



BACHELOR OF BUSINESS ADMINISTRATION

SYLLABUS 2021 Onwards

Bachelor of Business Administration

VISION STATEMENT OF VELLORE INSTITUTE OF TECHNOLOGY

Transforming life through excellence in education and research.

MISSION STATEMENT OF VELLORE INSTITUTE OF TECHNOLOGY

World class Education: Excellence in education, grounded in ethics and critical thinking, for improvement of life.

Cutting edge Research: An innovation ecosystem to extend knowledge and solve critical problems.

Impactful People: Happy, accountable, caring and effective workforce and students.

Rewarding Co-creations: Active collaboration with national & international industries & universities for productivity and economic development.

Service to Society: Service to the region and world through knowledge and compassion.

VISION STATEMENT OF THE BUSINESS SCHOOL

Transforming life through excellence in education and research

MISSION STATEMENT OF THE BUSINESS SCHOOL

VIT Business School's Mission is to develop innovative, globally competitive and socially responsible leaders.

PROGRAMME LEARNING GOALS

Students will be original thinkers and creative problem solvers

Students will compete in multi-cultural environments

Students will make responsible decisions, considering stakeholders' interests

Students will analyze the managerial situations and communicate effectively foster participative teamwork

PROGRAMME LEARNING OBJECTIVE

PLO 1 - Students will be able to identify unique ideas, products and solutions

PLO 2 - Students will be able to understand decision making

PLO 3- Students will be able to examine global trends influencing the business environment

PLO 4- Students will be able to associate with competitive strategies for the digital market places

PLO 5- Students will be able to learn about ethical values in achieving stakeholder welfare

PLO 6- Students will be able to recognize business problems and describe alternative courses of action

PLO 7 - Students will be able to interpret and discuss results of qualitative and quantitative analysis

PLO 8 - Students will be able to summarize and express (oral and written) their views on decision

PLO 9 - Students will be able to relate to stakeholders and team members in a decision-making situation

**Bachelor of Business
Administration (BBA)
CURRICULUM – 2021 Batch
Onwards Credit Distribution**

Courses	Credits
University Core	35
University Electives	6
Programme Core	48
Programme Electives	45
Total	134

University Core (35 Credits)

Course code	Course Title	Version	L	T	P	J	C	Prerequisites
Newly Introduced courses								
ENG1911	English – I Grammar/Vocabulary						0	
ENG1912	English – II Speaking/Writing skills						2	
ENG1913	English - III Listening/Speaking						2	
	English IV Comprehension/Report Writing/Public Speaking						2	
	Foreign Language (Foundation Course)						1	

Existing Courses continued

Course code	Course Title	Version	L	T	P	J	C	Prerequisites
STS1011	Introduction to Soft Skills	v. 01.00	3	0	0	0	1	
STS1012	Introduction to Business Communication		3	0	0	0	1	
STS2011	Reasoning Skill Enhancement		3	0	0	0	1	
STS2012	Introduction to Etiquette		3	0	0	0	1	
STS3097	*Soft Skills – V		3	0	0	0	1	
STS3011	Preparedness for External Opportunities		3	0	0	0	1	
MAT1012	Statistical Applications		2	0	2	0	3	
HUM1732	Ethics and Values	v. 01.00	2	0	0	0	2	
EXC3097	Co-Extra Curricular Activity		0	0	2	0	2	
CHY1003	Environmental Studies		3	0	0	0	3	
BMT3098	Comprehensive Examination		0	0	2	0	2	
BMT3099	Capstone Project**		0	0	0	0	10	
BMT3096	Summer Internship I		0	0	0	0	1	
BMT3097	Summer Internship II		0	0	0	0	1	

Replaced by new courses								
ENG1701	Basic English	v. 01.00	1	0	2	0	2	
ENG1012	Communicative English		1	0	2	0	2	ENG1001
	Total Credits						35	

*[Soft Skills 5x1 credit each semester up to V Semester]

** Project Based Learning

University Elective (6 credits)

Course code	Course Title	L	T	P	J	C	Prerequisites
	University Elective - I						
	University Elective – II						

Programme Core (48 Credits)

Course code	Course Title	Version	L	T	P	J	C	Prerequisites
New Courses Introduced								
BMT1035	Strategic Management		3	0	0	0	3	
Category Change from PE to PC								
BMT1017	International Business		3	0	0	0	3	
BMT1019	Corporate Social Responsibility**		2	0	0	4	3	
Credit changes from 4 to 3								
BMT1005	Business Mathematics	v. 01.00	3	0	0	0	3	
BMT1736	Financial Accounting	v. 01.00	3	0	0	0	3	
BMT3001	Financial Management**		2	0	0	4	3	BMT1736
BMT3002	Entrepreneurship**		2	0	0	4	3	BMT1007 ,BMT3001
Existing Courses Continued								
BMT1735	Introduction to Economics	v. 01.00	3	0	0	0	3	
BMT1006	Introduction to Information Systems	v. 01.00	3	0	0	0	3	
BMT1007	Marketing Management**		2	0	0	4	3	
BMT1008	Human Resource Management		3	0	0	0	3	
BMT1009	Production and Operations Management		3	0	0	0	3	
BMT1010	Research Methods for Management**		2	0	0	4	3	
BMT1011	Business Law		3	0	0	0	3	
BMT1024	Management & Organizational Behaviour	v. 01.00	3	0	0	0	3	
BMT1737	Management Accounting	v. 01.00	3	0	0	0	3	
	Total Credits						48	

** Project Based Learning

Programme Electives (45 Credits)

Course Code	Courses	Version	L	T	P	J	C	Prerequisites
BMT1012	Indian Financial System		3	0	0	0	3	
BMT1013	Banking and Insurance		3	0	0	0	3	BMT3001
BMT1014	Managing Personal Finance**		2	0	0	4	3	BMT3001
BMT1015	Principles of Taxation		3	0	0	0	3	
BMT1016	Stress Management**		2	0	0	4	3	
BMT1022	Total Quality Management**		2	0	0	4	3	
BMT1023	Project Management		3	0	0	0	3	
BMT2019	Performance Management	v. 01.00	3	0	0	0	3	
BMT2020	Financial Reporting**	v. 01.00	2	0	0	4	3	
BMT2021	Audit and Assurance**	v. 01.00	2	0	0	4	3	
BMT3005	Advanced Audit and Assurance**	v. 01.00	2	0	0	4	3	
BMT3006	Strategic Business Reporting**	v. 01.00	2	0	0	4	3	
BMT3007	Strategic Business Leader	v. 01.00	3	0	0	0	3	
BMT3008	Advanced Financial Management	v. 01.00	3	0	0	0	3	
BMT3009	Advanced Performance Management	v. 01.00	3	0	0	0	3	
BMT2003	Organizational Change and Development		3	0	0	0	3	BMT1024
BMT2004	Information Systems Control and Audit		3	0	0	0	3	BMT1706
BMT2005	Sales Management**		2	0	0	4	3	BMT1007
BMT2006	Services Marketing		3	0	0	0	3	
BMT2007	Consumer Behaviour**		2	0	0	4	3	
BMT2008	Advertising Management		3	0	0	0	3	BMT1007
BMT2009	Retail Management**		2	0	0	4	3	
BMT2010	Recruitment and Selection		3	0	0	0	3	BMT1008
BMT2011	Training and Development**		2	0	0	4	3	
BMT2012	Industrial Relations and Labour Law		3	0	0	0	3	BMT1008
BMT3003	Investment Analysis and Portfolio Management**		2	0	0	4	3	BMT3001
BMT3004	Managing the Family Business**		2	0	0	4	3	
BMT1036	Introduction to Business Analytics		1	0	2	0	3	
	Total Credits						45	

** Project Based Learning

Course code	Course title	L	T	P	J	C
ENG1911	General English-I	1	0	2	0	2
Pre-requisite	Cleared EPT/English for Beginners	Syllabus version				
		1				
Objectives:						
<ul style="list-style-type: none"> Students will be able to summarize and express (oral and written) their views on decision 						
Outcome:						
<ul style="list-style-type: none"> The student is able to express a clear, coherent thesis statement The student is able to convey an accurate sense of audience with appropriate use of disciplinary language The student advances argument with sound evidence and references 						
THEORY						
Module:1	Grammar and Vocabulary	4 Hours				
Grammatical & structural aspects covering -Types of sentences, Active & Passive Voice, Tenses, WH- Question Tags, Gerund, Auxiliaries & Modal Verbs, Preposition Vocabulary: Synonyms, Antonyms, Homonyms, Homophones Activity: Solving Worksheets of Grammar; Enhancing the knowledge of vocabulary through written interpretation and reading English newspapers/magazines						
Module:2	Text-based Analysis	6 Hours				
Two short-stories-i) <i>A Tiger in the House</i> by Ruskin Bond; ii) <i>Real Time</i> by Amit Chaudhury Activity: Understanding sentence structures and enriching vocabulary by analyzing a text						
Module:3	Job-related Communication	3 Hours				
Writing resumes, Job-application & Thank-you letters. Activity: An in-depth discussion on the different types of resumes, Job- application and Thank-you letters.						
Module-4	Reading Skills	2 Hours				
Skimming, scanning, guessing unfamiliar words from context, understanding text organization, recognizing argument and counter-argument; distinguishing between main information and supporting detail, fact and opinion, hypothesis versus evidence; summarizing and note-taking Activity: Reading of Newspapers & Articles in the class						
PRACTICE SESSIONS						
Activity-1	Listening Comprehensions	4 hours				
Listening & Note Making: Short speeches/ news clips from Indian TV channels in English with interpretive questions Session: Summarizing/ note-making and drawing inferences						
Activity-2	Introduction to Phonetics	4 hours				
Speech Sounds – Vowels and Consonants – Minimal Pairs- Consonant Clusters- Past Tense Marker and Plural Marker Session: Learning varied types of speech sounds						
Activity-3	Public Speaking: Two Models	6 hours				

<p>i) The interactional model of public speaking which includes encoding, decoding and feedback.</p> <p>ii) The transactional model of public speaking takes on a more mutual communication effort between the sender and receiver wherein both seek to find mutual meaning in the message.</p> <p>Session: The learners watch different videos on Public speaking and accordingly engage themselves in planning and preparing speeches that inform, persuade, or fulfill the needs of a special occasion.</p>			
Activity-4		Skit on Social issues / Debate	6 hours
<p>To highlight the use of functional English which helps the students to learn the usage of language in different occasions</p> <p>Session: Under the supervision of the Instructor and the audio-visual materials, the students will enact small skit on social issues and learn different expressions used for various situations like getting to know someone, introducing someone etc.; they will also hone their oratory power and argumentative skills by taking part in debates</p>			
Activity-5		Reading E-books through Intonation	4 hours
<p>Intonation refers to the way the reader varies the voice in tone, pitch, and volume to reflect the meaning of the text--sometimes called "expression."</p> <p>Session: Students learn to read E-books properly with the appropriate use of intonation</p>			
Activity-6		Information Transfer	6 hours
<p>Information transfer, or presenting verbal account of facts and processes in pictorial form and, conversely, changing Web-based graphic representations to writing, involves learning how to restate a given body of material in different ways.</p> <p>Session: The learners will be interpreting the information in different forms like tree diagrams, bar charts, pie charts</p>			
Textbook/ Workbook			
1.	Wren & Martin, (Re-Printed 2018), <i>High School English Grammar & Composition</i> (Revised by Dr. N.D.V. Prasada Rao); New Delhi, S. Chand & Company Ltd.,		
Reference Books			
1.	Parul Papat (2015) <i>Communication Skills</i> , Noida, Pearson Education.		
2.	Aruna Koneru, (2015) <i>Professional Speaking Skills</i> , New Delhi, OUP.		
Mode of Evaluation: Quizzes, Presentations, Discussions, Role Play, Assignments and FAT.			
List of Challenging Experiments (Indicative)			
1	Vocabulary building through reading a newspaper article		5 hours
2	Reading the prescribed text and writing a summary		10 hours
3	Writing a resume		5 hours
4	Listening to speeches/news clips and making inferences		5 hours
5	Public speaking		10 hours
6	Debates on current issues		10 hours
Total Laboratory Hours			45 Hours
Mode of Evaluation: Quizzes, Presentations, Discussions, Role Play, Assignments and FAT.			
Recommended by Board of Studies		08.06.2019	
Approved by Academic Council		No. 55	Date 13-06-2019

Course code	Course title	L	T	P	J	C
ENG1912	General English-II	1	0	2	0	2
Pre-requisite	General English-I	Syllabus version				
		1				
Objectives:						
<ul style="list-style-type: none"> Students will be able to summarize and express (oral and written) their views on decision 						
Outcome:						
<ul style="list-style-type: none"> The student is able to express a clear, coherent thesis statement The student is able to convey an accurate sense of audience with appropriate use of disciplinary language The student advances argument with sound evidence and references 						
THEORY						
Module:1	Advanced-level Grammar	5 hours				
Simple, Compound and Complex Sentences, Phrases-Adjective Phrases, Adverb Phrases, Noun Phrases, Direct and Indirect Speech, Conditionals, Concord, Punctuation Vocabulary building: Idioms Activity: Grammar Worksheet						
Module:2	Professional Dialogues	2 hours				
Formal Conversations – at the office with the CEO/ with the Registrar of a University/ Introducing oneself at an interview panel Activity: Role play [students practice short formal conversations in pairs/groups of 5-6]						
Module:3	Drafting	4 hours				
Notice, Circular, Resolution & Minutes, Business letter writing- Offer letter, quotation, status enquiry, Confirmation, Execution, Refusal and cancellation of order, recommendation, credit collection, claim, bank loan Activity: Worksheets						
Module:4	Text-based Analysis	4 hours				
<i>You Can Win</i> by Shiv Khera Activity: Skimming, scanning, guessing unfamiliar words from context; summarizing/note making & drawing inferences from the Text						
PRACTICE SESSIONS:						
Activity-1	Listening Comprehension for General Details	2 hours				
Listening Comprehension Tests; Testing Exercises Session: Students will reflect back what they hear from the videos, which help them to be understood.						
Activity-2	Syllable structure; Word stress	4 hours				
Structure of Syllables – Word Stress– Weak Forms and Strong Forms –Tone & Rhythm Session: Practicing basic rules of word accent - Stress shift - Weak forms and Strong forms- Sentence Stress						
Activity-3	Verbal & Non-Verbal Communication	6 hours				
Exposure to videos of structured talks delivered by leaders across all domain - Presentation Skills- Non-verbal Communication Session: Students will make short speeches by watching relevant TED-Talk videos –PPT presentations by students communicating non-verbally in a pair/group						

Activity-4	Features of Good Conversation	4 hours
Strategies for effective Communication and the use of polite language through the aid of audio-visual materials. Session: Making requests and seeking permissions, Telephone etiquette, Participating in Case-study based Group Discussions		
Activity-5	Report Writing & Transcoding	8 hours
Report writing format; Essential qualities of technical writing; Data interpretation & Transcoding; logical and analytical reasoning questions Session: Students write a Report; they interpret graphs of medium level difficulty		
Activity-6	Leadership Development	6 hours
The focus will be on individual, group and organization factors associated with leadership. Session: Students will be acquainted with the development of the conception of leadership and in the process would hone their vocabulary and conversational power, by watching videos of leaders delivering Lectures; Seminars conducted by Administrative Heads of various Schools/ Departments within the University.		
		Total Practical hours: 45 hours
Text Book/ Work Book		
1	Wren & Martin, (Re-Printed 2018) <i>High School English Grammar & Composition</i> (Revised by Dr. N.D.V. Prasada Rao); New Delhi, S. Chand & Company Ltd.,	
Reference Books		
1.	Maclean Joan and Lynch Tony (2013) <i>Study Speaking</i> , CUP.	
2.	Thill John and L. Bove Courtland (2016) <i>Excellence in Business Communication</i> , Pearson Publications	
3	Khera Shiv 2013 (Reprint 2019) <i>You Can Win</i> : New Delhi, Bloomsbury India, New Delhi	
Mode of Evaluation: Quizzes, Presentation, Discussion, Role play, Assignments and FAT		
List of Challenging Experiments (Indicative)		
1	Error detection in paragraph	6 hours
2	Role plays on professional situations	10 hours
3	Discussing a Case on communication skills	7 hours
4	Academic listening and note taking	7 hours
5	Report Writing	10 hours
6	Guessing unfamiliar words from the prescribed text	5 hours
		Total Laboratory Hours 45 hours
Mode of Evaluation: Quizzes, Presentation, Discussion, Role Play, Assignments & FAT		
Recommended by Board of Studies	08-06-2019	
Approved by Academic Council	No. 55	Date 13-06-2019

Course code	Course title	L	T	P	J	C
ENG1913	Effective Communication Skills	1	0	2	0	2
Pre-requisite	General English-II	Syllabus version				
		v.1				
Objectives:						
<ul style="list-style-type: none"> Students will be able to summarize and express (oral and written) their views on decision 						
Outcome:						
<ul style="list-style-type: none"> The student is able to express a clear, coherent thesis statement The student is able to convey an accurate sense of audience with appropriate use of disciplinary language The student advances argument with sound evidence and references 						
THEORY						
Module:1	Verbal-Logic & Reasoning	4 hours				
Verbal reasoning tests assess the learner's understanding and comprehension skills. Activity: Interpreting short texts.						
Module:2	The Art of Paraphrasing	2 hours				
A restatement of the meaning of a text or passage using other words. Activity: Paraphrasing different articles & Research papers						
Module:3	Text-based Analysis	6 hours				
<i>The Thousand Faces of Night</i> by Githa Hariharan Activity: Summarizing/ note making & drawing inferences from the text						
Module:4	Research Paper Writing	3 hours				
Structure of a Research paper; Plagiarism Activity: Practice on Research Paper writing.						
PRACTICE-SESSIONS						
Activity-1	Vocalics	4 hours				
The learners will undergo training in vocalics which are rate, or speed at which the person speaks, pitch, inflection and variety in the voice, volume, being loud or soft, and articulation and pronunciation, or how correctly and clearly the person speaks. Session: Type the learners will undergo training in vocalics						
Activity-2	Travel blogs / E-Travel Diary	6 hours				
Briefing on the art of writing travel blogs. Session: The learners will engage in writing relevant blogs						
Activity-3	Video-conference and Interview	8 hours				
Preparing the students for Interviews. Session: Students will participate in mock-Interviews and real-time video-conference						
Activity-4	Language Sensitivity & Cross Cultural Communication	4 hours				
Meaning & importance of Cross Cultural Communication; Understanding Inter and Cross-Cultural Communication Nuances through relevant videos & case-studies Session: Students will attempt a case study on cross-cultural communication						
Activity-5	Mass-Media Communication	2 hours				
Briefing on the constituents of mass media such as newspapers, magazines, films/documentaries, radio, television, the mechanism of conveying information to a mass-audience and an academic investigation of the different methods of mass correspondence Activity: An advanced understanding of news media and their role in the society and relevant media education through the mode of note-making & interpretive exercises						
Activity-6	Writing Abstract/Summary/Articles	6 hours				
Equip participants with skills in writing and presenting effective and successful Abstract/ Summary. The participants will also acquire skills in writing quality Articles which can engage the audience. Session: Each individual student will submit an Article under the guidance of the course-Instructor						
		Total Lecture hours:				45 hours

Text Book/Work Book			
1	Krizan, Merrier, Logan, Williams (Eight Edition) 2012 <i>Business Communication</i> , New Delhi, Cengage Learning		
Reference Books			
1.	Githa Hariharan (2013) <i>The Thousand Faces of Night</i> , Royal New Zealand Foundation of the Blind		
2.	O' Brien, Terry, (2011) <i>Effective English Skills</i> , Nd: Rupa		
3.	Kumar, Sanjay & Pusalata, (2015-2 nd Ed) <i>Communication Skills</i> ,Nd: OUP		
Mode of Evaluation: Quizzes, Presentation, Discussion, Role play, Assignments & FAT			
List of Challenging Experiments (Indicative)			
1	Interpreting short texts and writing a paragraph		8 hours
2	Writing an abstracts		10 hours
3	Mock Interviews through video conferencing		12 hours
4	Analysing and discussing a case on cross cultural communication		6 hours
5	Listening and paraphrasing		4 hours
6	Reading aloud travel blogs or E-travel diary with focus on vocalics		5 hours
Total Laboratory Hours			45 hours
Mode of Evaluation: Quizzes, Presentation, Discussion, Role play, Assignments & FAT			
Recommended by Board of Studies	08.06.2019		
Approved by Academic Council	No.55	Date	13-06-2019

Course code	Course Title	L	T	P	J	C
STS1011	Introduction to Soft skills	3	0	0	0	1
Pre-requisite	None	Syllabus version				
		1				
Objectives:						
<ul style="list-style-type: none"> • Students will be able to summarize and express (oral and written) their views on decision • Students will be able to relate to stakeholders and team members in a decision making situation 						
Outcome:						
<ul style="list-style-type: none"> • The student is able to express a clear, coherent thesis statement • The student is able to convey an accurate sense of audience with appropriate use of disciplinary language • The student advances argument with sound evidence and reference • The student actively participates in discussion and asks questions • The student listens actively and shows understanding by paraphrasing or by acknowledging and building on others' idea • The student takes large part in setting group goal and agenda 						
Module:1	Lessons on excellence	5 hours				
<p>Ethics and integrity Importance of ethics in life, Intuitionism vs Consequentialism, Non-consequentialism, Virtue ethics vs situation ethics, Integrity - listen to conscience, Stand up for what is right</p> <p>Change management Who moved my cheese?, Tolerance of change and uncertainty, Joining the bandwagon, Adapting change for growth - overcoming inhibition, Skill introspection, Skill acquisition, consistent practice.</p>						
Module:2	Logical Reasoning	16 hours				
<p>Thinking Skills</p> <ul style="list-style-type: none"> • Problem Solving • Critical Thinking • Lateral Thinking <p>Taught through thought-provoking word and rebus puzzles, and word-link builder questions</p> <p>Coding & decoding, Series, Analogy, Odd man out and Visual reasoning</p> <ul style="list-style-type: none"> • Coding and Decoding • Series • Analogy • Odd Man Out • Visual Reasoning <p>Sudoku puzzles Solving introductory to moderate level sudoku puzzles to boost logical thinking and comfort with numbers</p>						

Attention to detail Picture and word driven Qs to develop attention to detail as a skill			
Module:3	Quantitative Aptitude		14 hours
Speed Maths <ul style="list-style-type: none"> • Addition and Subtraction of bigger numbers • Square and square roots • Cubes and cube roots • Vedic maths techniques • Multiplication Shortcuts • Multiplication of 3 and higher digit numbers • Simplifications • Comparing fractions • Shortcuts to find HCF and LCM • Divisibility tests shortcuts 			
Algebra and functions			
Module:4	Recruitment Essentials		5 hours
Looking at an engineering career through the prism of an effective resume <ul style="list-style-type: none"> • Importance of a resume - the footprint of a person's career achievements • How a resume looks like? • An effective resume vs. a poor resume: what skills you must build starting today and how? 			
Impression Management Getting it right for the interview: <ul style="list-style-type: none"> • Grooming, dressing • Body Language and other non-verbal signs • Displaying the right behaviour 			
Module:5	Verbal Ability		5 hours
Essential grammar for placements: <ul style="list-style-type: none"> • Nouns and Pronouns • Verbs • Subject-Verb Agreement • Pronoun-Antecedent Agreement • Punctuations 			
Verbal Reasoning			
	Total Lecture hours:	45 hours	
Text Book(s): <ol style="list-style-type: none"> 1. FACE, Aptipedia Aptitude Encyclopedia, 2016, 1st Edition, Wiley Publications, Delhi. 2. ETHNUS, Aptimithra, 2013, 1st Edition, McGraw-Hill Education Pvt.Ltd. 3. SMART, PlaceMentor, 2018, 1st Edition, Oxford University Press. 4. R S Aggarwal, Quantitative Aptitude For Competitive Examinations, 2017, 3rd Edition, S. Chand Publishing, Delhi. 			
Reference Book: Arun Sharma, Quantitative Aptitude, 2016, 7 th Edition, McGraw Hill Education Pvt. Ltd.			
Mode of Evaluation: FAT, Assignments, 3 Assessments with Term End FAT (Computer Based Test)			

STS1012	Introduction to Business Communication	L T P J C	3	0	0	0	1
Course Pre-requisites	None						
Objectives:	<ul style="list-style-type: none"> Students will be able to summarize and express (oral and written) their views on decision 						
Outcome	<ul style="list-style-type: none"> The student is able to express a clear, coherent thesis statement The student is able to convey an accurate sense of audience with appropriate use of disciplinary language The student advances argument with sound evidence and reference 						
Unit No.	Topics	Hours	SLOs				
1	Study skills: Memory techniques 1. Relation between memory and brain 2. Story line technique 3. Learning by mistake 4. Image-name association 5. Sharing knowledge 6. Visualization Concept map 1. Mind Map 2. Algorithm Mapping 3. Top down and Bottom Up Approach, Time management skills 1. Prioritization - Time Busters 2. Procrastination 3. Scheduling 4. Multitasking 5. Monitoring 6. Working under pressure and adhering to deadlines	10	3,9,11				
2	Emotional Intelligence L2 (Self Esteem): Empathy Affective Empathy and Cognitive Empathy Sympathy 1.Level of sympathy (Spatial proximity, Social Proximity, Compassion fatigue)	6					
3	Business Etiquette: Social and Cultural Etiquette 1. Value 2. Manners 3.Customs 4.Language 5.Tradition, Writing Company Blogs 1.Building a blog 2.Developing brand message 3.FAQs' 4. Assessing Competition Internal Communications 1. Open and objective Communication 2. Two way dialogue 3. Understanding the audience Planning 1. Identifying	9					

STS2011	Reasoning Skill Enhancement	L	T	P	J	C	3	0	0	0	1	
Course Pre-requisites	None											
Objectives:	<ul style="list-style-type: none"> Students will be able to summarize and express (oral and written) their views on decision Students will be able to relate to stakeholders and team members in a decision making situation 											
Outcome	<ul style="list-style-type: none"> The student is able to express a clear, coherent thesis statement The student is able to convey an accurate sense of audience with appropriate use of disciplinary language The student advances argument with sound evidence and reference The student actively participates in discussion and asks questions The student listens actively and shows understanding by paraphrasing or by acknowledging and building on others' idea The student takes large part in setting group goal and agenda 											
Unit No.	Topics						Hours	SLOs				
1	Social interaction and social media Effective use of social media 1. Types of social media 2. Moderating personal information 3. Social media for job/profession 4. Communicating diplomatically Networking on social media 1. Maximizing network with social media 2. How to advertise on social media Event management 1. Event management methods 2. Effective techniques for better event management Influencing 1. How to win friends and influence people 2. Building relationships 3. Persistence and resilience 4. Tools for talking when stakes are high Conflict resolution 1. Definition and strategies 2. Styles of conflict resolution						6	3,9,10,12,15				
2	Non Verbal Communication Proximecs 1. Types of proximecs 2. rapport building Reports and Data Transcoding 1. Types of reports Negotiation Skill 1. Effective negotiation strategies Conflict Resolution 1. Types of conflicts						6					
3	Interpersonal Skill Social Interaction 1. Interpersonal Communication, 2. Peer Communication, 3. Bonding, 4. Types of social interaction Responsibility 1. Types of responsibilities 2. Moral and personal responsibilities Networking						8					

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|--|--|--|--|
| | <ol style="list-style-type: none">1. Competition2. collaboration3. content sharing | | |
|--|--|--|--|

STS2012	Introduction to Etiquette	L T P J C	3	0	0	0	1
Course Pre-requisites	None						
Objectives:	<ul style="list-style-type: none"> Students will be able to summarize and express (oral and written) their views on decision Students will be able to relate to stakeholders and team members in a decision making situation 						
Outcome	<ul style="list-style-type: none"> The student is able to express a clear, coherent thesis statement The student is able to convey an accurate sense of audience with appropriate use of disciplinary language The student advances argument with sound evidence and reference The student actively participates in discussion and asks questions The student listens actively and shows understanding by paraphrasing or by acknowledging and building on others' idea The student takes large part in setting group goal and agenda 						
Unit No.	Topics	Hours	SLOs				
1	Impression Management Types and techniques 1. Importance of impression management 2. Types of impression management 3. Techniques and case studies 4. Making a good first impression in an interview (TEDOS technique) 5. How to recover from a bad impressions/experience 6. Making a good first impression online Non-verbal communication and body language 1. Dressing, Appearance and Grooming 2. Facial expression and Gestures 3. Body language (Kinesics) 4. Keywords to be used 5. Voice elements (tone, pitch and pace)	8	3,10,13,18				
2	Thinking Skills Introduction to problem solving process 1. Steps to solve the problem 2. Simplex process Introduction to decision making and decision making process 1. Steps involved from identification to implementation 2. Decision making model	4					
3	Beyond Structure Art of questioning 1. How to frame questions 2. Blooms questioning pyramid 3. Purpose of questions Etiquette 1. Business 2. Telephone etiquette 3. Cafeteria etiquette 4. Elevator etiquette 5. Email etiquette 6. Social media etiquette	4					

STS3011	Preparedness for External Opportunities	L T P J C	3	0	0	0	1
Course Pre-requisites	None						
Objectives:	<ul style="list-style-type: none"> Students will be able to summarize and express (oral and written) their views on decision Students will be able to relate to stakeholders and team members in a decision making situation 						
Outcome	<ul style="list-style-type: none"> The student is able to express a clear, coherent thesis statement The student is able to convey an accurate sense of audience with appropriate use of disciplinary language The student advances argument with sound evidence and reference The student actively participates in discussion and asks questions The student listens actively and shows understanding by paraphrasing or by acknowledging and building on others' idea The student takes large part in setting group goal and agenda 						
Unit No.	Topics	Hours	SLOs				
1	Interview skills Types of interview 1. Structured and unstructured interview orientation 2. Closed questions and hypothetical questions 3. Interviewers' perspective 4. Questions to ask/not ask during an interview Techniques to face remote interviews 1. Video interview 2. Recorded feedback 3. Phone interview preparation Mock Interview 1. Tips to customize preparation for personal interview 2. Practice rounds	3	3,9,10,15,18				
2	Resume skills Resume Template 1. Structure of a standard resume 2. Content, color, font Use of power verbs 1. Introduction to Power verbs and Write up Types of resume 1. Quiz on types of resume Customizing resume 1. Frequent mistakes in customizing resume 2. Layout - Understanding different company's requirement 3. Digitizing career portfolio	2					
1	Presentation skills Preparing presentation 1. 10 Tips to prepare PowerPoint presentation 2. Outlining the content 3. Passing the Elevator Test Organizing materials 1. Blue sky thinking 2. Introduction , body and conclusion 3. Use of Font, Use of Color 4. Strategic presentation Maintaining and preparing visual aids 1. Importance and types of visual aids 2. Animation to captivate your audience 3. Design of posters Dealing with questions	6					

- | | | | |
|--|---|--|--|
| | <ol style="list-style-type: none">1. Setting out the ground rules2. Dealing with interruptions | | |
|--|---|--|--|

MAT1012	Statistical Applications	L	T	P	J	C
		2	0	2	0	3
Pre-requisite	None	Syllabus Version				
		1.0				
Objectives:						
<ul style="list-style-type: none"> • Students will be able to recognize business problems and describe alternative courses of action • Students will be able to interpret and discuss results of qualitative and quantitative analysis 						
Outcome:						
<ul style="list-style-type: none"> • The student can identify the problem and evaluate the related constraints • The student is able to critique the solutions to the problem and rank the alternatives • The student is able to identify alternatives and define the uniqueness of each alternative and recommend the best • The student is able to efficiently summarize the problem with consistency • The student is able to analyze the problem using statistical tools and give inference • The student is able to summarize the finding with proper conclusion and with a critique on consequences 						
Module:1	Introduction to Statistics and Data Collection:	5 hours				
Importance of statistics, concepts of statistical population and a sample - Methods of Random and Non -Random Sampling - quantitative and qualitative data - Measurement scales - nominal, ordinal, interval and ratio - Primary and secondary data- Classification and tabulation of data. Diagrammatic and graphical representation of data-Histograms and Frequency Polygons.						
Module:2	Describing Business Data:	5 hours				
Measures of Central tendency- Mean, median and mode- Measures of Dispersion, Range, Quartile deviation, Mean Deviation, Standard Deviation-The coefficient of Variation.						
Module:3	Correlation and Regression Analysis:	4 hours				
The Scatter Plot- Correlation-Types-Karl Pearson's Coefficient of Correlation-Spearman's Rank Correlation -Regression lines and coefficients- the coefficient of Determination-Residuals-the standard error of Estimate.						
Module:4	Probability	4 hours				
Probability, Random experiments, trial, sample space, events. Approaches to probability - classical, empirical, subjective and axiomatic. Theorems on probabilities of events. Addition rule of probability. Conditional probability, independence of events and multiplication rule of probability. Bayes theorem and its applications.						
Module:5	Testing of Hypothesis	5 hours				
Testing of Hypothesis – Z- test, Student's t- test, F-test, Chi-square test.						
Module:6	Statistical Quality Control Charts	5 hours				
Statistical Quality Control Charts- Introduction - Types of Control Charts – Setting up a Control Procedure – X bar (Mean) Chart and R Chart–c Chart–p Chart–Advantages and Limitations of Control Charts.						
Module:7	Contemporary Issues	2 hours				
Industry Expert Lecture						
		Total Lecture hours:			30 hours	
Text Book(s)						
1.	Statistics for managers using MS-Excel, David. M. Levin, David. F. Stephen, and Cathryn. A. Szadat 7 th Edition, Pearson Education (India), (2013) .					

Reference Books			
1.	Business Statistics and Statistical Methods, S. P. Gupta, S. Chand Publication, New Delhi, 2014.		
2.	Probability and Statistics for Engineers and Scientists, Ronald E. Walpole, Raymond H. Myers, Sharon L. Myers, Keying E. Ye, (9 th Edition), Pearson Education (2015)		
3.	Statistics For Management, Levin Richard and Rubin David, 7 th Edition, Pearson Education, Dorling Kindersley, (2008, 2011-reprint).		
4.	Discovering Statistics Using IBM SPSS Statistics, Andy Field, 4 th Edition, Sage Publication, (2013).		
Mode of Evaluation			
Digital Assignments, Continuous Assessments, Final Assessment Test			
List of Challenging Experiments (Indicative)			
1	Tabulation and Pictorial representations of Various data types using Excel or SPSS.	2 hours	
2	Calculation of Mean, Median, Mode, location measures, Variance and Box-Plot representations, calculation using Excel or SPSS.	2 hours	
3	Plotting scatter diagram, computing correlation	2 hours	
4	Fitting of linear regression	2 hours	
5	Fitting of Multiple linear regression	2 hours	
6	Plotting Mean and Range Charts, C chart, using Excel or SPSS.	2 hours	
7	Plotting P chart, np chart and C chart using Excel or SPSS.	2 hours	
8	Z-test for means and Proportions-One sample and Two sample tests	2 hours	
9	t-test for single mean, difference of means and Proportions	2 hours	
10	Test for variance and Contingency (Chi-Square -Cross Tab) Test Excel or SPSS.	2 hours	
Total Laboratory Hours			20 hours
Mode of Evaluation			
Weekly Assessments, Final Assessment Test			
Recommended by Board of Studies		12-06-2016	
Approved by Academic Council		No. 37	Date 16-06-2015

Course code	Course title	L	T	P	J	C
HUM1021 / HUM1732	ETHICS AND VALUES	2	0	0	0	2
Pre-requisite	Nil	Syllabus version				
		1.1				
Objectives:						
<ul style="list-style-type: none"> Students will be able to learn about ethical values in achieving stakeholders welfare 						
Outcome:						
<ul style="list-style-type: none"> The student has complete idea of what the dilemma is and ascertains exactly what needs to be decided The student is able categorize whom to be involved in the decision making process and thoroughly reflects on the view points of the stakeholders The student can analyze the alternatives and their consequences 						
Module:1	Being Good and Responsible	5 hours				
Gandhian values such as truth and non-violence – Comparative analysis on leaders of past and present – Society’s interests versus self-interests - Personal Social Responsibility: Helping the needy, charity and serving the society						
Module:2	Social Issues 1	4 hours				
Harassment – Types - Prevention of harassment, Violence and Terrorism						
Module:3	Social Issues 2	4 hours				
Corruption: Ethical values, causes, impact, laws, prevention – Electoral malpractices; White collar crimes - Tax evasions – Unfair trade practices						
Module:4	Addiction and Health	5 hours				
Peer pressure - Alcoholism: Ethical values, causes, impact, laws, prevention – Ill effects of smoking - Prevention of Suicides; Sexual Health: Prevention and impact of pre-marital pregnancy and Sexually Transmitted Diseases						
Module:5	Drug Abuse	3 hours				
Abuse of different types of legal and illegal drugs: Ethical values, causes, impact, laws and prevention						
Module:6	Personal and Professional Ethics	4 hours				
Dishonesty - Stealing - Malpractices in Examinations – Plagiarism						
Module:7	Abuse of Technologies	3 hours				
Hacking and other cyber crimes, Addiction to mobile phone usage, Video games and Social networking websites						
Module:8	Contemporary issues:	2 hours				
Guest lectures by Experts						
		Total Lecture hours:	30 hours			
Reference Books						
1.	Dhaliwal, K.K , “Gandhian Philosophy of Ethics: A Study of Relationship between his Presupposition and Precepts,2016, Writers Choice, New Delhi, India.					
2.	Vittal, N, “Ending Corruption? - How to Clean up India?”, 2012, Penguin Publishers, UK.					
3.	Pagliaro, L.A. and Pagliaro, A.M, “Handbook of Child and Adolescent Drug and Substance Abuse: Pharmacological , Developmental and Clinical Considerations”, 2012Wiley Publishers, U.S.A.					
4.	Pandey, P. K (2012), “Sexual Harassment and Law in India”, 2012, Lambert Publishers, Germany.					

Mode of Evaluation: CAT, Assignment, Quiz, FAT and Seminar			
Recommended by Board of Studies	26-07-2017		
Approved by Academic Council	No. 46	Date	24-08-2017

Course code	Course title	L	T	P	J	C
CHY1003	Environmental Studies	3	0	0	0	3
Pre-requisite	None	Syllabus version				
		1.1				
Objectives:						
<ul style="list-style-type: none"> Students will be able to learn about ethical values in achieving stakeholders welfare 						
Outcome:						
<ul style="list-style-type: none"> The student has complete idea of what the dilemma is and ascertains exactly what needs to be decided The student is able to categorize whom to be involved in the decision making process and thoroughly reflects on the view points of the stakeholders The student can analyze the alternatives and their consequences 						
Module:2	Energy Resources	7 hours				
Definition for renewable and non-renewable energy resources. Non-renewable energy resources - oil, Natural gas, Coal, Nuclear energy. Renewable energy - Solar energy, Hydroelectric power, Ocean thermal energy, Wind and geothermal energy. Biomass energy and Bio Gas.						
Module:3	Ecosystem and Biodiversity	5 hours				
Concept of ecosystem, Structure and functions of an ecosystem, Food chains, food webs. Energy flow in an ecosystem, ecological pyramids and ecological succession. Case studies: Biomagnification of DDT. Biodiversity-Bio-geographical classification of India, hotspots, values of biodiversity. Threats to biodiversity - Case study. Conservation of bio-diversity. GM Crops						
Module:4	Environmental changes and Remediation	6 hours				
Air, water, soil, Thermal Pollution: Causes, effects and control measures; Nuclear hazard. Solid waste Management- Causes, Effects and control measures. Floods, earthquakes, cyclones, tsunami and landslides, Case studies.						
Module:5	Global Climatic Change and Mitigation	5 hours				
Global climate change and greenhouse effect – Kyoto Protocol, Carbon sequestration, Acid rain, Ozone depletion problem – Montreal Protocol.						
Module:6	Social Issues and the Environment	6 hours				
Urban problems related to energy and sustainable development, Water conservation, Rain water harvesting, Wasteland Reclamation. Environment Protection Act - Prevention and control of Pollution of Air and Water. Wildlife protection and Forest Conservation Acts.						
Module:7	Human Population and the Environment	7 hours				
Population growth, variation among nations, population explosion, Family Welfare Programme, Environment, Women and Child Welfare, Human rights, HIV/AIDS, Role of information technology on environment and human health. Discussion on current environmental issues / topics by an Industrial expert or faculty						
Module:8	Contemporary issues	2 hours				
Industry Expert Lectures						
Total Lecture hours:					45 hours	
Text Book(s)						

1.	Anubha Kaushik and C.P. Kaushik, Environmental Science and Engineering, 2016, 5th Edition, ISBN: 978-81-224-4013-3, New Age International.		
2.	G. Tyler Miller Jr and Scott E. Spoolman, Living in the Environment, 2012. 17 th Edition, ISBN-13: 978-0-538-73534-6, Brooks / Cole.		
Reference Books			
1.	Environmental Science and Engineering by Anjali Bagad, 2014, 1st Edition, ISBN-10: 9350997088, Technical Publications.		
2.	Introduction to Enviromental Engineering by Masters, 2015, 3rd Edition, ISBN-10: 9332549761, Pearson Education India.		
3.	Basic Environmental Sciences For Undergraduates by Dr. Tanu Allen, Dr. Richa K. Tyagi Dr. Sohini Singh, 2014, 1 st Edition, ISBN-10: 938375827, Vayu Education of India.		
Mode of Evaluation: Internal Assessment (CAT, Quizzes, Digital Assignments) & FAT			
Recommended by Board of Studies		12-8-2017	
Approved by Academic Council		No.47	Date 05-10-2017

Course Code	Course Title	L	T	P	J	C
BMT3099	Capstone Project	0	0	0	0	10
Pre-requisite	As per the academic regulations	Syllabus version				
		v. 1.0				
Objectives:						
<ul style="list-style-type: none"> • Students will be able to recognize business problems and describe alternative courses of action • Students will be able to interpret and discuss results of qualitative and quantitative analysis • Students will be able to summarize and express (oral and written) their views on decision • Students will be able to relate to stakeholders and team members in a decision making situation 						
Outcome:						
<ul style="list-style-type: none"> • The student can identify the problem and evaluate the related constraints • The student is able to critique the solutions to the problem and rank the alternatives • The student is able to identify alternatives and define the uniqueness of each alternative and recommend the best • The student is able to efficiently summarize the problem with consistency • The student is able to analyze the problem using statistical tools and give inference • The student is able to summarize the finding with proper conclusion and with a critique on consequences • The student is able to express a clear, coherent thesis statement • The student is able to convey an accurate sense of audience with appropriate use of disciplinary language • The student advances argument with sound evidence and references • The student actively participates in discussion and asks questions • The student listens actively and shows understanding by paraphrasing or by acknowledging and building on others' idea • The student takes large part in setting group goal and agenda 						
Student Learning Outcomes (SLO):		5, 6, 20				
Contents						
<ol style="list-style-type: none"> 1. Capstone Project may be a theoretical analysis, modeling & simulation, experimentation & analysis, prototype design, fabrication of new equipment, correlation and analysis of data, software development, applied research and any other related activities. 2. Project can be for one or two semesters based on the completion of required number of credits as per the academic regulations. 3. Can be individual work or a group project, with a maximum of 3 students. 4. In case of group projects, the individual project report of each student should specify the individual's contribution to the group project. 5. Carried out inside or outside the university, in any relevant industry or research institution. 6. Publications in the peer reviewed journals / International Conferences will be an added advantage 						

<p>Stage 1: Select a Topic: select a topic in the functional area of your interest-as agreed by the company - should suit a 5 month research work, should be time-relevant and help you in higher studies / placement</p> <p>Stage 2: Define the Problem</p> <p>Ask yourself-why this research? How does the company benefit? Does the problem help me gain insight on the concept studies or the way company functions?</p> <p>Stage 3: Review of Literature</p> <p>Relevant literature - record the reviews systematically (ref. appendix 1) - Literature review should help in identifying the need /gap + should help in providing more insight into the subject</p> <p>Stage 4: Formulate Hypothesis</p> <p>Stage 5: Choose a research Method</p> <p>Decide on the sampling method, technique, number and sample units</p> <p>Design and test data collection instrument (ex: Questionnaire, scheduler etc)</p> <p>Stage 6: Pre-test and Collect Data</p> <p>Stage 7: Analyse Data</p>			
Stage 8: Report in APA format			
Mode of Evaluation: Periodic reviews, Presentation, Final oral viva, Poster submission			
Recommended by Board of Studies	10.06.2015		
Approved by Academic Council	37 th AC	Date	16.06.2015

Course code	Strategic Management				L	T	P	J	C
BMT1035					3	0	0	0	3
Pre-requisite	Nil				Syllabus version				
					v. 01.00				
Objectives:									
<ul style="list-style-type: none"> • Students will be able to understand decision making • Students will be able to relate to stakeholders and team members in a decision making situation 									
Outcome:									
<ul style="list-style-type: none"> • The student is able to describe and paraphrase the problem(s) at issue • The student is able to compare and recommend the alternative solutions • The student is able to critique and justify the decision • The student actively participates in discussion and asks questions • The student listens actively and shows understanding by paraphrasing or by acknowledging and building on others' idea • The student takes large part in setting group goal and agenda 									
Module:1	Introduction to Strategic Management				5 hours				
Importance of Strategic Management: The Competitive Landscape, Technological Changes, globalization and above average return. Schools of thought in Strategic Management.									
Module:2	Strategic Intent and Objective				5 hours				
Strategic Intent -Vision, Mission and Objectives, Strategy Content, Process, Practice Fit Concept and Configuration Perspective in Strategic Management.									
Module:3	Internal Environment of Firm- Recognizing a Firm's Intellectual Assets				9 hours				
Core Competence as the Root of Competitive Advantage, Sources of Sustained Competitive Advantage, Business Processes and Capabilities-based Approach to Strategy- Resource based view, VRIO and Dynamic Capability framework.									
Module:4	External Environments of Firm- Competitive Strategy and situational analysis				8 hours				
Five Forces of Industry Attractiveness that Shape Strategy, Structure Conduct Performance Paradigm, BCG and GE McKinsey Matrix, Industry Life Cycle, Value Chain Analysis. SWOT and TOWS Competitor Analysis, Strategic Groups.									
Module:5	Formulation of Strategies - I				5 hours				
Business-level strategies, Generic Strategies, Functional level Strategies, Growth strategies- Expansion, Integration and Diversification,									
Module:6	Formulation of Strategies - I				5 hours				
Corporate level strategy and strategic alternatives, Strategic Alliances, Joint Ventures, and Mergers & Acquisitions, Global Strategies, Cooperative Strategies									
Module:7	Strategy Implementation				4 hours				
Strategy and Structure, Strategy and Culture, Strategy and Leadership, Mckinsey 7s Framework,									

Module:8	Strategy Evaluation and Control	4 hours	
Strategic controls-SOPs- benchmarking to evaluate performance-Strategic surveillance –strategic audit-Balance score card. Corporate Governance.			
	Total Lecture hours:	45 Hours	
Text Book(s)			
1.	Hitt, Ireland, Hoskisson, Manikutty, (2016), Strategic Management, Cengage Learning		
2.	Hill, Jones, Shilling(2013), An Integrated Approach to Strategic Management, 11th edition, Cengage Learning		
3.	Wheelen & Hunger (2012) Strategic Management and Business Policy: Toward Global Sustainability, 13th Edition, Pearson		
4.	Robert M. Grant (2012). Contemporary Strategic Management, Blackwell, 7th Edition		
Reference Books			
1.	M.E. Porter, Competitive Strategy, 1980. M.E. Porter,		
2.	Competitive Advantage, 1985 Richard Rumelt (2011).		
Mode of Assessment:			
Continuous Assessment (Class Test, Quiz, Digital Assignment, Seminar, Case Study Presentation) & Final Assessment Test (FAT)			
Recommended by Board of Studies		10-06-2019	
Approved by Academic Council		No.59	Date 24-09-2020

Course code	Corporate Social Responsibility				L	T	P	J	C
BMT1019					2	0	0	4	3
Pre-requisite	Nil				Syllabus version				
Objectives:									
<ul style="list-style-type: none"> Students will be able to relate to stakeholders and team members in a decision making situation. 									
Outcome:									
<ul style="list-style-type: none"> The student actively participates in discussion and asks questions The student listens actively and shows understanding by paraphrasing or by acknowledging and building on others' idea The student takes large part in setting group goal and agenda 									
Module:1	CSR An Introduction				4 hours				
Origin and History of CSR, Perspectives, Shareholders, Components, CSR practices at different stages, CSR Strategies and CSR Rules under Companies Act, current scenario and definition									
Module:2	Management linkages with Development Projects				4 hours				
Multi-Sectoral applications of Management Studies, CSR-Holistic approach, Carroll's CSR Pyramid, concept of Triple Bottom Line Reporting (TBL) , Need for Corporate and Societal linkage,									
Module:3	Three pillars of CSR				3 hours				
Economy, Society and Ecology, the connection between competitive social advantage and social issues, Key issues, CSR and Accountability, Partnering with Stakeholders									
Module:4	Partnering with Stakeholders				4 hours				
Social and environmental sustainability challenges-Integration of sustainability management with commercial and economic success, Current practices of sustainability in Business, Global issues and Major frameworks									
Module:5	CSR Planning and practices				3 hours				
Strategy in Action : The integrated approaches in 21st Century, CSR as a means to supplement corporate strategy and MDGs									
Module:6	Risk management through CSR				3 hours				
Myths, benefits, sustainability, Organizational Challenges and Limitations									
Module:7	CSR Initiatives-guiding principles of CSR projects				5 hours				
Situation Analysis, Choice & Implementation: CSR projects for businesses and practical applications. CSR partnerships help enhance the prospects of business plans.									
Module:8	Contemporary issues: CSR Case studies				4 hours				
General guidelines, Stakeholder Analysis, need assessment, planning, implementation, monitoring and evaluation. Approaches to Implementing CSR									
				Total Lecture hours:		30 Hours			
Exposure field visits should be organized to interact with corporate & community					60 [Non Contact hrs]				
<ul style="list-style-type: none"> # Generally a team project [5 to 10 members] # Concepts studied in Units 2, 3 & 4 should be used # Creative and innovative project report has should be prepared based on the field visit # Report in Digital format with all figures using references to be submitted. 									
[Ex. An exposure visit is planned to a place where corporate house jointly planned with the community is establishing development projects based on the needs assessments]									
Text Book(s)									

1.	Alessia, D'Amato Sybil Henderson and Sue Florence, (2009), <i>Corporate Social Responsibility And Sustainable Business, A Guide to Leadership Tasks and Functions, Centre for creative leadership.</i>		
Reference Books			
1.	Charles W L Hill & Gareth R Jones (2013), <i>An Integrated Approach to Strategic Management</i> , 10th edition, Cengage Learning		
Mode of Assessment: Continuous Assessment (Class Test, Quiz, Digital Assignment, Seminar, Case Study Presentation) & Final Assessment Test (FAT)			
Recommended by Board of Studies		10-06-2019	
Approved by Academic Council		No. 59	Date 24-09-2020

Course code	International Business				L	T	P	J	C
BMT1017					3	0	0	0	3
Pre-requisite	Nil				Syllabus version				
					v. 01.00				
Objectives:									
<ul style="list-style-type: none"> Students will be able to examine global trends influencing the business environment. 									
Outcome :									
<ul style="list-style-type: none"> The student is able to appreciate the effect of global factors The student is able to prioritize the implications of global factors The students is able to transform and test the global factors for different strategic decisions 									
Module:1	Fundamental Concepts				5 hours				
Introduction to International Business - Evolution, Process, and Factors contributing to International Business (IB).									
Module:2	Theoretical foundation of International Business				4 hours				
Absolute Advantage Comparative Advantage; National Competitive Advantage; and H-O Theories.									
Module:3	Institutional Influencers				5 hours				
Introduction to the role and impacts of IMF, World Bank, GATT, WTO, UNCTAD in International trade									
Module:4	Regional Economic Integration (REI)				5 hours				
The role and Impacts of REI efforts globally- MERCOSUR; CARICOM and Andean Community; ASEAN; APEC; EU: and the rest. Other Groups : G- 7 and G-20 and their impacts.									
Module:5	Entry issues				5 hours				
Use of Environmental scanning tools; Socio - cultural issues; Techno- economic issues. Technology transfer issues.									
Module:6	Investments				5 hours				
FDI- concepts and operations; India's experiences with FDI (inward and outward flows); Role of FIIs in India. Introduction to FOREX market.									
Module:7	Marketing Aspects of IB				9 hours				
Market identification and demand estimation; adjustments in Marketing mix elements.									
Module:8	Contemporary issues: Policy Evaluation				7 hours				
Review of latest FTP of India (i.e FTP 2015-2020); its directions and justifications. Policy evaluation of SEZ; Technology parks; And role of support organizations									
				Total Lecture hours:	45 Hours				
Text Book(s)									
1.	Sharan, V., (2012), <i>International Business; Concept, Environment and Strategy</i> , 3rd Edition, Pearson Education, Singapore								
2	Aswathappa, K.(2012), <i>International Business</i> , 5th Ed., TMH, New Delhi								
Reference Books									
1.	Paul, Justin (2011), <i>International Business</i> , 6th edition, PHI, Delhi								
2	Daniel,J.,D.; Radebaugh L.,H.; Sullivan, D.,P. and Salwan, P. (2010), <i>International Business: Environment and Operations</i> , 12th edition , Pearson Education , New Delhi.								
Mode of Assessment:									
Continuous Assessment (Class Test, Quiz, Digital Assignment, Seminar, Case Study Presentation) & Final Assessment Test (FAT)									

Recommended by Board of Studies	10-06-2019		
Approved by Academic Council	No. 59	Date	24-09-2020

Course code	Business Mathematics				L	T	P	J	C
BMT1005					3	0	0	0	3
Pre-requisite	Nil				Syllabus version				
					v. 01.00				
Objectives:									
<ul style="list-style-type: none"> Students will be able to interpret and discuss results of qualitative and quantitative analysis 									
Outcome									
<ul style="list-style-type: none"> The student is able to efficiently summarize the problem with consistency The student is able to analyze the problem using statistical tools and give inference The student is able to summarize the finding with proper conclusion and with a critique on consequences 									
Module:1	Ratio, Proportion and Percentage				6 hours				
Ratio- Definition, Continued Ratio, Inverse Ratio, Proportion, Continued Proportion, Direct Proportion, Inverse Proportion, Variation, Inverse Variation, Joint Variation, Percentage- Meaning and Computations of Percentages.									
Module:2	Progressions and Interest				6 hours				
Arithmetic, Geometric & Harmonic Progression, Simple Interest & Compound Interest, Equated Monthly Installments (EMI).									
Module:3	Set theory and its Business applications				6 hours				
Notation of Sets, Singleton Set, Finite Set, Infinite Set, Equal Set Null Set, Subset, Proper Subset, Universal Set, Union of Sets, Inter-section of Sets.									
Module:4	Permutation & Combination				6 hours				
Difference between permutation and combination. Calculation of permutation and combination. Emphasis should be on their use in calculation of probability problems.									
Module:5	Matrices				7 hours				
Definition of Matrix – Different types of matrices – Transpose of a matrix – Matrix operation – Addition, Subtraction, Multiplication of matrices – Determinants of a square matrix of order two and three; Adjoin of a square matrix – Inverse of a square matrix – Solution of Linear simultaneous equations – By Cramer's Rule, by using inverse of a matrix – Applications of Matrices and Determinants.									
Module:6	Differential Calculus				6 hours				
Differentiation of sum, product and quotient – chain rule – second order differentiation – maxima and minima – applications in business – marginal cost, marginal revenue, maximum profit.									
Module:7	Integral Calculus				6 hours				
Integration by substitution, partial fractions and Integration by parts – Definite integrals – Application of Integration.									
Module:8	Contemporary issues:				2 hours				
Guest Lecture on 5,6,7 modules									
				Total Lecture hours:	45 hours				
Text Book(s)									
1.	Pillai and Bagawathi, S(2007), <i>Business Mathematics and Statistics</i> , Chand Publications								
2.	M. Raghavachari (2006), <i>Business Mathematics</i> , Tata Mcgraw Hill								
Reference Books									
1.	Bradley Teresa: patton Paul (2013), <i>Essential Mathematics For Economics And Business</i> , 2nd Edition, Wiley India								
2	Qasi Zameeruddin, V.K.Khanna and SK Bhambria,(2009), <i>Business Mathematics</i> , Vikas Publishing House Pvt. Ltd								
3	P.R. Vittal (2009), <i>Business Mathematics</i> , Margham Publications								
4	Padmalochan Hazarika (2010), <i>A Text Book of Business Mathematics</i> , 2nd edition, S.Chand Publishing								

Mode of Assessment:

Continuous Assessment (Class Test, Quiz, Digital Assignment, Seminar, Case Study Presentation)
& Final Assessment Test (FAT)

Recommended by Board of Studies

10-06-2019

Approved by Academic Council

No. 59

Date

24-09-2020

Course code	Financial Accounting	L	T	P	J	C
BMT1736		3	0	0	0	3
Pre-requisite	Nil	Syllabus version				
		v. 01.00				
Objectives:						
<ul style="list-style-type: none"> Students will be able to recognize business problems and describe alternative courses of action. 						
Outcome:						
<ul style="list-style-type: none"> The student can identify the problem and evaluate the related constraints The student is able to critique the solutions to the problem and rank the alternatives The student is able to identify alternatives and define the uniqueness of each alternative and recommend the best 						
Module:1	Financial Accounting and Reporting	7 hours				
Meaning of Financial Accounting – Scope and purpose of Financial statements–Users and stakeholders needs–Elements of Financial Reports– Qualitative characteristics of Financial information.						
Module:2	Regulatory Frame work	6 hours				
Generally Accepted Accounting Principles (GAAP)- Concepts &Conventions–Implications on Accounting system –International Financial Reporting Standards (IFRS)-Duties and responsibilities of those who charged with Governance						
Module:3	Double entry system:	6 hours				
Maintenance of accounting records and sources of accounting information- classification of accounts – Golden Rules-Accounting Equation-Accounting Cycle -Books ofPrimary entry, Journal, Ledger accounts and Subsidiary books						
Module:4	Recording Transactions and Events	6 hours				
Sales and Purchases–Cash- Inventory–Tangible non-current assets–Depreciation-Intangible non-current assets and amortization-Accruals and prepayments-Receivables and Payables-Provisions and Contingencies-Capital structure and finance costs.						
Module:5	Preparing a Trial Balance	6 hours				
Significance – Preparing Trial Balance –Correction of errors – Control accounts and reconciliations – Bank reconciliations statement – Suspense accounts.						
Module:6	Preparing basic Financial Statements	6 hours				
Statement of Financial Position Trading and Profit & Loss accounts-Balance sheet-Disclosure notes –Events after the reporting period. Cash Flow Statements- preparation of cash flow statements(AS-3 Standard) Incomplete Records						
Module:7	Preparing simple consolidated financial statements -	6 hours				
Subsidiaries and Associates- Interpretation of Financial Statements- Importance. Ratio Analysis: – significance, classification of ratio analysis - Interpretation Limitations - Simple problems.						
Module:8	Guest Lecture	2 hours				
A Guest lecture on contemporary accounting practice						
	Total Lecture hours:	45 hours				
Text Book(s)						
1	1.Gupta R. L. and Gupta V. K., (2012), Financial Accounting, S. Chand & Sons Publications, New Delhi.					
2	Reddy T.S., Murthy A., Financial Accounting, MARGHAM Publications					
3	Khan M.Y. and Jain P.K, (2009), Management Accounting, 5th edition, Mcgraw Hill, India					

4	Sharma R.K. and Shasi K. Gupta (2014), Management Accounting Principles & Practice, 13th Edition, Kalyani Publishers, Delhi.		
Reference Books			
1	Khatri (2011), Financial Accounting, 1st edition, McGraw Hill, India		
2	Ramachandran N and Kakani, Ram Kumar, (2011), “Financial Accounting for Management”, 3 rd Edition, Tata McGraw Hill.		
3	Narayanaswamy R., “Financial Accounting (2011) – A Managerial Perspective”, 4th Edition, Prentice Hall of India		
4	S N Maheshwari, Sharad K Maheshwari&Suneel K Maheshwari , Financial Accounting, 5th edition, Vikas Publishing house		
5	M N Arora (2014), Cost and Management Accounting, 4th Edition, Theory& Problems & Solutions, Himalaya Publications.		
Mode of Assessment:			
Continuous Assessment (Class Test, Quiz, Digital Assignment, Seminar, Case Study Presentation) & Final Assessment Test (FAT)			
Recommended by Board of Studies		10-06-2019	
Approved by Academic Council		No. 59	Date 24-09-2020

Course code	Financial Management				L	T	P	J	C
BMT3001					2	0	0	4	3
Pre-requisite	BMT1736-Financial Accounting, BMT1737-Management Accounting				Syllabus version				
					v. 01.00				
Objectives:									
<ul style="list-style-type: none"> Students will be able to summarize and express (oral and written) their views on decision. 									
Outcome:									
<ul style="list-style-type: none"> The student is able to express a clear, coherent thesis statement. The student is able to convey an accurate sense of audience with appropriate use of disciplinary language. The student advances argument with sound evidence and reference. 									
Module:1	Financial Management function				4 hours				
Nature and purposes of financial management – Financial objectives and Relationship with corporate strategy – Stakeholders and impact on corporate objectives – Financial and other objectives in not-for-profit organizations									
Module:2	Financial Management environment				4 hours				
Economic environment for business – Nature and role of financial markets and institutions – nature and role of money market									
Module:3	Working Capital Management				4 hours				
Nature, elements and importance of working capital – Management of inventories, accounts receivable, accounts payable and cash–Determining working capital needs and funding strategies									
Module:4	Investment appraisal				4 hours				
Investment appraisal techniques – Allowing for inflation and taxation in investment appraisal – Adjusting for risk and uncertainty in investment appraisal – Specific investment decisions (lease or buy; asset replacement, capital rationing)									
Module:5	Business Finance				4 hours				
Sources of and raising business finance – Estimating the cost of capital – Sources of finance and their relative costs – Capital structure theories and practical consideration – Finance for small and medium sized entities.									
Module:6	Business Valuations				4 hours				
Nature and purpose of valuation of business and financial assets – Models for the valuation of shares – Valuation of debt and other financial assets – Efficient Market Hypothesis (EMH) and practical consideration in the valuation of shares									
Module:7	Risk Management				4 hours				
Nature and types of risk and approaches to risk management – Causes of exchange rate differences and interest rate fluctuations									
Module:8	Contemporary issues: Hedging				2 hours				
Hedging techniques for foreign currency risk – Hedging techniques for interest rate risk, A Guest lecture on contemporary accounting practices									
	Total Lecture hours:				30 Hours				
Project: Students will be divided into team of 5 - 6 students each. They have to assess the financial performance of the companies using the tools for three financial years. Data can be downloaded from CMIE/Bloomberg.					60 (Non contact hours)				
Text Book(s)									
1.	Shashi K. Gupta and R.K. Sharma (2015), Financial Management, Theory and Practice 13 th Edition, Kalyani Publishers, Delhi								

Reference Books			
1.	M.Y. Khan and P.K. Jain (2012) , Financial Management, Text Problems and Cases, 7 th Edition, Tata McGraw Hill Education Private Limited, New Delhi.		
2	Panday,I.M (2015) Financial Management ,11 th Edition,Vikash Publishing house		
3	Chandra,P (2015) Financial Management Theory and Practices,9 th Edition Tata Mcgraw Hill		
Mode of Assessment: Continuous Assessment (Class Test, Quiz, Digital Assignment, Seminar, Case Study Presentation) & Final Assessment Test (FAT)			
Recommended by Board of Studies		10-06-2019	
Approved by Academic Council		No. 59	Date 24-09-2020

Course code	Entrepreneurship			L	T	P	J	C
BMT3002				2	0	0	4	3
Pre-requisite	BMT3001-Financial Management BMT1007-Marketing Management			Syllabus version				
				v. 01.00				
Objectives:								
<ul style="list-style-type: none"> Students will be able to identify unique ideas, products and solutions. 								
Outcome:								
<ul style="list-style-type: none"> The student is able to use all idea creation techniques in appropriate contexts The student is able to identify all the risks and predict the opportunities to learn The student is able to differentiate and translate various constraints in conceptualizing the new ideas 								
Module:1	Introduction	5 hours						
Understanding entrepreneurship- need for entrepreneurship development -McClelands Theory of Entrepreneurial Motivation, Barriers to entrepreneurship, Qualities of a successful entrepreneur, Entrepreneurial Leadership / Intrapreneurship. Development of women entrepreneurs and the future of entrepreneurship.								
Module:2	Entrepreneurial Process	4 hours						
Identifying the opportunities, developing a business plan, determine the resources required & manage the enterprise. Entrepreneurship Development Programme (EDP's) – Meaning, Objectives, Phases of EDP, Course contents, Target groups.								
Module:3	Formulation of Business Idea	3 hours						
Sources for new ideas& evaluation of new idea for doing business, Creative problem solving techniques used in entrepreneurial decision making.								
Module:4	The Business Plan	5 hours						
Nature and scope of Business plan, Writing Business Plan, Evaluating Business plans, Using and implementing business plans. Marketing plan, financial plan and the organizational plan, Launching formalities.								
Module:5	Process of setting up of a Micro Small Medium Enterprise (MSME):	4 hours						
Procedures and formalities for registration of business units and its benefits. Types of ownership in Business & its merits and demerits - Reason for business failures, causes and preventive measures. Government promotional measures like Incentives and subsidies & bounties for businesses - Policy initiatives.								
Module:6	Institutional support to Entrepreneurship	3 hours						
Central and State level Institutional support for business units. Industrial Estates & Special Economic Zones in India.								
Module:7	Contemporary issues in Entrepreneurship	4 hours						
Grass root Entrepreneurship through Self Help Groups, Social Entrepreneurship, Conscious capitalism & Ecological Entrepreneurship- Conceptual clarification and typology								
Module:8	Contemporary issues: Guest lecture by Identified Start-up Entrepreneur	2 hours						
Techno Entrepreneur, Social Entrepreneurs Women Entrepreneur and Ecological Entrepreneur.								
		Total Lecture hours:	30 Hours					

<p>Project: The team projects [5 to 6 members]-Research on neighbourhood market gaps & customer pain points, business ideation & opportunity mapping and class presentation-Biz Plan Presentation by Companies Formed by Students before neutral evaluators-Research a not-so-well doing business in the neighbourhood & designing and presenting turnaround or survival strategies-Assessment on a continuous basis with a min of 3 reviews.</p>	<p>60 [Non-Contact hrs.]</p>		
<p>Text Book(s)</p>			
1.	<p>D. F. Kuratko and T.V. Rao, Entrepreneurship, South Asian perspective, 2016, Cengage Learning India Pvt. Ltd. Delhi.</p>		
<p>Reference Books</p>			
1.	<p>Robert D. Hisrich, Mathwe J Manimalaet.all, Entrepreneurship, Ninth Edition, 2014. McGraw Hill Education (India) Private Limited, Chennai.</p>		
2	<p>C.B. Gupta & Srinivasan (2005), <i>Entrepreneurial Development</i>, S Chand & Co. Ltd., New Delhi.</p>		
3	<p>Vasant Desai, Dynamics of Entrepreneurial Development and Management Principles. Projects, Policies, Programmes – 2005, Himalaya Publishing House, New Delhi.</p>		
<p>Mode of Assessment:</p>			
<p>Continuous Assessment (Class Test, Quiz, Digital Assignment, Seminar, Case Study Presentation) & Final Assessment Test (FAT).</p>			
<p>Recommended by Board of Studies</p>		<p>10-06-2019</p>	
<p>Approved by Academic Council</p>	<p>No. 59</p>	<p>Date</p>	<p>24-09-2020</p>

Course code	Introduction to Economics				L	T	P	J	C	
BMT1735					3	0	0	0	3	
Pre-requisite	Nil				Syllabus version					
					v. 01.00					
Objectives:										
<ul style="list-style-type: none"> • Students will be able to understand decision making 										
Outcome:										
<ul style="list-style-type: none"> • The student is able to describe and paraphrase the problem(s) at issue • The student is able to compare and recommend the alternative solutions • The student is able to critique and justify the decision 										
Module:1	Demand Function				5 hours					
Consumer's Behavior – Consumer's Equilibrium – Consumer Surplus – Law of Demand – Types of Demand – Determinants of Demand – Exceptions – Change in Demand – Price Elasticity – Income Elasticity – Cross Elasticity										
Module:2	Supply and Production Function				6 hours					
Law of Supply – Determinants of Supply – Change in Supply – Elasticity of Supply – Producer's behavior – Production & Productivity – Fixed Factors – Variable Factors – Short-run Production function – Long-run Production function – Marginal Product – Variable Product – Total Product – Law of Returns – Law of Returns to scale – Economies & Diseconomies of Scale										
Module:3	Cost and Revenue Function				5 hours					
Cost of Production – Fixed, Variable and Marginal Cost – Cost Curves – Long run & Short run Cost curves – Average, Marginal and Total Revenue – Break Even Point Analysis										
Module:4	Market Competition				5 hours					
Understanding Markets and Industry Changes – Market Equilibrium – Perfect Market – Short & Long run equilibrium – Price Determination										
Module:5	Imperfect Market & Complex Pricing				6 hours					
Monopoly – Short & Long run equilibrium – Direct Price Discrimination – Indirect Price Discrimination – Pricing Commonly owned products – Advertisement and Promotional Pricing – Psychological Pricing										
Module:6	Strategic Decision Making				6 hours					
Pricing methods in Monopolistic Competition – Selling cost – Product differentiation – Oligopoly – Price leadership – Bargaining – Duopoly Market										
Module:7	National Economy				6 hours					
National Income – Real GDP – Consumption, Saving and Investment Function										
Module:8	Contemporary issues: Money & Banking				6 hours					
Credit Creation – Interest Rate – Role of RBI – Inflation – Business Cycle – Monetary & Fiscal Policy – Balance of Trade & Payments										
					Total Lecture hours:	45 hours				
Text Book(s)										
1.	Mehta, P.L.(2014), 'Managerial Economics: Analysis, Problems and Cases', Sultan Chand & Sons, 20th Edition									
2.	Aryamala, T. (2014), 'Business Economics', Vijay Nicole Publishers, 2nd Edition.									
Other Recommended										
Reference Books										
1.	Varshney and Maheswary,(2014), 'Managerial Economics', Sultan Chand & Sons, 20th Edition									
2.	Gupta, G.S. (2017), 'Managerial Economics'. McGraw Hill, 2nd Edition									

Mode of Assessment:

Continuous Assessment (Class Test, Quiz, Digital Assignment, Seminar, Case Study Presentation) & Final Assessment Test (FAT)

Recommended by Board of Studies	05-08-2017		
Approved by Academic Council	No. 47	Date	05.10.2017

Course code	Introduction to Information Systems	L	T	P	J	C
BMT1006		3	0	0	0	3
Pre-requisite	Nil	Syllabus version				
		v. 01.00				
Objectives:						
<ul style="list-style-type: none"> Students will be able to associate with competitive strategies for the digital market places 						
Outcome:						
<ul style="list-style-type: none"> The student is able to correctly identify and analyse the core competencies The student is able to map and convert competencies to competitive advantage The student is able to recommend the strategies for digital market place 						
Module:1	Introduction to Information System	5 hours				
Concept, Components, Types of information system, Information system development, Differentiating IS from related disciplines, Management Information System, Impact of MIS, MIS and Computer, MIS and academics, Career pathways						
Module:2	Decision making and Information system	4 hours				
Problem solving and decision making, Decision making styles, Decision making process, Decision tree, Decision support system						
Module:3	Information Systems and Security	6 hours				
Computer security, Authentication mechanisms, Firewall, Computer crimes, Social impacts, Computer virus, Worms, Digital signature and Certificates.						
Module:4	Internet Protocols and Communication media	5 hours				
Internet data communication protocols, Internet service providers, Ecommerce and E business, Web technologies, Search engines, Communication media: internet, intranets and extranets, Application of internet technology in organizations, Web browsers ,Types, Components and installation						
Module:5	Information system and IT	5 hours				
Concept of hardware and software, Types of software, Operating systems, Careers in IT Industries, Data processing techniques, Introduction to computer networks, Network types, Topologies, System Analysis and Design, System Development Lifecycle, Prototyping, End user computing, Application packages						
Module:6	Information system and integration	8 hours				
Distributed Processing, Centralized Data Processing, Decentralized Data Processing, Client Server Computing, Transaction Processing Systems, Electronic payment systems, Office Automation Systems, Knowledge Management Systems, Expert systems (Components& Advantages) Data warehouses, Data marts and Data mining, Enterprise resource planning ,Enterprise systems, Global information system						
Module:7	Database Management Systems	8 hours				
Concept of a database, Necessity of database, Storage in a database, RDBMS, Entity-Relationship diagram and its practical applications, Basics of Query language						
Module:8	Contemporary issues: Recent Development Trends in IS and IT	4 hours				
Multimedia application and virtual reality, Hyper media, Artificial intelligence and business intelligence, Geographic information system, Engineering and business application, Cloud computing, RFID, blogging, Brain computer Interface(BCI),Internet Protocol Television(IPTV),Big data, Social Network media						
	Total Lecture hours:	45 hours				
Text Book(s)						

1.	Text Books : O Brien & Marakas G (2012), Introduction to Information Systems, 16th Edition, McGraw-Hill Higher Education		
Reference Books			
1.	Kenneth J. Sousa and Effy Oz (2015), Management Information Systems, 7th Edition, Cengage Learning		
2	Kenneth C. Laudon and Jane P. Laudon(2014), Management Information Systems, : Managing the Digital Firm, 13 edition, Pearson education		
3	Stephen Haag (2012), Management Information Systems for the Information Age, 9th edition, McGraw-Hill Higher Education		
4	Gerald V Post David, L Anderson (2004), Management Information Systems, Tata McGraw Hill		
5	Mahadeo Jaiswal, Monika Mital (2004), Management Information Systems, Oxford University Press		
Mode of Assessment:			
Continuous Assessment (Class Test, Quiz, Digital Assignment, Seminar, Case Study Presentation) & Final Assessment Test (FAT)			
Recommended by Board of Studies		05-08-2017	
Approved by Academic Council		No. 47	Date 05.10.2017

Course code	Marketing Management				L	T	P	J	C
BMT1007					2	0	0	4	3
Pre-requisite	Nil				Syllabus version				
					v. 01.00				
Objectives:									
<ul style="list-style-type: none"> Students will be able to identify unique ideas, products and solutions. 									
Outcome									
<ul style="list-style-type: none"> The student is able to use all idea creation techniques in appropriate contexts The student is able to identify all the risks and predict the opportunities to learn The student is able to differentiate and translate various constraints in conceptualizing the new ideas 									
Module:1	Basic Concepts:				3hours				
Needs, Wants, Demands, Evolution of Marketing – Production concept, Product concept, Sales concept, Marketing concept, Social concept.									
Module:2	Marketing Concepts				3 hours				
Different functions in an organization and their connections with marketing, Marketing and Sales – definitions and differences, Roles of Marketing and Sales in an organization.									
Module:3	Marketing Environment and Marketing Research				3hours				
Macro environment – Political, Economic, Social Technology, Legal, Ecology, Micro environment – Customers, Suppliers, Competition within industry, New entrants, Substitutes – Marketing Research: Scope and Types – Process									
Module:4	Understanding Customers				5 hours				
Definition of Customer, Consumer behavior and factors affecting it, Customer Perceived Value, Customer Satisfaction, Customer Delight, Customer Loyalty, Analysis of Consumer Markets, Analysis of Business Markets, Comparison of Consumer Markets and Business Markets									
Module:5	Segmentation, Targeting and Positioning				3 hours				
Different types of segmentation – Geographic, Demographic, Behavioral, Psychographic, Value-based. Targeting: Segmentation criteria, Segment attractiveness									
Module:6	Positioning				3 hours				
Creation of space in minds of Target market, Value addition, Differentiation on Tangible and Intangible product attributes, Importance of Positioning, Managing Brands									
Module:7	Marketing Mix				6 hours				
Product, Price, Promotion, Place. Product Management: Meaning, Classification, Levels of Products – Generic to Potential, Types of Products, Concept of Product Life Cycle, Managing PLC of Product/ Brand, Concept of Services, New Product Development, Role of New products, Pricing Strategies for New Products, Failures Price: Meaning, Objectives, Pricing Methods and strategies									
Module:8	Contemporary issues: Promotion				4 hours				
Objectives, Different types of promotion tools Place: Functions, Distribution strategy and types of distribution channels. Channels management, Designing Channels, role in value delivery									
					Total Lecture hours:			30 Hours	
Project: Student shall form a team of three to five members. They should generate a new product idea and formulate the marketing mix for the idea generated. They have to submit a report and make presentation of the same using visual aids (prototype of product (optional)).					60 hrs (non Contact hrs)		1,3,6,8,9,10		

Text Book(s)			
1.	V.S. Ramasamy and Namakumari S (2007), <i>Marketing Management, Planning, Implementation and control, Global Perspective Indian Context</i> , V S 3rd Edition, Macmillan India Limited, New Delhi		
Reference Books			
1.	Philip Kotler , Gary Armstrong, Prafulla Y. Agnihotri and Ehsan ul Haque (2010), <i>Principles of Marketing: A South Asian Perspective</i> , 13th Edition, Pearson.		
2	Rajan Saxena (2006), <i>Marketing Managemnet</i> , 3rd Edition, Tata McGraw Hill Publishing Company Limited, New Delhi.		
3	S A Sherlekar (2007), <i>Marketing Management</i> , 13th Edition, Himalaya Publishing House, Mumbai		
4	William D Perreault Jr, E Jerome McCarthy (2006), <i>Basic Marketing A global Managerial Approach</i> , 15th Edition, , Tata McGraw Hill, New Delhi.		
Mode of Assessment:			
Continuous Assessment (Class Test, Quiz, Digital Assignment, Seminar, Case Study Presentation) & Final Assessment Test (FAT)			
Recommended by Board of Studies		05-08-2017	
Approved by Academic Council		No. 47	Date 05.10.2017

Course code	Human Resource Management	L	T	P	J	C
BMT1008		3	0	0	0	3
Pre-requisite	Nil	Syllabus version				
Objectives:						
<ul style="list-style-type: none"> Students will be able to learn about ethical values in achieving stakeholders welfare 						
Outcome						
<ul style="list-style-type: none"> The student has complete idea of what the dilemma is and ascertains exactly what needs to be decided The student is able categorize whom to be involved in the decision making process and thoroughly reflects on the view points of the stakeholders The student can analyze the alternatives and their consequences. 						
Module:1	Introduction to Human Resource Management	6 hours				
Evolution of HRM. Meaning & Definition, Characteristics, Scope, Functions and Objectives of HRM, Qualities of HR Manager						
Module:2	HR Planning	5hours				
Concept, Need, Importance, Objectives of HRP, Job Analysis, Job Description, Job Specification.						
Module:3	Recruitment and Selection	5 hours				
Recruitment - Purpose and Importance, Sources of recruitment. Selection - Meaning, Definition, Selection Process, Types of Selection Test. Interview - Types of interview. Orientation and Placement: Meaning, and purpose of Orientation: Orientation Procedure. Placement: Process.						
Module:4	Training and Development	6 hours				
Definitions, Objectives of training, Methods of training, Process of training, Identification of Training needs, Management Development Program						
Module:5	Promotions, Transfer, and Separation	6hours				
Meaning, Purposes and Principles of promotion, Bases and types for promotion. Transfer, Separation.						
Module:6	Performance Appraisals	5 hours				
Definitions, Objectives and importance of performance appraisal. Methods of Appraisal						
Module:7	Compensation of HR	5 hours				
Job Evaluation - Wage and Salary Administration: Concept, Scope, Types of Wage, Systems of Wage Payment.						
Module:8	Contemporary issues: Industrial Relations	7 hours				
Need and Importance of IR. Industrial Disputes, Forms of disputes and methods of settling Industrial Disputes. HRM in the 21st Century: New trends and challenges of HRM						
	Total Lecture hours:	45 Hours				
Text Book(s)						
1.	Ashwathappa K (2013), <i>Human Resource Management: Text and Cases</i> , 7 th edition, Tata McGraw-Hill					
Reference Books						
1.	Armstrong Michael (2009), <i>A Handbook of Human Resource Management</i> , 11 th edition, Kogan Page					
2	Kenton Barbara and Yarnall Jane (2010), <i>HR-The Business Partner</i> , 2 nd edition., Elsevier Butterworth-Heinemann					
3	Gary Dessler & BijuVarkkey (2011), <i>Human Resource Management</i> 12th Edition, Pearson Education					

4	Uday Kumar Haldar&Juthika Sarkar(2012), Human Resource Development, Oxford University Press		
5	Sarah Gilmore&Steve Williams (2014), Human Resources Management, 2nd edition, Oxford University Press		
Mode of Assessment:			
Continuous Assessment (Class Test, Quiz, Digital Assignment, Seminar, Case Study Presentation) & Final Assessment Test (FAT)			
Recommended by Board of Studies		05-08-2017	
Approved by Academic Council		No. 47	Date 05.10.2017

Course code	Production and Operations Management	L	T	P	J	C
BMT1009		3	0	0	0	3
Pre-requisite	Nil	Syllabus version				
Objectives:						
<ul style="list-style-type: none"> Students will be able to recognize business problems and describe alternative courses of action 						
Outcome:						
<ul style="list-style-type: none"> The student can identify the problem and evaluate the related constraints The student is able to critique the solutions to the problem and rank the alternatives The student is able to identify alternatives and define the uniqueness of each alternative and recommend the best 						
Module:1	Introduction to Production and Operations Management	5 hours				
Definition, scope and objectives of POM, Important decision areas in operations management, recent trends in operations management, Difference between manufacturing and service operations, productivity measures.						
Module:2	Process Selection	6 hours				
An overview of major process decisions, Process types, Advantages and limitations of job shop process, batch process, assembly process, continuous process characteristics						
Module:3	Facility Location	6 hours				
Introduction, steps in location selection and factors affecting- selection of region, community and site selection, Factor rating method, Break-even Method, Load-distance Method, Practical Problems/ sums related to locational analysis						
Module:4	Facility Layout	6 hours				
Introduction, Factors affecting facility layout, objectives of a good layout, types of layout -product, process, fixed position, cellular, combined layouts.						
Module:5	Methods Study, Work Study and Time Study	6 hours				
Methods Study- Concept, Principles of Motion Economy, flow Process Chart Work Study- Concepts, Scope and Applications, Work Study and Production Improvement, Time Study –Stopwatch Study, Allowance, Activity Sampling.						
Module:6	Production Planning and Forecasting	5 hours				
Purpose, aggregate planning and strategies, dependent and independent demand, Bill of material, MRP, Forecasting methods-Qualitative, Quantitative, Forecast errors						
Module:7	Inventory Management	6 hours				
Concept, need for inventory, types of inventory, EOQ, reorder point, classification of stock, ABC Analysis						
Module:8	Contemporary issues: Quality control	5 hours				
Concept cost of quality, quality planning, SQC, management of quality in organizations, quality standards, quality circles, A brief introduction to Lean, TQM and ISO quality systems.						
		Total Lecture hours:	45 Hours			
Text Book(s)						
1.	Pannerselvam (2012), <i>Production and Operations Management</i> , 3 rd edition, Prentice Hall, India					
Reference Books						
1.	Chase, Shankar & Jacob (2010), <i>Operations & Supply Chain Management</i> , 14 th Edition, McGraw Hill					

2	Buffa, E.S. (2007), <i>Modern Production Management /Operations Management</i> , 8th edition, Wiley India
3	Russel & Taylor (2008), <i>Operations Management - Operations Management: Creating Value Along the Supply Chain</i> , 6th edition, John Wiley & Sons
Mode of Assessment: Continuous Assessment (Class Test, Quiz, Digital Assignment, Seminar, Case Study Presentation) & Final Assessment Test (FAT)	
Recommended by Board of Studies	05-08-2017
Approved by Academic Council	No. 47 Date 05.10.2017

Course code	Research Methods for Management	L	T	P	J	C
BMT1010		2	0	0	4	3
Pre-requisite	Nil	Syllabus version				
		v. 01.00				
Objectives:						
<ul style="list-style-type: none"> Students will be able to interpret and discuss results of qualitative and quantitative analysis 						
Outcome						
<ul style="list-style-type: none"> The student is able to efficiently summarize the problem with consistency The student is able to analyze the problem using statistical tools and give inference The student is able to summarize the finding with proper conclusion and with a critique on consequences 						
Module:1	Decision Making and Research Approaches	3 hours				
Decision-Making and Research; Manager and Researcher Relationship Research: meaning, characteristics and objective- Types of research						
Module:2	Research Process	3 hours				
Problem definition – operationalizing the research problem and formulation of hypothesis.						
Module:3	Research Design	4 hours				
Choosing the appropriate Research Design - exploratory, descriptive and conclusive research- Experimental research designs						
Module:4	Measurement and Scaling techniques	3 hours				
Measurements - Types of Data – Rating and Ranking Scales						
Module:5	Sampling	4 hours				
Sampling techniques and sample size determination for survey research						
Module:6	Collection of data and Data Analysis	4 hours				
Secondary Sources – Primary Sources – Survey methods: Interview and Surveys - Instruments design - Observations and other techniques of data collection.						
Module:7	Data Analysis	6 hours				
Editing and coding of data – Tabulation: need, nature, types and guidelines. Charts, diagram and Data Mining. Hypothesis Testing: Application of Bivariate and Multivariate techniques of data analysis and interpretation of test results.						
Module:8	Contemporary issues: Presentation of research results	3 hours				
Written & Oral Reports – Components of research report – Guidelines for writing research report. Oral Presentation, Relevance of research for decision making in various functional areas of management. Ethics in Business Research.						
	Total Lecture hours:	30 Hours				
Project : Student shall form a team of three to five members. They should use research methods for to find the problem and give solution for the problem by taking decision making process. a new product idea and formulate the marketing mix for the idea generated. They have to submit a report and make presentation of the same using visual aids (prototype of product (optional)).						60 hrs (non Contact hrs)
Text Book(s)						
1.	C.R.Kothari (2013), <i>Research Methodology: Methods and Techniques</i> , New Age International					
Reference Books						

1.	Donald R. Cooper and Pamela S. Schindler (2013), <i>Business Research Methods</i> , Tata McGraw Hill
2	Williams Zickmund G (2003), <i>Business Research Methods</i> , 7th Edition, Pearson Education
3	Hair, Anderson, Tatham and Black (2006), 5th Edition, <i>Multivariate Data Analysis</i> , Pearson Education
4	O.R. Krishnaswamy (2005), <i>Methodology of Research in Social Sciences</i> , 2nd Edition, Himalaya Publishers.

Mode of Assessment:

Continuous Assessment (Class Test, Quiz, Digital Assignment, Seminar, Case Study Presentation) & Final Assessment Test (FAT)

Recommended by Board of Studies	05-08-2017		
Approved by Academic Council	No. 47	Date	05.10.2017

Course code	Business Law	L	T	P	J	C
BMT1011		3	0	0	0	3
Pre-requisite	Nil	Syllabus version				
Objectives:						
<ul style="list-style-type: none"> Students will be able to examine global trends influencing the business environment Students will be able to associate with competitive strategies for the digital market places 						
Outcome:						
<ul style="list-style-type: none"> The student is able to appreciate the effect of global factors The student is able to prioritize the implications of global factors the students is able to transform and test the global factors for different strategic decisions The student is able to correctly identify and analyse the core competencies The student is able to map and convert competencies to competitive advantage The student is able to recommend the strategies for digital market place 						
Module:1	Introduction & General Contract	7 hours				
Concept of Law – History on the Development of Mercantile Law in India - Sources of Mercantile Law- s- Agreement and Enforceability- Definition and meaning of contract-Classification of contracts-Essential elements of a valid contract- performance of contract. Discharge of contract – Modes of discharge – breach of contract – remedies of breach of contract						
Module:2	Special Contracts	4 hours				
Contract of Indemnity and Guarantee Definitions - Distinction - Rights and Liabilities of Surety- Discharge of surety.						
Module:3	Special Contracts	4 hours				
Bailment contracts - Definition - Essentials Rights and Duties of Bailor and Bailee - finder of lost goods - discharge of Bailment contracts – Pledge – Pawnor and pawnee- Agency Contracts						
Module:4	The Sale of Goods Act, 1930	5 hours				
Essentials of a contract of sales - sale distinguished from agreement to sell - Conditions and Warranties – Caveat emptor – Nemo Dat quod non habet & its exceptions– Unpaid seller: rights and duties.						
Module:5	Consumer Protection Act , 1986	5 hours				
Definitions - Aims and objectives - Consumer protection councils - consumer Disputes - Redressal agencies at various levels - District Forum - State commission - National Commission - penalties for violation.						
Module:6	Partnership and Limited Liability Partnership	5 hours				
Essentials of a valid Partnership – Duties & Rights of Partners – Registration of firms and effects of non-registration - Doctrine of Implied Authority – Modes of dissolution- Differences between Partnership Act and Limited Liability Partnership Act						
Module:7	Companies Act	8 hours				
Definition, Meaning and Features of a Company. - Promotion and Procedure for incorporation of a company. - Classification of Companies. - Conversion of Private Company into Public and Public Company to Private. - Share Capital and Classification of Shares. –Company directors-company meetings and resolutions- Winding Up of a Company.						
Module:8	Contemporary issues: International Business transactions	7 hours				
International trade, International legal regulation and conflict of laws-Alternative dispute resolution mechanisms-Introduction to the UN Convention on Contracts for the International Sale of Goods and ICC incoterms-Transportation and payment of international business transactions						

	Total Lecture hours:	45 Hours
Text Book(s)		
1.	N D Kapoor's (2013), <i>Business Laws</i> , Sultan Chand Publications, New Delhi.	
Reference Books		
1.	N. D. Jain (2012), <i>Corporate Laws: Administration and Management</i> , Deep and Deep Publications Private Ltd	
2	S SGulshan and G K Kapoor (2013), <i>Business Law including Company Law</i> , New Age International Publishers.	
3	Aswathappa, K.(2012), <i>International Business</i> , 5th Ed., TMH, New Delhi	
Mode of Assessment:		
Continuous Assessment (Class Test, Quiz, Digital Assignment, Seminar, Case Study Presentation) & Final Assessment Test (FAT)		
Recommended by Board of Studies	05-08-2017	
Approved by Academic Council	No. 47	Date 05.10.2017

Course code	Management & Organizational Behaviour	L	T	P	J	C
BMT1024		3	0	0	0	3
Pre-requisite	Nil	Syllabus version				
		v. 01.00				
Objectives:						
<ul style="list-style-type: none"> Students will be able to relate to stakeholders and team members in a decision making situation. 						
Outcome:						
<ul style="list-style-type: none"> The student actively participates in discussion and asks questions The student listens actively and shows understanding by paraphrasing or by acknowledging and building on others' idea The student takes large part in setting group goal and agenda 						
Module:1	Management	7 hours				
Meaning, and Importance. Managerial roles and functions. Organization: Meaning and features. functions, levels of management, Types of managers, Managerial roles, managerial skills and competencies, Social responsibility of managers, Stake holders in Business Organization Factors affecting Business – Political, Legal, Economic, Social, Technological, Environmental, Competitive Development of Management Thought : Classical, neoclassical, behavioural, systems and contingency approaches						
Module:2	Planning	5 hours				
Essentials of Planning-Types, Steps, Objectives of Planning, Setting objectives-strategies, policies- planning premises –strategic planning process- decision making – nature and process. Organizing: Concept, nature, process and significance, Principles of an organization, Span of Control, Departmentation, Types of an organization, Authority-Responsibility, Delegation& Decentralization, Formal and Informal Organization.						
Module:3	Staffing Definition	5 hours				
Recruitment, Selection, Training, Promotion, Transfers and Demotion Directing: Meaning, Principles of Direction; Elements of Direction. Controlling: Nature and Scope of control; Types of Control; Control process; Control Techniques – traditional and modern; Effective Control System.						
Module:4	Organizational Behaviour	4 hours				
Definition, Objectives, and Scope of Organizational Behaviour- organizational Behaviour Models- Individual, Groups and Organizational.						
Module:5	Personality	6 hours				
Definitions, Different types of Personality, Determinants of Personality - Matching Personality and Jobs. Perception: Definition, Importance of perception in the industry, Process of perception. Attitude: Meaning, Characteristics and Components of Attitude. Attitude Formation. Job Satisfaction. Learning: Meaning, Characteristics, and Process of learning. Theories of Learning: Classical Conditioning, Operant Conditioning						
Module:6	Motivation	5 hours				
Nature of Motivation - Process of Motivation - Theories of Motivation: Maslow's Hierarchy of Needs Theory, Herzberg's Two Factors Theory, Theory X and Theory Y. McClelland theory of Achievement motivation. Application in industries.						
Module:7	Interpersonal & Group Dynamics:	6 hours				
Understanding the group behaviour, Types of groups, Stages of group development. Group dynamics and Group cohesiveness. Team Effectiveness, High-Performance Teams, Team Structure. Interpersonal Communication, Interpersonal Conflicts & Negotiations.						

Module:8	Organizational Dynamics	7 hours	
Organizational Structure, Organizational Climate, Culture, Change and Development. Creativity. Leadership: Meaning, types of leadership style. Power: Meaning, Influence of power in the Organizations, Diversity in Organizations, Managing Stress, and Work life balance. Professional Ethics in Business- role of professional bodies, corporate code of ethics, ethical conflicts & dilemmas			
		Total Lecture hours:	45 hours
Text Book(s)			
1.	Stoner A.F. Jame, Freeman R Edward, Gilbert R. Danie,l (2009), Management, 6th edition, Pearson Education		
2.	McShane, VenGlinow, Radha Sharma, (2011), Organizational Behavior, McGraw- Hill Education		
Reference Books			
1.	Prasad L.M, (2014), Principles and Practice of Management, 8th Edition, Sultan Chand & Sons		
2.	HenizWeihrich, Mark Cannice, Harold Koontz, (2013), Management: A Global, Innovative, and Entrepreneurial Perspective, McGraw Hill Education.		
3.	Stephen Robbins, (2013), Organization Behaviour, 15th edition, Pearson Education.		
4.	UdaiPareek (2011), Understanding Organizational Behaviour, Oxford Publishing.		
Mode of Assessment:			
Continuous Assessment (Class Test, Quiz, Digital Assignment, Seminar, Case Study Presentation) & Final Assessment Test (FAT)			
Recommended by Board of Studies		05-08-2017	
Approved by Academic Council		No. 47	Date 05.10.2017

Course code	Management Accounting	L	T	P	J	C
BMT1737		3	0	0	0	3
Pre-requisite	Nil	Syllabus version				
		v. 01.00				
Objectives:						
<ul style="list-style-type: none"> Students will be able to summarize and express (oral and written) their views on decision. 						
Outcome:						
<ul style="list-style-type: none"> The student is able to express a clear, coherent thesis statement. The student is able to convey an accurate sense of audience with appropriate use of disciplinary language. The student advances argument with sound evidence and reference. 						
Module:1	Introduction to Management Accounting	3 hours				
Nature, Sources and purposes of management information, presenting information - Role of Management Accounting and its Limitations; Distinction from Financial Accounting and Cost Accounting.						
Module:2	Understanding Cost	3 hours				
Definition of cost, costing, cost accounting, cost classification – Scope, Objectives, Importance and Limitations -Cost Unit and Cost Centre, Cost accounting methods -Alternative cost accounting principles						
Module:3	Elements of cost	11 hours				
Accounting for Material, Labour and overheads- Preparation of Cost Sheet						
Module:4	Absorption and Marginal Costing	7 hours				
Absorption Costing – Job, Batch and process cost - Marginal Costing - Marginal Cost, Contribution Break-even point, Cost-Volume-Profit (CVP) Analysis, Margin of Safety , Applications and Limitations of Marginal cost.						
Module:5	Budgeting	6 hours				
Nature and purpose of budgeting-Statistical techniques-Budget preparation-Flexible budgets-Capital budgeting and discounted cash flow -Budgetary control and reporting-Behavioural aspects of budgeting						
Module:6	Standard Costing	7 hours				
Meaning, Establishment of standards, Difference between Standard costing and Budgetary Control, Variance analysis- Material cost variances - Labour cost variances -Overheads variances: fixed and variable, Reconciliation of budgeted and actual profit						
Module:7	Performance measurement	2 hours				
Overview and Application. Cost reductions and value enhancement, Monitoring performance and reporting						
Module:8	Contemporary issues: Activity Based costing	6 hours				
Definition, cost activities, cost pool, cost drivers, cost hierarchies and implementation of ABC system. Guest lecture on management accounting concepts						
	Total Lecture hours:	45 Hours				
Text Book(s)						
1.	Khan M.Y. and Jain P.K, (2009), Management Accounting, 5th edition, Mcgraw Hill, India					
2.	Sharma R.K. and Shashi K. Gupta (2014), Management Accounting Principles & Practice, 13th Edition, Kalyani Publishers, Delhi					
Reference Books						
1.	Khatri (2011), Financial Accounting, 1st edition, Mcgraw Hill, India.					
2	Ramachandran N and Kakani, Ram Kumar, (2011), “Financial Accounting for Management”, 3rd Edition, Tata McGraw Hill.					

3	Narayanaswamy R., “Financial Accounting (2011) – A Managerial Perspective”, 4th Edition, Prentice Hall of India.
4	S N Maheshwari, Sharad K Maheshwari & Suneel K Maheshwari , Financial Accounting, 5th edition, Vikas Publishing house
5	M N Arora (2014), Cost and Management Accounting, 4th Edition, Theory & Problems & Solutions, Himalaya Publications.

Mode of Assessment:

Continuous Assessment (Class Test, Quiz, Digital Assignment, Seminar, Case Study Presentation) & Final Assessment Test (FAT)

Recommended by Board of Studies	10-06-2019		
Approved by Academic Council	No. 59	Date	24-09-2020

Course code	Indian Financial System	L	T	P	J	C
BMT1012		3	0	0	0	3
Pre-requisite	Nil	Syllabus version				
Objectives:						
Students will be able to examine global trends influencing the business environment						
Outcome:						
<ul style="list-style-type: none"> The student is able to appreciate the effect of global factors The student is able to prioritize the implications of global factors the students is able to transform and test the global factors for different strategic decisions 						
Module:1	Introduction and overview	5 hours				
Indian financial system: Overview – financial systems functions – organization and structure. Indian financial system environment: Post 1990s, Changes and Dynamism Occured. Globalization and financial sector changes.						
Module:2	Regulatory Framework	4 hours				
Financial system regulators: RBI-SEBI-PFRDA-IRDA. Reforms as per regulator’s guidelines and proposals. Acts and Regulations Implemented after 1990s.						
Module:3	Financial markets : Primary Market:	7 hours				
Primary vs. Secondary markets. New issues-Primary market operation-intermediaries-lead managers-underwriting-bankers to an issue - listing mechanism – listing regulations. Registrar and share transfer agents.						
Module:4	Secondary market operations	7 hours				
Stock exchanges-intermediaries and stock broking services–custodial services-depository system-clearing and settlement systems. Role of technology in financial markets operations.						
Module:5	Money markets	6 hours				
Organization-instruments-need and applications.						
Module:6	Mutual funds in India	5 hours				
History and growth. Pension funds and alternate investments. SEBI guidelines and Regulatory framework.						
Module:7	Financial services	7 hours				
Fund based vs fee based services - Investment banking – Credit rating and its process. Factoring and forfeiting-housing finance companies-leasing and hire purchase. Non banking financial companies (NBFC)-RBI guidelines. Insurance industry –overview-intermediaries-IRDA regulations. Developmental financial institutions –scope and objectives						
Module:8	Contemporary issues: Microfinance	4 hours				
Role and Functions. Models and Role in Indian Economic development						

	Total Lecture hours:	45 Hours	
Text Book(s)			
1.	M.YKhan (2013), <i>Indian Financial System</i> , 8 th Edition, Tata McGraw Hill Education.		
Reference Books			
1.	Bharati V. Pathak (2014), <i>Indian Financial System</i> , 4 th Edition, Pearson education		
2	Fredric. S. Mishkin, Stanley G. Eakins (2011), <i>Financial Markets and Institutions</i> , 6 th Edition, Pearson education.		
3	L. M. Bhole and Jitendra Mahakud (2009), <i>Financial Institutions and Markets</i> , McGraw Hill Education		
4	S. Gurusamy (2009), <i>Indian Financial System</i> , 2 nd edition, Tata McGraw Hill		
5	Gomez, Clifford (2008), <i>Financial Markets, Institutions and Financial Services</i> , PHI learning		
Mode of Assessment:			
Continuous Assessment (Class Test, Quiz, Digital Assignment, Seminar, Case Study Presentation) & Final Assessment Test (FAT)			
Recommended by Board of Studies		05-08-2017	
Approved by Academic Council		No. 47	Date 05-10-2017

Course code	Banking and Insurance	L	T	P	J	C
BMT1013		3	0	0	0	3
Pre-requisite	Nil	Syllabus version				
Objectives:						
<ul style="list-style-type: none"> Students will be able to understand decision making Students will be able to interpret and discuss results of qualitative and quantitative analysis. 						
Outcome:						
<ul style="list-style-type: none"> The student is able to describe and paraphrase the problem(s) at issue The student is able to compare and recommend the alternative solutions The student is able to critique and justify the decision The student is able to efficiently summarize the problem with consistency The student is able to analyze the problem using statistical tools and give inference The student is able to summarize the finding with proper conclusion and with a critique on consequences 						
Module:1	Introduction to Banking	3 hours				
History of Banking Business and banker, Banking system and its impact in the economy						
Module:2	Banking – Growth and Development	8 hours				
Commercial banks - structure of the Indian banking system - PSU and Private banks - Foreign banks. RRBs and Cooperative bank - Developmental financial institutions. Current development - retail banking - corporate banking - international banking. NBFCs- Electronic banking: Internet banking – credit and debit cards-ECS, NEFT, RTGS – risks in e-banking.						
Module:3	Regulatory Framework	5 hours				
RBI - Acts and Regulations - Role and functions of RBI - Monetary policy and tools - Policy rates, CRR and SLR						
Module:4	Products and Services in Banks	4 hours				
Savings and Deposit products, Loans and advances - priority sector lending - export credit. Risk management in banks – an overview.						
Module:5	Introduction to Insurance	7 hours				
History - purpose and importance - functions – benefits - classification of Insurance Policies- Insurance contracts – assurance- legal and regulatory framework - Regulator – IRDA						
Module:6	Life insurance and Health Insurance	7 hours				
Need for life and health insurance, Classification of policies - Advantages - comparison of different policies - Role of hospitals and TPAs-Govt. sponsored schemes.						
Module:7	Motor Vehicles Insurance and Marine Insurance	6 hours				
Importance of Vehicle and Marine Insurance– Legal terms - Classification of policies -claims and settlement						
Module:8	Contemporary issues: Other Types of Insurance	5 hours				
Fire insurance, Flood, burglary, cattle, crop, engineering and liability policies - Reinsurance.						
		Total Lecture hours:	45 Hours			
Text Book(s)						
1.	Text Books : Jyotsna sethi and Nishwan Bhatia (2012), <i>Elements of Banking and Insurance</i> , 6 th Edition, PHI India					
Reference Books						
1.	Padmalatha Suresh and Dr.Justin Paul (2014), <i>Management of Banking and Financial Services</i> 3 rd Edition, Pearson Education					

2	Jyotsna Sethi, Nishwan Bhatia (2012), <i>Elements of Banking and Insurance</i> , PHI		
3	Mishra M.N (2012), <i>Insurance Principles and Practice</i> , 21 st Edition, S. Chand &co.		
4	P.K Guptha (2015), <i>Insurance and Risk Management</i> , Himalaya Publications		
5	N.S Toor (2015), <i>Hand Book of Banking information</i> , 40 th Edition, Skylark Publications.		
Mode of Assessment:			
Continuous Assessment (Class Test, Quiz, Digital Assignment, Seminar, Case Study Presentation) & Final Assessment Test (FAT)			
Recommended by Board of Studies		05-08-2017	
Approved by Academic Council		No. 47	Date 05-10-2017

Course code	Managing Personal Finance				L	T	P	J	C
BMT1014					2	0	0	4	3
Pre-requisite	BMT3001-Financial Management				Syllabus version				
Objectives:									
<ul style="list-style-type: none"> Students will be able to understand decision making Students will be able to summarize and express (oral and written) their views on decision. 									
Outcome:									
<ul style="list-style-type: none"> The student is able to describe and paraphrase the problem(s) at issue The student is able to compare and recommend the alternative solutions The student is able to critique and justify the decision The student is able to express a clear, coherent thesis statement The student is able to convey an accurate sense of audience with appropriate use of disciplinary language The student advances argument with sound evidence and references. 									
Module:1	Financial Planning				3 hours				
Importance of Financial Planning – Steps involved in Financial Planning – SMART Goals – Achieving Goals – Risk & Returns – Savings & Investment – Loans & Investment.									
Module:2	Analyzing Saving & Investment				3 hours				
Time value of money – Power of Compounding – Rule of 72 – Personal Balance sheet and net worth – Inflation effect on Investment – Asset Allocation – Systematic Investment Planning.									
Module:3	Financial Assets				5 hours				
Small Savings – Post Office Savings Schemes – Company Fixed Deposits – Bank Deposits – Gold – Gold ETF – Mutual Funds – ELSS – Investing in Equity - Investment in Commodities – Government and Corporate Bonds – Collecting Antiques and artifacts – Real Estate – Chit Funds.									
Module:4	Managing Loans				4 hours				
Personal Loan – Housing Loan – Reverse Mortgage – Education Loan – Gold Pledging – Basics & dangers of Credit Card Debts – CIBIL Score – Steps to avoid excess debt									
Module:5	Protection Related Products				5 hours				
Insurance – Life Insurance – Importance of Term Life Insurance – Pension Schemes – Health Insurance									
Module:6	Planning for Retirement				4 hours				
Start early and peaceful retirement – Tracking and reviewing financial plan – Danger of Dipping your retirement savings									
Module:7	Tax Planning				4 hours				
Tax Calculations – Section 80C – Section 80D – Section 80G – Section 24									
Module:8	Contemporary issues: Investor Protection & Grievances				2 hours				
Investor Protection – Grievance Redressal Mechanism									
				Total Lecture hours:	30 Hours				
<u>Projects to be undertaken:</u> Students can group themselves into a team of 4 to 5 each and has to submit a mini project on Financial Planning for Individuals or other topics related to Personal Finance				60 non contact hours					
Text Book(s)									
1.	Press, Tyco. (2014), ' <i>Personal Finance Simplified</i> ', 20 th Edition.								

2.	Madura, Jeff. (2013), <i>'Personal Finance'</i>, Pearson Education, 5th Edition		
Reference Books			
1.	Jack Kapoor, Les Dlabay, Rober J. Huges,(2010), <i>'Personal Finance'</i>, McGraw Hill		
Mode of Assessment:			
Continuous Assessment (Class Test, Quiz, Digital Assignment, Seminar, Case Study Presentation) & Final Assessment Test (FAT)			
Recommended by Board of Studies	05-08-2017		
Approved by Academic Council	No. 47	Date	05-10-2017

Course code	Principles of Taxation				L	T	P	J	C
BMT1015					3	0	0	0	3
Pre-requisite	Nil				Syllabus version				
					v. 01.00				
Objectives:									
<ul style="list-style-type: none"> Students will be able to interpret and discuss results of qualitative and quantitative analysis. 									
Outcome:									
<ul style="list-style-type: none"> The student is able to efficiently summarize the problem with consistency The student is able to analyze the problem using statistical tools and give inference The student is able to summarize the finding with proper conclusion and with a critique on consequences 									
Module:1	Income Tax				4 hours				
Income Tax – Definitions – Charging Section – Person – Assessee – Assessment Year – Previous Year – Agricultural Income – Residential Status – Scope of Total Income – Income deemed to be received in India- Income deemed to accrue or arise in India- Company – Domestic company - Company in which public are substantially interested – Capital Asset – Short term Capital Asset									
Module:2	Salary				7 hours				
Heads of Income - Income from Salary – Basis of Charge – Taxation of different forms of Allowances and Perquisites - Fully Exempted - Taxable perquisites - Deductions under section 16 – Deductions- under section 80 C - Simple Problems on computation of income from salary.									
Module:3	Income from house property				4 hours				
Income under the head “Income from house property” - Basis of charge- Deemed ownership - income from a let out property and self-occupied property Problems on computation of income from house property									
Module:4	Profit				8 hours				
Profits and gains of Business or Profession –Charging Section –allowable expenses - Sec.37 - Depreciation – Scientific Research Expenditure – 35AC – expenses expressly disallowed - Sec.43B and Sec.40A - Problems on computation of income of Businesses and Professionals – Presumptive Taxation for businessmen and Professionals – Sec.44AD – Sec.44AE – Sec.44ADA									
Module:5					7 hours				
Income Under the head Capital Gains- Basis of Charge– What is Capital Asset – Transfer - Short term Capital Asset - Exemptions - Computation of Capital Gain –Income from other sources – Charging Section – Interest on Securities									
Module:6					5 hours				
Clubbing of Income – Set off – Carry forward and Set off – Deductions u/s.80C / 80D / 80DD / 80E / 80G / 80GG / 80GGA / 80U -Simple problems on computation of Total Income of Individuals and Partnership Firms -									
Module:7	Service Tax				8 hours				
Principles of Goods and Service Tax -Nil Rate Zero rate and Exempted (Rates of Tax are not included) Deemed Services - Concept of Value Added Tax – Introduction for CGST SGST and IGST – Concepts of Time of Supply and Place of Supply									
Module:8	Contemporary issues:				2 hours				
Guest Lecture on 6,7,8.									
				Total Lecture hours:	45Hours				
Text Book(s)									

1.	Dr . Vinod K .Singhanian & Monica Singhanian (Latest Edition) , <i>Students ' </i> (Taxmann Publications)	Income <i>Guide to Tax</i>
Reference Books		
1.	Goods and Service Tax (Taxmann Publications)	
Mode of Assessment: Continuous Assessment (Class Test, Quiz, Digital Assignment, Seminar, Case Study Presentation) & Final Assessment Test (FAT)		
Recommended by Board of Studies		05-08-2017
Approved by Academic Council		No. 47 Date 05-10-2017

Course code	Stress Management			L	T	P	J	C
BMT1016				2	0	0	4	3
Pre-requisite	Nil			Syllabus version				
Objectives:								
<ul style="list-style-type: none"> Students will be able to learn about ethical values in achieving stakeholders welfare Students will be able to relate to stakeholders and team members in a decision making situation 								
Outcome:								
<ul style="list-style-type: none"> The student has complete idea of what the dilemma is and ascertains exactly what needs to be decided The student is able to categorize whom to be involved in the decision making process and thoroughly reflects on the view points of the stakeholders The student can analyze the alternatives and their consequence The student actively participates in discussion and asks questions The student listens actively and shows understanding by paraphrasing or by acknowledging and building on others' idea The student takes large part in setting group goal and agenda. 								
Module:1	Stress	3 hours						
Concept, Definitions and types of stress. Basic condition of stress, Stress reaction, Consequences of stress								
Module:2	Causes of stress.	3 hours						
The impact of stress on human physical and mental health								
Module:3	Stress and Illness	5 hours						
Symptoms of stress. A possible sign of stress in young people.								
Module:4	Occupational Stress or Job Stress	4 hours						
Meaning, and concept. Effect of stress on job performance and job satisfaction. Sources of job stress: Organisational, Individual and environmental.								
Module:5	Stress Management Techniques	5 hours						
Aims of stress management. Coping strategies of stress in the organisation: Individual, and organisational strategies.								
Module:6	Remedial action to control stress	3 hours						
Techniques to combat stress: Cognitive behavioural techniques to change thinking, Problem-solving approach								
Module:7		5 hours						
Positive thinking, Relaxation training, Visualization, Learning Yoga Storytelling and Counseling Techniques								
Module:8	Contemporary issues:	2 hours						
Guest Lecture on 1-7 modules								

	Total Lecture hours:	30 Hours	
<u>Projects to be undertaken:</u> Students can group themselves into a team of 4 to 5 each and has to submit a mini project on Stress Management and other topics related to Stress management.		60 non contact hours	
Text Book(s)			
1.	Walt Schafer (2008), <i>Stress Management</i> , Cengage Learning India Pvt. Ltd, New Delhi		
2.	Richard Regis (2004), <i>Stress Management</i> , NHRD Network, Coimbatore Chapter Jerrold S. Greenberg (2012), <i>Comprehensive Stress Management</i> , University of Maryland		
Reference Books			
1.	Rita Agarwal (2001), <i>Stress in Life at work</i> , Response Books		
2.	D. M. Pestonjee (2008), <i>Stress and Coping: the Indian Experience</i> , 2 nd Edition, Sage Publications India Pvt. Ltd		
Mode of Assessment:			
Continuous Assessment (Class Test, Quiz, Digital Assignment, Seminar, Case Study Presentation) & Final Assessment Test (FAT)			
Recommended by Board of Studies		05-08-2017	
Approved by Academic Council		No. 47	Date 05-10-2017

Course code	Total Quality Management				L	T	P	J	C
BMT1022					2	0	0	4	3
Pre-requisite	Nil				Syllabus version				
Objectives:									
<ul style="list-style-type: none"> Students will be able to examine global trends influencing the business environment Students will be able to interpret and discuss results of qualitative and quantitative analysis. 									
Outcome:									
<ul style="list-style-type: none"> The student is able to appreciate the effect of global factors The student is able to prioritize the implications of global factor The students is able to transform and test the global factors for different strategic decisions The student is able to efficiently summarize the problem with consistency The student is able to analyze the problem using statistical tools and give inference The student is able to summarize the finding with proper conclusion and with a critique on consequences 									
Module:1	Introduction				2 hours				
Evolution of quality, Definition, Concept and Features of TQM, Building blocks of TQM									
Module:2	Quality Gurus and Thought				6 hours				
Juran Trilogy, PDSA cycle, 5S, Kaizen, Crosby's theory on Quality Management, Quality Performance Excellence Award- Deming Application Award, European Quality Award, Malcolm Baldrige National Quality Award.									
Module:3	Benchmarking				3 hours				
Definition, concepts, benefits, elements, reasons for benchmarking, process of benchmarking									
Module:4	Quality Tools				6 hours				
FMEA, Quality Function Deployment (QFD) – House of Quality, QFD Process & its Benefits, Total Productive Maintenance (TPM) – Concept and need, Quality Circle, Poka Yoke, 5 Whys.									
Module:5	Statistical Process Control				5 hours				
Central Tendency, The seven tools of quality, Normal curve, Control charts, Process Capability									
Module:6	Organizing for TQM				2 hours				
System approach-The people dimension-small groups and employment team for TQM.									
Module:7	Cost of Quality				3 hours				
Juran's concept of Quality Cost, Quality Cost components, SERVQUAL Model of Customer Satisfaction									
Module:8	Contemporary issues: Quality Systems and benefits				3 hours				
ISO 9000, ISO 9000:2000, ISO 14000, Quality Management Systems and Quality Assurance									
				Total Lecture hours:		30 Hours			
Project: The students will be divided into a team of 4 or 5 students each. They have to study the issues relating to quality maintenance in different manufacturing industry and suggest ways for quality management.					60 Non-contact hrs.				
Text Book(s)									
1.	Evans & Lindsay (2011), <i>Managing for Quality and Performance Excellence</i> – 8 th Edition, Cengage Publication, USA								
Reference Books									
1.	Basterfield (2002), <i>Total Quality Management</i> , Pearson Education, New Delhi								
2.	Janakiraman & Gopal (2006), <i>Total Quality Management : Text and Cases</i> , Prentice Hall of India, New Delhi								

3	John S. Oakland (2003), <i>Total Quality Management Text with Cases</i> , 3rd Edition, Butterworth Heinemann,		
4	Vincent K. Omachonu; Joel E. Ross (2005), <i>Principles of Total Quality</i> , 3rd Edition, CRC Press		
Mode of Assessment:			
Continuous Assessment (Class Test, Quiz, Digital Assignment, Seminar, Case Study Presentation) & Final Assessment Test (FAT)			
Recommended by Board of Studies	05-08-2017		
Approved by Academic Council	No. 47	Date	05-10-2017

Course code	Project Management				L	T	P	J	C
BMT1023					3	0	0	0	3
Pre-requisite	Nil				Syllabus version				
Objectives:									
<ul style="list-style-type: none"> Students will be able to understand decision making Students will be able to interpret and discuss results of qualitative and quantitative analysis. 									
Outcome:									
<ul style="list-style-type: none"> The student is able to describe and paraphrase the problem(s) at issue The student is able to compare and recommend the alternative solutions The student is able to critique and justify the decision The student is able to efficiently summarize the problem with consistency The student is able to analyze the problem using statistical tools and give inference The student is able to summarize the finding with proper conclusion and with a critique on consequences 									
Module:1	Introduction to Project Management				5 hours				
Concept of project management, project definition and key features of projects, project life cycle phases, typical project management issues, basic project activities									
Module:2	Project Identification and Selection				7 hours				
Identification and screening (brainstorming, strength and weakness in the system, environmental opportunities and threats), Project evaluation methods- Payback period, Net present value, Internal rate of return and project evaluation under uncertainty.									
Module:3	Project Organization				4 hours				
Roles and responsibilities of a project manager, Project Organization-The project as Part of the Functional Organization, Pure Project Organization, The Matrix organization, leadership styles									
Module:4	Scope, Time and Cost Management				7 hours				
Scope Management-define the project-SOW,WBS, Time Management-Network diagram, forward and backward pass, critical path, PERT and CPM, AOA and AON methods, tools for project network, Cost management-earned value method.									
Module:5	Project Resource management				7 hours				
Scheduling resources, resource allocation methods, project crashing and resource leveling, Organizing systems and procedures - working of systems, design of systems, project work system design, project execution plan, project procedure manual project control system, planning scheduling and monitoring, monitoring contracts and project diary.									
Module:6	Risk Management				5 hours				
Risk identification, types of risk, risk checklist, risk management tactics, risk mitigation and contingency planning, risk register, communication management									
Module:7	Quality Management				5 hours				
Quality assurance and quality control, quality audit, methods of enhancing quality.									
Module:8	Contemporary issues: Performance Monitoring				5 hours				
Project monitoring information system, project status report and other control issues, project audit and closure, international projects-environmental factors, cross cultural considerations									
				Total Lecture hours:	45 Hours				
Text Book(s)									
1.	R.Panneerselvam and P.Senthil Kumar (2013), <i>Project Management</i> , PHI Learning Private Limited								

	Prasanna Chandra (2014), <i>Projects: Planning, Analysis, Selection, Financing, implementation and Review</i>		
Reference Books			
1.	A Guide to the Project Management Body of Knowledge: (PMBOK Guide) by Project Management Institute, 2013.		
2	Gopala Krishnan & Rama Murthy, <i>A Text book of Project Management</i> , McMillan India		
3	S. Choudhary (2004), <i>Project Management</i> , Tata McGraw Hill Publication.		
4	Clifford F Gray (2014), <i>Project Management: The Managerial Process</i> , (Special Indian Edit.), Oregon State University		
Mode of Assessment:			
Continuous Assessment (Class Test, Quiz, Digital Assignment, Seminar, Case Study Presentation) & Final Assessment Test (FAT)			
Recommended by Board of Studies		05-08-2017	
Approved by Academic Council		No. 47	Date 05-10-2017

Course code	Performance Management				L	T	P	J	C
BMT2019					3	0	0	0	3
Pre-requisite	Nil				Syllabus version				
					v. 01.00				
Objectives:									
<ul style="list-style-type: none"> Students will be able to learn about ethical values in achieving stakeholders welfare Students will be able to relate to stakeholders and team members in a decision making situation 									
Outcome:									
<ul style="list-style-type: none"> The student has complete idea of what the dilemma is and ascertains exactly what needs to be decided The student is able to categorize whom to be involved in the decision making process and thoroughly reflects on the view points of the stakeholders The student can analyze the alternatives and their consequence The student actively participates in discussion and asks questions The student listens actively and shows understanding by paraphrasing or by acknowledging and building on others' idea The student takes large part in setting group goal and agenda. 									
Module:1	Specialist cost and management accounting Techniques				3 hours				
Activity-based/Alternative costing, Target/ Life-cycle costing									
Module:2	Special areas on costing				2 hours				
Throughput Accounting Vs Costing, Environmental Accounting Vs Costing									
Module:3	Decision-making techniques				8 hours				
Relevant cost analysis, Cost volume analysis, Limiting factors, Pricing decisions, Make-or-buy and other short-term decisions, Risk and uncertainty in decision making and Dealing with it									
Module:4	Standard costing				6 hours				
Material mix and yield variances, Sales mix and quantity variances, Planning and operational variances, Performance analysis and Behavioural aspects.									
Module:5	Budgeting and control				6 hours				
Budgetary system, Types of budgets, Quantitative analysis in budgeting, Zero Based Budget Process and implementation (with case study)									
Module:6	Projects and Costing				5 hours				
Assessment and Application of Schedule Performance Index (SPI) and Cost Performance Index (CPI) in Industry									
Module:7	Performance measurement and control				7 hours				
Performance management information systems, Sources of management information, Management reports, Performance analysis in private sector, Organisations and Divisional performance. Assessment and evaluation for decision making.									
Module:8	Contemporary issues: Trends in costing				8 hours				
Transfer pricing, Performance analysis in Not-for-profit organisations and the public sector, External considerations and behavioural aspects.									
				Total Lecture hours:	45 Hours				
Text Book(s)									
1.	Maheswari S. N, Cost and Management Accounting, Sultan Chand & Sons. New Delhi								
2.	Ravi M. Kishore, Advanced Management Accounting, Taxmann Publication (P) Ltd. New Delhi								
3.	Catherine Stenzel and Joe Stenzel (2003), From Cost to Performance Management, John Wiley & Sons, Canada. ISBN: 0-471-42329-7								

Reference Books			
1.	Leslie G. Eldenburg and Susan K. Wolcott (2 nd Edition), Cost management: Measuring, Monitoring and Motivating Performance, Wiley Publications, ISBN9780470769423		
2.	Ahmed Riahi – Belkaoui (2002), Behavioral Management Accounting, Quorum Books. ISBN: 1–56720–443–0		
3.	Murtaza Lanewala, Performance Management Guide		
Reference URLs:			
1.	https://www.youtube.com/watch?v=Dhj9NPlyTeU		
2.	https://www.grantthornton.com/industries/public-sector/cost-and-performance-management.aspx		
3.	http://www.cimaglobal.com/Documents/ImportedDocuments/9_Performance_Measurement.pdf		
4.	http://www.pmsolutions.com/audio/PM_Performance_and_Value_List_of_Measures.pdf		
Mode of Assessment:			
Continuous Assessment (Class Test, Quiz, Digital Assignment, Seminar, Case Study Presentation) & Final Assessment Test (FAT)			
Recommended by Board of Studies		05-08-2017	
Approved by Academic Council		No. 47	Date 05-10-2017

Course code	Financial Reporting				L	T	P	J	C
BMT2020					2	0	0	4	3
Pre-requisite	Nil				Syllabus version				
					v. 01.00				
Objectives:									
<ul style="list-style-type: none"> • Students will be able to understand decision making • Students will be able to interpret and discuss results of qualitative and quantitative analysis. 									
Outcome:									
<ul style="list-style-type: none"> • The student is able to describe and paraphrase the problem(s) at issue • The student is able to compare and recommend the alternative solutions • The student is able to critique and justify the decision • The student is able to efficiently summarize the problem with consistency • The student is able to analyze the problem using statistical tools and give inference • The student is able to summarize the finding with proper conclusion and with a critique on consequences 									
Module:1	The conceptual and regulatory framework for Financial reporting				4 hours				
The need for conceptual framework and the characteristics of useful information. Recognition and measurement, Specialised, not-for-profit, and public sector entities, Regulatory framework. The concept and principles of groups and consolidated financial statements.									
Module:2	Accounting for transactions in financial statements				5 hours				
Tangible non-current assets, Intangible assets, Impairment of assets, Inventory and biological assets.									
Module:3	Accounting for transactions in financial statements				4 hours				
Financial instruments, Leasing, Provisions and events after the reporting period, Taxation, Reporting financial performance, Revenue, Government grants.									
Module:4	Analysing and interpreting financial statements				4 hours				
Limitations of financial statements, calculation and interpretation of accounting ratios and trends to address users' and stakeholders' needs.									
Module:5	Analysing and interpreting financial statements				3 hours				
Interpretation techniques, specialised, not-for-profit and public sector entities.									
Module:6	Preparation of financial statements				4 hours				
Preparation of single entity financial statements									
Module:7	Preparation of financial statements				4 hours				
Preparation of Consolidated financial statements including an associate.									
Module:8	Contemporary issues:				2 hours				
Guest Lectures from the industry experts in contemporary topics related to Financial Reporting									
				Total Lecture hours:	30 Hours				
Project: The students will be divided into a team of 5 or 6 each. They have to study the regulatory framework for Financial reporting, Preparation of financial statements analysing and interpreting financial statements					60 (Non-contact hrs)				
Text Book(s)									
1.	Fischer, P.M., Tayler, W.J., & Cheng, R.H. (2015).Advanced accounting.Cengage Learning								

Reference Books			
1.	Charles H.Gibson. (2009). Analysis of Financial Statements. South-Western Cengage Learning		
2	Richard E. Baker., Valdean C. Lembke., Thomas E.King., Cynthia G. Jeffrey. (2008). Advanced Financial Accounting. McGraw-Hill International.		
3	T.P.Singh. (2009). Taxmann's Financial Accounting for Managers.Taxmann Publications (p) Ltd, India.		
4	Gerald I.White., Ashwinpaul C. Sondhi.,Dev Fried. (2007). The Analysis and use of Financial Statements.Wiely-India.		
Mode of Assessment:			
Continuous Assessment (Class Test, Quiz, Digital Assignment, Seminar, Case Study Presentation) & Final Assessment Test (FAT)			
Recommended by Board of Studies		05-08-2017	
Approved by Academic Council		No. 47	Date 05-10-2017

Course code	Audit and Assurance				L	T	P	J	C
BMT2021					2	0	0	4	3
Pre-requisite	Nil				Syllabus version				
					v. 01.00				
Objectives:									
<ul style="list-style-type: none"> Students will be able to interpret and discuss results of qualitative and quantitative analysis. 									
Outcome:									
<ul style="list-style-type: none"> The student is able to efficiently summarize the problem with consistency The student is able to analyze the problem using statistical tools and give inference The student is able to summarize the finding with proper conclusion and with a critique on consequences 									
Module:1	Introduction:				4 hours				
Concept of Audit, Auditing, Auditor and Assurance. Process of auditing and other assurance engagements. Types of Audit. Differences between Audit and Verification. Scope and Differences between external and internal audit. Outsourcing of audit work and internal audit assignments.									
Module:2	Planning and Risk assessment				4 hours				
Audit planning and documentation, obtaining and accepting audit engagements, Objective and principles of audit, Assessing audit risks. Understanding the entity and its environment.									
Module:3	Internal control:				3 hours				
Internal control systems, use and evaluation of internal control systems by auditors, Tests of control, Communication on internal control.									
Module:4	Audit evidence:				5 hours				
Financial statement assertions and audit Evidence, Audit procedures, Audit sampling and other means of testing. Audit of specific items. Work of others, Not-for-profit organisations.									
Module:5	Technology in Auditing:				2 hours				
Computer-assisted audit techniques, Report preparation and generation.									
Module:6	Audit Report and Review:				5 hours				
Audit report preparation, Rules followed in report preparation, penal proceedings in case of violation. Review and finalization of audit reports.									
Module:7	Ethics in Auditing and Corporate Governance:				3 hours				
Professional ethics, Code of Ethics and Conduct, Concept of Corporate governance. Role of auditor and board in CG.									
Module:8	Contemporary issues: Legal Aspects and Standards in Auditing:				4 hours				
Fraud and its detection, laws and regulations. Audit Standards, their role in governance. Violations and Penalties									
				Total Lecture hours:	30 Hours				
Project: The students will be divided into a team of 5 or 6 each. They have to study the Auditing technology, audit report models, Ethics in audit, corporate governance, Legal aspects and standard in auditing.				60 (Non-contact hrs)					
Text Book(s)									
1.	Pankaj Garg, Auditing & Assurance (7 th Edition, 2017), Taxmann Publications. ISBN9789386482730								
2.	Sanjib Kumar Basu, Auditing and Assurance (2 nd Edition), Pearson Education India. ISBN9789332547971								
Reference Books									

1.	Willian F. Messier, Jr. Steven M. Glover and Douglas F. Prawitt(2016), Auditing & Assurance Services: A Systematic Approach, McGraw Hill, Irwin. ISBN9780078025433
2	CA. VikasOswal (2016), Simplified approach to auditing and assurance, CCH. ISBN9789351296409
3	Tapan Jindal (2016), Notes on Auditing & Assurance – An easy approach, Bharat Law House.ISBN9789351393375
4	Clifford Gomez (2012), Auditing and Assurance – Theory and Practice, Prentice Hall India Learning Pvt. Ltd. ISBN9788120345669
5.	VarshaAinapure and MukundAinapure (2009), Auditing and Assurance (2 nd Edition), Prentice Hall India Learning Pvt. Ltd. ISBN9788120339910

Mode of Assessment:

Continuous Assessment (Class Test, Quiz, Digital Assignment, Seminar, Case Study Presentation) & Final Assessment Test (FAT)

Recommended by Board of Studies	05-08-2017		
Approved by Academic Council	No. 47	Date	05-10-2017

Course code	Advanced Audit and Assurance				L	T	P	J	C
BMT3005					2	0	0	4	3
Pre-requisite	Nil				Syllabus version				
					v. 01.00				
Objectives:									
<ul style="list-style-type: none"> • Students will be able to understand decision making • Students will be able to interpret and discuss results of qualitative and quantitative analysis. 									
Outcome:									
<ul style="list-style-type: none"> • The student is able to describe and paraphrase the problem(s) at issue • The student is able to compare and recommend the alternative solutions • The student is able to critique and justify the decision • The student is able to efficiently summarize the problem with consistency • The student is able to analyze the problem using statistical tools and give inference • The student is able to summarize the finding with proper conclusion and with a critique on consequences 									
Module:1	Regulatory Environment				4 hours				
International regulatory frameworks for audit and assurance services -Money laundering -Laws and regulations									
Module:2	Professional and Ethical Considerations				4 hours				
Code of Ethics for Professional Accountants -Fraud and error -Professional liability									
Module:3	Practice Management				3 hours				
Quality control (firm-wide) -Advertising, publicity, obtaining professional work and fees - Professional appointments									
Module:4	Planning and conducting an audit of historical financial information				5 hours				
Planning, materiality and assessing the risk of misstatement -Evidence and testing considerations- Audit procedures and evidence evaluation -Using the work of others -Group audits									
Module:5	Completion, review and reporting				4 hours				
Subsequent events and going concern -Completion and final review -Auditor's reports -Reports to those charged with governance and management									
Module:6	Other assignments				5 hours				
Audit-related and assurance services -Specific assignments-The audit of social, environmental and integrated reporting -The audit of performance information (pre-determined objectives) in the public sector -Reporting on other assignments									
Module:7	Current Issues and Developments				3 hours				
Professional and ethical developments -Other current issues									
Module:8	Contemporary issues: Guest Lecture				2 hours				
Guest Lecture on 6,7,8 modules.									
	Total Lecture hours:				30 Hours				

Project: The students will be divided into a team of 5 or 6 each. They have to study the audit and assurance, audit report models, Ethics in audit, and standard in auditing.		60 (Non-contact hrs)	
Text Book(s)			
1.	A Hand book on Audit and Assurance CA. Abishok Bansal & Niravmehta Swamy law house		
2.	Auditing and Assurance, Sanjib Kumar Basu pearson Education India.		
Reference Books			
1.	Auditing and Assurance, CA Pangaj Garg, Taxxman		
2.	Auditing and Assmance, R.chandler, London schost of Economics and political science.		
Mode of Assessment:			
Continuous Assessment (Class Test, Quiz, Digital Assignment, Seminar, Case Study Presentation) & Final Assessment Test (FAT)			
Reference URLs:			
Recommended by Board of Studies		05-08-2017	
Approved by Academic Council		No. 47	Date 05-10-2017

Course code	Strategic Business Reporting				L	T	P	J	C
BMT3006					2	0	0	4	3
Pre-requisite	Nil				Syllabus version				
					v. 01.00				
Objectives:									
<ul style="list-style-type: none"> Students will be able to associate with competitive strategies for the digital market places Students will be able to interpret and discuss results of qualitative and quantitative analysis 									
Outcome:									
<ul style="list-style-type: none"> The student is able to correctly identify and analyse the core competencies The student is able to map and convert competencies to competitive advantage The student is able to recommend the strategies for digital market place The student is able to efficiently summarize the problem with consistency The student is able to analyze the problem using statistical tools and give inference The student is able to summarize the finding with proper conclusion and with a critique on consequences. 									
Module:1	Professional principles				3 hours				
Professional behaviour and compliance with accounting standards.									
Module:2	Fundamental ethical principles				2 hours				
Ethical requirements of corporate reporting and the consequences of unethical behavior.									
Module:3	The financial reporting framework				4 hours				
The applications, strengths and weaknesses of an accounting framework.									
Module:4	Reporting the financial performance of a range of entities				4 hours				
1. Revenue 2. Non-current assets 3. Financial instruments 4. Leases 5. Employee benefits 6. Income taxes 7. Provisions, contingencies and events after the reporting date 8. Share-based payment 9. Fair Value Measurement 10. Reporting requirements of small and medium-sized entities (SMEs).									
Module:5	Financial statements of groups of entities				5 hours				
1. Group accounting including statements of cash flows 2. Associates and joint arrangements 3. Changes in group structures 4. Foreign transactions and entities.									
Module:6	Analysis and interpretation of accounts				4 hours				
Trend or horizontal analysis– Common size statements– Accounting ratios and ratio analysis.									
Module:7	Interpret financial statements for different stakeholders				3 hours				
Analysis and interpretation of financial information and measurement of performance.									
Module:8	Contemporary issues: The impact of changes in accounting regulation				5 hours				
Discussion of potential solutions to current issues in financial reporting.									
				Total Lecture hours:	30 Hours				
Project:				The students will be divided into a team of 5 or 6 each. They have to study the financial reporting framework, Reporting the financial performance of a range of entities, Analysis and interpretation of accounts and Interpret financial statements for different stakeholders.		60 (Non-contact hrs)			
Text Book(s)									
1.	Professional Ethics and Human Values by M. Govindarajan ,S. Senthilkumar and M.S. Natarajanv, Prentice Hall of India								
Reference Books									

1.	Corporate Financial Reporting and Analysis, 3rd Edition by David Young, Jacob Cohen, Wiley Publishers		
2	Contemporary Issues in Accounting by Michaela Rankin & Patricia Stanton & Susan McGowan & Kimberly Ferlauto & Matthew Tilling, John Wiley & Sons.		
Mode of Assessment:			
Continuous Assessment (Class Test, Quiz, Digital Assignment, Seminar, Case Study Presentation) & Final Assessment Test (FAT)			
Recommended by Board of Studies		05-08-2017	
Approved by Academic Council		No. 47	Date 05-10-2017

Course code	Strategic Business Leader	L	T	P	J	C
BMT3007		3	0	0	0	3
Pre-requisite	Nil	Syllabus version				
		v. 01.00				
Objectives:						
<ul style="list-style-type: none"> • Students will be able to associate with competitive strategies for the digital market places • Students will be able to recognize business problems and describe alternative courses of action 						
Outcome:						
<ul style="list-style-type: none"> • The student is able to correctly identify and analyse the core competencies • The student is able to map and convert competencies to competitive advantage • The student is able to recommend the strategies for digital market place • The student can identify the problem and evaluate the related constraints • The student is able to critique the solutions to the problem and rank the alternatives • The student is able to identify alternatives and define the uniqueness of each alternative and recommend the best 						
Module:1	Leadership	4 hours				
Qualities of leadership, Leadership and organizational culture, Professionalism, ethical codes and the public interest.						
Module:2	Governance	5 hours				
Agency, Stakeholder analysis and organisational social responsibility. Governance, scope and approaches. Reporting to stakeholders. The board of directors. Public sector governance						
Module:3	Strategy	6 hours				
1. Concepts of strategy 2. Environmental issues 3. Competitive forces 4. The internal resources, capabilities and competences of an organisation 5. Strategic choices						
Module:4	Risk	4 hours				
1. Identification, assessment and measurement of risk 2. Managing, monitoring and mitigating risk.						
Module:5	Technology and data analytics	8 hours				
1. Cloud and mobile technology 2. Big data and data analytics 3. E- business: value chain 4. IT systems security and control.						
Module:6	Organisational control and audit	5 hours				
1. Management and internal control systems 2. Audit and compliance 3. Internal control and management reporting.						
Module:7	Finance in planning and decision-making	5 hours				
1. Finance function 2. Financial analysis and decision making techniques 3. Cost and management accounting.						
Module:8	Contemporary issues: Innovation,	8 hours				

	performance excellence and change management		
<p>Innovation, performance excellence and change management 1. Enabling success: organising 2. Enabling success: disruptive technologies 3. Enabling success: talent management 4. Enabling success: performance excellence 5. Managing strategic change 6. Innovation and change management 7. Leading and managing projects</p> <p>I Professional skills 1. Communication 2. Commercial acumen 3. Analysis 4. Scepticism 5. Evaluation</p>			
	Total Lecture hours:	45 Hours	
Text Book(s)			
1.	Organizational Culture and Leadership, 5th Edition by Edgar H. Schein with Peter Schein, Wiley Publishers		
Reference Books			
1.	Financial Management by I.M. Pandey, Vikas Publishing House PVT Ltd.		
2	Big-Data Analytics for Cloud, IoT and Cognitive Computing by Kai Hwang, Min Chen, Wiley Publishers		
3	Managing Innovation and Change by David Mayle, Sage publishing		
Mode of Assessment:			
Continuous Assessment (Class Test, Quiz, Digital Assignment, Seminar, Case Study Presentation) & Final Assessment Test (FAT)			
Recommended by Board of Studies		05-08-2017	
Approved by Academic Council		No. 47	Date 05-10-2017

Course code	Advanced Financial Management				L	T	P	J	C
BMT3008					3	0	0	0	3
Pre-requisite	Nil				Syllabus version				
					v. 01.00				
Objectives:									
<ul style="list-style-type: none"> • Students will be able to understand decision making • Students will be able to recognize business problems and describe alternative courses of action • Students will be able to interpret and discuss results of qualitative and quantitative analysis 									
Outcome:									
<ul style="list-style-type: none"> • The student is able to describe and paraphrase the problem(s) at issue • The student is able to compare and recommend the alternative solutions • The student is able to critique and justify the decision • The student can identify the problem and evaluate the related constraints • The student is able to critique the solutions to the problem and rank the alternatives • The student is able to identify alternatives and define the uniqueness of each alternative and recommend the best • The student is able to efficiently summarize the problem with consistency • The student is able to analyze the problem using statistical tools and give inference • The student is able to summarize the finding with proper conclusion and with a critique on consequences 									
Module:1	Role and responsibility towards stakeholders				7 hours				
The role and responsibility of senior financial executive/advisor, Financial strategy formulation, Conflicting stakeholder interests, Ethical issues in financial management, Environmental issues and integrated reporting									
Module:2	Economic environment for multinational Organisations				4 hours				
Management of international trade and finance, Strategic business and financial planning for multinational organisations									
Module:3	Advanced investment appraisal				7 hours				
Discounted cash flow techniques, Application of option pricing theory in investment decisions, Impact of financing on investment decisions and adjusted present values, Valuation and the use of free cash flows, International investment and financing decisions									
Module:4	Acquisitions and mergers				6 hours				
Acquisitions and mergers versus other growth strategies, Valuation for acquisitions and mergers, Regulatory framework and processes, Financing acquisitions and mergers									
Module:5	Corporate reconstruction and re-organisation				4 hours				
Financial reconstruction, Business re-organisation									
Module:6	Treasury and advanced risk management Techniques				7 hours				
The role of the treasury function in Multinationals, The use of financial derivatives to hedge against forex risk, The use of financial derivatives to hedge against interest rate risk, Dividend policy in multinationals and transfer pricing									
Module:7	Emerging issues in finance and financial Management				6 hours				
Developments in world financial markets, Developments in international trade and Finance, Developments in Islamic financing									
Module:8	Contemporary issues: Funds Management				4 hours				
Nature of funds management open and closed end investment companies, mutual funds, Hedge funds other type of funds									

	Total Lecture hours:	45 Hours	
Text Book(s)			
1.	Keown, J; Martin, D. J;William. J &Scott, D. F (2005)., <i>Financial Management:Principle and applications</i> ,10 th Edition, Pearson		
Reference Books			
1.	Chandra. P(2015)., <i>Financial management: Theory and Practices</i> , 9 th Edition, Tata Mcgraw Hill		
2	Panday. I. M(2015)., <i>Financial management</i> .11 th Edition, Vikash Publishing House		
3	Khan, M. Y & Jain, P. K(2005)., <i>Financial management</i> , 2 nd Edition, Tata McGraw Hill		
4	Gupta, S.K & Sharma, P. K(2015)., <i>Financial Management Theory and Practices</i> , Kalyani Publishers		
5	VanHorne,, C; Wachowicz, M . J(2009). <i>Fundamentals of Financial management</i> 13 th Edition, Stanford		
Mode of Assessment:			
Continuous Assessment (Class Test, Quiz, Digital Assignment, Seminar, Case Study Presentation) & Final Assessment Test (FAT)			
Recommended by Board of Studies		05-08-2017	
Approved by Academic Council		No. 47	Date 05-10-2017

Course code	Advanced Performance Management	L	T	P	J	C
BMT3009		3	0	0	0	3
Pre-requisite	Nil	Syllabus version				
		v. 01.00				
Objectives:						
<ul style="list-style-type: none"> • Students will be able to understand decision making • Students will be able to learn about ethical values in achieving stakeholders welfare • Students will be able to relate to stakeholders and team members in a decision making situation 						
Outcome:						
<ul style="list-style-type: none"> • The student is able to describe and paraphrase the problem(s) at issue • The student is able to compare and recommend the alternative solutions • The student is able to critique and justify the decision • The student has complete idea of what the dilemma is and ascertains exactly what needs to be decided • The student is able to categorize whom to be involved in the decision making process and thoroughly reflects on the view points of the stakeholders • The student can analyze the alternatives and their consequences • The student actively participates in discussion and asks questions • The student listens actively and shows understanding by paraphrasing or by acknowledging and building on others' idea • The student takes large part in setting group goal and agenda 						
Module:1	Strategic planning and control	7hours				
Introduction to strategic management accounting: Performance management and control of the organisation, Changes in business structure and management accounting, Effect of Information Technology (IT) on strategic management accounting, Other environmental and ethical issues.						
Module:2	External influences on organisational Performance	6hours				
Changing business environment, Impact of external factors on strategy and performance						
Module:3	Performance measurement systems and design	7 hours				
Performance management information systems, Sources of management information, Recording and processing methods, Management reports.						
Module:4	Strategic performance measurement	6 hours				
Performance hierarchy, Strategic performance measures in private Sector, Divisional performance and transfer pricing Issues, Strategic performance measures in not-for profit Organisations, Non-financial performance indicators, The role of quality in management information and performance measurement systems, Performance measurement and strategic human resource management issues, Performance measurement and the reward systems, Other behavioural aspects of performance measurement						
Module:5		5hours				
The role of quality in management information and performance measurement systems, Performance measurement and strategic human resource management issues, Performance measurement and the reward systems, Other behavioural aspects of performance Measurement						
Module:6	Performance evaluation and corporate failure	5 hours				
Alternative views of performance measurement and management, Strategic performance issues in complex business structures, Predicting and preventing corporate failure						
Module:7	Current developments and emerging issues performance management	6 hours				
Current developments in management accounting techniques, Current issues and trends in						

performance management			
Module:8	Contemporary issues: Guest Lecture	2 hours	
Guest Lecture on 4,5,6 and 7 modules			
	Total Lecture hours:	45 Hours	
Text Book(s)			
1.	Cardy, R.L. Lenard, B. (2011). Performance management: Concepts, skills, and exerises. ME Sharpe.		
Reference Books			
1.	MCGettigan, E(2016). Advanced Performance management-An International Perspective, Chartered Accounts Ireland.		
2	Demartini, C, (2013). Performance management system –Design, Diagnosis and Use Springer.		
Mode of Assessment:			
Continuous Assessment (Class Test, Quiz, Digital Assignment, Seminar, Case Study Presentation) & Final Assessment Test (FAT)			
Recommended by Board of Studies		05-08-2017	
Approved by Academic Council		No. 47	Date 05-10-2017

Course code	Organizational Change and Development	L	T	P	J	C
BMT2003		3	0	0	0	3
Pre-requisite	BMT1724 – Management & Organizational Behaviour	Syllabus version				
Objectives:						
<ul style="list-style-type: none"> Students will be able to examine global trends influencing the business environment Students will be able to recognize business problems and describe alternative courses of action 						
Outcome:						
<ul style="list-style-type: none"> The student is able to appreciate the effect of global factors The student is able to prioritize the implications of global factors The students is able to transform and test the global factors for different strategic decisions The student can identify the problem and evaluate the related constraints The student is able to critique the solutions to the problem and rank the alternatives The student is able to identify alternatives and define the uniqueness of each alternative and recommend the best 						
Module:1	Organizational Change	8 hours				
Concept, Definitions, and Importance of change in the organization, Types and Forms of organizational change, Forces for and Resistances to change, Overcoming resistance to change						
Module:2	Evolutionary and Revolutionary change in organization	6 hours				
Developments of Evolutionary Change: Socio technical Systems Theory, Total Quality Management, Flexible workers and Flexible work team.						
Module:3	Developments of Revolutionary change	4 hours				
Reengineering, E-Engineering, Restructuring, Innovation.						
Module:4	Models of Change	5 hours				
Kurt Lewin's Three step Change process, Burke and Lewin's model of Drivers of Change, J.P. Kotter's eight stages, Mckinsey 7-S Model, ADKAR model, Action Research, Organizational Development						
Module:5	Management of Change	5 hours				
Diagnosing the organization, Determining the desired future state, Implementation Action, Evaluating the Action, Tackling Challenges at different periods of Change.						

Module:6	Organizational Development	5 hours	
Concept, Objectives and Importance of OD. Foundations of OD. Managing the OD process. OD techniques to promote change. OD techniques to deal with resistance to change			
Module:7	OD Interventions: Human Process Interventions	6 hours	
Process consultation, Third party consultation, Team building, Organization confrontation meeting, inter group relation intervention, Large group intervention. Techno structural intervention- structural design, Downsizing, Reengineering, Parallel structures, TQM, High involvement organization, Work Design.			
Module:8	Contemporary issues: OD Interventions: Human Resource Management	6 hours	
Goal setting, Performance appraisal, Reward system, Coaching& mentoring, Career Planning and development intervention, management & Leadership development, Workforce diversity intervention, Employee stress & wellness intervention. Strategic Intervention- Integrated strategic change, Organization design, Cultural Changes, Self-designing organization, Organizational Learning and Knowledge Management, Built to change, Mergers and Acquisitions Integration, Strategic alliance intervention, Network Interventions.			
	Total Lecture hours:	45 Hours	
Text Book(s)			
1.	Text Books : Palmer, I., Dunford, R., & Akin, G. 2009 ,(2nd Ed.) Managing organizational change: A multiple perspectives approach. Boston: McGraw-Hill Irwin		
2.	Cummings Worley (2015), Organisation Development, 10th Edition, Cengage Learning		
Reference Books			
1.	John P. Kotter (1996), Leading Change, Harvard Business School Press; 1st edition (January 15, 1996).		
2	KOTTER, J. P., & RATHGEBER, H. (2013). Our iceberg is melting: changing and succeeding under any conditions. New York, St. Martin's Press		
3	Wendell L. French , Cecil H.Bell, Jr (2006), Organisation Development :Behavioural science Interventions for Organisational Improvement, Sixth edition, Pearson Education private Ltd		
Mode of Assessment:			
Continuous Assessment (Class Test, Quiz, Digital Assignment, Seminar, Case Study Presentation) & Final Assessment Test (FAT)			
Recommended by Board of Studies		05-08-2017	
Approved by Academic Council		No. 47	Date 05-10-2017

Course code	Information Systems Control and Audit	L	T	P	J	C
BMT2004		3	0	0	0	3
Pre-requisite	BMT1706-Introduction to Information Systems	Syllabus version				
Objectives:						
<ul style="list-style-type: none"> • Students will be able to associate with competitive strategies for the digital market places • Students will be able to recognize business problems and describe alternative courses of action 						
Outcome:						
<ul style="list-style-type: none"> • The student is able to correctly identify and analysis the core competencies • The student is able to map and convert competencies to competitive advantage • The student is able to recommend the strategies for digital market place • The student can identify the problem and evaluate the related constraints • The student is able to critique the solutions to the problem and rank the alternatives • The student is able to identify alternatives and define the uniqueness of each alternative and recommend the best 						
Module:1	Introduction	6 hours	SLO:3			
Definitions, history of security, current concerns, needs and implications of IS security, Secrecy and Confidentiality- Accuracy, Integrity and Authenticity, Security Threats-Vulnerabilities, Threats and Countermeasures.						
Module:2	IT Governance and Management	5 hours				
Introduction to principles of IS security management, IT management practices, Organization Structure and responsibilities, Business continuity planning.						
Module:3	Risk Analysis and Management	6 hours				
Business risk, audit risk, security risk, continuity risk, Components of risk: threat, vulnerability, exposure, impact, consequence, Risk response options: manage, reduce, transfer, ignore, monitor, Threat classes: natural, accidental and unintentional, intentional, political Unrest; Threat agents, threat agent motives; Basic steps to a risk assessment.						
Module:4	Audit Process	6 hours				
Audit – Financial –ISA - internal controls – Types of contols in Computer atmosphere - Steps for performing an audit and self-assessment – Communication to the persons who are charged with governance						
Module:5	IT Life Cycle Management	6 hours				
Auditing approach in respect of - Project management – SDLC – Prototype approach - Contingency approach - Tasks that must be undertaken and the controls that may be important in systems development phases - Application software acquisition and development - Hardware / System software acquisition						
Module:6	IT Service Delivery and Infrastructure	6 hours				
Information systems operations, Information systems hardware, architecture and software, network infrastructure, Disaster Recovery Planning, Auditing infrastructure and operations.						
Module:7	Information Asset Protection	6 hours				
Logical access controls, network security controls, environmental controls, physical security controls, auditing asset protection.						
Module:8	Contemporary issues: IS Standards	4 hours				
ISO 27000 – Impact of ISO 27000 on Information Security Management Systems, COBIT, Privacy and surveillance and implications for IS security, IS professional obligations						
		Total Lecture hours:	45 Hours			
Text Book(s)						
1.	Whitman(2012)., <i>Principles of Information Security</i> , (4th Ed.), Thomson Learning					
Reference Books						

1.	Hall and Singleton (2005), <i>Information Systems Auditing and Assurance</i> . 2nd Edition, Thompson South-Western Publishing		
2	Ron Weber (2009), <i>Information Systems Control and Audit</i> , Pearson Learning education		
Mode of Assessment:			
Continuous Assessment (Class Test, Quiz, Digital Assignment, Seminar, Case Study Presentation) & Final Assessment Test (FAT)			
Recommended by Board of Studies		05-08-2017	
Approved by Academic Council		No. 47	Date 05-10-2017

Course code	Sales Management	L	T	P	J	C
BMT2005		2	0	0	4	3
Pre-requisite	BMT1007	Syllabus version				
Objectives:						
<ul style="list-style-type: none"> • Students will be able to understand decision making • Students will be able to summarize and express (oral and written) their views on decision. 						
Outcome:						
<ul style="list-style-type: none"> • The student is able to describe and paraphrase the problem(s) at issue • The student is able to compare and recommend the alternative solutions • The student is able to critique and justify the decision • The student is able to express a clear, coherent thesis statement • The student is able to convey an accurate sense of audience with appropriate use of disciplinary language • The student advances argument with sound evidence and references. 						
Module:1	Fundamental Concepts of Selling	4 hours				
Sales Management : Evolution of sales function, Objectives of sales management positions, Functions of Sales executives, Relation with other executives						
Module:2	Sales Organization and relationship	3 hours				
Purpose of sales organization, Types of sales organization structures						
Module:3	Sales department	3 hours				
Sales department external relations, Distributive network relations						
Module:4		5 hours				
Theories of personal selling and Selling strategies, Types of Sales executives, Qualities of sales executives						
Module:5		5 hours				
Prospecting, pre-approach and post-approach, Organizing display, showroom & exhibition, Sales Presentations & Negotiations						
Module:6		4 hours				
Sales Administration & Control, Sales Analysis, Sales quotas, sales budget, sales territory average and sales audit.						
Module:7		3 hours				
Sales Force Management, Recruitment and Selection, Sales Training						
Module:8	Contemporary issues:	3 hours				
Sales Compensation, Role of information technology in Sales Management.						
	Total Lecture hours:	30 Hours				
Projects to be undertaken: Students can group themselves into a team of 4 to 5 each and has to submit a mini project on Sales management for Individuals or other topics related to Sales management.		60 non contact hours				
Text Book(s)						

1.	Charles Futrell (2004), <i>Sales Management</i> , 6th Edition, Thomson South Western.		
Reference Books			
1.	David Jobber and Geoff Lancaster (2009), <i>Selling and Sales Management</i> , 8th Edition, Prentice Hall		
2	Tapan K Panda & Sunil Sahadev (2012), <i>Sales and Distribution Management</i> , Oxford University Press.		
Mode of Assessment:			
Continuous Assessment (Class Test, Quiz, Digital Assignment, Seminar, Case Study Presentation) & Final Assessment Test (FAT)			
Recommended by Board of Studies		05-08-2017	
Approved by Academic Council		No. 47	Date 05-10-2017

Course code	Services Marketing	L	T	P	J	C
BMT2006		3	0	0	0	3
Pre-requisite	Nil	Syllabus version				
		v. 01.00				
Objectives:						
<ul style="list-style-type: none"> • Students will be able to identify unique ideas, products and solutions • Students will be able to examine global trends influencing the business environment • Students will be able to interpret and discuss results of qualitative and quantitative analysis. 						
Outcome:						
<ul style="list-style-type: none"> • The student is able to use all idea creation techniques in appropriate contexts • The student is able to identify all the risks and predict the opportunities to learn • The student is able to differentiate and translate various constraints in conceptualizing the new ideas • The student is able to appreciate the effect of global factors • The student is able to prioritize the implications of global factor • The students is able to transform and test the global factors for different strategic decisions • The student is able to efficiently summarize the problem with consistency • The student is able to analyze the problem using statistical tools and give inference • The student is able to summarize the finding with proper conclusion and with a critique on consequences 						
Module:1	Understanding the Nature of Services	5 hours				
An Overview of the Services sector - Reasons for the growth of services sector and services industry Definition of Services, Differences between physical products and services, Nature and characteristics of services – Intangibility, Inseparability, Perishability, Variability- Classification of services						
Module:2	Consumer Behaviour in Services Marketing	7 hours				
The Role of Culture in Services- Values and Attitudes, Manners and Customs, Material Culture: Global feature-Consumer Decision Process issues in Services Marketing – Customer Expectations versus Perception.						
Module:3	Issues of Services Marketing	4 hours				
Defining and Measuring Customer Satisfaction Defining and Measuring Service Quality: what is service quality – Gaps in Service Quality – Measuring Service Quality: SERVQUAL						
Module:4	Service Demand Management	4 hours				
Demand situations – Demand Patterns – Demand Variations in Services – Strategies for Demand Management and Flexing capacity to meet Demand.						
Module:5	Traditional Service Strategy	10 hours				
Service Product: Product Levels – Cluster of Supplementary Services – New Service Development – Service Branding The Pricing of Services: Perceptions of Value – Special Considerations of Service Pricing. Distribution: Intermediaries for Service Delivery Developing the Service Communication Mix: Objectives and Communication Mix – Special Problems and Guidelines.						
Module:6	Non-Traditional Service Strategy	4 hours				
Managing Service Employees: The boundary-spanning Role – the importance of Human Resources in service firms – The Service-Profit Chain – HR Strategies						
Module:7	Managing the Firm's Physical Evidence	6 hours				
Role – The development of Servicescape – Design considerations for High-Contact and Low-Contact Service Firms Service Delivery Process.						
Module:8	Contemporary issues: Service Failure and Recovery Strategies	5 hours				

Types of Service Failure – Customer complaining behavior - Service Recovery. Customer Retention: Importance – Benefits – Tactics			
	Total Lecture hours:	45 Hours	
Text Book(s)			
1.	Douglas Hoffman K and John E G Bateson (2016), <i>Services Marketing: Concepts, Strategies and Cases</i> , 5 th Edition, Cengage Learning, OH, USA.		
Reference Books			
1.	Valarie A. Zeithaml and Mary Jo Bitner (2012), <i>Services Marketing</i> , Sixth edition, McGraw-Hill.		
2	Chrisopher lovelock and JochenWirtz, (2011), <i>Services Marketing; People, Technology Strategy</i> , 5th Edition, Pearson Education		
3	K. Rama MohanaRao, (2011), <i>Services Marketing</i> , 2 nd Edition, Pearson Education, India		
Mode of Assessment:			
Continuous Assessment (Class Test, Quiz, Digital Assignment, Seminar, Case Study Presentation) & Final Assessment Test (FAT)			
Recommended by Board of Studies		05-08-2017	
Approved by Academic Council		No. 47	Date 05-10-2017

Course code	Consumer Behaviour	L	T	P	J	C
BMT2007		2	0	0	4	3
Pre-requisite	Nil	Syllabus version				
Objectives:						
<ul style="list-style-type: none"> • Students will be able to examine global trends influencing the business environment • Students will be able to learn about ethical values in achieving stakeholders welfare • Students will be able to recognize business problems and describe alternative courses of action 						
Outcome:						
<ul style="list-style-type: none"> • The student is able to appreciate the effect of global factors • The student is able to prioritize the implications of global factors • The students is able to transform and test the global factors for different strategic decisions • The student has complete idea of what the dilemma is and ascertains exactly what needs to be decided • The student is able categorize whom to be involved in the decision making process and thoroughly reflects on the view points of the stakeholders • The student can analyze the alternatives and their consequences • The student can identify the problem and evaluate the related constraints • The student is able to critique the solutions to the problem and rank the alternatives • The student is able to identify alternatives and define the uniqueness of each alternative and recommend the best 						
Student Learning Outcomes (SLO):						
<ol style="list-style-type: none"> 1. The students will gain in understanding the importance of Consumer Behavior in a Marketing situation. 2. Assess the importance of the process of consumer decision making. 3. The students will develop theoretical expertise in basic and core business domain concepts of consumer behavior. 4. Acquire problem solving skills to make optimal decisions in the uncertain business scenario and understand the buying habits of consumers. 5. Critically evaluate the models of consumer behaviour and the concepts surrounding the same. 6. Gain knowledge to face the dynamic and ever changing life style habits of consumers. 7. The students will learn to approach and solve real business related issues with ethical and socially sensitive perspectives. 8. The students will demonstrate the ability to integrate the knowledge and skills derived from the different functional areas of business. 9. Students will exhibit a high level of professionalism and social etiquette, with emphasis on human value. 						
Module:1	Introduction to consumer Behaviour (CB	3 hours				
Importance, Scope, Need for studying Consumer Behaviour and its research process						
Module:2	Individual determinants of Consumer Behaviour	4 hours				
Perceptual process, consumer learning process, consumer attitude formation, attitude measurement - meaning and nature of personality, self-concept.						
Module:3	External Determinants of Consumer Behaviour	4 hours				
Influence of Social Class, Culture and Sub-Culture, Family Reference groups.Lifestyle Profiles, VALS, AIOs, Social Class Mobility.						
Module:4	Industrial Buying Behaviour	5 hours				

Participants, characteristics of industrial markets, factors influencing industrial markets, stages of industrial buying process, Customer and marketing of services.			
Module:5	Consumer Decision making process	5 hours	
Consumer Communication process, Opinion Leadership Process - The Diffusion Process - The Adoption process - Consumer satisfaction – Consumerism: Basic Consumer rights, Consumer protection forum in India.			
Module:6	Consumer models	4 hours	
Conceptual Models, Social Economic and Psychographic Howard & Seth, Nicosia Model, Engelkollat - Blackwell Model			
Module:7	Consumer Behaviour	3 hours	
Consumer Behaviour connecting with Pricing of service products –Banking and insurance			
Module:8	Contemporary issues:	2 hours	
Guest Lecture on 3,4 & 5 modules			
	Total Lecture hours:	30 Hours	
Project: The students will be divided into a team of 5 or 6 students each. They have to analyse and assess the behaviour of the consumers on individual and external determinants.		60 Non-contact hrs.	
Text Book(s)			
1.	Majumdar, Ramanuj (2010), <i>Consumer Behaviour: Insights from Indian Market</i> , PHI Learning Pvt. Ltd		
Reference Books			
1.	Leon G Schiffman, Leslie Lazar Kanuk and S. Ramesh Kumar (2015), <i>Consumer Behaviour</i> , 11 th Edition, JBA BOOK, ISBN: 9789332537644		
2	Karen Webb (2011), <i>Consumer Behaviour</i> , 2 nd Edition, , JBA book, ISBN: 978007133365		
3	Geoffrey Paul Lantos (2014), <i>Consumer Behavior in Action: Real-life Applications for Marketing Managers Paperback</i> , Routledge Taylor & Francis Group London & New York		
Mode of Assessment:			
Continuous Assessment (Class Test, Quiz, Digital Assignment, Seminar, Case Study Presentation) & Final Assessment Test (FAT)			
Recommended by Board of Studies		05-08-2017	
Approved by Academic Council		No. 47	Date 05-10-2017

Course code	Advertising Management	L	T	P	J	C
BMT2008		3	0	0	0	3
Pre-requisite	BMT1007 -Marketing Management	Syllabus version				
Objectives:						
<ul style="list-style-type: none"> • Students will be able to identify unique ideas, products and solutions • Students will be able to associate with competitive strategies for the digital market places • Students will be able to learn about ethical values in achieving stakeholders welfare 						
Outcome:						
<ul style="list-style-type: none"> • The student is able to use all idea creation techniques in appropriate contexts • The student is able to identify all the risks and predict the opportunities to learn • The student is able to differentiate and translate various constraints in conceptualizing the new ideas • The student is able to correctly identify and analyses the core competencies • The student is able to map and convert competencies to competitive advantage • The student is able to recommend the strategies for digital market place • The student has complete idea of what the dilemma is and ascertains exactly what needs to be decided • The student is able categorize whom to be involved in the decision making process and thoroughly reflects on the view points of the stakeholders • The student can analyze the alternatives and their consequences 						
Module:1	Concept and Definition of Advertisement	5 hours				
Advertising and the Marketing Process – Setting Advertising objectives for achieving Marketing goals						
Module:2	Understanding Advertising Response Variables	5 hours				
The Role of Ad agencies and other marketing Communication Organizations.						
Module:3	Analyzing the Communications Process	7 hours				
in the light of consumer behavior theories and concepts-Advertising communication models						
Module:4	The Importance of Creativity in Advertising	5 hours				
Planning Creative Strategy – Creative Process – Creative Strategy Development – Appeals and Execution Styles – Creative Tactics						
Module:5	Copy Writing and Content Development	5 hours				
Module:6	Media Planning & Buying	5 hours				
Setting Media Objectives – Developing Media Strategies – Scheduling of advertisements						
Module:7	Types of Media	5 hours				
Print Media – Out – of – Home Advertising – Broadcast & Interactive online Media.						
Module:8	Contemporary issues: Advertising Ethics	8 hours				
Monitoring and Evaluating the advertising plan. Guest Lecture on 4-7 modules						
		Total Lecture hours:	45 Hours			
Text Book(s)						
1.	Belch & Belch (2012), <i>Advertising and Promotion: An IMC perspective</i> - 9th Edition – Tata McGraw Hill					
Reference Books						
1.	Kenneth Clow, Donald Baack (2013), <i>Integrated Advertisements, Promotion and Marketing Communication</i> , 6th Edition, Prentice Hall					
2.	S A Chunawalla (2013), <i>Advertising, Sales & Promotions Management</i> , 5th revised edition, Himalaya publishing house					

3	JaishriJethwaney, Shruti Jain (2007), <i>Advertising Management</i> , OXFORD University Press		
4	Wells, Burnett, Morairty (2006), “ <i>Advertising Principles & Practices</i> ”, 6th Edition – Pearson Education		
Mode of Assessment:			
Continuous Assessment (Class Test, Quiz, Digital Assignment, Seminar, Case Study Presentation) & Final Assessment Test (FAT)			
Recommended by Board of Studies		05-08-2017	
Approved by Academic Council		No. 47	Date 05-10-2017

Course code	Retail Management				L	T	P	J	C
BMT2009					2	0	0	4	3
Pre-requisite	Nil				Syllabus version				
Objectives:									
<ul style="list-style-type: none"> Students will be able to understand decision making Students will be able to examine global trends influencing the business environment Students will be able to associate with competitive strategies for the digital market places 									
Outcome:									
<ul style="list-style-type: none"> The student is able to describe and paraphrase the problem(s) at issue The student is able to compare and recommend the alternative solutions The student is able to critique and justify the decision The student is able to appreciate the effect of global factors The student is able to prioritize the implications of global factors the students is able to transform and test the global factors for different strategic decisions 									
Module:1	Introduction to Retailing				4 hours				
Retailing – Concepts and Functions-Retail formats and types - Retailing Channels-Importance of retailing- Changing trends in retailing - Retail Development - Role of Retail in Indian Economy - Retailing in Rural India - Retailing in India Versus Rest of the world. FDI in the Indian Retail sector: Organised Retailing and Expansion of Retailers - FDI in Retailing and its Impact - FDI in Indian Retailing and its future.									
Module:2	Understanding the Retail Consumer				4 hours				
Retail consumer behaviour- Customer decision making process - Types of decision making - Market research for understanding retail consumer Retail Locations: Site Location – factors affecting the demand for a region & attractiveness of a site.									
Module:3	Retail Market Segmentation, Strategies and understanding retail customer				3 hours				
Market Segmentation and its benefits - Kinds of markets- Definition of Retail strategy, Strategy for effective market segmentation - Strategies for penetration of new markets - Growth strategies									
Module:4					4 hours				
Consumption patterns - Changes in Customers- Demographics–Lifestyle- Consumer Buying Process- Shopping Behaviour- Retail Outlet Choice -Retail Segmentation.									
Module:5	Merchandise Management and Store design				3 hours				
Interiors and Exteriors - Store layout – Store image mix – Store Façade – The Internet Store. Store Administration: Merchandise planning’s – buying - Open to Buy (OTB) - open to buy planning - analysing the merchandise performance and its functions and elements.									
Module:6	Retail Space Management and Visual Merchandising				3 hours				
Definition of Space Management - Store layout and Design - Floor space management– Managing store inventories and display - Visual Merchandising and retail displays - Promotions Strategy - Retail Communication Mix - POP Displays									
Module:7	Retail pricing				5 hours				
Pricing strategies:-every day pricing, competitive based pricing, price skimming, and market-oriented pricing. Retail price strategies: - mark-up pricing- vendor pricing- competitive pricing- psychological - pricing. Retail Communication Mix: Communication programs to develop brands & build customer loyalty- methods of communicating with customers - planning retail communication process. Retail Branding.									
Module:8	Contemporary issues: Retailing in the digital era				4 hours				

Changing nature of retailing - E-tailing and its emerging growth - Challenges faced by the retail sector. Usage of information technology - Information Technology in Retail - Flow of Information - Data Warehousing - Electronic Data Interchange (EDI)- RFID - Use of IT in Finding Store Location - Enterprise Resource Planning - Mobile Retail & Digital Wallets.			
	Total Lecture hours:	30 Hours	
# A minimum of 4 retail based topics of the current retail scenario projects will be carried out by the students.		60 hrs (non Contact hrs)	
Text Book(s)			
1.	Piyush Kumar Sinha and Dwarika Prasad Uniyal (2012), Managing Retailing,(Oxford University Press)		
Reference Books			
1.	Chetan Bajaj, RajnishTuli, Nidhi V Srivastava (2010), Retail Management, Oxford University Press, 2 nd Edition		
2	Barry Berman, Joel Evans (2013), Retail Management, Pearson Education, 12 th Edition		
3	Gibson Vedamani, Retail Management (2003) – Functional Principles And Practices, Jaico, 4 th Edition		
4	Levy &Weitz, Retail Management,(2013), 8 th Edition, McGraw Hill		
Mode of Assessment:			
Continuous Assessment (Class Test, Quiz, Digital Assignment, Seminar, Case Study Presentation) & Final Assessment Test (FAT)			
Recommended by Board of Studies		05-08-2017	
Approved by Academic Council		No. 47	Date 05-10-2017

Course code	Recruitment and Selection	L	T	P	J	C
BMT2010		3	0	0	0	3
Pre-requisite	BMT1008-Human Resource Management	Syllabus version				
Objectives:						
<ul style="list-style-type: none"> • Students will be able to understand decision making. • Students will be able to learn about ethical values in achieving stakeholders welfare • Students will be able to recognize business problems and describe alternative courses of action 						
Outcome:						
<ul style="list-style-type: none"> • The student is able to describe and paraphrase the problem(s) at issue • The student is able to compare and recommend the alternative solutions • The student is able to critique and justify the decision • The student has complete idea of what the dilemma is and ascertains exactly what needs to be decided • The student is able to categorize whom to be involved in the decision making process and thoroughly reflects on the view points of the stakeholders • The student can analyze the alternatives and their consequences • The student can identify the problem and evaluate the related constraints • The student is able to critique the solutions to the problem and rank the alternatives • The student is able to identify alternatives and define the uniqueness of each alternative and recommend the best 						
Module:1	Human Resource Management. Human Resource Planning	6 hours				
Significance and objectives of HRP, Process of manpower planning, Methods of HRP, Demand and supply labour forecasting.						
Module:2	Job Analysis	6 hours				
Meaning, Objectives, Uses and Methods of job analysis: Job Description and job Specification						
Module:3	Recruitment	6 hours				
Definitions, Importance of recruitment, Sources of recruitment, Process of recruitment, Factors governing recruitment, Techniques of recruitment.						
Module:4		5 hours				
Characteristics of labour market in India, Recruitment and selection policy issues, The Employment Exchange Act, 1959						
Module:5	Selection	6 hours				
Definitions and Objectives of selection, Process and methods of Selection, Factors affecting the selection decisions, Selection Tests: Meaning, Purpose of tests. Types of test: Aptitude Tests, Achievement Tests, Situational Tests, Personality Tests, Interest Tests. Nature and characteristics of psychological tests						
Module:6	Interview	6 hours				
Meaning, and types of interview. Process of interview. Induction, Promotion, Transfer.						
Module:7	Ethical issues in Recruitment and Selection	5 hours				
Importance of Social Media in Recruitment and Selection.						
Module:8	Contemporary issues: Guest Lecture	5 hours				
Expert talk by HR manager/ top management people on recruitment and selection process in different industries.						
		Total Lecture hours:	45 Hours			
Text Book(s)						

1.	Text Books : Heneman III, H.G., Judge, T.A. & R.L. Heneman (2009), <i>Staffing Organizations</i> , Irwin		
Reference Books			
1.	Turner, P. (2002), <i>HR Forecasting and Planning</i> , Chartered Institute of Personnel and Development		
2	Arthur, D. (2001), <i>The Employee Recruitment and Retention Handbook</i> , AMACOM		
3	Stewart, C.J. and Cash, C.J. Jr. (2000), <i>Interviewing: Principles and Practices</i> , McGraw-Hill.		
Mode of Assessment:			
Continuous Assessment (Class Test, Quiz, Digital Assignment, Seminar, Case Study Presentation) & Final Assessment Test (FAT)			
Recommended by Board of Studies		05-08-2017	
Approved by Academic Council		No. 47	Date 05-10-2017

Course code	Training and Development				L	T	P	J	C
BMT2011					2	0	0	4	3
Pre-requisite	Nil				Syllabus version				
Objectives:									
<ul style="list-style-type: none"> Students will be able to identify unique ideas, products and solutions Students will be able to learn about ethical values in achieving stakeholders welfare Students will be able to relate to stakeholders and team members in a decision making situation 									
Outcome:									
<ul style="list-style-type: none"> The student is able to use all idea creation techniques in appropriate contexts The student is able to identify all the risks and predict the opportunities to learn The student is able to differentiate and translate various constraints in conceptualizing the new ideas The student has complete idea of what the dilemma is and ascertains exactly what needs to be decided The student is able to categorize whom to be involved in the decision making process and thoroughly reflects on the view points of the stakeholders The student can analyze the alternatives and their consequence The student actively participates in discussion and asks questions The student listens actively and shows understanding by paraphrasing or by acknowledging and building on others' idea The student takes large part in setting group goal and agenda. 									
Module:1	Training				3 hours				
Meaning, Objectives of Training, Importance and Needs for training, Different types of training programs: On the job and Off the job training									
Module:2	Learning				3 hours				
Meaning and characteristics of Learning. Process of learning.									
Module:3	Assessment of Training needs				3 hours				
Methods of assessment of training needs. Skill - Gap analysis.									
Module:4	Training Design				4 hours				
Training Objectives. Training Deliverables and Instructional Strategies. Training Budgets and Schedules plan. Procedures of training programme									
Module:5	Training Development				4 hours				
Drafting Training Materials. Developing tests / assessments. Quality Control Issues									
Module:6	Implementation				5 hours				
Train the Trainer Programmes. Classroom delivery of training. Non-Classroom delivery techniques. Computer-based training (CBT), Multimedia training (MMT), Web-Based training (WBT). Management Development Programmes (MDPs).									
Module:7	Evaluation				5 hours				
The role of Evaluation in Training. Evaluating Reactions and Learning. Evaluating the transfer of training, Evaluating the results of the training.									
Module:8	Contemporary issues: Guest Lecture				3 hours				
HR managers and trainers from industry give talks on contemporary areas in the field									
				Total Lecture hours:		30 Hours			

<p>Project # Team projects [5 to 6 members] # Project based assignments related to recruitment and selection. # Project will be given to students for applying techniques</p>	60 (Non-Contact Hours)	
<p>and methods of recruitment and selection. # Students will be asked to demonstrate the process of recruitment and selection. # Class presentations about the assignments and Assessment on a continuous basis.</p>		
<p>Text Book(s)</p>		
1.	Bhattacharyya, D. K. (2015). Training and Development: Theory and Applications, SAGE Publications India Pvt, Limited.	
2	Erasmus, B., et al. (2015). Managing Training and Development, Oxford University Press, South Africa	
<p>Reference Books</p>		
1.	Armstrong Michael (2014), <i>A Handbook of Human Resource Management(14th ed)</i> , Kogan Page.	
2	Lynton Rolf and PareekUdai (July 2011), <i>Training for Development (Third ed.)</i> , Sage Publications, New Delhi.	
3	Noe Raymond (2012), <i>Employee Training and Development</i> , Mc- Graw Hill	
<p>Mode of Assessment:</p>		
<p style="text-align: center;">Continuous Assessment (Class Test, Quiz, Digital Assignment, Seminar, Case Study Presentation) & Final Assessment Test (FAT)</p>		
Recommended by Board of Studies	05-08-2017	
Approved by Academic Council	No. 47	Date 05-10-2017

BMT2012	Industrial Relations and Labour Law	L	T	P	J	C
		3	0	0	0	3
Pre-requisite	Nil	Syllabus version				
		v. 01.00				
Objectives:						
<ul style="list-style-type: none"> • Students will be able to learn about ethical values in achieving stakeholders welfare • Students will be able to relate to stakeholders and team members in a decision making situation 						
Outcome:						
<ul style="list-style-type: none"> • The student has complete idea of what the dilemma is and ascertains exactly what needs to be decided • The student is able categorize whom to be involved in the decision making process and thoroughly reflects on the view points of the stakeholders • The student can analyze the alternatives and their consequence • The student actively participates in discussion and asks questions • The student listens actively and shows understanding by paraphrasing or by acknowledging and building on others' idea • The student takes large part in setting group goal and agenda. 						
Module:1	Industrial Relations	5 hours				
Concept, Overview of IR, Historical perspective perspectives. Approaches to IR, Changing dimensions of IR in India, Impact of globalization on IR, Collective Bargaining at the backdrop of ILO						
Module:2	Industrial Disputes	5 hours				
Forms, Types, and Causes of Industrial Disputes, Procedure for settlement of industrial dispute						
Module:3		6 hours				
Industrial Dispute Act, 1947; The Industrial Employment (Standing Orders) Act.						
Module:4	Trade Union	6 hours				
Concepts, Functions, Objectives, Structure of Trade Union, System of Union registration and Recognition. Trade union movement in India, Trade Union Act, 1926						
Module:5	Payment and Compensation	5 hours				
The Payments of Wages Act- 1936. The Minimum Wages Act- 1948. The Payment of Bonus Act- 1965. The Equal Remuneration Act- 1976.						
Module:6	Social Security: Social Assistance	6 hours				
The Workmen's Compensation Act-1923, Maternity Benefit Act- 1961. The Payment of Gratuity Act- 1972.						
Module:7	Social Insurance	6 hours				

The Employees State Insurance Act- 1948. The Employees' Provident Fund and Miscellaneous Provisions Act- 1952. (Provident Fund, Employee Pension Fund and Employee Deposit Linked Insurance).			
Module:8	Contemporary issues:	6 hours	
The Factories Act- 1948. The Apprentices Act- 1961.			
	Total Lecture hours:	45 Hours	
Text Book(s)			
1.	S.C. Srivastava (2012), <i>Industrial Relations & Labour Laws</i> , Vikas Publishing House Pvt Ltd., New Delhi		
2.	Pc Tripathi, Cb Gupta, Nd Kapoor, (2012), <i>Industrial Relations & Labour Laws</i> , Sultan Chand & Sons Publications, New Delhi		
Reference Books			
1.	P.R.N. Sinha and Sinha Indu Bala (2017), <i>Industrial Relations, Trade Unions and Labour Legislation</i> , Pearson Education; Third edition		
2	A. P. Verma , N. Mohan (2013), <i>A Textbook of Industrial Management</i> , S. K. Kataria & Sons;		
Mode of Assessment:			
Continuous Assessment (Class Test, Quiz, Digital Assignment, Seminar, Case Study Presentation) & Final Assessment Test (FAT)			
Recommended by Board of Studies		05-08-2017	
Approved by Academic Council		No. 47	Date 05-10-2017

Course code	Investment Analysis And Portfolio Management	L	T	P	J	C
BMT3003		2	0	0	4	3
Pre-requisite	BMT3001 - Financial Management	Syllabus version				
Objectives:						
<ul style="list-style-type: none"> • Students will be able to understand decision making • Students will be able to interpret and discuss results of qualitative and quantitative analysis. 						
Outcome:						
<ul style="list-style-type: none"> • The student is able to describe and paraphrase the problem(s) at issue • The student is able to compare and recommend the alternative solutions • The student is able to critique and justify the decision • The student is able to efficiently summarize the problem with consistency • The student is able to analyze the problem using statistical tools and give inference • The student is able to summarize the finding with proper conclusion and with a critique on consequences 						
Module:1	<i>Investment – A Conceptual Framework</i>	2 hours				
Investment meaning, Characteristics, Objectives, Investment process, Investment Vs. Speculation, Risking profiling of investors						
Module:2	<i>Investment Environment</i>	4 hours				
Features, composition and characteristics of Financial markets and Financial Instruments : money market instruments - T-bills, Certificate of deposits, Commercial papers, Repos: capital market instruments - Shares, Bonds, Debentures, Mutual funds, Deposits(bank & Post office) financial derivatives - Forex Gold ETF and other assets						
Module:3	<i>Roles and Functions of Regulatory Bodies</i>	3 hours				
RBI, SEBI, FMC – Forward Markets Commission, PFRDA – Pension Fund Regulatory and Development Authority,						
Module:4	<i>Fundamental Analysis</i>	5 hours				
<u>Economy analysis</u> - Leading & Lagging Indicators - GDP, Inflation, Interest rate, Money supply, employment rate etc., - their impact on capital market						
<u>Industry analysis</u> - Industry life cycle, Business cycle						
<u>Company analysis</u> - Assessing and selecting companies for investment based on Financial statement analysis, Valuation of share & bonds, strength and weaknesses of fundamental analysis						
Module:5	<i>Technical Analysis</i>	6 hours				
<u>Theories and Tools of technical analysis</u> - Dow's Theory, Elliot wave principle						
<u>Charts:</u> Formations and patterns -upward trend, downward trend, side-walks, flags, cup and handle, triangles, head& shoulders, round bottoms and charting techniques - line charts, candle stick, point and chart figures, Bollinger bands						
<u>Technical indicators</u> - Simple Moving Averages, MACD, RSI, ROC						
Module:6	<i>Efficient Market Hypothesis</i>	3 hours				
Concept of 'Efficient Market' and its implications for security analysis and portfolio management.						
Portfolio Management – Risks and Returns: Concept of portfolio and portfolio management, concept of risk, types of portfolio management						
Module:7	<i>Portfolio Creation and asset allocation decision</i>	3 hours				

Theories and Models		<u>Markowitz Portfolio Selection</u>	
Model: Concept of portfolio analysis and diversification of risk.			
Capital Asset Pricing Model (CAPM): Deals with the assumptions of CAPM and the inputs required for applying CAPM and the limitations of this Model Arbitrary Pricing model, Asset allocation decision, Dominant and efficient portfolio, determination of corner portfolio			
Module:8	Contemporary issues: <i>Portfolio Performance evaluation</i>	3 hours	
Measurement of return on an individual stock, measurement of portfolio return and measurement of individual stock risk - Sharpe, Treynor's and Jensen Ratios			
		Total Lecture hours:	30 Hours
Project		60 Non Contact hrs.	
The students are divided into teams of three-five members each. They have to formulate a portfolio for a client using three stages of fundamental analysis.			
Text Book(s)			
1.	Preeti Singh(2013), <i>Investment Management</i> , 18th edition, Himalaya Publishing House		
Reference Books			
1.	Dr. V.A. Avadhani (2014), <i>Investment Management</i> , 8th edition, Himalaya Publishing House		
2.	PunithavathyPandian(2012), <i>Security Analysis and Portfolio Management</i> , 2nd edition, Vikas Publishing		
3.	V. K. Bhalla,(2010), <i>Fundamentals Of Investment Management</i> , S.Chand Publishing		
4.	Prasanna Chandra (2010), <i>Investment Analysis and Portfolio Management</i> , Tata McgrawHill		
5.	S. Kevin,(2006), <i>Security Analysis and Portfolio Management</i> , PHI Learning		
Mode of Assessment: Continuous Assessment (Class Test, Quiz, Digital Assignment, Seminar, Case Study Presentation) & Final Assessment Test (FAT)			
Recommended by Board of Studies		05-08-2017	
Approved by Academic Council		No. 47	Date 05-10-2017

Course code	Managing The Family Business	L	T	P	J	C
BMT3004		2	0	0	4	3
Pre-requisite	Nil	Syllabus version				
		v. 01.00				
Objectives:						
<ul style="list-style-type: none"> • Students will be able to identify unique ideas, products and solutions • Students will be able to associate with competitive strategies for the digital market places 						
Outcome:						
<ul style="list-style-type: none"> • The student is able to use all idea creation techniques in appropriate contexts • The student is able to identify all the risks and predict the opportunities to learn • The student is able to differentiate and translate various constraints in conceptualizing the new ideas • The student is able to correctly identify and analysis the core competencies • The student is able to map and convert competencies to competitive advantage • The student is able to recommend the strategies for digital market place 						
Module:1	The Enterprising Family - What makes it different?	4 hours				
An introduction to family businesses and as a field of study, Family business general overview - definitions - different types of family business.						
Module:2	Dynamics and Models of Family Business	5 hours				
Stories in Family Business, the Genogram, The Three Circle Model, Family & Business Life Cycles						
Module:3	Exploring the main Family Business Challenges	4 hours				
Real Life in Family Business, Successful Family Businesses - Challenges of keeping the Family in Business or the Business in the Family - Building Understanding and Trust Responsible and united ownership – how to educate owners - Family dynamics and conflicts						
Module:4	Values and Governance	2 hours				
Family values and governance, Multi generation business						
Module:5	Succession Planning - Next Steps in Sustainability	5 hours				
Ownership transfer, How to choose a successor, Role of Gender, Cousin Consortium, Family in-laws, Family Business Trusts, Corporate governance – The care and feeding of leaders - Non-family management: professionalizing the business, Prior planning – Buy / Sell agreements, Financial and estate issues, Family leaders vs. leaders in business.						
Module:6	Family Management	4 hours				
Human Capital - Leading the Transition- Lessons from Centennial Family Companies-Global Family Businesses Roundup.						
Module:7	Secrets of Successful Family Businesses	4 hours				
Decision-Making; Conflict Management; Assessing the Family Business - Cultural & International Perspective - Family Business Governance – Independent Advisors - Independent Family Board - Board Interactions - Family Meetings, Family Councils, Family Office - Family Charter.						
Module:8	Contemporary issues: Professionalization and Internationalization	2 hours				
Need for professionalization and its' benefit to the family business, Need for internationalization and it's implication on the family business.						
	Total Lecture hours:	30 Hours				

Project: The students will be divided into a team of 5 or 6 students each. They have to study the existing models of family business and their success and to explore the possibility of forming new type of family business.		60 (Non-contact hrs)	
Text Book(s)			
1.	Peter Leach, Tatwamasi Dixit (2016), Indian Family Business Mantras, Maven Rupa		
2.	Emesto Poza (2013), Family Business, Cengage Learning		
3.	Mason, OH (2014), Family Business 4th ed.: South-Western Cengage Learning		
Reference Books			
1.	P.M Charantimath (2005), Entrepreneurship Development and Small Business Enterprises, Pearson Publication		
2	Poza, Ernesto J and Mary S. Daugherty, (2013), Family Business, South Western Cengage Learning.		
3	<u>Mark Fischetti</u> (1997), The Family Business Management, Handbook Paperback		
Mode of Assessment:			
Continuous Assessment (Class Test, Quiz, Digital Assignment, Seminar, Case Study Presentation) & Final Assessment Test (FAT)			
Recommended by Board of Studies		05-08-2017	
Approved by Academic Council	No. 47	Date	05-10-2017

BMT 1036	Introduction to Business Analytics	L	T	P	J	C
		2	0	2	0	3
Pre-requisite	NIL	Syllabus version				
Objectives:						
<ul style="list-style-type: none"> • Students will be able to understand decision making • Students will be able to interpret and discuss results of qualitative and quantitative analysis. 						
Outcome:						
<ul style="list-style-type: none"> • The student is able to describe and paraphrase the problem(s) at issue • The student is able to compare and recommend the alternative solutions • The student is able to critique and justify the decision • The student is able to efficiently summarize the problem with consistency • The student is able to analyze the problem using statistical tools and give inference • The student is able to summarize the finding with proper conclusion and with a critique on consequences 						
Modules	Topics	L Hrs		CO		
1	Introduction to Business Analytics and Intelligence(BAI): Definition of Business Analytics, Categories of Business Analytical methods and models, Business Analytics in practice, Big Data - Overview of using Data	6 hours		CO 1		
2	Data Source, Collection & Storage Types of Data, Data source, data collection process, Data cleaning & editing, Data storing & Retrieval– Evolution from Transaction processing to Big data - Need for Hadoop architecture	4 hours		CO2, CO3		
3	Descriptive Statistics Over view of Description Statistics (Central Tendency, Variability), Data slicing, Random data generations	4 hours		CO4		
4	Descriptive Analytics: Data Visualization and Analytics- Charts(Bars-Pie-Line-Scatter-Map-Bubble-Box & Whisker-Treemap- Heatmap-Circle and Area) -Worksheet, Dashboard and Story Board creation	4 hours		CO4		
5	Predictive Analytics: Trend Lines, Regression Analysis –Linear & Multiple, Forecasting Techniques, Data Mining - Definition, Approaches in Data Mining- Data Exploration & Reduction, Classification, Association, Cause Effect Modeling.	4 hours		CO5		
6	Prescriptive Analytics: Overview of Linear Optimization, Non Linear Programming Integer Optimization, Cutting Plane algorithm and other methods, Decision Analysis – Risk and uncertainty methods.	4 hours		CO5		
7	Data Analytics based Ideathon / casestudy analysis	2 hours		CO2,C O3,CO 4, CO5		
8	Guest lecture by industry experts on Emerging trends in business analytics and intelligence	2 hours		CO6		
		30 Hours				

Indicative Lab experiments

Lab Experiment 1	Data cleansing, editing, random number generation	4 hours	CO6
Lab Experiment 2	Descriptive analytics using Excel, SPSS & R – Central Tendency	4 hours	CO6
Lab Experiment 3	Descriptive analytics using Excel, SPSS & R – Data Slicing	4 hours	CO6
Lab Experiment 4	Descriptive analytics using Excel, SPSS & R – Data Visualisation	4 hours	CO6
Lab Experiment 5,6	Descriptive analytics using Excel, SPSS & R – Advanced Data Visualisation	4 hours	CO6
Lab Experiment 7	Predictive analytics using Excel, SPSS & R – Correlation & causal relation	4 hours	CO6
Lab Experiment 8,9	Predictive analytics using Excel, SPSS & R – Linear and polynomial Regression, cluster analysis	4 hours	CO6
Lab Experiment 10	Prescriptive Analytics - Linear Optimization	2 hours	CO6
Total Lecture hours:		30 Hours	

Text Book(s)

- Jutla, S. – Sundararajan, N. (2016): India's FinTech Ecosystem. In: The FinTech Book: The Financial Technology Handbook for Investors, Entrepreneurs and Visionaries
- John Hill, (2018) Fintech and the Remaking of Financial Institutions, Elsevier Publication, 1st Edition ISBN: 978-0128-134-979

Reference Books

- Osterwalder, A. – Pigneur, Y. (2010): Business Model Generation: A Handbook For Visionaries, Game Changers, And Challengers. New York: John Wiley & Sons
- Van der Kleij, E. (2016): Tech Giants Becoming Non-Bank Banks. In: The FinTech Book: The Financial Technology Handbook for Investors, Entrepreneurs and Visionaries
- Bhandari, M. (2016): India and the Pyramid of Opportunity. In: The FinTech Book: The Financial Technology Handbook for Investors, Entrepreneurs and Visionaries

Mode of Assessment:

Continuous Assessment (Class Test, Quiz, Digital Assignment, Seminar, Case Study Presentation) & Final Assessment Test (FAT)

Recommended by Board of Studies

10-06-2019

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No. 59

Date

24-09-2020