

SYBBA-IB Semester-VI		
Course Code: B2- 21/601	Subject: E-Commerce Technologies	Marks: 100 Credits: 3
Course Objectives: <ol style="list-style-type: none"> 1. To understand the concept, importance, role, and various activities of E-Commerce. 2. To understand the role of IT infrastructure and the concept of digital currencies. 3. To understand the concept of digital payment systems, E-Marketing and its tools in E-Commerce. 4. To Understand the concept of Cyber Space and Cyber Security in E-Commerce. 		
Course Outcome: After completing the course, the student shall be able to CO1: Understand the concept and role of E-Commerce business. To understand the concept of various business models used in E-Commerce. CO2: Understand the role of IT infrastructure in the development of E-commerce and understand the concept of digital currencies. CO3: Understand various modern digital payment systems used in E-commerce, e-marketing and multiple tools used in E-Commerce. CO4: Understand the concept of cyber space and the importance of cyber security in E-Commerce.		
Unit	Unit Title	Contents
I	Elements of E-Commerce	1.1Introduction to E-Commerce, Meaning, nature, concepts, Advantages, disadvantages, and reasons for transacting online, types of E commerce -B2C, B2B, C2C, P2P, M Commerce, Issues in E Commerce, Rise and Collapse of the Dotcom Bubble and the lessons for future.

		<p>1.2 Technology Infrastructure for E Commerce. The internet, technology and standards, Marketing for E Commerce. Promoting the products and services, Internet marketing technologies,</p> <p>1.3 Internet protocols. Types of browsers, Search engines and E mail, Bots, Emerging applications like streaming media, distributed computing, E-learning.</p> <p>1.4 Marketing and branding strategies in E Commerce. Online marketing research.</p>
II	Security and Encryption in E-Commerce	<p>2.1 E-commerce security environment: Need and Importance, (dimension, definition and scope of e-security)</p> <p>2.2 Security threats in the E-commerce environment (security intrusions and breaches, attacking methods like hacking, sniffing, cyber-vandalism etc.),</p> <p>2.3 Technology solutions (Encryption, security channels of communication, protecting networks and protecting servers and clients</p> <p>2.4 Online services and Internet Service Providers</p> <p>2.5 Open Vs. Closed e-commerce models, Management issues in online banking, Electronic Commerce and Retailing.</p>
III	IT Acts and E-Payment systems.	<p>3.1 E-payment System: Models and methods of e-payments (Debit Card, Credit Card, UPI, Digital Wallets, Smart Cards, e-money), Digital signatures (procedure, working and legal position).</p> <p>3.2 Payment gateways, Online banking (meaning, concepts, importance, electronic fund transfer), Risks involved in e-payments, Web transaction logs and customer profiling and targeting.</p> <p>3.3 IT Act 2000: Definitions, Digital signature and electronic governance, Databases, Data mining Data warehousing, Data analysis, mailings and spam Digital copyrights and electronic publishing.</p>

IV	Online Business Transactions and Website Designing.	<p>4.1 Meaning, purpose, advantages, and disadvantages of transacting online, E-commerce applications in various industries like {banking, insurance, payment of utility bills, online marketing, e-tailing (popularity, benefits, problems and features),</p> <p>4.2 Online services (financial, travel and career), auctions, online portal, online learning, publishing and entertainment} Online shopping (amazon, snapdeal, alibaba, flipkart, etc.).</p> <p>4.3 Business Models in E Commerce, Emerging legal framework of E Commerce, Ethical Political and social Issues of E Commerce.</p> <p>4.4 Designing, building, and launching e-commerce website (outsourcing vs. in-house development of a website), Developing and putting online a site. Domain registration, hiring web space, promoting the site to develop traffic. Delivery systems in E commerce and Logistics of delivery.</p>
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No of Lectures	48 (48 min)
No of Lectures for Evaluation	09
Total No of Lectures	57

Unit	Unit Title	Teaching methodology	Project (If any)	Outcome expected- Conceptual understanding Knowledge/Skills/Attributes etc.		Weightage of Marks (%)
				Course Outcome (CO)	Learning Outcome (LO)	
1	Elements of E-Commerce	Group Discussion & Quiz	Importance and essentials of E-Commerce in modern world.	Understand the Importance and essentials of E-Commerce in modern world.	➤ Importance and essentials of E-Commerce in modern world.	20%

2	Security and Encryption in E-Commerce	Discussion, Group Presentations. Videos, Posters.	Presentations and Talks on Unfair Security and Encryption in E-Commerce	Understand Security and Encryption in E-Commerce	➤ Awareness towards Security and Encryption in E-Commerce.	25%
3	IT Acts and E-Payment systems.	Informative lectures, case studies and presentations.	Presentations and Talks on IT Acts and E-Payment systems.	Understand the functions of IT Acts and E-Payment systems.	➤ Awareness towards IT Acts and E-Payment systems functioning.	30%
4	Online Business Transactions and Website Designing.	Discussion based on Online Business Transactions and Website Designing.	Presentations and talks on role of Industry Online Business Transactions and Website Designing.	Understand the Applications of Online Business Transactions and Website Designing.	➤ Awareness towards Online Business Transactions and Website Designing.	25%

Unit	Evaluation Method	Marks (100)			Project/Practical (If any)
		Formative Assessment		Summative Assessment	
		CCE I (20)	CCE II (20)	SEMESTER (60)	
I	Quiz and Discussions on Elements of E-Commerce.	MCQ	Assignment	Written Examination	NA
II	Presentations Security and Encryption in E-Commerce.	MCQ	Assignment	Written Examination	NA
III	MCQs/ Presentations on IT Acts and E-Payment systems.	MCQ	Assignment	Written Examination	NA
IV	Group Discussion on Online Business Transactions and Website Designing.	MCQ	Assignment	Written Examination	NA

Suggested Readings:

Sr No	Name of the Book	Author	Publication	Edition	Place
1	E-Commerce	Kenneth C. Laudon and Carlo Guercio Traver	Pearson Education	2009	New Delhi
2	E-commerce: Strategy, Technology and Applications	David Whiteley	McGraw Hill Education	2015	New Delhi
3	Electronic Commerce: Framework, Technology and Application.	Bharat Bhaskar	McGraw Hill Education (4 th Edition)	2008	New Delhi
4	E-Commerce: An Indian Perspective	PT Joseph	PHI Learning	2012	New Delhi
5	E-commerce	KK bajaj and Debjani Nag	McGraw Hill Education	2011	New Delhi
6	E-Commerce	TN Chhabra	Dhanpat Rai and Co	2013	New Delhi
7	E-Commerce	Sushila Madan	Taxmann	2013	New Delhi
8	An Introduction to HTML	TN Chhabra, Hemchand Jain, Aruna Jain	Dhanpat Rai and Co	2016	New Delhi

Suggested Web/E-learning Resources:

SR NO	Topic	Lectures (Available on Youtube/Swayam/MOOCs etc)	Films	Journals/Articles/ Case studies
1	Consumer Protection Act and Market Structure	Courses BCOS-184: E-Commerce - Course (swayam2.ac.in) Free Online Course: E-commerce Technologies from Swayam Class Central	--	Ecommerce Articles (2021) (bigcommerce.com) Articles related to: E-commerce - Inbound Logistics

		E-Business - Course (nptel.ac.in)		
2	Unfair Trade Practices and Regulatory Standards	Courses BCOS-184: E-Commerce - Course (swayam2.ac.in) Free Online Course: E-commerce Technologies from Swayam Class Central E-Business - Course (nptel.ac.in)		Ecommerce Articles (2021) (bigcommerce.com) Articles related to: E-commerce - Inbound Logistics
3	Consumer Protection Bodies/ Councils and its Functions	Courses BCOS-184: E-Commerce - Course (swayam2.ac.in) Free Online Course: E-commerce Technologies from Swayam Class Central E-Business - Course (nptel.ac.in)	--	Ecommerce Articles (2021) (bigcommerce.com) Articles related to: E-commerce - Inbound Logistics
4	Role of Industry and Non-commercial Organizations in Consumer Protection	Courses BCOS-184: E-Commerce - Course (swayam2.ac.in) Free Online Course: E-commerce Technologies from Swayam Class Central E-Business - Course (nptel.ac.in)	--	Ecommerce Articles (2021) (bigcommerce.com) Articles related to: E-commerce - Inbound Logistics

TY BBA – Semester – VI		
	Subject: Management Information System	Marks: 100 Credits: 3

Course Code: B2- 21/602		
Course Objectives: <ul style="list-style-type: none"> • To understand the basic concept of Information Technology and Management Information System. • To understand Data warehousing and Data mining concepts. • To understand System Analysis and Design. • To understand the Information system applications. 		
Course Outcome: On completion of the course, student shall be able to, CO1: Understand the basic concept of Information Technology and Management Information System. CO2: Understand Data warehousing and Data mining concepts. CO3: Understand System Analysis and Design. CO4: Understand the Information system applications.		

Unit	Unit Title	Contents	No. of Lectures
I	Basic Concepts of Information Technology and Management Information System	1.1 Meaning and basic concept of Information Technology 1.2 Meaning and basic concept of Information System 1.3 Meaning and basic concept of Management Information System 1.4 Role of Information Technology in Management Information System	10
II	Data Warehousing and Data Mining	2.1 Introduction of Data Warehousing 2.2 Purpose of Data Warehousing 2.3 Data Warehousing concepts 2.4 Need of Data Warehousing 2.5 Applications, Advantages, Limitations of Data Warehousing 2.6 Data Mining concepts 2.7 Need of Data Mining, Applications, Advantages and Limitations of Data Mining	10
III	System Analysis and Design	3.1 Introduction of System 3.2 Meaning and definition of System 3.3 Introduction of System Analysis 3.4 Meaning and definition of system analysis 3.5 Need for system analysis 3.6 System analysis of the existing system 3.7 System analysis of new requirements 3.8 System Development Model 3.9 Structured System Analysis and Design 3.10 Object-Oriented Analysis.	14
IV	Information System applications	4.1 MIS applications, 4.2 DSS GDSS - DSS applications in E enterprise 4.3 Knowledge Management System and Knowledge-Based Expert System 4.4 Enterprise Model System and E-Business 4.5 E-Commerce 4.6 E-communication 4.7 Business Process Reengineering.	14
Total No of Lectures			48

Unit	Unit Title			Outcome expected	
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		Suggestive teaching methodology	Practical	Conceptual understanding Knowledge/Skills/Attributes etc.		Weightage of Marks (%)
I	Basic Concepts of Information Technology and Management Information System	Lecture - Demonstration		To understand the basic concept of Information Technology and Management Information System.	Lifelong Learning , Application Skills	20%
II	Decision Making and Information	Lecture - Demonstration		To understand Data warehousing and Data mining concepts.	critical thinking, problem solving	30%
III	System Analysis and Design	Lecture - Demonstration		To understand System Analysis and Design.	Lifelong Learning , Application Skills	25%
IV	Information system applications	Lecture - Demonstration		To understand the Information system applications	Problem solving , Experimental Learning	25%

Unit	Evaluation Method	Marks (100)			Project/Practical (If any)
		Formative Assessment		Summative Assessment	
		CCE I (20)	CCE II (20)	SEMESTER (60)	
1	Test and lab course work	Assignment	Written Exam	Written Exam	
2	Assignment and Quiz	Assignment	Written Exam	Written Exam	
3	Test and Lab course work	Assignment	Written Exam	Written Exam	
4	Test, Quiz or Lab course work.	Assignment	Written Exam	Written Exam	

Suggested Books:

Sr. No.	Name of Book	Author	Publication
1	Management Information Systems	Jawadekar, W.S.	Tata McGraw Hill Private Limited
2	Management Information Systems	Kenneth C. Laudon and Jane P.Laudon	Pearson Education

3	Management Information Systems	Goyal, D.P	MACMILLAN India Limited
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Suggested Web/E-Learning Resources

Sr . No.	Topic of the course	Lectures (Available on Youtube/Swayam/MOOCs etc.)	Link	Journals/Articles/Case studies
1	Management Information System	Swayam	https://onlinecourses.nptel.ac.in/noc22_mg100/preview	online course
2	Introduction to Management Information Systems (MIS): A Survival Guide	edX	https://www.edx.org/course/introduction-to-management-information-systems-mis?index=product&queryID=01fdc7843a1e7e223a0f9d747e8453b4&position=3&linked_from=autocomplete	online course

TYBBA Semester-VI			
Course Code: B2-21/603	Subject : Business Project Management		Marks : 100 Credits : 3
Course Objectives : 1. To introduce the concept of Project Management to the students. 2. To make them understand the concepts of strategy and planning in Project Management. 3. To introduce the concepts of time, cost and quality planning in Project Management. 4. To make the students aware of the Project delivery and control mechanism.			
Course Outcome : After completing the course, the student shall be able to- CO1: Understand the basic concept of Project Management CO2: Know the concepts of strategy and planning in Project Management. CO3: Relate to the concepts of time, cost and quality planning in Project Management. CO4: Understand the Project delivery and control mechanism.			
Unit	Unit Title	Contents	No of Lectures
I	Introduction to Business Project Management	1.1 Meaning, Definition and Functions of a Business Project. 1.2 Meaning, scope, objective and principles of Business Project management. 1.3 Role of a Project Manager, skills & knowledge required 1.4 Different types of Projects 1.5. 7S of Project Management	12

		1.6. Complexities and challenges of a project in the global scenario	
II	Strategy planning & Project Management	2.1 Need for Strategy in Project Management 2.2 Resource Co-ordination 2.3 Project performance measurement 2.4 Work breakdown structure, Stakeholder Management 2.5 Project Analysis: Technical aspects, Financial aspects, Risk factors & management 2.6 Social cost benefit analysis	12
III	(Business Project Management Techniques)	3.1 Process 3.2 Gantt Charts 3.3 Estimating Time and Cost 3.4 Critical Path Analysis – PERT and CPM 3.5 Scheduling 3.7 Quality & Performance Planning 3.8 Project Structure Teams 3.9 Using Process improvement tools (Fishbone, SIPOC)	14
IV	Project Delivery & Control	4.1 Requirement of Control System	10

		4.2 Characteristics of importance of control systems 4.3 Defining Variation Limits 4.4 Measurement, Making Process Visible 4.5 Feedback & Corrective Action 4.6 Project Completion & Handover 4.7 Improvement Activities 4.8 Training audit and review	
Total No of Teaching Lectures			48
Total No of Lectures for Evaluation			9
			57

Unit	Unit Title	Teaching methodology	Project (If any)	Outcome expected		Weightage of Marks (%)
				Conceptual understanding Knowledge/Skills/Attributes, etc.		
I	Introduction to Project Management	PPT, Discussion method, Quiz	-		<ul style="list-style-type: none">• Disciplinary knowledge• Critical thinking• Reflective Thinking• Professional Skills	20%

II	Strategy planning & Project Management	PPT, Discussion method, making Work Breakdown Structure, Demo of JIRA software	-		<ul style="list-style-type: none"> • Disciplinary knowledge • Critical thinking • Reflective Thinking • Problem Solving 	30%
III	Time, Cost and Quality Planning	PPT, Discussion method, calculating critical path and time estimate.	-		<ul style="list-style-type: none"> • Disciplinary knowledge • Critical thinking • Reflective Thinking • Problem Solving • Decision Making Skills • Professional Skills 	30%
IV	Project Delivery & Control	PPT, Discussion method, Quiz.	-		<ul style="list-style-type: none"> • Critical thinking • Professional Skills • Reflective Thinking 	20%

Unit	Evaluation Method	Marks (100)			Project/Practical (If any)
		Formative Assessment		Summative Assessment	
		CCE I (20)	CCE II (20)	SEMESTER (60)	
I	MCQs	Written Assignment	MCQ, descriptive questions	MCQ, descriptive questions	Nil
II	MCQ and Case study solving	Written Assignment	MCQ, descriptive questions	MCQ, descriptive questions	Nil

III	MCQs		MCQ, descriptive questions	MCQ, descriptive questions	Nil
IV	MCQs		MCQ, descriptive questions	MCQ, descriptive questions	Nil

Suggested Readings:

Sr. No	Title of Book	Author/s	Publication
1	A Guide to the Project Management Body of Knowledge	PMBOK Guide	PMBOK Guide New Delhi
2	Project Management: Absolute Beginners Guide	Greg Horine	Taxmann, New Delhi
3	Strategic Project Management Made Simple: Practical Tools for Leaders and Teams	Terry Schmidt	Wiley, New York

Suggested Web/E learning Resources:

SR NO	Topic	Lectures (Available on Youtube/Swayam/MOOCs etc)	Films	Journals/Articles/ Case studies
1	Chapters 1,2,3,4	-	-	E-Book Effective Project Management – Robert Wysocki
2	Project Management	https://nptel.ac.in/courses/110104073	-	-
3	Project Management lecture series	https://archive.nptel.ac.in/courses/110/104/110104073/	-	-
4	Project Management –	-	-	EBook – Project Management –

	Tools and techniques			Tools and techniques by Roy Burke
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TYBBA - Semester-V		
Course Code: B2-21/604	Subject: Global Business Environment	Marks: 100 Credits: 3
Course Objectives: <ol style="list-style-type: none"> 1. To understand the fundamentals of the Global Business Environment. 2. To enable students to analyse business environment. 3. To get familiar with the Global Trade Environment. 4. To understand the concept and various components of International Investment Environment. 		
Course Outcome: After completing the course, the student shall be able to CO1: Know the fundamentals of Global Business Environment. CO2: Analyze business environment using various methods. CO3: Get acquainted with the Global Trade Environment. CO4: Understand the concept and components of International Investment Environment.		

Unit	Unit Title	Contents	No. of Lectu re
I	Introduction to Business Environment	1.1 Concept of Business Environment 1.2 Types of Business Environment: Internal and External 1.3 Domestic, Foreign and Global Environment 1.4 Nature, Scope and Importance of Business Environment	13
II	Environmental Analysis	2.1 PESTEL Analysis <ul style="list-style-type: none"> a. Political and Legal Environment and its components b. Economic Environment and its components c. Social and Cultural Environment and its components d. Technological Environment and its components e. Ecological Environment and its components f. Demographic Environment and its components 	8
III	International Trade Environment	3.1 International Trade Policy: Free and Protection: Advantages and Disadvantages 3.2 Trade Barriers: Tariff, Non-Tariff barriers 3.3 New Protectionism: International Cartels, Dumping, Export Subsidies 3.4 Multilateral Trading System	12
IV	International Investment Environment and Globalisation	4.1 Types of Foreign Investment: FDI and FII: Concepts, Features and Significance 4.2 Factors affecting International Investment 4.3 Foreign Market Entry Strategies: Exporting, Licensing and Manufacturing, Management Contracting, Wholly Owned Manufacturing Facilities, Joint Ventures, Third Party Locations, Mergers and Acquisitions, Strategic Trade, Countertrade, Greenfield and Brownfield Investment 4.4 Globalisation: Meaning, Features, Advantages and Challenges of Globalisation	15

		4.5 Globalisation of Indian Businesses	
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No. of Lectures	48
No. of Lectures for Assessment and Evaluation	09
Total No. of Lectures	57

Teaching Methodology

Unit	Unit Title	Teaching methodology	Project (If any)	Outcome expected- Conceptual understanding Knowledge/Skills/Attributes etc.		Weightage of Marks (%)
				Course Outcome (CO)	Learning Outcome (LO)	
I	Introduction to Business Environment	Lecture method, PPT Discussions	N.A.	Know the fundamentals of Global Business Environment.	<ul style="list-style-type: none"> • Disciplinary Knowledge 	20
II	Environmental Analysis	Discussion, Group Presentations. Videos, Posters. Situation Analysis, Case studies	N.A.	Analyse business environment using various methods.	<ul style="list-style-type: none"> • Interdisciplinary Knowledge • Critical Thinking • Leadership Readiness/Qualities 	20
III	International Trade Environment	Lecture method, PPT, Case studies, Group discussions	N.A.	Acquainted with the Global Trade Environment.	<ul style="list-style-type: none"> • Problem solving skills • Application Skills • Leadership Readiness/Qualities 	20
IV	International Investment Environment and Globalisation	Informative Lecture, Role Play, Case Studies, Situational analysis	N.A.	Understand the concept and components of International Investment Environment.	<ul style="list-style-type: none"> • Analytical ability • Critical thinking • Economic Awareness • Research related skills 	25

Evaluation Method

Unit	Evaluation Method	Marks (100)			Project/ Practical (If any)
		Formative Assessment		Summative Assessment	
		CCE I (20)	CCE II (20)	SEMESTER (60)	
I	Discussions on importance of environmental studies to Businesses, Written Assignment	Written Assignment	MCQ test/ Written Exam	Descriptive Written Test	N. A.
II	Written Assignment, Policy Review, Quiz, Presentations on Environmental Analysis				N. A.
III	Classroom discussions / debates on role of MNCs and Foreign Investments, Quiz				N. A.
IV	Classroom Discussions, Home Assignment and Case Studies				N. A.

Suggested Readings:

Sr No	Name of the Book	Author	Publication	Edition	Place
1	Business Environment	Francis Cherunilam	Himalaya Publishing House	---	New Delhi
2.	International Business Environment	Francis Cherunilam			
2	International Business Environment	Raj Kumar	Excel Books	---	---
3	International Business Environment	Anant and Stewart	Pearson	---	---
4	Fundamentals of International Business	Czinkota, Ronkanen, Moffeatt	Wiley	---	Australia
5	International Business Text and Cases	P. Subba Rao	Himalaya Publishing House	--	New Delhi
6	Cases in the Environment of Businesses	David Conklin	Sage South Asia	1	
7	International Business	John Danial, LeeRodebaugh, Danial Sullivan, Prashant Salwan	Pearson	---	---
8	International Economics	Dominick Salvatore	Wiley	---	USA
9	Global Business Environment	Mansi Kapoor	Sage	---	----

Suggested Web / E-learning Resource

Sr. No.	Topic	Lectures (Available on YouTube/Swayam/MOOCs etc.)	Films	Journals/Articles/Case studies
1	Introduction to Global Business Environment	Course on International Business by IIT Roorkee https://youtube.com/playlist?list=PLLy_2iUCG87AV6gOQI5-GtZJlFl_oCBGHb	--	Course by IGNOU https://egyankosh.ac.in/handle/123456789/3142
2.	Environmental Analysis		--	https://www.researchgate.net/publication/349506325_Critical_examination_of_the_PESTEL_Analysis_Model
3	International Trade		Movie: The deceptive promise of free trade https://youtu.be/DnW9ZQtI1_E	https://www.imf.org/external/pubs/nft/op/220/index.htm#:~:text=Financial%20globalisation%20is%20an%20aggregate,linkages%20to%20international%20capital%20markets. https://www.researchgate.net/publication/345318936_A_STUDY_ON_GROWTH_AND_IMPACTS_OF_INDIA%27S_FOREIGN_TRADE_-_AN_ENGINE_FOR_ENTREPRENEURSHIP_AND_ECONOMIC_DEVELOPMENT
4	International Investment and Globalisation	--	Documentary on Globalisation by NPTELHRD: https://youtu.be/7jiKT_KjtVSc	--

TYBBA Semester- VI			
Course Code: B2-21/605B	Subject: Financial Management	Marks : 100 Credits : 3+1=4	
Course Objectives: <ol style="list-style-type: none"> To understand the concept of Financial Management & study various Sources of Finance. To impart the knowledge about Capital Structure and Cost of Capital. To provide basic knowledge of Capitalization, Over-Capitalization and Under Capitalization. To study Capital Budgeting & its Techniques. 			
Course Outcome: After completing the course, the students shall be able to - CO1: Understand the concept Financial Management and various Sources of Finance. CO2: Apply the knowledge of Capital Structure and Cost of Capital. CO3: Understand the concepts of Capitalization, Over-Capitalization and Under Capitalization. CO4: Apply Capital Budgeting & its Techniques for various investment proposals.			
Unit	Unit Title	Contents	No of Lectures
I	Introduction to Financial Management and Sources of Finance	1.1 Financial Management- Meaning, Importance & Objectives. 1.2 Long-Term Sources of Finance- Owned Funds & Borrowed Funds, Equity Shares, Preference Shares, Debentures, Term Loan,	12

		<p>Lease Financing, Hire Financing, Venture Capital</p> <p>1.2 Short-Term Sources of Finance- Bank Overdraft, Cash Credit, Bills Discounting, Ploughing back of Profit, Micro Credit.</p> <p>1.3 Introduction to business valuation for raising borrowed capital.</p>	
II	Capital Structure	<p>2.1 Meaning and Importance of Capital Structure</p> <p>2.2 Factors affecting Capital Structure-Internal Factors, External Factors & General Factors</p> <p>2.3 Cost of Capital- Meaning, Weighted Average Cost</p> <p>2.4 Financial Leverages, Operating Leverages, Combined Leverages (Problems on Leverages)</p>	12
III	Capitalization	<p>3.1 Concept of Capitalization, and its Need</p> <p>3.2 Under Capitalization- Meaning, Causes & Remedies</p> <p>3.3 Over Capitalization- Meaning, Causes, & Remedies</p> <p>3.4 Concept of Watered Capital, Over Capitalization Vs. Watered Capital.</p>	12

IV	Fund Raising and Capital Budgeting	4.1 Fund Raising- Meaning, Types- Short term, Medium term and Long term Fund Raising 4.2 Meaning and Importance of Capital Budgeting 4.3 Techniques of Capital Budgeting, 4.4 Concept of Time Value of Money 4.5 Mutually Exclusive Proposals	12
Total No of Teaching Lectures			48
Total No of Lectures for Evaluation			9
Total Lectures			57

Unit	Unit Title	Teaching methodology	Practical/tutorial (1Credit= 20 Marks)	Outcome expected		Weightage of Marks (%)
				Conceptual understanding Knowledge/Skills/Attributes etc		
I	Introduction to Financial Management and Sources of Finance	Lecture method, Classroom discussion based on PPT, Case Study, Participative Learning	Study of different sources of finance available in Public Limited Companies. Students can collect the information of sources of finance of Automobile/Pharma/ Textile/IT/Power/Steels etc.	Understand the concept Financial Management and various Sources of Finance.	Disciplinary & Fundamental Knowledge	25%
II	Capital Structure	Problem Solving, Participative Learning, Peer Learning & Classroom Discussion.		Apply the knowledge of Capital Structure and Cost of Capital.	Problem Solving Professional Skills Application Skills	25%
III	Capitalization	Participative Learning, Peer Learning & Classroom Discussion.		Apply the knowledge of Capitalization, Over-Capitalization and Under Capitalization.	Application Skills Professional Skills	25%
IV	Fund Raising and Capital Budgeting	Participative Learning, Discussion on Expert lecture, Peer Learning & classroom Discussion.		Apply Capital Budgeting & its Techniques for various investment proposals.	Application skills Decision Making Skills	25%

Unit	Evaluation Method	Marks (100)			Project/Practical (If any) 1 Credit
		Formative Assessment		Summative Assessment	
		CCE I (20)	CCE II (20)	SEMESTER (60)	
I	MCQ on basics of Accounting	MCQ		MCQ/ Written Examination	
II	MCQ and Journal Entries and Cash Book Preparation	MCQ Problem Solving	Assignment	MCQ/ Written Examination	
III	MCQ and Preparation of Final Accounts		Assignment	MCQ/ Written Examination	
IV	MCQ and Presentation on Computerized Accounting		Assignment	MCQ/ Written Examination	

Suggested Readings:

Sr. No	Title of Book	Author/s	Publication
1	Financial Management	L.M. Pandey	Vikas Publication
2	Financial Management	Ravi M. Kishor	Taxman
3	Financial Management	Prasanna Chandra	Tata McGraw Hill
4	Financial Management	Khan & Jain	Tata McGraw Hill

Suggested Web/E learning Resources:

SR NO	Topic	Lectures (Available on Youtube/Swayam/MOOCs etc)	Films	Journals/Articles/ Case studies
1	Introduction to Financial	https://onlinecourses.nptel.ac.in/noc22_mg66/preview	Lecture of Financial Management	https://www.grin.com/document/281640

	Management and Sources of Capital			
2	Capital Structure	https://onlinecourses.nptel.ac.in/noc22_mg08/preview	Lecture on Capital Structure	https://papers.ssrn.com/sol3/cf_dev/AbstractsByAuth.cfm?per_id=2140786
3	Capitalization	https://onlinecourses.nptel.ac.in/noc22_mg66/preview	Lectures on Capitalization, Under and Over capitalization	https://www.google.com/url?sa=i&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=0CAQQw7AJahcKEwi4z-GC0bH6AhUAAAHQAAAAAQAg&url=https%3A%2F%2Fwww.accaglobal.com%2Fcontent%2Fdam%2FACCA_Global%2Fprofessional-insights%2FIntangibles%2Fp-intangibles-R%2526D.pdf&psig=AOvVaw2MYV-YqMCWxloQo2cwASW5&ust=1664253325887825
4	Fund Raising and Capital Budgeting	https://onlinecourses.nptel.ac.in/noc22_mg66/preview	Lectures on the practicality of Capital Budgeting.	https://www.emerald.com/insight/content/doi/10.1108/PRR-10-2020-0035/full/html

TYBBA Semester-VI

Course Code: B2 - 21/605 C	Subject : Global Human Resource Management	Marks : 100 Credits : 4 (3+1)	
Course Objectives : 9. To understand the basic concept of global human resource management. 10. To underline the difference between domestic and global HRM and note its challenges. 11. To know about cultural sensitivity and strategies to build organizational culture. 12. To know in detail about practices of compensation in the international market			
Course Outcome : After completing the course, the student shall be able - CO1: To understand the basic concept of global human resource management. CO2: To understand the key aspects of global recruitment and selection standards. CO3: To study about cultural sensitivity and strategies to build organizational culture. CO4: To know in detail about practices of performance management and compensation in the international market.			
Unit	Unit Title	Contents	No of Lectures
I	Introduction to Global Human Resource Management	1.1 Definition and Meaning of International Human Resource Management (IHRM) 1.2 Scope, objectives and principles of international Human Resource Management (IHRM) 1.3 Difference between domestic and international human resource management 1.4 Global Challenges in HRM in the 21 st Century 1.5 International business approaches and IHRM	10

II	International Workforce planning and staffing	2.1 International labour market 2.2 International Recruitment function: Head-hunters, Cross-national advertising, E-recruitment; 2.3 International Staffing: Staffing choice, different approaches to multinational staffing decisions, Types of international assignments, 2.4 International Selection criteria: Techniques, use of selection tests, interviews for international selection, 2.5 Expatriation: Successful expatriation, role of an expatriate, female expatriation, repatriation, re-entry and career issues.	14
III	Performance Management and International Compensation	3.1 Performance Management and MNE. 3.2 Performance Management of International Assignees, third and host country employees, 3.3 Issues and challenges in international performance management. 3.4 Country specific performance management practices. 3.5 International compensation and international assignees. 3.5.1 Forms of compensation, 3.5.2 Key components of international compensation, 3.5.3 Approaches to international compensation, 3.5.4 Compensation practices across the countries, 3.5.5 Emerging issues in compensation management.	14
IV	Managing Cultural Diversity	4.1 Understanding Culture 4.2 Culture its coverage and determinants 4.3 Cross cultural theory 4.4 Cultural differences in the workplace 4.5 Cultural sensitivity and its importance 4.5 Types and strategies of organisational Culture	10

Total No of Teaching Lectures	48
Total No of Lectures for Evaluation	9
Lectures	Total 57

Teaching Methodology

Unit	Unit Title	Teaching methodology	Practical 1 credit	Outcome expected	Weightage of Marks (%)
				Conceptual understanding Knowledge/Skills/Attributes etc	
I	Introduction to Global Human Resource Management	Power Point presentations, chart making on various role, functions and scope of IHRM and difference between domestic and international human resource management		<ul style="list-style-type: none"> • Disciplinary knowledge • Critical thinking • Moral and Ethical Awareness/Reasoning 	20%
II	International Workforce planning and staffing	Web based learning, flowchart, making, informative video on contents of the unit		<ul style="list-style-type: none"> • Reflective Thinking • Application Skills • Employability 	30%
III	Performance Management and International Compensation	Power Point presentations and case studies on performance management, and compensation practices of MNC's.		<ul style="list-style-type: none"> • Problem Solving • Critical thinking 	30%
IV	Managing Cultural Diversity	Role play on various work cultures of different nations		<ul style="list-style-type: none"> • Employability 	20%

Evaluation method:

Unit	Evaluation Method	Marks (100)			Practical
		Formative Assessment		Summative Assessment	
		CCE I (20)	CCE II (20)	SEMESTER (60) Converted in 40 marks	1 Credit
I	Presentation	MCQ		MCQ/ Written Examination	A practical project on GHRM – 20 Marks
II	Role play	MCQ	Evaluation	MCQ/ Written Examination	
III	Posters and presentations	Assignments		MCQ/ Written Examination	
IV	Assignments	Assignments		MCQ/ Written Examination	

Suggested Readings:

Sr. No	Title of Book	Author/s	Publication
1	International Human Resource Management	Peter Dowling and Denice Welch	Cengage Learning
2	International Human Resource Management: Globalization, National Systems and Multinational Companies	Tony Edwards	Pearson Education
3	International Human Resource Management	Monir Tayeb	Oxford University Press

Suggested Web/E learning Resources:

SR NO	Topic	Lectures (Available on Youtube/Swayam/MOOCs etc)	Films	Journals/Articles/ Case studies

1	Networking and understand your employees	https://iimbx.iimb.ac.in/people-management/		
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TYBBA Semester- VI			
Course Code: B2-21/606A	Subject : Cases In Marketing Management + Project		Marks : 100 Credits : 2+2
Course Objectives : 13. To study the meaning, characteristics and importance of a case study. 14. To know various areas of case study in marketing.			
Course Outcome : After completing the course, the student shall be able to - CO1: Understand the meaning, characteristics and importance of case study. CO2: Know and understand various areas of case study in marketing.			
Unit	Unit Title	Contents	No of Lectures
I	Case Study – Introduction	1.1 Case – Meaning – Objectives of Case Studies 1.2 Characteristics & Importance of Case Studies 1.3 Guidelines for Case Studies & Cases Discussion.	10

II	Areas of Case Study	2.1 Product Mix with PLC 2.2 Price Mix – Elements in Price Mix, Factor affecting Pricing, Pricing Methods. 2.3 Place Mix – Physical Distribution Management System, Types, Intermediaries, strategies, trends in SCM. 2.4 Promotion Mix – Elements, Advertising, Media Mix, AIDA, DAGMAR, IMC. 2.5 Extended Ps of Marketing Mix 2.6 New Product Development 2.7 Product Extension and Product Diversification. 2.8 Traditional Marketing and Modern Marketing 2.9 Rural Marketing 2.10 Services Marketing 2.11 Organized & Unorganized Retail Marketing 2.12 E-Marketing and Digital Marketing 2.13 Green Marketing 2.14 Market Segmentation 2.15 Targeting 2.16 Positioning and Niche Market	38
Total No of Teaching Lectures			48
Total No of Lectures for Evaluation			9
Total			57

Unit	Unit Title	Teaching methodology	Project (If any)	Outcome expected		Weightage of Marks (%)
				Conceptual understanding Knowledge/Skills/Attributes etc		
I	Case Study – Introduction	Lectures/Case studies/Discussion/videos/ Role Plays	Project bases on internship for 4 credits.		<ul style="list-style-type: none">• Disciplinary knowledge• Critical thinking	20%
II	Areas of Case Study	Lectures/Case studies/Discussion/videos/ Role Plays			<ul style="list-style-type: none">• Problem Solving• Analytical Reasoning• Reflective Thinking• Application Skills• Employability	80%

Unit	Evaluation Method	Marks (100)			Project/Practical (If any)
		Formative Assessment		Summative Assessment	
		CCE I (20)	CCE II (20)	SEMESTER (50)	2 Credit
I	NA	NA	NA	MCQ/ Written Examination	For external evaluation, there will be a viva voce. Such viva-voce shall be conducted by a referee appointed by the University along with an internal referee. Project Report- 30 marks & Viva Voce - 20 marks = Total Marks 50 Case study based term end evaluation will be done based on an examination paper comprising of Case studies to solve for a maximum of 50 marks 15*3 cases
II	NA	NA	NA	MCQ/ Written Examination	

					5*1 short note Total Marks= 50
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Suggested Readings:

Sr. No	Title of Book	Author/s	Publication
1	Marketing Management	Philip Kotler & Kevin Lane Keller Pearson	New Delhi, India
2	Case Study Solutions Marketing	H. Kaushal, Lakshmi	New Delhi
3	Marketing Management	V. S. Ramaswamy, S. Namakumari, Macmillan	New Delhi
4	Foundational Of marketing	John Fahy & David Jobber, Tata McGraw Hill	New Delhi
5	Marketing In India Text and cases	S. Neelamrgham, Vikas Publication	New Delhi
6	Marketing - Cases Insights	Paul Baines, Chris Fill, Kelly page Piyush K. Sinha, Oxford	New Delhi

Suggested Web/E learning Resources:

SR NO	Topic	Lectures (Available on Youtube/Swayam/MOOCs etc)	Films	Journals/Articles/ Case studies
1	-	-	-	-
2	-	-	-	-

TYBBA Semester- VI			
Course Code: B2-21/606B	Subject: Cases in Finance		Marks : 100 Credits : 2+2
Course Objectives : 15. To study various Capital Budgeting Techniques. 16. To impart the knowledge of Working Capital Management in day-to-day operations of the business. 17. To understand and study the basics of Return on Capital Employed, Return on Investment , and Cost of Capital.			
Course Outcome: After completing the course, the student shall be able to - CO1: Apply Capital Budgeting Techniques. CO2 Understand the applicability of Working Capital Management in day-to-day operations of the business. CO3: Understand the practical applications of Return on Capital Employed ,Return on Investment & Cost of Capital.			
Unit	Unit Title	Contents	No of Lectures
I	Capital Budgeting	1.1 Capital Budgeting: Techniques- Traditional and Modern Techniques. Payback Period, Net present Value (NPV), Discounted Payback Period(DPP), Internal Rate of Return (IRR), Average Rate of Return (ARR) (Practical Cases)	14

II	Working Capital Management	2.1 Working Capital: - Meaning, Importance, Cases on Working capital.	10
III	Cost of Capital	3.1 Return of Capital Employed (ROCE): Meaning, Importance (Theory only) 3.2 Return on Investment: Meaning, Importance. (Theory only) 3.3 Cost of Capital: Meaning, Importance, Cases on Cost of Capital- Equity, Retained earnings, Debt capital, Debentures.	12
IV	Project Guidance and Evaluation		12
Total No of Teaching Lectures			48
Total No of Lectures for Evaluation			9
Total No of Lectures			57

Unit	Unit Title	Teaching methodology	Project (2 Credit-based on Internship-50 Marks)	Outcome expected		Weightage of Marks (%)
				Conceptual understanding Knowledge/Skills/Attributes etc		
I	Fund Raising & Capital Budgeting	Lecture method, Classroom discussion based on PPT, Case study, Participative learning	Project-based on Internship	Apply Capital Budgeting Techniques.	Professional Knowledge Problem Solving Decision Making Skills	40%
II	Working Capital Management	Problem Solving, Participative Learning, Peer Learning & Classroom Discussion.		Understand the applicability of Working Capital Management	Fundamental Knowledge Problem Solving	30%
III	Cost of Capital	Participative Learning, Peer Learning & Classroom Discussion.		Understand the practical applications of ROCE, ROI Cost of Capital.	Conceptual Knowledge Disciplinary Knowledge	30%

Unit	Evaluation Method	Marks (50)			Project/Practical (If any)
		Formative Assessment		Summative Assessment	
		Project		SEMESTER (60)	1 Credit
I	Nil	Nil	Nil	Written Examination	
II	Nil	Nil	Nil	Written Examination	
III	Nil	Nil	Nil	Written Examination	

Suggested Readings:

Sr. No	Title of Book	Author/s	Publication
1	Capital Market in India	E. Gordon, K. Natarajan	Himalaya Publishing House
2	Guide to Indian Capital Market	Sanjeev Aggarwal	Bharat Law House
3	Corporate Financial Management	Glen Arnold	Pearson
4	Indian Financial System	M.Y. Khan	Tata McGraw Hill

Suggested Web/E learning Resources:

SR NO	Topic	Lectures (Available on Youtube/Swayam/MOOCs etc)	Films	Journals/Articles/ Case studies
1	Fund Raising & Capital Budgeting	https://onlinecourses.nptel.ac.in/noc22_mg92/preview	Lecture of Capital Budgeting	https://www.emerald.com/insight/content/doi/10.1108/PRR-10-2020-0035/full/html
2	Working Capital Management	https://onlinecourses.nptel.ac.in/noc22_mg66/preview	Lecture on Working Capital Management	https://www.researchgate.net/publication/216665316_Working_Capital_Management_and_Its_Impact_on_Profitability

3	Cost of Capital	https://onlinecourses.swayam2.ac.in/cec20_mg05/preview	Lectures on Cost of Capital	https://www.researchgate.net/publication/46461059_An_Introduction_to_the_Cost_of_Capital
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TYBBA Semester-VI			
Course - BBA Code: C 606	Subject : Cases in HR	Marks : 100 Credits : 4 (2+2)	
Course Objectives : <ul style="list-style-type: none"> 18. To understand the application of theory into practice. 19. Design critical thinking by making judgments related to problems in Case Studies of Human Resource. 20. Develop critical thinking for solving Case Studies of Human Resource. 21. Enable students to understand HR practices through internship. 			
Course Outcome : <p>After completing the course, the student shall be able to -</p> <p>CO1: Understand the essence of the Case Study and the way of attempting or solving .</p> <p>CO2: Understand about the recent happening in important concepts of Human Resource.</p> <p>CO3: Design critical thinking by making judgments related to problems in case studies of Human Resource.</p> <p>CO4: Understand HR practices through internship.</p>			
Unit	Unit Title	Contents	No of Lectures
I	Case Study – Introduction	1.1 Case – Meaning – Objectives of Case Studies, 1.2 Characteristics & Importance of Case Studies,	10

		1.3 Case Study analysis methodology (steps in Case Study Analysis) 1.4 Guidelines (Dos and Don'ts in Case Study Analysis).	
II	Areas of Case Study	2.1 Functions of HRM, 2.2 Challenges before HRM, 2.3 Role of HR Manager, 2.4 Job Analysis- Job Description, Job Specification, Job Evaluation, 2.5 Manpower Planning and Forecasting, 2.6 Recruitment and Selection, 2.7 Training and Executive Development, 2.8 Sexual Harassment of Women at Workplace, 2.9 Workers Participation in Management, 2.10 Organizational Development, 2.11 Employee Record Management, 2.12 Individual Behavior, Group Behavior, Personality, 2.13 Values and Attitude, 2.14 Group Dynamics, Conflict Management,	12
III	Employees compensation and performance Appraisal	3.1 Employee Compensation, Performance Appraisal, 3.2 Career Planning, 3.3 Employee Morale, Job Satisfaction, 3.4 Workforce Diversity,	10

		3.5 International HRM, E-HRM, 3.6 Human Resource Information System, 3.7 Work from Home, Change Management 3.8 Out-Sourcing, 3.9 Rights of an employee at the workplace., HR Policy, 3.10 Legal issues related to HR in the Organization, 3.11 Wage & Salary Administration,	
IV	Project guidance		14
Total No of Teaching Lectures with project guidance			48
Total No of Lectures for Evaluation			9
Total Lectures			57

Teaching Methodology

Unit	Teaching methodology		Outcome expected		Weightage of Marks (%)
			Conceptual understanding Knowledge/Skills/Attributes etc		
I	Project Report Evaluation			<ul style="list-style-type: none">• Disciplinary knowledge• Critical thinking• Moral and Ethical Awareness/Reasoning	

II	<p>Students must undergo for internship and must do fieldwork, survey, analysis of data, prepare a hard binding project report. The project report must be submitted to the college along with a soft copy of the same.</p> <p>For external evaluation, there will be a viva voce. Such viva-voce shall be conducted by a referee appointed by the College along with an internal referee.</p>			<ul style="list-style-type: none"> • Problem Solving • Application Skills • Employability 	
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Evaluation method:

Unit	Evaluation Method	Marks (100)	Project 4 Credits
I to III	Minimum 10 to 15 cases will be discussed in the class	50 marks semester end examination	50 marks internship

Suggested Readings:

Sr. No.	Title of the Book	Author/s	Publication
1	Case Study Solutions Human Resource Development	H. Kaushal	MacMillan
2	Human Resource Management (Text and Cases)	S.S. Khanka	S. Chand
3	Human resource Management Text and Cases	K. Aswathappa	McGraw Hill India
4	Cases in Human Resource Management	Himalaya Publication	Himalaya
5	Cases in Human Resource Management	David Kimball	SAGE Publications, Inc
6	Organizational Behavior: Text, Cases, Games	K. Aswathappa	Himalaya Publishing House

Online – <https://us.sagepub.com/en-us/nam/cases-in-human-resource-management/book249456>

Case studies resource