credits from the pool of Minor and Minor (Vocational) Courses designed at the central level by the Institute.													
Total Credits (22+22+24+24+24+24) for 3-Years UG Degree in Business Administration													140

Table No. XVI Major Discipline Relevant (Vocational) -Minor Courses

S. No.	Category	Course Code	Course Name
1	Major Discipline Relevant Course (Vocational) – Minor	MICV-308A	Entrepreneurship Development
2		MICV-310A	Web Development
3		LC-MICV-312A	Web Development Lab

Re-entry Criteria into Fourth Year (Seventh Semester)

- The student who takes an exit after third year with an award of BBA may be allowed to re-enter into the seventh semester for completion of the BBA (Honours) or BBA (Honours with Research) Program as per the Institute schedule after earning requisite credits in the Third year.
- Minimum eligibility criteria for opting the course in the fourth year will be as follows:
 - For BBA (Honours): Completion of 3-Year BBA Degree.
 - BBA (Honours with Research): Minimum 75% marks or equivalent CGPA in BBA Degree up to Sixth Semester.

Scheme of Studies and Examination
BBA (Honours) – 8th Semester

Sr. No.	Category	Course Code	Course Title	Hours per Week			Total Load Per Week	Credits	Examination Schedule (Marks)				Exam Duration in H
				L	T	P			Assessment	End Semester Examination	Practical / Viva-Voice	Total	
1	Discipline Specific Course-Major Course	DSC-BBAH-402A	Strategic Marketing	3	1	0	4	4	30	70	-	100	3
2	Discipline Specific Course-Major Course	DSC-BBAH-404A	Strategic Human Resource Management	3	1	0	4	4	30	70	-	100	3
3	Discipline Specific Course-Major Course	DSC-BBAH-406A	Management Information System	3	1	0	4	4	30	70	-	100	3
4	Discipline Specific Course-Major Course	DSC-BBAH-408A	Total Quality Management	3	1	0	4	4	30	70	-	100	3
5	Discipline Specific Course-Major Course	DSC-BBAH-410A	Emotional Intelligence	3	1	0	4	4	30	70	-	100	3
6	Skill Enhancement Course	SEC-402A	Personality and Soft Skills Development	2	0	0	2	2	15	35	-	50	3
		LC-SEC-404A	Personality and Soft Skills Development Lab	0	0	4	4	2	15	-	35	50	3
7	Major Discipline Relevant Course (Vocational)-Minor	MICV-402A	IT for Managers-2	2	0	0	2	2	15	35	-	50	3
		LC-MICV-404A	IT for Managers-2 Lab	0	0	4	4	2	15	-	35	50	3
8	Internship	INT-BBA-402A	Internship Report	-	-	-	-	4	50	-	50	100	3
Total Credits								24				600	

Note:

- The students are required to choose either SEC or MICV or Internship. In the 7th and 8th Semester, students shall offered three optional papers (Skill-Enhancement Course/ Vocational Course/ Internship) in each semester. Each student must choose one subject in each semester. The subject opted in the 8th semester shall be the continuation of the subject opted in the 7th semester.
- Those students opting for an internship in the 7th semester follow the guidelines. After completion of the internship students need to prepare a comprehensive report highlighting their learning and takeaways during the internship period. The internship duration is 8 weeks (online/offline/hybrid) during the summer vacation. The Internship report prepared after completion shall be assessed as a compulsory course. The candidates will submit the internship report in prescribed format designed by the department. The report will be evaluated by an examiner appointed by the Controller of Examination (or a committee constituted by the Director of the Institute) from the approved panel of examiners.

Total Credits (22+22+24+24+24+24+24+24) for Four-Year BBA Honours

188

Scheme of Studies and Examination
BBA (Honours with Research) – 8th Semester

Sr. No.	Category	Course Code	Course Title	Hours per Week			Total Load Per Week	Credits	Examination Schedule (Marks)				Exam Duration in H
				L	T	P			Assessment	End Semester Examination	Practical / Viva-Voce	Total	
1	Discipline Specific Course-Major Course	DSC-BBAHR-402A	Management Information System	3	1	0	4	4	30	70	-	100	3
2	Discipline Specific Course-Major Course	DSC-BBAHR-404A	Total Quality Management	3	1	0	4	4	30	70	-	100	3
3	Research Report/Dissertation	RP-BBAHR-406A	Research Report	-	-	-	12	12			300	300	3
4	Skill Enhancement Course	SEC-402A	Personality and Soft Skills Development	2	0	0	2	2	15	35	-	50	3
		LC-SEC-404A	Personality and Soft Skills Development Lab	0	0	4	4	2	15	-	35	50	3
5	Major Discipline Relevant Course (Vocational)-Minor	MICV-402A	IT for Managers-2	2	0	0	2	2	15	35	-	50	3
		LC-MICV-404A	IT for Managers-2 Lab	0	0	4	4	2	15	-	35	50	3
6	Internship	INT-BBA-402A	Internship Report	-	-	-	-	4	50	-	50	100	3
Total Credits								24				600	

Note:

1. The students are required to choose either SEC or MICV, or Internship. In the 7th and 8th semesters, students shall be offered three optional papers (Skill-Enhancement Course/Vocational Course/Internship) each semester. Each student must choose one subject in each semester. The subject opted in the 8th semester shall be the continuation of the subject opted in the 7th semester.

Those students opting for an internship in the 7th semester follow the guidelines. After completing the internship, students are required to prepare a comprehensive report highlighting their learning and key takeaways from the internship. The internship duration is 8 weeks (online/offline/hybrid) during the summer vacation. The Internship Report prepared after completion shall be assessed as a compulsory course. The candidates will submit the internship report in the prescribed format designed by the department. The report will be evaluated by an examiner appointed by the Controller of Examinations (or a committee constituted by the Director of the Institute) from the approved panel of examiners.

The topic of the Research Project to be submitted for evaluation in the eighth Semester shall be submitted by the student along with a brief synopsis after finalization in the 7th Semester, in consultation with the faculty member allotted as Research Supervisor by the HOD.

Any student opting for a dissertation has to submit a report to the department prepared in consultation with his/ her Research Supervisor and appear before a Department Research Committee (DRC) constituted by the HOD.

In case of the Project reports/ Dissertation/ Research Project, the assessment shall be jointly carried out by the internal and external examiners. In case of the Project reports/ Dissertation/ Research Project, the assessment shall be carried out by the examiners appointed by the Controller of Examination from the approved panel of examiners. The examiners shall be invited from amongst the panel of examiners.

6. Students undertaking the research project/dissertation may have their research findings patentable or presented at conferences or seminars, or published in peer-reviewed journals.

Total Credits (22+22+24+24+24+24+24) for Four-Year BBA Honours	188
---	------------

**GANGA INSTITUTE OF TECHNOLOGY AND MANAGEMENT,
KABLANA (JHAJJAR)**

An Autonomous Institute

Approved by AICTE, New Delhi and Affiliated to MDU, Rohtak

NAAC 'A' GRADE



SYLLABI

OF

5th & 6th SEMESTER

BACHELOR OF BUSINESS ADMINISTRATION PROGRAM

(BBA)

WITH EFFECT FROM THE

SESSION 2026-27

Course Code	DSC-BBA-301A				
Category	Discipline Specific Course - Major Course				
Course Title	Entrepreneurship and MSME				
Scheme and Credits	L	T	P	Credits	Semester-V
	3	1	0	4	
Course Objectives	The objectives of this course are 1. To understand the concept of entrepreneurship, its characteristics, process, and role in economic development, and the distinction between managerial and entrepreneurial approaches. 2. To develop the ability to analyze business opportunities through environmental scanning, feasibility studies, and preparation of business plans and project reports. 3. To gain knowledge about sources of finance and legal aspects, including funding options and intellectual property rights relevant to entrepreneurial ventures. 4. To understand the role and significance of MSMEs in India, including challenges, government initiatives, and the importance of innovation and entrepreneurship in their growth.				
Assessment	30 Marks				
End Semester Examination	70 Marks				
Total	100 Marks				
Duration of Exam	03 Hours				

Course Outcomes: After successful completion of this course, the students will be able to

COs	Skills Demonstrated	RBT Level
CO1	Define the fundamental concepts of entrepreneurship and MSME.	Level-1 Remember
CO2	Explain entrepreneurship concepts, entrepreneurial traits, venture creation, feasibility analysis, business planning, financing sources, legal aspects, and MSME support initiatives.	Level-2 Understand
CO3	Apply entrepreneurial concepts and analytical tools to prepare feasibility studies, business plans, project reports, and examine suitable financing and legal frameworks for entrepreneurial ventures and MSMEs.	Level-3 Apply
CO4	Analyze entrepreneurial opportunities, financing alternatives, legal challenges, MSME problems, and the role of innovation and government initiatives in promoting entrepreneurship and MSME growth.	Level-4 Analyze

Note:

1. Examiner will set nine questions in total. Question one will have 7 short questions of 2 marks (each) from all units. Remaining eight questions of 14 marks each to be set by taking two questions from each unit. The students have to attempt five questions in total, first question being compulsory and selecting one from each Unit.
2. At least four cases will be discussed, one from each unit.

Unit No.	Contents
Unit-I	Entrepreneurship: – Concept, knowledge and skills requirements, characteristics of successful entrepreneurs, the role of entrepreneurship in economic development, entrepreneurship process, factors impacting the emergence of entrepreneurship, managerial vs. entrepreneurial approach, and emergence of entrepreneurship. Digital and AI-Based Entrepreneurship, Green and Sustainable Entrepreneurship, Gig Economy and Startup Culture.
Unit-II	Creating Entrepreneurial Venture: – Environmental scanning, competitor and industry analysis; feasibility study – market feasibility, technical/operational feasibility, financial feasibility; drawing business plan; preparing project report; presenting business plan to investors, Agile and Lean Venture Creation, Digital Business Models and E-Commerce Ventures, Risk Analysis and Startup Failure Management, AI Tools for Business Planning.
Unit-III	Sources of Finance: – Debt or equity financing, commercial banks, venture capital; financial institutions supporting entrepreneurs, Crowdfunding and FinTech Financing, ESG and Sustainable Finance for Startups; legal issues – intellectual property rights patents, trademarks, copyrights, trade secrets, licensing, franchising.
Unit-IV	Micro, Small and Medium-sized Enterprises (MSME) in India: – Meaning and nature of MSME in India, Role of MSME in socio-economic development, problems faced by MSME, Role of innovation and entrepreneurship for MSME, Government initiatives for MSME sector, MSMEs and Industry 4.0, Women-Led MSMEs in India, Green MSMEs and Sustainable Practices,

Suggested Readings:

- Entrepreneurship by Hisrich, Robert D., Michael Peters and Dean Shepherd, Tata McGraw Hill, New Delhi.
- Entrepreneurship by Barringer, Brace R., and R. Duane Ireland, Pearson Prentice Hall, New Jersey (USA).
- Entrepreneurship Development and Small Business Enterprises by Charantimath, Poornima, Pearson Education, New Delhi.
- Entrepreneurship by Kuratko, Donand and Richard Hodgetts, Cengage Learning India Pvt. Ltd., New Delhi.
- Essentials of entrepreneurship and small business management. Essex, Scarborough, N. M., & Cornwall, J.R. (2014). UK: Pearson.

Useful Video Links:

Unit No.	Topics	Links
Unit-I	Role of Entrepreneurship in Economic Development	https://nptel.ac.in/courses/127105007
Unit-II	Feasibility study	https://youtu.be/3ZTdXXI3Y00?si=2F23TV1KKAAsuVnkm
Unit-III	Legal aspects like IPR and compliances	https://nptel.ac.in/courses/127105007
Unit-IV	Government initiatives for MSME sector	https://youtu.be/dwiy4J3jbi0?si=wK-etrE3RSgcxhVo

Course Code	DSC-BBA-303A				
Category	Discipline Specific Course - Major Course				
Course Title	Principles of Marketing				
Scheme and Credits	L	T	P	Credits	Semester-V
	3	1	0	4	
Course Objectives	The objectives of this course are: 1. To understand strategic marketing concepts, the marketing mix (7P's) to align marketing and business strategies effectively. 2. To understand market segmentation, targeting, positioning strategies, and relationship marketing approaches. 3. To understand marketing strategies across product, branding, pricing, advertising and distribution. 4. To understand contemporary marketing issues and international marketing strategies.				
Assessment	30 Marks				
End Semester Examination	70 Marks				
Total	100 Marks				
Duration of Exam	03 Hours				

Course Outcomes: After successful completion of this course, the students will be able to

Cos	Skills Demonstrated	RBT Level
CO1	Define the concepts, scope, functions, and contemporary trends of marketing and marketing management.	Level-1 Remember
CO2	Explain consumer and business buying behavior, market segmentation, product and pricing decisions, promotion strategies, and distribution systems.	Level-2 Understand
CO3	Apply marketing strategies and tools for customer relationship management, product development, branding, pricing, promotion, distribution and international marketing decisions.	Level-3 Apply
C O4	Analyze marketing environments, consumer behavior, competitive strategies and contemporary marketing issues for effective marketing decision-making.	Level-4 Analyze

Note:

1. Examiner will set nine questions in total. Question one will have 7 short questions of 2 marks (each) from all units. Remaining eight questions of 14 marks each to be set by taking two questions from each unit. The students have to attempt five questions in total, first question being compulsory and selecting one from each Unit.
2. At least four cases will be discussed, one from each unit.

Unit No.	Contents
Unit-I	Introduction to Marketing: - Nature, Scope, Core Concepts, Tasks of Marketing Management, And Corporate Orientation Towards Marketplace; Marketing Environment; Marketing Research and Information System; Developing Marketing Strategy and Plan; Ethical Issues in Marketing, Sustainable and Green Marketing 2.0, Emerging Strategic Marketing Trends, AI and Technology-Based Marketing, Ethical AI and Privacy-Centric Marketing. Green Marketing, Digital and Social Media Marketing, Career Opportunities in Marketing and Skills Required for Success in Marketing career.
Unit-II	Understanding Consumer and Business Markets: - Consumer Buying Decision Process in Consumer and Business Markets; Building Customer Value, Satisfaction and Loyalty;

	Managing Customer Relations; Market Segmentation, Targeting and Positioning Approaches to Deal with Market Competition; Tools of Product Differentiation.
Unit-III	Product and Pricing Decisions: - Product Life Cycle, Product Mix and Product Line Decisions, New Product Development Process; Branding, Packaging and Labelling Decisions; Pricing Objectives, Determinants of Price, Pricing Methods and Strategies.
Unit-IV	Promotion and Distribution Decisions: - Promotion Mix - Advertising and Sales Promotion; Public Relations; Personal Selling; Channels of Distribution: Functions of Intermediaries, Channel Design Decisions, Selecting Channel Members, Channel Management; Wholesaling and Retailing. Retail and Commerce Innovations like Quick Commerce (Q-Commerce), etc., Contemporary Marketing Trends and Issues: Globalization, Consumerism, Evaluation and Control of Marketing Effort; Reasons for and Benefits of Going International; Entry Strategies in International Marketing.

Suggested Readings:

- Marketing Management by Kotler Philip and Keller, Pearson Education, New Delhi
- Marketing Management in South Asian Perspective by Kotler, Philip, Kevin Keller, A. Koshy and M. Jha, Pearson Education, New Delhi
- Marketing by Kerin, Hartley, Berkowtz and Rudelius, TMH, New Delhi
- Marketing: Concepts and Cases by Etzel, Michael J, TMH, New Delhi
- Marketing Management – Text and Cases by Dhunna, Mukesh, Wisdom Publications, New Delhi
- Managing Marketing-An Applied Approach by Capon, Noel and Singh Siddharth; Wiley Publications, New Delhi

Useful Video Links:

Unit No.	Topics	Links
Unit-I	Introduction to Marketing	https://onlinecourses.nptel.ac.in/noc22_mg57/preview
Unit-II	Market Segmentation, Targeting, and Positioning	https://digimat.in/nptel/courses/video/110107147/L23.html
Unit-III	Pricing Products and Service	https://digimat.in/nptel/courses/video/110107147/L39.html
Unit-IV	Promotion and Distribution Decisions	https://youtu.be/MPZgEJMS97o?si=XPB9zWjVyJnQhqGl

Course Code	DSC-BBA-305A				
Category	Discipline Specific Course - Major Course				
Course Title	Introduction to Human Resource Management				
Scheme and Credits	L	T	P	Credits	Semester-V
	3	1	0	4	
Course Objectives	The objectives of this course are: 1. To understand the strategic importance, objectives, functions, and evolving role of Human Resource Management, including HR planning, HR information systems, and contemporary HR issues. 2. To develop knowledge of talent acquisition and development processes, including recruitment, selection, training, career planning, and succession planning. 3. To understand systems of performance appraisal and compensation management, including reward systems, incentive plans, and employee benefits. 4. To examine the role of HR in the knowledge era, including global HR practices, virtual organizations, outsourcing, HR audit, and international HRM.				
Assessment	30 Marks				
End Semester Examination	70 Marks				
Total	100 Marks				
Duration of Exam	03 Hours				

Course Outcomes: After successful completion of this course, the students will be able to

COs	Skills Demonstrated	RBT Level
CO1	Describe the concepts, objectives, functions, and strategic importance of human resource management in organizations.	Level-1 Remember
CO2	Explain the human resource planning, talent acquisition, training and development, performance appraisal, compensation, and contemporary HR practices.	Level-2 Understand
CO3	Apply HRM techniques and practices for recruitment, training, performance management, compensation planning, and employee development in organizational settings.	Level-3 Apply
CO4	Analyze HR strategies, reward systems, HR technologies, and emerging HR practices in knowledge-based and global business environments.	Level-4 Analyze

Note:

1. Examiner will set nine questions in total. Question one will have 7 short questions of 2 marks (each) from all units. Remaining eight questions of 14 marks each to be set by taking two questions from each unit. The students have to attempt five questions in total, first question being compulsory and selecting one from each Unit.
2. At least four cases will be discussed, one from each unit.

Unit No.	Contents
Unit-I	Introduction to Human Resource Management: - Strategic Importance of HRM; Objectives of HRM; Challenges to HR Professionals; Role, Responsibilities, and Competencies of HR Professionals; HR Department Operations; Human Resource Planning– Objectives and Process; Human Resource Information System, Contemporary Issues in Human Resource Management.

	Career Opportunities in Human Resource Management and Skills Required for Success in HR Careers.
Unit-II	Talent Acquisition: - Recruitment and Selection Strategies, Career Planning and Management, Succession Planning, Socialization and Induction of New Employees; Training and Development, Investment in Training, Training Need Assessment, Designing and Administering Training Programme; Executive Development Programme, Evaluation of T&D Programme.
Unit-III	Appraising Performance: - Developing and Instituting Performance Appraisal System, Assessment and Development Centres, Potential Appraisal; Rewarding Performance: Linking Rewards to Organizational Objectives, Determining Compensation Structure, Pay for Performance and Incentive Plans, ESOP, Executive Compensation, Designing and Administering Benefits and Services.
Unit-IV	HR in Knowledge Era: - HR in Knowledge Industry, HR in Virtual Organizations, HR In Mergers and Acquisitions, Outplacement, Outsourcing HR Functions, Employee Leasing, HR Audit, International HRM, Green HRM and Sustainable HR Practices, AI in Human Resource Management, People Analytics and HR Analytics.

Suggested Readings:

- Human Resource Management by Dessler, Gary, Pearson Education
- Human Resource Management by Ivancevich, John M., Tata McGraw Hill, New Delhi
- Managing Human Resources by Gomez. Megia, Luis, David Balkin, and Roberty Cardy, Pearson Education
- Human Resource Management by Mathis, Robert, and John Jackson, Thomson Learning Inc.
- Human Resource Management by Shell, Scott and George Bohlander, Thomson Learning Inc.
- Human Resource Management by Pattanayak, Biswajert, PHI, New Delhi
- Human Resource Management by Jyothi P. and D.N.Venkatesh, Oxford University Press, New Delhi

Useful Video Links:

Unit No	Topics	Links
Unit-I	Human resource planning	https://youtu.be/FLRtMw8dD3E?si=Ka3hEW0dh94BLs92
Unit-II	Recruitment and Selection	http://www.digimat.in/nptel/courses/video/110107492/L20.html
Unit-III	Compensation Management	http://www.digimat.in/nptel/courses/video/110107492/L50.html
Unit-IV	International HRM	https://youtu.be/ndXWwf7VIig

Course Code	DSC-BBA-307A				
Category	Discipline Specific Course - Major Course				
Course Title	Business Taxation				
Scheme and Credits	L	T	P	Credits	Semester-V
	3	1	0	4	
Course Objectives	The objectives of this course are: 1. To understand the basic concepts of income tax, including residential status, tax incidence, exempt incomes, and computation of income under salary and house property. 2. To develop knowledge of various heads of income, including business income, capital gains, and income from other sources, along with provisions of clubbing and set-off and carry forward of losses. 3. To examine deductions and tax procedures, including assessment of individuals and companies, TDS, advance tax, and concepts of tax planning, avoidance, and evasion. 4. To understand the structure and framework of GST in India, including its rationale, features, tax rates, and administrative mechanism.				
Assessment	30 Marks				
End Semester Examination	70 Marks				
Total	100 Marks				
Duration of Exam	03 Hours				

Course Outcomes: After successful completion of this course, the students will be able to

Cos	Skills Demonstrated	RBT Level
CO1	Define the fundamental concepts of income tax and GST.	Level-1 Remember
CO2	Explain residential status, heads of income, deductions, tax procedures, GST framework, and tax planning concepts.	Level-2 Understand
CO3	Apply income tax provisions and GST rules for the computation of taxable income, assessment procedures, tax deductions, and compliance requirements.	Level-3 Apply
CO4	Analyze tax liabilities, loss adjustments, tax planning approaches, and GST structures for effective financial and tax decision-making.	Level-4 Analyze

Note:

1. Examiner will set nine questions in total. Question one will have 7 short questions of 2 marks (each) from all units. Remaining eight questions of 14 marks each to be set by taking two questions from each unit. The students have to attempt five questions in total, first question being compulsory and selecting one from each Unit.
2. At least four cases will be discussed, one from each unit.

Unit No.	Contents
Unit-I	Fundamentals of Income Tax: Basic Concepts of Income Tax, Residential status and tax incidence, Incomes exempt from tax, Computation of Income under the head Salary and House Property.

Unit-II	Heads of Income & Loss Adjustments: -Computation of Income under the head Business and Profession, Capital Gains, Income from Other Sources, Clubbing of income, Set off and Carry forward of Losses.
Unit-III	Deductions and Tax Procedures: General Deductions, Assessment of Individual and Company, Provision with regard to TDS and advance tax, Basic understanding of tax planning and its distinction from tax avoidance and tax evasion.
Unit-IV	Goods and Services Tax (GST): - Rationale for GST; features of GST law in India, structure of GST (SGST, CGST, UTGST and IGST); rates of GST, models of GST, GST Council, GST Automation using ERP Software.

Suggested Readings:

- Students Guide to Income Tax by Singhania, V., K. and Singhania, Monica, Taxmann
- Direct Taxes Law and practice by Singhania, V., K. and Singhania, Kapil, Taxmann
- Corporate Tax Planning & Business Tax Procedures by Singhania, V., K. and Singhania, Monica, Taxmann
- GST in India by Narwal, K.,P., and Anushuya, DBH Publishers and Distributers
- Simplified Approach to Corporate Tax Planning and Management by Ahuja, G. and Gupta, R., Bharat Law House Private Limited
- Handbook of Corporate Tax Planning by Srinivas, E. A., Tata McGraw Hill.
- Law of Income Tax by Iyengar, A. and C. Sampat, Bharat House.

Useful Video Links:

Unit No.	Topics	Links
Unit-I	Basic Concepts of Income Tax	https://nptel.ac.in/courses/110106512
Unit-II	Heads of Income & Loss Adjustments	https://youtu.be/9-XboEiyRvg?si=EOd2M6kRn8mgVya
Unit-III	TDS and advance tax	https://youtu.be/j9Tf2RZo8e8?si=xGeT7ehImcRtKAHP
Unit-IV	Introduction to GST	https://nptel.ac.in/courses/110106512

Course Code	MICV- 307A				
Category	Major Discipline Relevant Course (Vocational) – Minor				
Course Title	Business Policy and Strategy				
Scheme and Credits	L	T	P	Credits	Semester-V
	3	1	0	4	
Course Objectives	The objectives of this course are 1. To understand the foundational concepts, processes, and significance of business policy and strategic management. 2. To understand various strategy types and their application at the corporate, business, and functional levels. 3. To understand the implementation aspects of strategy, including structural, behavioral, and functional dimensions. 4. To understand techniques for evaluating and controlling strategies, including McKinsey’s 7S Framework.				
Assessment	30 Marks				
End Semester Examination	70 Marks				
Total	100 Marks				
Duration of Exam	03 Hours				

Course Outcomes: After successful completion of this course, the students will be able to

Cos	Skills Demonstrated	RBT Level
CO1	Define the framework of business policy and strategic management, including strategic intent, environmental and organizational appraisal, types of strategies, implementation methods, evaluation and control techniques.	Level-1 Remember
CO2	Explain the framework of strategic management, including strategic intent, environmental and organizational appraisal, strategy types, implementation and control.	Level-2 Understand
CO3	Apply strategic tools and models such as SWOT, PEST, Porter's Five Forces, BCG Matrix, GE 9-cell Matrix, McKinsey's 7s Framework to formulate strategies, implement them through resource and structural planning and examine their effectiveness using control techniques.	Level-3 Apply
CO4	Analyze the internal and external environment, strategic alternatives at corporate, business, and functional levels, as well as implementation challenges related to structure, culture, leadership, ethics and strategic control systems.	Level-4 Analyze

Note: Examiner will set nine questions in total. Question one will have 7 short questions of 2 marks (each) from all units. Remaining eight questions of 14 marks each to be set by taking two questions from each unit. The students have to attempt five questions in total, first question being compulsory and selecting one from each Unit.

Unit No.	Contents
Unit-I	Introduction to Business Policy and Strategic Management:- Definition, Concept, Objective and Significance, the levels at which strategy operates, Strategic Management Process, strategic intent: Vision, Mission, Business definition, Goals, and Objectives. Environment Appraisal:- Concept and Environmental Sector; PEST Analysis, Organizational Appraisal: Concepts and Capability Factors; Porter's Value Chain Model, SWOT Analysis as a Tool for assessing Organizational Capabilities and Environmental Opportunities.

Unit-II	Type of Strategies: Corporate Level (Concept of Grand Strategies), Business Level, and Functional Level, Guidelines for Crafting Successful Business Strategies. Strategy Analysis and Choice: Corporate Level Strategy Analysis: BCG Matrix and GE 9 cell Matrix, Business Level Strategy Analysis: Life Cycle Analysis, Porter's Five Forces of Industry Analysis, Strategic Choice, and Process of Strategic Choice.
Unit-III	Strategy Implementation: Interrelation Between Strategy Formulation and Implementation, Aspects of Strategy Implementation, An overview of Project, Procedural Implementation, Resource Allocation, Structural Implementation. Behavioural Implementation: An overview of: Leadership, Corporate Culture, Corporate Politics and Use of Power, Personal Values and Business Ethics, Functional /Operational Implementation.
Unit-IV	Strategy Evaluation and Control: An Overview of Strategic Evaluation and Control, Techniques for Strategic Evaluation and Control, Role of Organizational Systems in Evaluation, McKinsey's 7s Framework.

Suggested Readings:

- Business Policy and Strategic Management by Azhar Kazmi, Tata McGraw-Hill, New Delhi.
- Strategic Management and Business Policy by Wheelen and Hunger, Pearson Education.
- Strategic Management by Chandrasekharan, Oxford University Press.
- Crafting and Executing Strategy: The Quest for Competitive Advantage by A. Thompson Jr., A. J. Strickland III, and J. E. Gamble, Tata McGraw-Hill.
- Strategic Management: Concepts and Cases by Fred R. David, Pearson Education.
- Strategic Management: Competitiveness and Globalization by M. A. Hitt, R. D. Ireland, and R. E. Hoskisson, Thomson Asia Pvt. Ltd.
- Strategic Management: Strategy Formulation and Implementation by J. A. Pearce II and R. B. Robinson Jr., AITBS Publishers and Distributors, Delhi.
- Management Policy and Strategic Management: Concepts, Skills and Practices by R. M. Srivastava, Himalayan Publishing House.
- Managing in a Time of Great Change by Peter F. Drucker, Truman Talley Books / Plume, Penguin Group.

Useful Video Links:

Unit No	Topics	Links
Unit-I	Strategic Management Process	https://nptel.ac.in/courses/110108047
	Environment Appraisal	https://nptel.ac.in/courses/110107509
Unit-II	Corporate Level and Business Level Strategies	https://nptel.ac.in/courses/110105161
Unit-III	Strategy Implementation	https://nptel.ac.in/courses/122105024
	Case Study	https://nptel.ac.in/courses/122105024
Unit-IV	McKinsey's 7s Framework	https://nptel.ac.in/courses/110108161

Course Code	MICV-309A				
Category	Major Discipline Relevant Course (Vocational)- Minor				
Course Title	Computer Networks and Internet				
Scheme and Credits	L	T	P	Credits	Semester-V
	3	0	0	3	
Course Objectives	The objectives of this course are 1. To understand the fundamental concepts of computer networks, data communication components, network models (OSI & TCP/IP), and transmission media. 2. To explain and analyze the functions of Data Link, Network, Transport, and Application layers, including framing, error and flow control, MAC protocols, IP addressing, routing techniques, and protocols such as TCP, UDP, DNS, HTTP, FTP, and SMTP. 3. To explore and evaluate the structure of the Internet and World Wide Web, along with network security concepts, cryptographic techniques, and emerging technologies such as wireless networks, IoT, and cloud computing.				
Assessment	25 Marks				
End Semester Examination	50 Marks				
Total	75 Marks				
Duration of Exam	3 Hours				

Course Outcomes: After successful completion of this course, the students will be able to

COs	Skills Demonstrated	RBT Level
CO1	Recall basic concepts of computer networks, models, and transmission media.	Level-1 Remember
CO2	Explain networking layers, protocols, and communication techniques.	Level-2 Understand
CO3	Apply networking concepts to examine routing, error control, and internet services.	Level-3 Apply
CO4	Analyze network security issues and modern networking technologies.	Level-4 Analyze

Note: Examiner will set nine questions in total. Question one will have 5 short questions of 2 marks (each) from all units. Remaining eight questions of 10 marks each to be set by taking two questions from each unit. The students have to attempt five questions in total, first question being compulsory and selecting one from each Unit.

Unit No.	Contents
Unit-I	Introduction to Computer Networks: Definition and importance of computer networks, Data communication concepts, Components, data flow, transmission modes, Types of networks (LAN, MAN, WAN, PAN), Network topologies, Bus, Star, Ring, Mesh, Hybrid, OSI Reference Model, Layers, functions, and services, TCP/IP Model, Architecture and comparison with OSI model, Transmission media, Guided (Twisted Pair, Coaxial, Optical Fiber) and Unguided (Radio waves, Microwave, Satellite).
Unit-II	Data Link and Network Layer: Data Link Layer Functions and services, Framing techniques: Character count, byte stuffing, bit stuffing, Error detection and correction: Parity, CRC, Hamming Code, Flow control protocols: Stop-and-Wait, Sliding Window, Medium Access Control: ALOHA, CSMA/CD, CSMA/CA. Network Layer: Logical addressing: IPv4 and IPv6, Subnetting and Supernetting. Routing algorithms: Distance Vector, Link State, Routing protocols, RIP, OSPF, BGP,

	Congestion control techniques.
Unit-III	Transport Layer: Functions and services, Connection-oriented vs Connectionless services, TCP vs UDP (features and comparison), Flow control and congestion control in TCP. Application Layer: Domain Name System (DNS), Hypertext Transfer Protocol (HTTP/HTTPS), File Transfer Protocol (FTP), Simple Mail Transfer Protocol (SMTP), Telnet and SSH.
Unit-IV	Internet fundamentals: Structure, ISP, Internet services, World Wide Web (WWW): Working and architecture, Web browsers and search engines. Network security concepts: Threats, attacks, vulnerabilities Cryptography basics (Symmetric & Asymmetric encryption), Firewalls and Intrusion Detection Systems. Emerging trends: Wireless networks (Wi-Fi, Bluetooth), Mobile communication (3G, 4G, 5G basics), Internet of Things (IoT), Cloud computing basics.

Suggested Readings:

- Behrouz A. Forouzan, Data Communications and Networking, 5th ed., McGraw-Hill Education, 2013.
- Andrew S. Tanenbaum and David J. Wetherall, Computer Networks, 5th ed., Pearson Education, 2010.
- James F. Kurose and Keith W. Ross, Computer Networking: A Top-Down Approach, 8th ed., Pearson Education, 2021.
- William Stallings, Data and Computer Communications, 10th ed., Pearson Education, 2013.
- Nader F. Mir, Computer and Communication Networks, 2nd ed., Pearson Education, 2014.
- Douglas E. Comer, Internetworking with TCP/IP, Vol. 1, 6th ed., Pearson Education, 2014.

Useful Video Links:

Unit No	Topics	Links
Unit-I	Network basics, OSI model, TCP/IP model, Topologies	https://nptel.ac.in/courses/106106091
Unit-II	Framing, Error detection (CRC, Hamming), Flow control, MAC protocols (ALOHA, CSMA/CD), Routing algorithms, IP addressing	https://nptel.ac.in/courses/106105081
Unit-III	TCP vs UDP, Congestion control, DNS, HTTP, FTP, SMTP, Application layer protocols	https://nptel.ac.in/courses/106105183
Unit-IV	Internet Technology	https://nptel.ac.in/courses/106105084
	Cryptography and Network Security	https://nptel.ac.in/courses/106105031
	Wireless Communication	https://nptel.ac.in/courses/108102096
	Cloud Computing	https://nptel.ac.in/courses/106105167

Course Code	LC-MICV-311A				
Category	Major Discipline Relevant Course (Vocational)- Minor				
Course Title	Computer Networks and Internet Lab				
Scheme and Credits	L	T	P	Credits	Semester-V
	0	0	2	1	
Course Objectives	The objectives of this course are to 1. To apply fundamental networking concepts to design and simulate network topologies, IP addressing, and communication. 2. To analyze data communication techniques such as framing, error detection, and flow control protocols. 3. To evaluate and create network applications using client-server programming, protocol analysis, and basic network security configurations.				
Assessment	10 Marks				
End Semester Practical Examination	15 Marks				
Total Marks	25 Marks				
Duration of Exam	3 Hours				

Course Outcomes: After successful completion of this course, the students will be able to

COs	Skills Demonstrated
CO1	Apply networking concepts to implement topologies, IP addressing, and simulations.
CO2	Analyze framing, error detection, and flow control techniques.
CO3	Evaluate transport and application layer protocols using programming and tools.
CO4	Create network solutions using socket programming, routing, and security configurations.

Exp. No.	Contents
1	Study different types of networks (LAN, MAN, WAN, PAN) with real-life examples.
2	Implement basic network topologies (Bus, Star, Ring) using Cisco Packet Tracer.
3	Create and analyze Star topology and test communication between nodes.
4	Compare different transmission media (Twisted Pair, Coaxial, Optical Fiber) using charts or simulation.
5	Study OSI Model layers and map real-world protocols to each layer.
6	Implement framing techniques (Character count / Byte stuffing) using C program.
7	Write a program for error detection techniques using Parity Bit and CRC.
8	Implement Hamming Code for error detection and correction.
9	Simulate flow control protocols: Stop-and-Wait and Sliding Window.
10	Perform IP addressing and subnetting calculations manually.
11	Configure IPv4 addressing and test connectivity using ping command.
12	Study and simulate routing algorithms (Distance Vector, Link State).
13	Compare TCP and UDP using a simple client-server program.
14	Create a basic client-server communication using sockets in C/Python.
15	Study Application layer and security concepts: • DNS lookup using nslookup • HTTP working using browser developer tools • WWW request-response cycle • Basic firewall / packet filtering (simulation)

Course Code	DSC-BBA-302A				
Category	Discipline Specific Course - Major Course				
Course Title	Research Methodology				
Scheme and Credits	L	T	P	Credits	Semester-VI
	3	1	0	4	
Course Objectives	The objectives of this course are 1. To understand the fundamental concepts, nature, scope, and importance of research methodology in business decision-making. 2. To develop knowledge of research design, sampling techniques, and measurement methods for effective research planning. 3. To understand various methods of data collection, analysis, and hypothesis testing in research. 4. To gain insights into advanced analytical techniques and develop skills for research report writing and documentation.				
Assessment	30 Marks				
End Semester Examination	70 Marks				
Total	100 Marks				
Duration of Exam	03 Hours				

Course Outcomes: After successful completion of this course, the students will be able to

COs	Skills Demonstrated	RBT Level
CO1	Define the concepts, nature, scope, processes, and theoretical foundations of business research.	Level-1 Remember
CO2	Describe research designs, sampling methods, measurement techniques, data collection methods, and hypothesis testing procedures used in business research.	Level-2 Understand
CO3	Apply research methodologies, scaling techniques, data collection tools, and statistical methods for conducting business research and data analysis.	Level-3 Apply
CO4	Analyze research data using parametric and non-parametric techniques, multivariate methods, and research reporting practices for managerial decision-making.	Level-4 Analyze

Note:

1. Examiner will set nine questions in total. Question one will have 7 short questions of 2 marks (each) from all units. Remaining eight questions of 14 marks each to be set by taking two questions from each unit. The students have to attempt five questions in total, first question being compulsory and selecting one from each Unit.
2. At least four cases will be discussed, one from each unit.

Unit No.	Contents
Unit-I	Business research:- its concept, nature, scope, need and managerial value of business research; components of theory – definitions, concepts, constructs, variables, hypothesis, process of research and structure of research proposal.

Unit-II	Research design:- concept and types- exploratory, descriptive, diagnostic and experimental; sampling design; techniques, factors influencing sample size, measurement- concept, measurement scales- types and construction of scales and reliability and validity aspects in measurement.
Unit-III	Methods of data collection:- questionnaire/ schedule; questionnaire designing, interview and observational methods; data analysis and interpretation, editing, coding, content analysis and tabulation; hypothesis testing- an overview of parametric and non-parametric tests (Analysis of Variance, X test, Wilcoxon Matched- pair signed-rank test, Mann- Whitney test, Kruskal- Wallis H-test).
Unit-IV	An overview of dependent and interdependent methods:- Multiple regression, discriminant analysis, conjoint analysis, factor analysis, cluster analysis; ingredients and constructions of research report; procedure of preparation of reference and bibliography.

Suggested Readings:

- Business Research Methods by Naval Bajpai, Pearson Education
- Business Research Methods by Zikmund, Millian G., Thomson Learning, Bombay
- Business Research Methods by Cooper, Donald R- and Pamelis Schindler Tata McGraw Hills, New Delhi
- Methods in Research by Geode, Millian J. and Paul K. Hatl, McGraw Hills, New Delhi
- Business Research Methods by Sekran, Uma, Miley Education, Singapore
- Research Methodology by Kothari, C.R.

Useful Video Links:

Unit No.	Topics	Links
Unit-I	Business research concept	http://www.digimat.in/nptel/courses/video/110107075/L01.html
Unit-II	Research design types	http://www.digimat.in/nptel/courses/video/110107075/L08.html
Unit-III	Parametric & non-parametric tests	http://www.digimat.in/nptel/courses/video/110107075/L20.html
Unit-IV	Regression, factor analysis	http://www.digimat.in/nptel/courses/video/110107075/L30.html

Course Code	DSC-BBA-304A				
Category	Discipline Specific Course - Major Course				
Course Title	Event Management				
Scheme and Credits	L	T	P	Credits	Semester-VI
	3	0	1	4	
Course Objectives	The objectives of this course are: 1. To understand the fundamental concepts, scope, and significance of event management as a tool for marketing and communication. 2. To understand the key elements involved in planning and organizing events, including infrastructure, audience, and media. 3. To understand event positioning, pricing strategies, and promotional techniques in event management. 4. To understand strategic planning, performance evaluation, and control mechanisms in event management.				
End Semester Examination	50 Marks				
Practical/Viva-Voce	50 Marks				
Total	100 Marks				
Duration of Exam	03 Hours				

Course Outcomes: After successful completion of this course, the students will be able to

Cos	Skills Demonstrated	RBT Level
CO1	Define the concepts, scope, characteristics, and significance of event management and events as marketing tools.	Level-1 Remember
CO2	Explain event elements, target audience, market segmentation, event positioning, pricing methods, and management functions in event planning.	Level-2 Understand
CO3	Apply event management principles for planning, organizing, promoting, pricing, and managing events in different business and marketing contexts.	Level-3 Apply
CO4	Analyze strategic event planning, market opportunities, competitive environments, and event performance evaluation for effective event management.	Level-4 Analyze

Note:

1. Examiner will set nine questions in total. Question one will have 5 short questions of 2 marks (each) from all units. Remaining eight questions of 10 marks each to be set by taking two questions from each unit. The students have to attempt five questions in total, first question being compulsory and selecting one from each Unit.
2. At least four cases will be discussed, one from each unit.

Unit No.	Contents
Unit-I	Events: – Nature, definition and scope, C's of events, designing, interaction and importance; As a marketing tool – various needs addressed by events, focusing and implementing events, advantages and disadvantages of events.
Unit-II	Elements of Events: – Event, infrastructure, target audience, organizers, venue, media activities to be carried out; concept of market in events, segmentation and targeting of the market events.
Unit-III	Event Positioning, Pricing and Management Functions: -Positioning in events and the concept of event property; events as a product, methods of pricing events, events and promotion, various functions of management in events.
Unit-IV	Strategic Planning and Event Performance Evaluation: -Strategic alternatives arising from environment, competition and defined objectives; pricing objectives; evaluation of event

	performance – measuring performance and correcting deviations.
--	--

Suggested Readings:

- Event Marketing Management by Gaur, S.S. and Saggere, S.V.
- Marketing in the New Era by Panwar, J.S., Sage Publications, 1998
- Marketing Management, Analysis, Planning, Implementation and Control by Kotler, P., Prentice Hall, 1997
- Event and Entertainment by Avrich, Barry, Delhi, Vision Books, 1994

Useful Video Links:

Unit No.	Topics	Links
Unit-I	Events – Nature, Scope & Marketing Role	https://nptel.ac.in/courses/110107145
Unit-II	Elements of Events & Market Segmentation	https://nptel.ac.in/courses/110105046
Unit-III	Positioning, Pricing & Promotion in Events	https://nptel.ac.in/courses/110107145
Unit-IV	Strategy & Performance Evaluation in Events	https://nptel.ac.in/courses/110105039

Course Code	DSC-BBA-306A				
Category	Discipline Specific Course - Major Course				
Course Title	Financial Management				
Scheme and Credits	L	T	P	Credits	Semester-VI
	3	1	0	4	
Course Objectives	The objectives of this course are: 1. To understand the scope, objectives, and core functions of financial management along with the concept of time value of money and sources of finance. 2. To understand investment decision-making techniques, capital budgeting methods, and cost of capital concepts. 3. To analyze capital structure decisions, leverage, and dividend policies using theoretical models. 4. To understand working capital management, including cash, inventory, and receivables management for efficient financial operations.				
Assessment	30 Marks				
End Semester Examination	70 Marks				
Total	100 Marks				
Duration of Exam	03 Hours				

Course Outcomes: After successful completion of this course, the students will be able to

COs	Skills Demonstrated	RBT Level
CO1	Describe the concepts, objectives, functions, and importance of financial management, time value of money, and sources of finance.	Level-1 Remember
CO2	Explain investment decisions, capital budgeting methods, cost of capital, capital structure theories, dividend policies, and working capital management.	Level-2 Understand
CO3	Apply financial management techniques for investment appraisal, cost of capital computation, leverage analysis, dividend decisions, and working capital management.	Level-3 Apply
CO4	Analyze financing, investment, capital structure, dividend, and working capital decisions for effective financial planning and organizational performance.	Level-4 Analyze

Note:

1. Examiner will set nine questions in total. Question one will have 7 short questions of 2 marks (each) from all units. Remaining eight questions of 14 marks each to be set by taking two questions from each unit. The students have to attempt five questions in total, first question being compulsory and selecting one from each Unit.
2. At least four cases will be discussed, one from each unit.

Unit No.	Contents
Unit-I	Financial Management: - Scope Finance Functions and Its Organization, Objectives of Financial Management; Time Value of Money; Sources of Long-Term Finance.
Unit-II	Investment Decisions: - Importance, Difficulties, Determining Cash Flows, Methods of Capital Budgeting; Risk Analysis (Risk Adjusted Discount Rate Method and Certainty Equivalent Method); Cost of Different Sources of Raising Capital; Weighted Average Cost of Capital.

Unit-III	Capital Structure Decisions: -Financial and Operating Leverage; Capital Structure Theories - NI, NOI, Traditional and MM Theories; Determinants of Dividend Policy and Dividend Models -Walter, Gordon and MM Models.
Unit-IV	Working Capital: - Meaning, Need, Determinants; Estimation of Working Capital Need; Management of Cash, Inventory and Receivables.

Suggested Readings:

- Pandy, I.M., Financial Management, Vikas Publishing House, New Delhi
- Khan M.Y, and Jain P.K., Financial Management, Tata McGraw Hill, New Delhi
- Berk, De Marzo, Harford, Fundamental of Corporate Finance, Pearson Education.
- Chandra, Prasanna, Financial Management, TMH, New Delhi
- Van Horne, James C., Financial Management and Policy, Pearson Education
- Brigham and Houston, Fundamentals of Financial Management, Thomson Learning, Bombay.
- Kishore, R., Financial Management, Taxman's Publishing House, New Delhi

Useful Video Links:

Unit No	Topics	Links
Unit-I	Finance functions, objectives	http://www.digimat.in/nptel/courses/video/110107144/L01.html
Unit-II	Capital budgeting	http://www.digimat.in/nptel/courses/video/110107144/L14.html
Unit-III	Leverage, capital structure theories, dividend models	http://www.digimat.in/nptel/courses/video/110107144/L24.html
Unit-IV	Cash, inventory, receivables management	http://www.digimat.in/nptel/courses/video/110107144/L34.html

Course Code	DSC-BBA-308A				
Category	Discipline Specific Course - Major Course				
Course Title	Operations and Supply Chain Management				
Scheme and Credits	L	T	P	Credits	Semester-VI
	3	1	0	4	
Course Objectives	The objectives of this course are: 1. To understand the fundamental concepts, scope, and strategic role of operations and supply chain management in organizations. 2. To develop the knowledge of forecasting techniques, process design, capacity planning, and facility decisions in operations management. 3. To understand supply chain dynamics, logistics, procurement, and inventory management for efficient business operations. 4. To analyze performance measurement, customer value creation, and emerging trends in supply chain management.				
Assessment	30 Marks				
End Semester Examination	70 Marks				
Total	100 Marks				
Duration of Exam	03 Hours				

Course Outcomes: After successful completion of this course, the students will be able to

Cos	Skills Demonstrated	RBT Level
CO1	Define the concepts, functions, strategies, and processes of operations and supply chain management.	Level-1 Remember
CO2	Explain forecasting methods, capacity planning, facility location and layout, quality management, logistics, procurement, and inventory management practices	Level-2 Understand
CO3	Apply operations and supply chain management techniques for forecasting, process design, capacity planning, quality improvement, logistics, procurement, and inventory control.	Level-3 Apply
CO4	Analyze operational decisions, supply chain performance, sourcing strategies, logistics systems, and customer value creation for organizational effectiveness.	Level-4 Analyze

Note:

1. Examiner will set nine questions in total. Question one will have 7 short questions of 2 marks (each) from all units. Remaining eight questions of 14 marks each to be set by taking two questions from each unit. The students have to attempt five questions in total, first question being compulsory and selecting one from each Unit.
2. At least four cases will be discussed, one from each unit.

Unit No.	Contents
Unit-I	Fundamentals of Operations Management and Forecasting: -Introduction to Operations Management; Factors affecting Operations Management, Decision making in Operations Management; Operation strategies; Demand Forecasting, Qualitative & Quantitative Forecasting methods; Designing of processes and Types of Process. Career Opportunities in Supply Chain Management and Skills Required for Success in Logistics and Operations Careers. Contemporary concepts in Operations and Supply Chain Management.

Unit-II	Capacity Planning, Facility Location, Layout and Quality Management: -Facility Capacity; Capacity Strategies; evaluation of capacity alternatives; analyzing capacity planning decisions; facility location; Factors, types and location planning methods, facility layout; Operation facility layout; types and layout decision models, Material Handling, Managing Quality, JIT and Lean production in operations management.
Unit-III	Supply Chain Management and Logistics: -Introduction to supply chain management; future trends in supply chain management; increasing supply chain responsiveness, Logistics; logistical operation in supply chain management, Supply chain synchronization, model and data validation, Decision Models, Logistic design and operational planning, managing operations across the supply chain.
Unit-IV	Procurement, Inventory and Supply Chain Performance:- Procurement Process and sourcing decision; procurement process perspective, strategies & trends in procurement, The sourcing decision and strategies, E-Procurement, risk and benefits of outsourcing. Inventory: role and importance in supply chain Management. Customer value and supply chain Management, performance measurement along the supply chain, social issues, & Relationship development in S. C. M.

Suggested Readings:

- Introduction to Operations and Supply Chain Management by Bozarth, Cecil C. & Handfield, Robert B.; Pearson Education; New Delhi
- Principles of Supply Chain Management – A balanced approach by Wisner, Joel D., Leong, G. Keong & Tan, Keah-Choon; Thomson Learning; New Delhi
- Operations Management by Gaither, Norman & Frazier, Greg; Thomson Learning; New Delhi
- Operations Management – Theory and Practice by Mahadevan, B.; Pearson Education; New Delhi
- Operations Management – Processes and Value Chains by Krajewski, Lee J. & Ritzman, Larry P.; Pearson Education; New Delhi

Useful Video Links:

Unit No.	Topics	Links
Unit-I	Demand Forecasting Techniques	http://www.digimat.in/nptel/courses/video/110107141/L10.html
Unit-II	Capacity Planning and Facility Location	http://www.digimat.in/nptel/courses/video/110107141/L18.html
Unit-III	Introduction to Supply Chain Management	http://www.digimat.in/nptel/courses/video/110107141/L30.html
Unit-IV	Procurement and Sourcing Strategies	http://www.digimat.in/nptel/courses/video/110107141/L40.html

Course Code	MICV- 308A				
Category	Major Discipline Relevant Course (Vocational) – Minor				
Course Title	Entrepreneurship Development				
Scheme and Credits	L	T	P	Credits	Semester-VI
	3	1	0	4	
Course Objectives	The objectives of this course are 1. To understand the fundamental concepts, theories, and role of entrepreneurship in economic development. 2. To develop the ability to identify business opportunities through creative thinking and feasibility analysis. 3. To equip students with skills to design functional plans including organizational, financial, and operational aspects of a venture. 4. To understand various sources of finance and legal aspects including Intellectual Property Rights (IPR) relevant to entrepreneurship.				
Assessment	30 Marks				
End Semester Examination	70 Marks				
Total	100 Marks				
Duration of Exam	03 Hours				

Course Outcomes: After successful completion of this course, the students will be able to

COs	Skills Demonstrated	RBT Level
CO1	Define the concepts, theories, characteristics, and significance of entrepreneurship and entrepreneurial environment in India.	Level-1 Remember
CO2	Explain business opportunity identification, feasibility analysis, business planning, financial planning, and sources of entrepreneurial finance.	Level-2 Understand
CO3	Apply entrepreneurial skills and business planning techniques for venture creation, organizational design, financial planning, and business decision-making.	Level-3 Apply
CO4	Analyze entrepreneurial opportunities, environmental factors, financial viability, organizational design, and various financing options.	Level-4 Analyze

Note:

Examiner will set nine questions in total. Question one will have 7 short questions of 2 marks (each) from all units. Remaining eight questions of 14 marks each to be set by taking two questions from each unit. The students have to attempt five questions in total, first question being compulsory and selecting one from each Unit.

Unit No.	Contents
Unit-I	Entrepreneurship:- Concept, theories, process, Growth of entrepreneurship environment in India, Traits of successful entrepreneurs; Managerial vs. entrepreneurial approach.
Unit-II	Starting the venture:- Creative thinking, Business idea generation (Business cases on entrepreneurship), Environmental scanning pertaining to business idea: Feasibility study: Market feasibility, Technical/ Feasibility operations, financial feasibility, Project Report.

Unit-III	Functional Plans:- Drawing a business plan, selecting organization type for business, Organization structure and Job designs, Designing financial plan: Investment, Incomes and Expenditure, Banking and Accounts, understanding profitability.
Unit-IV	Sources of Finance:- understanding Financial Framework: Debt Equity Financing, Commercial banks, Venture Capital, Financial institutions supporting entrepreneurs, Angel investors. Understanding IPR: Patents, Trademarks, Copy rights, Trade secrets, Licensing, Franchising.

Suggested Readings:

- Entrepreneurship Development & Small Business Enterprises by Charantimath, Poornima, , Pearson Education.
- Entrepreneurship by Hisrich, Robert D., Michael Peters and Dean Shepherd, Tata McGraw Hill, New Delhi
- Entrepreneurship by Barringer, Brace R., and R. Duane Ireland, Pearson Education.
- Entrepreneurship by Lall, Madhurima, and Shikha Sahai, Excel Books, New Delhi.
- Entrepreneurship by Kuratko, Donand and Richard Hodgetts, Cengage Learning India Pvt. Ltd., New Delhi

Useful Video Links:

Unit No	Topics	Links
Unit-I	Entrepreneurship Concepts & Environment	https://nptel.ac.in/courses/110106141
Unit-II	Starting the Venture & Feasibility Study	https://nptel.ac.in/courses/110106141/lecture-05
Unit-III	Functional Plans & Business Plan	https://nptel.ac.in/courses/110106141/lecture-12
Unit-IV	Sources of Finance & IPR	https://nptel.ac.in/courses/110105139

Course Code	MICV-310A				
Category	Major Discipline Relevant Course (Vocational)- Minor				
Course Title	Web Development				
Scheme and Credits	L	T	P	Credits	Semester-VI
	3	0	0	3	
Course Objectives	The objectives of this course are 1. To provide fundamental knowledge of web technologies, Internet concepts, HTML, CSS, and JavaScript for web page development. 2. To develop understanding of web page designing, styling techniques, and client-side scripting used in modern websites. 3. To apply and analyze basic web development concepts for creating simple, responsive, and interactive web pages.				
Assessment	25 Marks				
End Semester Examination	50 Marks				
Total	75 Marks				
Duration of Exam	3 Hours				

Course Outcomes: After successful completion of this course, the students will be able to

Cos	Skills Demonstrated	RBT Level
CO1	Define concepts of web technology, HTML, CSS, JavaScript, websites, web pages, and web development tools.	Level-1 Remember
CO2	Explain HTML tags, web page structure, CSS styling techniques, and basic JavaScript concepts used in web development.	Level-2 Understand
CO3	Apply HTML, CSS, and JavaScript techniques to create and design simple web pages and forms.	Level-3 Apply
CO4	Analyze web page structure, styling methods, responsive layouts, and client-side scripting techniques for web applications.	Level-4 Analyze

Note:

Examiner will set nine questions in total. Question one will have 5 short questions of 2 marks (each) from all units. Remaining eight questions of 10 marks each to be set by taking two questions from each unit. The students have to attempt five questions in total, first question being compulsory and selecting one from each Unit.

Unit No.	Contents
Unit-I	Basics of Web Technology:- Introduction to Internet, World Wide Web (WWW), Web Browsers, Web Servers, Websites and Web Pages, Static and Dynamic Websites, URL and Domain Name, Web Hosting Basics, Client Server Architecture, Introduction to Web Development Tools and Editors.
Unit-II	HTML Basics:- Introduction to HTML, Structure of HTML Document, Basic HTML Tags, Heading and Paragraph Tags, Text Formatting Tags, Lists in HTML, Hyperlinks, Images, Tables, Frames, Forms and Form Controls, HTML Attributes, Introduction to HTML5.
Unit-III	Advanced HTML and CSS:- HTML5 Audio and Video Tags, Semantic Tags, Introduction to CSS, Types of CSS, CSS Selectors, Colors, Backgrounds, Fonts, Borders, Margins and Padding, CSS Box Model, Styling Tables and Forms, Introduction to Responsive Web Pages.

Unit-IV	CSS and JavaScript Basics: CSS Positioning and Layout, Navigation Bar Design using CSS, Introduction to JavaScript, Variables and Data Types, Operators, Conditional Statements, Looping Statements, Functions, Arrays, Event Handling, Form Validation using JavaScript, Introduction to DOM.
----------------	---

Suggested Readings:

- Web Technologies by Uttam K. Roy, Oxford University Press, 2011.
- HTML and CSS: Design and Build Websites by Jon Duckett, Wiley India, 2017.
- Web Programming by Chris Bates, Wiley Dreamtech, 2009.
- Internet and Web Technology by Raj Kamal, Tata McGraw Hill, 2007.
- Programming the World Wide Web by Robert W. Sebesta, Pearson Education, 2016.
- Beginning HTML, XHTML, CSS and JavaScript by Jon Duckett, Wiley Publications, 2010.
- JavaScript: The Complete Reference by Thomas A. Powell and Fritz Schneider, McGraw Hill, 2013.
- Web Enabled Commercial Application Development Using HTML, JavaScript, DHTML and PHP by Ivan Bayross, BPB Publications, 2010.
- Learning Web Design by Jennifer Niederst Robbins, O'Reilly Media, 2018.

Useful Video Links:

Unit No	Topics	Links
Unit-I	Introduction to Internet	https://nptel.ac.in/courses/106105082
	World Wide Web (WWW), Web Browsers	https://nptel.ac.in/courses/106105084
Unit-II	HTML	https://www.youtube.com/watch?v=QEtWL4IWIL4&t=984s
Unit-III	CSS	https://www.youtube.com/watch?v=QEtWL4IWIL4&t=984s
Unit-IV	Java Script	https://www.youtube.com/watch?v=uUhOEj4z8Fo&t=568s

Course Code	LC-MICV-312A				
Category	Major Discipline Relevant Course (Vocational)- Minor				
Course Title	Web Development Lab				
Scheme and Credits	L	T	P	Credits	Semester-VI
	0	0	2	1	
Course Objectives	The objectives of this course are to 1. To develop practical skills in creating web pages using HTML elements, forms, tables, multimedia, and semantic tags. 2. To analyze and apply CSS styling, responsive layouts, and JavaScript functionalities for interactive web page design. 3. To design and develop simple responsive websites using HTML, CSS, and JavaScript technologies.				
Assessment	10 Marks				
End Semester Practical Examination	15 Marks				
Total Marks	25 Marks				
Duration of Exam	3 Hours				

Course Outcomes: After successful completion of this course, the students will be able to

COs	Skills Demonstrated
CO1	Apply HTML, CSS, and JavaScript concepts to create and design basic web pages and forms.
CO2	Analyze web page structures, CSS layouts, responsive design techniques, and client-side scripting functionalities.
CO3	Evaluate web page design, styling methods, and JavaScript validation techniques for effective web development.
CO4	Design and develop responsive and interactive websites using HTML, CSS, and JavaScript technologies.

Exp. No.	Contents
1	Study of Internet, web browsers, web servers, and website structure.
2	Create a simple web page using basic HTML tags.
3	Design a web page using text formatting tags, lists, and hyperlinks.
4	Create web pages using images, tables, and frames in HTML.
5	Design HTML forms using different form controls.
6	Create web pages using HTML5 semantic tags.
7	Implement audio and video embedding in HTML5 web pages.
8	Apply internal, external, and inline CSS in web pages.
9	Design web pages using CSS colors, fonts, borders, margins, and padding.
10	Create responsive web pages using CSS layout and positioning techniques.
11	Design navigation bars and styled forms using CSS.
12	Implement JavaScript variables, operators, and control statements.
13	Develop programs using JavaScript functions and arrays.
14	Implement event handling and form validation using JavaScript.
15	Design and develop a simple responsive website using HTML, CSS, and JavaScript.