ANNEXURE 1
Syllabus for BBA Course
CORE BUSINESS COURSES

BBCB001	Marketing Management 1	Credits 2
BBCB002	Marketing Management 2	Credits 2
BBCB003	Human Resource Management 1	Credits 2
BBCB004	Human Resource Management 2	Credits 2
BBCB005	Management Process	Credits 2
BBCB006	Organisational Behaviour 1	Credits 2
BBCB007	Organisational Behaviour 2	Credits 2
BBCB008	Strategic Management 1	Credits 2
BBCB009	Strategic Management 2	Credits 2
BBCB010	Financial Management 1	Credits 2
BBCB011	Financial Management 2	Credits 2
BBCB012	Financial statement Analysis 1	Credits 2
BBCB013	Financial Statement Analysis 2	Credits 2
BBCB014	Management Accounting 1	Credits 2
BBCB015	Management Accounting 2	Credits 2
BBCB016	IT Skills-1	Credits 2
BBCB017	IT Skills 2	Credits 2
BBCB018	Managerial Economics 1	Credits 2
BBCB019	Managerial Economics 2	Credits 2
BBCB020	Macroeconomic Analysis for Management 1	Credits 2
BBCB021	Macroeconomic Analysis for Management-2	Credits 2
BBCB022	Entrepreneurship	Credits 2
BBCB023	Business Environment 1	Credits 2

BBCB024	Business Environment 2	Credits 2
BBCB025	Operations Research - 1	Credits 2
BBCB026	Operations Research 2	Credits 2
BBCB027	Production and Operations Management 1	Credits 2
BBCB028	Production and Operations Management 2	Credits 2
BBCB029	Business Mathematics 1	Credits 2
BBCB030	Business Mathematics 2	Credits 2
BBCB031	Business Statistics 1	Credits 2
BBCB032	Business Statistics 2	Credits 2
BBCB033	Business Research Methodology 1	Credits 2
BBCB034	Business Research Methodology 2	Credits 2
BBCB035	Environment Management -1	Credits 2
BBCB036	Environment Management -2	Credits 2
BBCB037	Management Information Systems 1	Credits 2
BBCB038	Management Information Systems 2	Credits 2
BBCB039	Legal Aspects of Business 1	Credits 2
BBCB040	Legal Aspects of Business 2	Credits 2
BBCB041/042 /043/044/045/046	Case Analysis 1,2,3,4,5,6	Credit 1 each
BBCB047/048	Case Writing & Analysis 1 & 2	Credit 1 each
BBCB049/050	Learning management from Contemporary articles 1 & 2	Credit 1 each
BBCB051/052 /053/054	Seminars on contemporary and Non-Contemporary issues 1, 2, 3 & 4	Credit 1 each
BBCB055/056 /057/058	Learning Management through executive interaction 1, 2, 3 & 4	Credit 1 each

BBIR001	Internship Report 1	Credits 6
BBIR002	Internship Report 2	Credits 6
BBIR003	Internship Report 3	Credits 4
BBIS001	Internship Seminar1	Credits 2
BBIS002	Internships Seminar2	Credits 2
BBIS003	Internships Seminar 3	Credits 2

Code BBCB001 Marketing Management 1 Credits 2

Objective	At the end of the course, the students would have competence in understanding and using Marketing Frameworks, theories and analytical tools for analyzing and decision making in the area of Marketing.
Contents	• Role of Marketing, Needs, Wants and Demands. Marketing Management Process. (6Hrs) • Marketing Environment : Importance of Marketing Environment , Internal Environment ,External Environment - Micro Environment - Macro Environment (10Hrs) • Marketing Mix for Products & Services (5Hrs) • Consumer Behaviour and Consumer markets: (4Hrs) • Segmentation, Targeting and Positioning, types of segmentation, basis for Segmentation. (5Hrs)
Pedagogy	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings.	1. Kotler Philip, Keller Kevin, Koshy Abraham, and Jha Mithileshawar; 'Marketing Management: A South Asian Perspective'; Pearson Education India, 13th edition or later. 2. Ramaswami, Namkumari; 'Marketing Management', Tata McGraw Hill, latest edition

CodeBBCB002 Marketing Management 2 Credits 2

Objective	At the end of the course, the students would have competence in understanding and using Marketing Mix for analyzing and decision making in the area of Marketing.
Contents	• Product Planning and Product Mix: Concepts of a product, Levels of a Product, Product Life Cycle, Branding. (6Hrs)

	• Pricing: Significance of price, Factors affecting pricing, Pricing Policy. (4Hrs) • Place (Distribution): Importance of Channel, Types of Channel, Channel Management, Channel Conflict. (4Hrs.) • Integrated Marketing Communication: Role of Marketing Communication, factors affecting promotion mix, Types of promotion: Advertising, Personal selling, Sales Promotion and Public Relations. (10 Hrs) • Introduction to digital and social media for marketing. (3Hrs) • Marketing control, Creating customer value, satisfaction and loyalty. (3Hrs)
Pedagogy	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings.	1 Kotler, Philip., Keller Kevin., Koshy Abraham., and JhaMithileshawar; 'Marketing Management: A South Asian Perspective'; Pearson Education India, 13th edition or later. 2 Ramaswami.,Namkumari; 'Marketing Management', Tata McGraw Hill, latest edition

Code BBCB003 Human Resource Management 1 Credits 2

Objective	Build competence in basic Manpower planning, Job Analysis, Recruitment and selection, within an organization.
Contents	• Introduction to Human Resource Management-Objectives, functions, organization of HR Department. (4 Hrs) • HR Environment & Strategic role of HRM (5 Hrs) • Manpower planning (5 Hrs) • Job Analysis & job Design and employee involvement (4 Hrs) • Succession Planning. (4 Hrs) • Recruitment & Selection: internal and external sources of recruitment, process of recruitment and selection, techniques used in the selection process, Evaluation. (6 Hrs) • Employee Placement (2 Hrs)

Pedagogy	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings	1. K. Aswathappa, 'Human Resource Management', Tata McGraw-Hill Education, 6th edition or later. 2. Snell, Bohlander, Vohra, 'Human Resource management', - Cengage learning , latest edition 3. Gary Dessler, 'Human Resource Management', Pearson publication, latest edition

Code BBCB004 Human Resource Management 2 Credits 2

Objective	Introduce the students to the training and development function, performance management, compensation and employee benefits, within an organization.
Contents	• Training and Development-Training Process, Training Need Analysis, Training Design, Types, Methods of Training, Training evaluation. (6 Hrs) • Performance Management: Setting KRA's/KPA's, appraisal process, methods and its applicability, rewards, managing employee exits. (8 Hrs) • Managing Compensation: Job Evaluation, the wage mix, compensation structure, performance linked pay. (6 Hrs.) • Employee Benefits: employee benefit programs and services. (4 Hrs) • Introduction to Industrial Relations: Importance & approaches, Trade Unions, and Resolving disputes. (6 Hrs)
Pedagogy	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings	1. K. Aswathappa, 'Human Resource Management', Tata McGraw-Hill Education, 6th edition or later. 2. Snell, Bohlander, Vohra, 'Human Resource management', -Cengage learning , latest edition 4. Gary Dessler, 'Human Resource Management', Pearson publication, latest edition

Code BBCB005 Management Process Credits 2

Objective	To apply the managerial functions and processes to various organizational situations.
Contents	• Definition of Management, importance, managers functions, roles and skills) (5 Hrs) • History of Management –Various approaches to Management (4 Hrs) • Planning-definition, importance, goals and plans, developing plans (4 Hrs) • Decision Making- process, types of decisions, styles (4 Hrs) • Organizational Structure, design, staffing. (4Hrs) • Leadership- definition, theories, contemporary views, issues. (5Hrs) Controlling- The system, process of controlling and control techniques (4 Hrs)
Pedagogy	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings	1. Robbins S., Coulter M.: 'Introduction to Management'. Prentice Hall, 11th edition or later 2. Robbins S., Coulter M. and Vohra N.; 'Management', Pearson, 9th edition or later 3. Harold Koontz, Heinz Weihrich: 'Essentials of Management: An International and leadership perspective', Mcgraw Hill Education, 8th edition or later

Code BBCB006 Organisational Behaviour 1 Credits 2

Objective:	At the end of the course, the student should have an understanding of dimensions of Individual behavior in an organizational setting.
Skills	Ability to understand individual differences in behavior based on personal factors.
Contents:	• Introduction to OB (2 Hrs.) • Foundations of Individual Behavior- Abilities, Biographical characteristics, learning, Implications. (5 Hrs.) • Attitudes and Job Satisfaction- Definitions Components, Types of attitudes, Measuring job satisfaction, causes etc. (5 Hrs.) • Personality and values- Definition, Types of personality, importance of values and ethics. (6 Hrs.) • Perception and Individual Decision Making- Definition of perception, factors impacting perception, person perception, making decisions, bias and errors, ethics in decision making. (6 Hrs.)

	• Motivation- Theories and application. (6 Hrs.)
Pedagogy	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings:	1. Stephen Robbins, Timothy A Judge, Seema Sanghi, 'Organizational Behavior', Pearson Education, 9th edition or later 2. Stephen Robbins, Timothy A Judge, Neharika Vohra, 'Organizational Behavior', Pearson Education 14th edition or later 3. Fred Luthans, 'Organizational Behavior'; McGraw–Hill Inc, latest edition 4. Robbins, Stephen P; 'Essentials of Organizational Behavior'; Pearson Education India, latest edition.

Code BBCB007 Organisational Behaviour 2 Credits 2

Objective:	To understand Interpersonal situations and group behavior in an organizational setting.
Contents:	• Foundations of Group Behavior-Stages of Group development, Roles, norms, Status, size and cohesiveness, group decision making. (4 Hrs.) • Understanding work teams-types, turning individuals into team players. (4 Hrs.) • Organizational culture-what is it, types, issues, creating an effective culture. (4 Hrs.) • Introduction to Change Management- Forces of change, planned change, Resistance to change, managing change. (5 Hrs.) • Stress management- causes, symptoms and management. (4 Hrs.) • Conflict and Negotiation-definition, views on conflict, process, negotiation (5 Hrs.) • Power and Politics-Definition, bases of power, power tactics, politics definition, causes and consequences of political behavior. (4 Hrs.)
Pedagogy	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings:	1. Stephen Robbins, Timothy A Judge, Seema Sanghi, 'Organizational Behavior', Pearson Education, 9th edition or later 2. Stephen Robbins, Timothy A Judge, Neharika Vohra, 'Organizational Behavior', Pearson Education 14th edition or later 3. Fred Luthans, 'Organizational Behavior'; McGraw–Hill Inc, latest edition 4. Robbins, Stephen P; 'Essentials of Organizational Behavior'; Pearson Education India, latest edition.

	5. Robbins, Stephen and Mary Coulter; 'Fundamentals of Management'; Prentice

Code BBCB008 Strategic Management 1 Credits 2

Objective:	At the end of the course the student will be able analyze the structure of any industry, and indicate sustainable strategies for firms for competitive advantage.
Contents:	• Introduction and Role (3Hrs.) a. Nature of strategic management: key terms benefits and pitfalls (2 Hrs.) b. Development and analysis of vision and mission and its importance and characteristics (3 Hrs.) c. External environment: forces impacting the external environment, sources of information tools and techniques (6 Hrs.) d. Internal environment: forces impacting the internal environment, sources of information tools and techniques (6 Hrs.) • Implementation a. Analysis of external environment, internal environment, framing vision and mission statements. (5 hrs.) b. Generic strategies in different types of organizations (5 hrs.)
Pedagogy	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings:	1. Fred R. David; 'Strategic Management cases and concepts', Pearson Education New Delhi, 12th edition or later 2. La Pearce, J.A., Robinson, R.B. & Mittal Amita, 'Strategic Management: Formulation, Implementation and Control' , Tata McGraw-Hill Publishing Company, 12th edition or later 3. Ltd. wrence, Gupta & Glueck; 'Business Policy and Strategic Management'; Frank Brothers ; 7th edition or later 4. Hitt, Hoskisson , 'Ireland; Management of Strategy Concepts and Cases'; Cengage learning, latest edition 5. Azhar Kazmi, 'Strategic Management and Business Policy', McGraw Hill, 3rd edition or later 6. Industry notes and business stories from popular business periodicals.

Code BBCB009 Strategic Management 2 Credits 2

Objective:	At the end of the course the student will be able to identify, create and implement strategic choices in organizations.
Contents:	• Analysis of various strategic choices: Strategy formulation framework, impact of culture and the politics of strategic choice (8 Hrs.) • Resource planning and operational issues (6 Hrs.) • Strategy implementation: Resources allocation, conflict & challenges (8 Hrs.) • Strategy review (8 Hrs.) a. Evaluation and Control b. Characteristics of an evaluation system and contingency planning
Pedagogy	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings:	1. Fred R. David; 'Strategic Management cases and concepts'; Pearson Education New Delhi 12th edition or later 2. La Pearce, J.A., Robinson, R.B. & Mittal Amita, 'Strategic Management: Formulation, Implementation and Control' , Tata McGraw-Hill Publishing Company, 12th edition or later 3. Lawrence, Gupta & Glueck; 'Business Policy and Strategic Management' ; Frank Brothers ; 7th edition or later 4. Hitt, Hoskisson , Ireland; 'Management of Strategy Concepts and Cases' , Cengage learning, latest edition 5. Azhar Kazmi, 'Strategic Management and Business Policy', McGraw Hill, 3rd edition or later 6. Industry notes and business stories from popular business periodicals.

Code BBCB010 Financial Management 1 Credits2

Objective:	At the end of the course the student will be able to facilitate long term financial decisions in organizations.
Contents:	• Nature of Financial Management, introduction, functions, and role of a finance Manager, goals. (2Hrs.) • Concepts of Value and Returns (6 Hrs.) o Time Value of Money- Individuals and firms • Forecasting cash flows for different situations (6Hrs.) • Cost of Capital o Equity, debt, preference capital and CAPM model(4Hrs.) • Techniques of Capital Budgeting (10 Hrs.) o Types of investment decisions, investment evaluation criteria, NPV, IRR, Payback, ARR, Discounted payback. • Capital Structure, concept of leverage and impact on profitability (4 Hrs)

	• Factors affecting dividend decisions (2 Hrs.)
Pedagogy	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings:	1. Ross, Stephen. A., Westerfield, Randolph W. and Bradford D. Jordan; 'Fundamentals of Corporate Finance'; Tata McGraw-Hill; Latest edition. 2. Chandra, Prasanna; 'Financial Management: Theory and Practice'; Tata McGraw-Hill; 7th edition or later 3. Pandey, I.M. and Ramesh Bhat; 'Cases in Financial Management'; Tata McGraw-Hill; Latest edition. **4.** Popular business periodicals such as "Capital Market'.

Code BBCB011 Financial Management 2 Credits 2

Objective:	At the end of the course, the students will have developed competence in taking financial decisions in the given financial market conditions.
Contents:	• Principles of Working Capital Management- Concepts, Conversion cycles, determinants, estimation. (6 Hrs.) • Cash, float and cash budget (4Hrs.) • Debtors Management - Credit policies, variables, monitoring receivables, factoring (8 Hrs.) • Inventory Management-Nature, objectives, techniques, control systems (8Hrs.) • Sources of Long term and Short term finance. (4 Hrs.)
Pedagogy	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings:	1. Ross, Stephen. A., Westerfield, Randolph W. and Bradford D. Jordan; 'Fundamentals of Corporate Finance'; Tata McGraw-Hill; Latest edition. 2. Chandra, Prasanna; 'Financial Management: Theory and Practice'; Tata McGraw-Hill; 7th edition or later. 3. Pandey, I.M. and Ramesh Bhat; 'Cases in Financial Management'; Tata McGraw-Hill; Latest edition. Popular business periodicals such as "Capital Market'

Code BBCB012 Financial statement Analysis 1 Credit 2

Objective:	At the end of the course the students will have the ability to read and perform an elementary analysis of Financial Statements.
Contents:	• Concepts and Conventions of Accounting (4 Hrs.) • Reading of Annual Report, Balance Sheet, Profit and Loss Account, Vertical Form (8 Hrs.) • Cash Flow statements (6 Hrs.) • Comparative statements (2 Hrs.)

	• Common Size Statements (2 hrs.) • Basic Ratio Analysis (6 Hrs.) • Introduction to Basic Accounting Standards& IFRS. (2Hrs.)
Pedagogy	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings:	**1.** N. Ramchandran, Ram Kumar Kakani: 'How to Read A Balance Sheet', Tata McGraw-Hill Professional: Finance Made Easy Series, latest edition **2.** N. Ramchandran, Ram Kumar Kakani: 'How to Read A Profit and Loss Account', Tata McGraw-Hill Professional: Finance Made Easy Series, latest edition **3.** N. Ramchandran, Ram Kumar Kakani: 'How to Read A Cash Flow Statement', Tata McGraw-Hill Professional: Finance Made Easy Series, latest edition **4.** Chandra, Prasanna; 'Finance Sense'; Tata McGraw-Hill; 3rd edition or later 5. Atrill, Peter and Eddie McLaney; 'Accounting and Finance for Non-Specialists'; Prentice-Hall of India; latest edition 6. Myddelton, D.R.; 'The Essence of Financial Management'; Prentice-Hall of India; latest edition Economic Times and Finance Journals

Code BBCB013 Financial Statement Analysis 2 Credit 2

Objective:	At the end of the course, the student will have developed competence in evaluation, analyses and interpretation of Financial Statements.
Contents:	• Balance sheets and Profit and loss account (6 Hrs) • Directors' Report (4 Hrs) • Auditor's Report (4 Hrs) • Notes to Accounts (4Hrs) • Understanding Annual Reports of Companies with Ratio Analysis (8 Hrs.) • Inter firm comparisons and trend analysis (4Hrs)
Pedagogy	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings:	**1.** N. Ramchandran, Ram Kumar Kakani: 'How to Read A Balance Sheet', Tata McGraw-Hill Professional: Finance Made Easy Series, latest edition **2.** N. Ramchandran, Ram Kumar Kakani: 'How to Read A Profit and Loss Account', Tata McGraw-Hill Professional: Finance Made Easy Series, latest edition 3. N. Ramchandran, Ram Kumar Kakani: 'How to Read A Cash Flow Statement', Tata McGraw-HillProfessional: Finance Made Easy Series, latest edition 4. Bhattacharyya, S. K. And John Dearden; 'Accounting for Management'; Vikas Publishing House Pvt. Ltd.; New Delhi; latest edition 5. Chadvick, Leslie; 'The Essence of Financial Accounting'; Prentice–Hall of India Private Limited, New Delhi; latest edition 6. 'How to Read a Balance Sheet'; ILO Programmed Book; Oxford & IBH Publishing Co. Pvt. Ltd.; New Delhi; latest edition

	7. Chandra Prasannna; 'Managers' Guide to Finance and Accounting'; Tata McGraw–Hill Publishing Company Limited; New Delhi; latest edition **8.** Bhattacharya, Ashish K.; 'Financial Accounting for Business Managers'; Prentice–Hall of India Private Limited, New Delhi; latest edition

Code BBCB014 Management Accounting 1 Credits 2

Objective:	At the end of the course, the student would be able to use budgeting as a technique of management accounting and preparing management reports for taking effective decisions.
Contents:	• Fundamentals of Management Accounting a. Nature / Scope / Objectives / Functions / Advantages / Limitations of Management Accounting (4 Hrs.) • Budgetary Control (14 Hrs.) a. Nature / Scope / Objectives / Functions / Process of Preparation of budgets b. Materials Purchase Budgets c. Production Budgets d. Sales Budgets e. Cash Budgets f. Flexible Budgets g. Master Budgets • Cost Accounting – Elements of Cost Basics of Cost Concepts, Preparation of cost sheets (8Hrs) • Reporting to the Management (4Hrs)
Pedagogy	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings:	1. Madegowda J, 'Management Accounting'; Himalaya Publishing House; Latest edition. 2. Dr Srinivasan N, Dr Murugan M; 'Accounting for Management'; S Chand Publishers; Latest edition. 3. Atkinson, et al. 'Management Accounting'; Pearson Education India; Latest Edition. 4. Williamson, Duncan; 'Cost and Management Accounting'; Prentice-Hall of India; Latest Edition.

Code BBCB015 Management Accounting 2 Credits 2

Objective:	At the end of the subject, the student would be able to use cost data and management accounting reports for taking effective decisions.
Contents:	• Preparation of cost sheets (2 Hrs.) • Standard Costing and Variance Analysis (4 Hrs.) • Computing variances and analysis (14Hrs) a. Material Cost Variance b. Labour Cost Variance c. Fixed Overhead Cost Variance d. Variable Overhead Cost Variance e. Sales Variance • Marginal Costing and Break Even Analysis (10Hrs.) a. Concept of marginal costing b. Calculating Contribution margin, Profit Volume Ratio, Break Even Point analysis
Pedagogy	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings:	1. Madegowda J, 'Management Accounting'; Himalaya Publishing House; Latest edition. 2. Dr Srinivasan N, Dr Murugan M; 'Accounting for Management'; S Chand Publishers; Latest edition. 3. Atkinson, et al. 'Management Accounting'; Pearson Education India; Latest Edition. 4. Williamson, Duncan; 'Cost and Management Accounting'; Prentice-Hall of India; Latest Edition.

Code BBCB016 IT Skills-1 Credits 2

Objective	To develop the ability in using Word processor, Presentation tool.

Content	• Word Processor - create and modify documents, letter writing, formatting, and viewing. (7 Hrs.) • Printing the documents, proofing the documents and usage of mail merge facility. (8 Hrs.) • Presentation tool - variety of commands, functions to create different items such as pictures, text boxes, shapes to enhance the text in the Presentation. slideshow, Format fonts, paragraphs, bullets and text boxes. (8 Hrs.) • Custom animation, slide transitions and effects, graphics, sound and on-screen navigation. (7Hrs.)
Pedagogy	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Reading	1. Libre Office 5.0, The document Foundation, getting started Guide, https://wiki.documentfoundation.org/images/d/d1/GS50-GettingStartedLO.pdf (free Internet resource) 2. Beth Melton, 'MS Office Professional 2013 Step-by step', Microsoft Press (free Internet Resource)

Code BBCB017 IT Skills 2 Credit 2

Objective	At the end of the course the student will be able develop a minimum competence in using spreadsheets and enabling enhanced usage through a programming language.
Content	• Spreadsheets - Excel features, types of formats/Statements, formatting of numbers & text (6 Hrs.) • Data sorting & filtering, functions in excel, graph preparation. (9 Hrs.) • Using conditional functions. (8 Hrs.) • Elements of a Programming Language- doing simple and complex mathematical calculations (7 Hrs.)
Pedagogy	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Reading	1. Beth Melton, 'MS Office Professional 2013 Step-by step', Microsoft Press (free Internet Resource)

Code BBCB018 Managerial Economics 1 Credits 2

Objective:	At the end of the subject, the student will be able to take managerial decisions considering the impact of Business Economics to examine how a firm can achieve its objectives, subject to constraints, most efficiently.
Contents:	• Introduction to managerial economics, fundamentals concepts and tools of decision making, circular flow of activities, theory of firm. (6Hrs.) • Demand analysis- meaning, factors affecting demand, elasticity's. (6Hrs) • Supply Analysis- meaning, factors affecting supply, elasticity's (6 Hrs) • Demand and Supply equilibrium and determination of aggregate demand. (4 Hrs.) • Production and Cost Analysis in short term and long term (8 Hrs.)
Pedagogy	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings:	1. Samuelson, Paul A. and William D. Nordhaus; 'Economics'; Tata McGraw–Hill, latest edition 2. Mithani D. M. , 'Managerial Economics', Himalaya Publishing, latest edition 3. Nellis, Joseph G. and David Parker; 'The Essence of Business Economics'; Prentice–Hall of India Private Limited; latest edition 4. Buckley, Adrian; 'The Essence of International Money'; Prentice – Hall of India Pvt. Ltd, latest edition 5. P.L. Mehta, S. Gupta, 'Managerial Economics Analysis, Problems and Cases', Sultan Chand & Sons, latest edition

Code BBCB019 Managerial Economics 2 Credits 2

Objective:	At the end of the subject, the student will be able to take managerial decisions considering the impact of Business Economics to examine how a firm can achieve its objectives, subject to constraints, most efficiently
Contents:	• Market structures- perfect competition, monopolistic competition, oligopoly, duopoly, monopoly. (8 Hrs.) • Demand forecasting- methods, trend analysis, regression analysis (8 Hrs.) • Demand analysis- industry wise demand analysis (6Hrs.) • Decisions of the firm: Price and output decisions in different market structures (8Hrs.)
Pedagogy	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/

	self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings:	1. Samuelson, Paul A. and William D. Nordhaus; 'Economics'; Tata McGraw–Hill, latest edition 2. Mithani D. M. , 'Managerial Economics', Himalaya Publishing, latest edition 3. Nellis, Joseph G. and David Parker; 'The Essence of Business Economics'; Prentice–Hall of India Private Limited; latest edition 4. Buckley, Adrian; 'The Essence of International Money'; Prentice – Hall of India Pvt. Ltd.; New Delhi, latest edition 5. Selected articles and news items from periodicals such as Economic and Political Weekly, Economic Times, Economist, etc.

Code BBCB020 Macroeconomic Analysis for Management 1 Credits 2

Objective:	At the end of the course, the students would have a basic understanding of Macroeconomic Concepts, Frameworks, Theories and analytical tools for analysing and decision making in the area of Macroeconomics.
Contents:	Introduction to Macroeconomics - Macro and Micro, origin and Growth of Macroeconomics, importance, concepts used in Macroeconomics. (3Hrs) The Economy as circular flow of income and expenditure – Circular flow of Income and Expenditure in a Two sector model, three sector model with Government and Four sector Model with the Foreign Sector. (4 Hrs) National Income : National Income and concepts GDP,GNP,NNP, Per capita income, Nominal and Real GNP, Methods of measuring National Income. (5Hrs) The Classical Theory of Output and Employment Aggregate supply function, Demand function (two sector), Consumption function, MPC, Linear Consumption Function, APC and Savings function. (8 Hrs.) Shift in Aggregate Demand and Multiplier, a simple model of Investment Multiplier. (4 Hrs) Inflation: meaning of inflation, measures of inflation, effects of inflation, types of inflation, theories of inflation Classical and Neo Classical, inflation and unemployment. (6 Hrs)
Pedagogy	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.

Suggested Readings:	1. Samuelson, Paul A. and William D. Nordhaus; 'Economics'; Tata McGraw–Hill, latest edition 2. Nellis, Joseph G. and David Parker; 'The Essence of Business Economics'; Prentice–Hall of India Private Limited, latest edition 3. D N Dwivedi, 'Macroeconomics –Theory and Policy'Tata McGraw Hill, latest edition

Code BBCB021 Macroeconomic Analysis for Management-2 Credits 2

Objective:	At the end of the course, the students would have a basic understanding of Macroeconomic Concepts, Frameworks, Theories and analytical tools for analyzing and decision making in the area of Macroeconomics.
Contents	Introduction to Macroeconomics Policy: Meaning and scope, need and advent of Macroeconomic Policies, Objective Formulation. (6Hrs) Monetary Policy: Meaning and scope, instruments of Monetary Policy, Transmission mechanism, Limitations and effectiveness of Monitory policy – Status of Indian Monitory policy. (6Hrs) Fiscal Policy: Meaning and scope, Fiscal instruments and Target variables, kinds of fiscal policy and Macroeconomic Goals, Limitation Fiscal Policy. Introduction to Investments Savings, Liquidity Money Supply (IS-LM) Model. (6Hrs) Foreign Exchange Market and determination of Exchange Rate in Free exchange market, Free and Fix Exchange rate. (6Hrs) Balance of Payments: Meaning and Purpose, causes and kinds of BOP, Automatic adjustment in BOP, Adjustment by policy measures, by monetary measures, fiscal policy. (6Hrs)
Pedagogy	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings:	1. Samuelson, Paul A. and William D. Nordhaus; 'Economics'; Tata McGraw–Hill, latest edition 2. Nellis, Joseph G. and David Parker; 'The Essence of Business Economics'; Prentice–Hall of India Private Limited; latest edition 3. Buckley, Adrian; 'The Essence of International Money'; Prentice – Hall of India Pvt. Ltd.; latest edition

	4. D N Dwivedi : 'Macroeconomics –Theory and Policy',Tata McGraw Hill, latest edition

Code BBCB022 Entrepreneurship Credits 2

Objective	• To develop an ability to write a business plan.
Contents	• Recognizing opportunities and generating ideas: What is an opportunity, difference between idea and opportunity, ways to identify opportunity? (4 Hrs) • Analysis of Business environment (4Hrs) • Procedures for registering a business, Government schemes and incentives, sources of Finance. (8 Hrs) • Feasibility Analysis: what a feasibility analysis is and why it's important?, Product/Service Feasibility, Industry/Target Market feasibility, Organizational feasibility, Financial feasibility (8 Hrs) • Writing a Business Plan: Guidelines and Components (6Hrs)
Pedagogy	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings.	1. Bruce Barringer and R. Duane Ireland, 'Entrepreneurship: Successfully Launching New Ventures', Pearson Education, latest edition 2. Tim Berry, 'Hurdle: The book on Business Planning', Palo Alto Software Inc (free internet resource)

Code BBCB023 Business Environment 1 Credits**2**

Objective	At the end of the subject, the student will have the ability to understand and take into account the implications of the Indian economic environment on business decisions.
Contents	• Introduction to Business Environment: Definition and meaning of business – Scope of Business – Characteristics of Business – Business goals – Factors influencing the Business Environment – Environmental Analysis. (4 Hrs) • Indian Agriculture: Trends and Composition of Output of major crops - Trends in Investment, Credit and Agricultural Subsidy. - New Agricultural strategy of 1960s (Green Revolution) – Food security and PDS in India - Evaluating Land Reforms in India - New Agricultural Policy In the context of liberalization. (6 Hrs) • Indian Industries: Industrial structure in India: Traditional, SSI, Village, Cottage and Modern industries -Industrial Policy Resolution in India till 1991 - New Industrial Policy and its impacts. (6 Hrs) • Indian Infrastructure: Infrastructure and economic growth; Privatization and commercialization of Infrastructure; Infrastructure development in India. (6 Hrs) • Banking and financial services:

	Structure of Financial System, Role of Financial System in Economic Development, Financial Markets and Financial Instruments, Capital Markets, Financial Services Sector • Regulatory Frame Work, Problems and Reforms. (8 Hrs)
Pedagogy	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings.	1. Cherunilam, Francis 'Business Environment, Text and Cases' Himalaya Publishing House, Latest edition. 2. Dr. Saroj Upadhyay, 'Business Environment', Asian Books Pvt. Ltd, latest edition

Code BBCB024 Business Environment 2 Credits 2

Objective	At the end of the subject, the student will have the ability to understand the implications of the Indian as well as international economic environment on business decisions.
Contents	International Business: An overview-types of international business; the external environment; the economic and political environment, the human cultural environment; influence on trade and investment patterns; recent world trade and foreign investment-trends. (6 Hrs) Trends in International Trade and Documentation: Multi - National Corporations - Types, Merits and Demerits. Import - Export procedure. EXIM Documents. India's Export and Import Policy. (6 Hrs) Balance of Payment Accounts and macroeconomic management: Theories and institutions; trade and investment; govt. influence on trade and investment. (6 Hrs) World financial environment: Tariff and non-tariff barriers, forex market mechanism, exchange rate determination, euro currency market; international institution (IMF, IBRD, IFC, IDA, MIGA) NBFC's and stock markets. (6 Hrs) Regional blocks and trading agreements' global competitiveness: Global competition, HRD development, social responsibility; world economic growth and physical environment. (6 Hrs)
Pedagogy	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings.	1. Cherunilam, Francis 'Business Environment, Text and Cases', Himalaya Publishing House, Latest edition. 2 Dr. SarojUpadhyay, 'Business Environmen't ; Asian Books Pvt. Ltd, latest edition

Code BBCB025 Operations Research - 1 Credits 2

Objective:	At the end of the course, the student would be able to Model real life business problems using chosen mathematical /operations research models and solve them using Excel .
Contents:	• Introduction to operations research - Scope and modeling (2 Hrs.) • Linear Programming problem – Formulation of two variable LP, graphical solutions for maximization and minimization problems, Applications of LP in various areas, modeling and solution with the help of simplex method Excel solver (9 Hrs.) • Transportation problems (5 Hrs.) • Assignment Models (5 Hrs.) • Sequencing and scheduling (5 Hrs.) • Introduction to Decision making (4 Hrs.)
Pedagogy	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings:	**1.** Taha Hemdy A., 'Operations Research An Introduction', Pearson Education , Eighth or later edition **2.** Sharma J.K., 'Operations Research Theory and Application', Macmillan publication, Third or later edition **3.** Vohra N D, 'Quantitative Techniques in Management', Tata McGraw hill, Third or later edition.

Code BBCB026 Operations Research 2 Credits 2

Objective:	At the end of the course, the student would be able to Model real life business problems using chosen mathematical /operations research models and solve them using Excel .
Contents:	1. Probabilistic models in Decision trees (6 Hrs.) 2. Queuing theory : General structure, characteristics and various models (6 Hrs.) 3. Simulation – Modeling and use of simulation in various fields (6 Hrs.) 4. Markov Chains – Brand switching examples and Markov processes (6 Hrs.) 5. Use of probabilistic models in inventory management (6 Hrs.)
Pedagogy	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.

Suggested Readings:	1. Taha Hemdy A., 'Operations Research An Introduction', Pearson Education , Eighth or later edition 2. Sharma J.K., 'Operations Research Theory and Applications', Macmillan publication, Third or later edition 3. Vohra N D, 'Quantitative Techniques in Management', Tata McGraw hill, Third or later edition.

Code BBCB027 Production and Operations Management 1 Credits 2

Objective:	To introduce the students to the function of Production and Operations Management , Quality Management , Productivity Management in a Manufacturing and Service setup.
Contents:	• Introduction to operations (2 Hrs.) • Operations and supply strategy, (2 Hrs.) • Project Management using CPM and PERT, pure project, functional project, matrix project, work breakdown structure, project control charts (4 Hrs.) • Product Design process, product development process, designing for customer (4 Hrs.) • Learning curve, (1 hour) • Process Analysis- flow charting, types of processes, measuring process performance, Little's law, (4 Hrs.) • Job design and Work Management, (2 Hrs.) • Manufacturing and service Processes, break even analysis (4 Hrs.) • Facility Layout (3 Hrs.) • Quality control and Total Quality management (4 Hrs.)
Pedagogy	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings:	1 Richard B. Chase, Ravi Shankar, F. Robert Jacobs and Nicholas J. Aquilano- 'Operations and Supply Management' Tata McGraw Hill, latest edition 2 Everette E. Adam, Jr. Ronald J. Ebert, 'Production and Operations Management', Prentice Hall, Prentice Hall, latest edition 3 Krajewski, Lee J. and Larry P. Ritzman; 'Operations Management: Strategy and Analysis'; Pearson Education India, latest edition 4 Taha Hemdy A., 'Operations Research An Introduction', Pearson Education , Eighth or later edition 5 J K Sharma- 'Operations Research', Pearson, latest edition 6 Kanishka Bedi , 'Production & Operations Management', Oxford University Press, latest edition 7 Krishnaswamy, K. N. 'Cases in production / Operations Management'; Prentice Hall of India Private Ltd., New Delhi, latest edition

Code BBCB028 Production and Operations Management 2 Credits : 2

Objective:	To introduce the students to the function of Supply Chain management,

Contents:	• Supply chain strategy- measurement design strategy, outsourcing, mass customization, Logistics (4 Hrs.) • Facility Location, Plant location methods, (2 Hrs.) • Strategic Capacity Management- time horizons, capacity planning, economies and diseconomies of scale (4 Hrs.) • Lean manufacturing Systems (4 Hrs.) • Aggregate Sales and Operations Planning, (4 Hrs.) • Inventory control – Purpose, models, (4 Hrs.) • Material Requirement Planning & Enterprise Resource Planning (4 Hrs.) • Operations Scheduling (4 Hrs.)
Pedagogy	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings:	1 Richard B. Chase, Ravi Shankar, F. Robert Jacobs and Nicholas J. Aquilano- 'Operations and Supply Management', Tata McGraw Hill, latest edition 2 Adam JrEveretl E. R J , 'Production and Operations Management', Prentice-Hall, latest edition 3 Krajewski, Lee J. and Larry P. Ritzman; 'Operations Management: Strategy and Analysis'; Pearson Education India; latest edition 4 Taha H- 'Operations Research- An Introduction', Prentice-Hall, latest edition 5 J K Sharma- 'Operations Research', Pearson, latest edition 6 Kanishka Bedi , 'Production & Operations Management'. Oxford University Press, latest edition 7 Krishnaswamy, K. N. 'Cases in production / Operations Management'; Prentice Hall of India Private Ltd., New Delhi, latest edition

Code BBCB029 Business Mathematics 1 Credits 2

Objective:	The course aims to introduce the students to managerial situations requiring elementary mathematical formulations, formulating such situations using elementary mathematics, and understanding the larger organisational implications of those solutions.
Contents:	• Elementary algebra (3 Hrs.) • Calculation of Compound interest, (3 Hrs.) • Breakeven point (3 Hrs.) • Sets -mutually exclusive, Venn diagram, intersection of sets (4 Hrs.) • Solutions of equations, simultaneous equations, inequalities, determinants, matrices (7 Hrs.) • Permutations and combinations (5 Hrs.) • Progressions and annuity (5 Hrs.)
Pedagogy	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-

	study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings:	1. Spooner, H.A. and D.A.L. Wilson; 'The Essence of Mathematics for Business'; Prentice–Hall of India Private Limited; latest edition 2. Raghavachari, M; 'Mathematics for Management'; Tata McGraw–Hill Publishing Company Ltd., latest edition 3. Sancheti D.C. &Kapoor V.K. 'Business Mathematics'., Sultan Chand & Sons, latest edition

Code BBCB030 Business Mathematics 2 Credits 2

Objective:	The course aims to introduce the students to managerial situations requiring elementary mathematical formulations, formulating such situations using elementary mathematics, and understanding the larger organisational implications of those solutions.
Contents:	• Functions and their applications, (7 Hrs.) • Limits and continuity (5 Hrs.) • Differentiation and derivatives and their applications. (6 Hrs.) • Maxima and Minima of functions and their applications (6 Hrs.) • Integral and the applications (6 Hrs.)
Pedagogy	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings:	1. Spooner, H.A. and D.A.L. Wilson; 'The Essence of Mathematics for Business'; Prentice–Hall of India Private Limited; New Delhi; latest edition 2. Raghavachari, M; 'Mathematics for Management'; Tata McGraw–Hill Publishing Company Ltd., New Delhi, latest edition 3. C. Sancheti & V.K. Kapoor, Business Mathematics' Sultan Chand & Sons, latest edition

Code BBCB031 Business Statistics 1 Credits : 2

Objective:	At the end of the subject, the student will have the ability to identify business research situations requiring statistical analysis, and use such statistical analysis arriving at conclusions and making decisions.
Contents:	1. Introduction to Statistics (2 Hrs.) 2. Grouping and displaying data in tabular, graphical format for meaningful conclusions (5 Hrs.) 3. Measures of central tendency and dispersion in frequency distribution ((6 Hrs.) 4. Probability & Probability distributions – Discrete and continuous probability distributions (8 Hrs.) 5. Sampling and sampling distributions (4 Hrs.)

	6. Estimation and testing of hypothesis. (5 Hrs.)
Pedagogy	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings:	1. Levine, David M.; 'Statistics for Managers'; Prentice Hall of India Private Ltd., latest edition 2. Aczel, Amir, et al.; 'Complete Business Statistics'; Tata McGraw–Hill Publishing Company Limited, latest edition 3. Stine Robert E., Foster Dean 'Statistics for Business; Pearson, India, latest edition

ode BBCB032 Business Statistics 2 Credits : 2

Objective:	At the end of the subject, the student will have the ability to identify business research situations requiring statistical analysis, will be able to design and solve using computers such statistical analysis problems and also use the results for arriving at conclusions and making decisions.
Contents:	1. Chi-square and Analysis of variance. • Chi-Square test of independence • Chi-Square test of goodness of fit • Analysis of variance (6 Hrs.) 2. Simple regression and Correlation • Estimation using the regression line • Correlation analysis • Making inferences about the population parameter (6 Hrs.) 3. Multiple Regression (6 Hrs.) 4. Time series and forecasting • Variations in the time series • Trend analysis • Cyclical, seasonal and irregular variation • Forecasting (7 Hrs.) 5. Non Parametric methods • The sign test for paired data • Rank sum test • Rank correlation. (5 Hrs.)
Pedagogy	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings:	1. Levine, David M.; 'Statistics for Managers'; Prentice Hall of India Private Ltd., latest edition 2. Aczel, Amir, et al.; 'Complete Business Statistics'; Tata McGraw–Hill Publishing Company Limited; latest edition 3. Stine Robert E., Foster Dean 'Statistics for Business'; Pearson, latest edition

Code BBCB033 Business Research Methodology 1 Credits 2

Objective	At the end of the course the student will acquire skills to locate problem areas in organizational settings, and plan, organize, design, and conduct research to help solve the identified problems;
Content	1. **Introduction to Business Research** – Why research, Business strategy, What research is not, Methods and methodology, Features of good research, fallacy in research, important terms in research, types of research (2 Hrs.) 2. Development of Research Methodology – Induction and deduction, Scientific methods, objectivity in research, Ethics in Research (2 Hrs.) 3. Defining Research Problem – Literature review and concept mapping (4 Hrs.) 4. Generalization in Research – Issue of validity, Conclusion validity and threats, Internal validity, construct validity , external validity and threats to these. (2 Hrs.) 5. Research Plan – Research design, classification of research design, features of good design, experimental research (4 Hrs.) 6. Data Collection – Sources of data (primary and secondary), question issue, issue of measurement and scale, types of question, survey, Data mining (6 Hrs.) 7. Quantitative Analysis – Basic statistical techniques (6 Hrs.) 8. Report Writing – Writing good report, formatting (4 Hrs.)
Pedagogy	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
References / Readings	1. Sachdeva J.K., 'Business Research Methodology' Himalaya Publishing House, Second or later edition. 2. Cooper D R and Schindler, 'Business Research Methods', Tata McGraw-Hill, New Delhi, Latest Edition 3. Zikmund W G, 'Business Research Methods'; Thomson Learning, Indian Reprint, Latest Edition.

Code BBCB034 Business Research Methodology 2 Credits 2

Objective	At the end of the course the student will acquire skills to locate problem areas in organizational settings, and plan, organize, design, and conduct research to help solve the identified problems;
Content	1. Sampling Techniques – Sampling terminology, sampling methods, calculation of sample size (4 Hrs.)

	2. Qualitative Research – The process of qualitative research, interviews, secondary data analysis, experience survey, focus groups, descriptive studies, case study, observation method, qualitative verses quantitative research, merging of qualitative and quantitative research. (4 Hrs.) 3. Data Collection (4 Hrs.) 4. Quantitative Analysis – Testing of hypothesis, other statistical techniques for analysis (8 Hrs.) 5. Use of Computer software in data analysis- (8 Hrs.) 6. Report Writing – Writing a good report, critical elements of report, stylistic elements, formatting (2 Hrs.)
Pedagogy	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
References / Readings	1. Sachdeva J.K., 'Business Research Methodology' Himalaya Publishing House, latest edition 2. Cooper D R and Schindler, 'Business Research Methods', Tata McGraw-Hill, New Delhi, Latest Edition 3. Zikmund W G, 'Business Research Methods'; Thomson Learning, Indian Reprint, latest edition

Code BBCB035 Environment Management -1 Credits 2

Objective	At the end of the subject the student will be able demonstrate environmental consciousness, analyze, identify the causes , effect on environment due to various factors and suggest the relevant action at the individual level and industrial level for the environmental conservation.
Content	• Introduction to Environment Education (2 Hrs.) • Natural Resources and associated problems (2 Hrs.) • Importance and role of Forest resources, Water Resources, Mineral Resources, Food Resources in environment (8 Hrs.) • Role of Energy and Land Resources (4 Hrs.) • Major Ecosystems of the World (Terrestrial, Aquatic and Sand Dune) (6 Hrs.) • Biodiversity (6 Hrs.) • Role of NGOs and Local Media in Environmental awareness (2 Hrs.)
Pedagogy	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.

References / Readings	1. Erach Bharucha, 'Text book of Environmental Studies for undergraduate courses'; Universities Press (India) Private Limited, 2005 or later editions. 2. Agarwal K. C., 'Environment Biology', Nidi Publ. Ltd., Bikaner, latest edition. 3. J. P. Sharma , 'Comprehensive Environmental Studies', Laxmi Publications (P) Ltd, latest edition. 4. Shinde P.G.; Dongre P., 'Environment Management', Seth Publishers, latest edition.

Code BBCB036 Environment Management -2 Credits 2

Objective	At the end of the subject the student will be able demonstrate environmental consciousness, analyze, identify the causes , effect on environment due to various factors and suggest the relevant action at the individual level and industrial level for the environmental conservation.
Content	• Understanding causes , effects and control measures of Air pollution, Water pollution, Soil Pollution, Marine Pollution and Thermal Pollution, Nuclear pollution and Noise pollution (10 Hrs.) • Waste Management (2 Hrs.) • Disaster management (2 Hrs.) • Sustainable development (2 Hrs.) • Water conservation– Need importance and methods (4 Hrs.) • Re-settlement and rehabilitation of people & Environmental ethics 2 Hrs.) • Climatic changes – Nuclear accidents, acid rain, ozone layer depletion etc. (2 hrs) • Environment protection acts (2 Hrs.) • Human population and Environment (2 Hrs.) • Environment management systems & ISO (2 Hrs.)
Pedagogy	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
References / Readings	1. Erach Bharucha, 'ext book of Environmental Studies for undergraduate courses'; Universities Press (India) Private Limited, 2005 or later editions. 2. Trivedi R.K., 'Handbook of Environment Laws, Rules Guidelines, Compliances and Standards, Vol: I & II', Enviro Media (R), latest edition 3. J. P. Sharma , 'Comprehensive Environmental Studies', Laxmi Publications (P) Ltd, latest edition.

Code BBCB037 Management Information Systems 1 Credits 2

Objective	• To appreciate the role of information systems in giving competitive advantage to a business organization. • To examine trends and issues related to design, implementation and use of Information Systems in business organizations
Contents	• Information Systems in Global Business Today: The Role of Information Systems in Business Today, Perspectives on Information Systems, Contemporary approaches to Information Systems (5 hours) • Global E-Business and Collaboration: Business processes and Information Systems, Types of Information Systems, Information Systems, Organizations, and Strategy: Organizations and Information Systems, How Information Systems impact Organizations and Business Firms, Using Information Systems to achieve competitive advantage, Using Systems for competitive advantage: Management issues. (5 hours) • Enterprise Applications: Enterprise Resource Planning (ERP), Supply Chain Management (SCM), Customer Relationship Management (CRM). (5 hours) • Managing Knowledge: Knowledge management landscape, Enterprise-wide knowledge management systems, knowledge work systems, Intelligent techniques (5 hours) • Enhancing decision making: Decision making and information Systems, Decision support system (DSS), Group decision support system (GDSS), Executive support system (ESS). (5 hours) • Building and Managing Information systems: Systems as planned organizational change, Overview of systems development, Alternative systems building approaches, Application development for the digital firm. (5 hours)
Pedagogy	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings.	1. Kenneth C. Laudon, Jane P. Laudon; 'MIS: Managing the digital firm', Pearson Education, latest edition 2. Jawdekar; 'Management Information Systems: Texts and Cases'; Tata McGraw Hill Publication, latest edition 3. James A. O'Brien; 'Management Information Systems'; McGraw-Hill Education, latest edition

Code BBCB038 Management Information Systems 2 Credits 2

Objective	• To assess the contemporary trends in IT infrastructure tools and technologies and their effectiveness in improving business performance, decision making and information security. • To appreciate the role of electronic commerce in providing a platform for consumer retailing and business to business transactions
Contents	• IT Infrastructure and Emerging Technologies: IT infrastructure, Infrastructure components, Contemporary Hardware platform trends, Contemporary Software platform trends, Management issues. (6 hours) • Foundations of Business Intelligence: Organizing Data in a traditional file environment, The database approach to data management, Using databases to improve business performance and decision making, Big data, Managing data resources (6 hours) • Telecommunications, the Internet, and Wireless Technology: Telecommunications and networking in today's business world, Communications networks, The global Internet, The wireless revolution (6 hours) • E-Commerce: Electronic Commerce and the Internet, E-Commerce: Business And Technology, The Mobile Digital platform and Mobile E-Commerce, Electronic Commerce Payment Systems (6 hours) • Ethical issues and Securing Information Systems: Ethics in information society, moral dimensions of information systems, Cybercrimes and abuses, System vulnerability and abuse, Technologies and tools for protecting information resources. (6 hours)
Pedagogy	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings.	1. Kenneth C. Laudon, Jane P. Laudon; 'MIS: Managing the digital firm', Pearson Education, latest edition 2. Jawdekar; 'Management Information Systems: Texts and Cases'; Tata McGraw Hill Publication, latest edition 3. James A. O'Brien; 'Management Information Systems'; McGraw-Hill Education, latest edition

Code BBCB039 Legal Aspects of Business 1 Credits 2

Objective	• At the end of the course, the students will have the competency to discern various legal aspects while taking business decisions and interact meaningfully with legal experts.
Content	• Introduction to Indian Legal System – (10Hrs.) Understanding Indian Legal system, structure and processes, requirements, legal procedures, types of court, legal and civil cases, jurisdiction, writs, civil suits, criminal suits, appeals, power of attorney etc. • Introduction to various Acts & Registration procedures • Contract Act: - (8 Hrs.) Meaning, Scope and its applicability and legal provisions • Sale Of Goods Act- (6 Hrs.) Meaning, Scope and its applicability and legal provisions • Company Law: (6Hrs.) • Meaning, Scope and its applicability and legal provisions
Pedagogy	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings	1. Avatar Singh , 'Business Law' , Eastern Book Company, latest edition 2. Tulsian, 'Business Law', Tata McGraw Hill, latest edition

BBCB040 Legal Aspects of Business 2 Credits 2

Objective	At the end of the course the students will be able to discern various aspects of Industrial Law while taking business decisions and interacting with Union and Staff in the organization as well as interact meaningfully with legal experts.
Content	• Negotiable Instrument Act – (6 Hrs.) • Meaning, Scope and its applicability and legal provisions • Introduction to Industrial Law – (4 Hrs.) • Industrial Disputes Act – (8Hrs.) Meaning, Scope and its applicability and legal provisions • Shop and Establishment Act – (6 hrs.) Meaning, Scope and its applicability and legal provisions • Factories Act- (6Hrs.)

	Meaning, Scope, applicability and legal provisions
Pedagogy	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Reading	1. P.L. Malik, ' Industrial Law', Eastern Book Company, latest edition 2. P.L. Malik, 'Labour and Industrial Law', Eastern Book Company, latest edition 3. Avatar Singh , 'Business Law' , Eastern Book Company. latest edition

Code BBCB041/042/043/044/045/046 Case Analysis 1,2,3,4,5,6 **C**redit 1 each

Objective:	To develop the competence to analyze managerial situations and arrive at solutions that can be implemented using knowledge and framework integrated from various courses.
Contents:	1. Identification of problems/ decision areas in the case – Major and minor problems. 2. Identification of protagonists 3. Analysis with reference to the long term and short term objectives of the organization. 4. Identification of theoretical concepts applicable in the given situation. 5. Evaluation of alternative solutions 6. Selection of optimum solution with justification 7. Implementation of the solution. (15 Hrs.)
Pedagogy	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings:	Readings specific to each case from Books on cases compiled in various areas of management.

Code BBCB047/048 Case Writing & Analysis 1 & 2 Credits1 each

Objective	At the end of the subject the student will be able document in the form of a case study, the real life problem in an organization by interacting with relevant people from organization. Analyze alternatives and suggest / recommend the solution.
Content	• Approaching the organization and identifying the right person to collect the data • Collecting the data/information • Analyze the data to identify the problem • Define the focus (functional area) of the case • Writing the case • Case Analysis- with suggested solution. (15 Hrs.)

Pedagogy	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings	Schmidt Marty J, The Business Case Guide, The matrix Solution, Second Edition or later edition

Code BBCB049/050 Learning management from Contemporary articles 1 & 2 Credits: 1 each

Objective	At the end of the subject the student will be able to analyse contemporary economic, political, social, cultural, science and technology articles from different academic and professional publications
Content	Contemporary economic, political, social, cultural, science and technology articles from academic and professional publications (15 Hrs.)
Pedagogy	Small group presentations on articles identified by the facilitator/student
Suggested Readings	Appropriate reading specific to each presentation

Code BBCB051/052/053/054 Seminars on contemporary and Non-Contemporary issues 1, 2, 3 & 4 Credits: 1 each

Objective	At the end of the subject the student will be able to analyse contemporary/non contemporary economic, political, social, cultural, science and technology issues to arrive at implications for managers.
Content	Contemporary/non contemporary economic, political, social, cultural, science and technology issues. (15 Hrs.)
Pedagogy	Small group presentations on contemporary/non contemporary issues identified by the facilitator/student
Suggested Readings	Appropriate reading specific to each presentation

Code BBCB055/056/057/058 Learning Management through executive interaction 1, 2, 3 & 4 Credits: 1 each

Objective	At the end of the subject the student will develop managerial/ organizational reality orientation.
Content	Experience narration by executives or first person narration of live /real cases (15 Hrs.)
Pedagogy	Interaction sessions with executives from industry. Critical reflection on the experience of the executive.
Suggested Readings	

Code BBIR001 Internship Report 1 Credits 6

Objective	At the end of the internship the student will be able to understand how an industry works.

Content	Industry practices and processes.
Pedagogy	Internship in various departments of an organization. Report based on the internship undertaken
Suggested Readings	Secondary material on the organization in which internship is undertaken

Code BBIR002 Internship Report 2 Credits 6

Objective	At the end of the internship the student will be able to understand how an industry works and contribute to the industry through a project/ assignment/ regular work in organizations by arriving at actionable suggestions.
Content	Industry practices and processes.
Pedagogy	Internship/ Field Project in department/s of an organization. Report based on the internship/ field project undertaken.
Suggested Readings	Secondary material on the organization in which internship/field project is undertaken

Code BBIR003 Internship Report 3 Credits 4

Objective	At the end of the internship the student will be able to understand how an industry works and contribute to the industry through a project/ assignment/ regular work in organizations by arriving at actionable suggestions.
Content	Industry practices and processes.
Pedagogy	Internship/ Field Project in department/s of an organization. Report based on the internship/ field project undertaken.
Suggested Readings	Secondary material on the organization in which internship/field project is undertaken

Code BBIS001 Internship Seminar1 Credits 2

Objective	At the end of the internship the student will be able to learn from each other on how industry works in order to enhance learning from real life case studies.
Content	Industry practices and processes.
Pedagogy	Seminars by students followed by discussions on the internship/ field project undertaken.
Suggested Readings	Secondary material on the organization in which internship is undertaken

Code BBIS002 Internships Seminar2 Credits 2

Objective	At the end of the internship the student will be able to learn from each other on how industry works in order to enhance learning from real life case studies.
Content	Industry practices and processes.

Pedagogy	Seminars by students followed by discussions on the internship/ field project undertaken.
Suggested Readings	Secondary material on the organization in which internship is undertaken

Code BBIS003 Internships Seminar 3 Credits 2

Objective	At the end of the internship the student will be able to learn from each other on how industry works in order to enhance learning from real life case studies.
Content	Industry practices and processes.
Pedagogy	Seminars by students followed by discussions on the internship/ field project undertaken.
Suggested Readings	Secondary material on the organization in which internship is undertaken

SOFT SKILL COURSES**– BBA Program**

BBCS001	Oral Communication Skills	Credits2
BBCS002	Written Communication	Credits 2
BBCS003	Presentation Skills	Credits 1
BBCS004	Interview Facing Skills	Credits 2
BBCS005	Negotiation Skills	Credits 1
BBCS006	Etiquettes	Credits 1
BBCS007	Time Management	Credits 1
BBCS008	Mock interviews by Executives	Credits 1
BBCS009	Team Building	Credits 1
BBCS010	Emotional Intelligence	Credits 1

BBCS001 Oral Communication Skills 2 Credits

Objective	At the end of the course, the student will be able to communicate effectively and with confidence in an inter-personal setting and before an audience
Contents	• Fundamentals of communication: The importance of communication, basic forms, Communication cycle, barriers, and dealing with them. (2 Hrs.) • Oral Communication Channels (2 Hrs.) • Inter-personal communication-7 C's of Effective Communication, persuasive speaking. (4 Hrs.) • Public speaking - Pillars of oratory - ethos, pathos, logos, speech purposes, methods of speaking, analyzing the audience. (4 Hrs.) • Non-verbal dimensions, effective delivery. (3 Hrs.) • Voice Modulation, Intonation, Pace, Pause, avoiding fillers & crutch-words & phrases. (4 Hrs.) • Organizing a speech, supporting ideas with visual aids, Planning Speeches, post speech analysis, Techniques of impromptu & planned speeches. (3 Hrs.) • Body language & presentation-effective Introductions, body Language & grooming (3 Hrs.) • Conversational skills-Conversation Starters, Listening Skills, approaches to listening, barriers, measures that can be adopted to ensure better listening. . (2 Hrs.) • Conversation Etiquette (3 Hrs.)
Pedagogy	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings.	1. Business Communication - concepts and application in an electronic Age ; Randolph Hudson and Bernard Selzler, Oxford University press, Latest edition 2. Talk Like TED: The 9 Public-Speaking Secrets of the World's Top Minds; Carmine Gallo ,,Mac Millan, Latest edition 3. Business Communication, Rajeesh Vishwanathan, Himalaya Publishing House, Latest edition.

BBCS002 Written Communication 2 Credits

Objective:	At the end of the course, students will have competence in basic business writing, correspondence by way of official letters, reports, thinking laterally, generating creative ideas and writing creatively.
Contents:	• Language and Grammar (Effective Introductions, Common Grammatical Errors in Indian English, Subject-verb Agreement, avoiding 'sms' language) (10 Hrs.) • Essential Business Communications (Official Letters, Visiting Cards, Report Writing) (10 Hrs.) • Creative Writing (Lateral Thinking, Journal writing, PREP technique, Mind-mapping, Brain-storming) (10 Hrs.)

Pedagogy	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings:	1. 'Business Communication – Concepts and Application in an Electronic Age', Randolph Hudson and Bernard Selzer; Jaico Publishing, Latest edition 2. Speaking and Writing for Effective business communication; Francis Soundararaj,, Macmillan, latest edition. 3. 'Developing Communication Skills' by Krishna Mohan and Meera Banerjee, Laxmi Publications, latest edition. 4. 'Lateral Thinking: Creativity Step By Step', Edward de Bono , Harper Perennnial, Latest Edition 5. 'How to Mind Map', Tony Buzan ,Plume Publications, latest edition.

BBCS003 Presentation Skills 1 Credit

Objective	At the end of the course, the student will be able to design and deliver effective presentations.
Contents	• Importance of presentation skills, presentations and its purpose. (2 Hrs.) • Audience profiling (2 Hrs.) • Deriving/describing the key message (3 Hrs.) • Developing content of presentation, designing visuals (4 Hrs.) • Application techniques of structure, opening, body and closing for an effective presentation (4 Hrs.)
Pedagogy	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings.	Presentation Skills for Managers, Jennifer Rotando, Mike Rotando, Mc. Graw Hill, Latest edition.

BBCS004 Interview Facing Skills 2 Credits

Objective	Ability to face entry level selection processes of organizations.
Content	• Pre interview Cover letter and resume writing (8 Hrs.) Content of cover letter, structuring of the resume, types of resumes, resume writing. • Creation and optimization of a personal profile on Job Portals. . (4 Hrs.) • Introduction to psychometric tests (4 Hrs.) • Facing interviews and Interview Process (8 Hrs.) Types of Interviews, Grooming and body language (3 Hrs.) • Post interview followup (3 Hrs.)
Pedagogy	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Reading	1. How to face an interview, Raghu Palat, Jain Book Agency, latest edition. 2. The skill of communicating, Bill Scott, Jaico Publishing, Latest editions 3. Interview videos from www.crazyprof.in, Wipro and McGraw Hill Education.

BBCS005 Negotiation Skills 1 Credit

Objective	At the end of the course, the student will be develop the basic skills and techniques to be a successful negotiator
Contents	• What is negotiation? ○ Negotiation V/s other social interactions ○ Aspects of negotiation research and practice (3Hours) • Preparing the negotiations ○ Goal-setting: identifying your goals, options and criteria of success ○ Identifying your "Best alternative to a negotiated agreement" and "Zone of possible agreement" ○ Assessing the other side, red-teaming ○ Learning about catalysts and barriers of successful collaboration ○ Designing a negotiation plan ○ Creating a negotiation team (5Hours) • The negotiation stage ○ 3 phases of actual negotiations: initial phase, exploratory phase and finalization ○ Rational and emotional elements of trust, cultural and psychological differences of trusting people ○ Tactics for promoting a constructive negotiation climate ○ Positions and interests in negotiations ○ 4 negotiation scenarios: win-win, win-lose, lose-win, lose-lose (5 Hrs) • Post-negotiation stage ○ Implementation and compliance ○ Post-negotiation assessment and evaluation (2 Hrs.)

Pedagogy	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings.	1. The International Negotiations Handbook. Success through Preparation, Strategy, and Planning. Berghoff, E. A. et al. (2007). PILPG and Baker & McKenzie., latest edition. 2. When Cultures Collide: Leading Across Cultures. Boston: Lewis, R. D. (2006). Nicholas Brealey International, latest edition.

BBCS006 Etiquettes 1 Credit

Objective	At the end of the course, the student will be develop the basic skills of appropriate business and social etiquettes, create impactful first impressions and build a consistent personal/ social image.
Content	Business etiquette (4 Hrs.) • Effective introductions • Exchange of business cards • Corporate dressing Dining etiquette (6Hrs.) • Fine dining • Use of cutlery Social etiquette (5Hrs.) • Greetings and exchanges • Party etiquette (to be a great host and a guest) • Telephone etiquette • Travel etiquette • Dress for success (dressing as per role, goal and occasion) • Cross cultural sensitization
Pedagogy	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Reading	*1.* Be The Best You Can Be: A Guide To Etiquette And Self-Improvement Robin Thompson, – Free Spirit Publishing ;Latest Edition 2. Ace of Soft Skills: Attitude, Communication and Etiquette for success, Gopalaswamy Ramesh, Madhavan Ramesh, Pearson, Latest edition.

BBCS007 Time Management 1 Credit

Objective	To improve productivity at workplace by effectively using time management skills.

Contents	• Introduction: Misconceptions about time, Symptoms of poor time management, importance (2 Hrs.) • Time management barriers and strategies to overcome them (2 Hrs.) • Goal setting and prioritization: The 'Five Time Zone' Concept, Setting goals, why set life goals, Categories of goals, Setting "SMART" goals, Prioritizing using Time Management Matrix. (4 Hrs) • Elements of Effective Time Management: Time Analysis- Keeping track of time using time log, analyzing timelog: time spent/invested patterns (2 Hrs.) • Planning for time management: Essential Steps in Using A Planner, Daily, weekly and long range planning, Using technology to save time. (2 Hrs.) • Time management at workplace: workplace and paper organizers, making meetings effective, Managing information overload. (3 Hrs.)
Pedagogy	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings.	1. "Time Management for Busy People", Roberta Roesch, McGraw-Hill Publishing, Latest edition. 2. "Essence of Time Management: Principles and Practice", Micheal Labeof, Jaico Publishing House, latest edition. 3. "Make Everything Count", Robert W. Bly; Jaico Publication House, latest edition. 4. Handbook on time management skills (pdf) prepared by Centre for Good Governance, Andhra Pradesh, latest edition.

BBCS08 Mock interviews by Executives 1Credit

(Interview Facing Skills is a prerequisite to undertake this course)

Objective	To enable students to obtain feedback from the industry/ employers on the extent of competence development they had, their strengths, weaknesses, etc. judged from the point of their employability in the industry.
Content	• Conceptual clarity • Domain knowledge • Behavioral skills • Perspectives held • General awareness (15 Hrs.)
Pedagogy	Mock interviews by executives from the industry
Suggested Readings	

BBCS009 Team Building 1Credit

Objective	At the end of the course, the student will be able an effective team player and manage interventions that can strengthen team performance.

Content	• Introduction to teams Types of teams Characteristics of a team (3 hours) • Stages of team Development (4 hours) • Key skills for teamwork/building Team Decision making Managing conflict (4 hours) • Why teams fail (2 hours) • Power and influence (1 hour) • Building high performance teams (1 hour)
Pedagogy	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings	1. Pulling Together: 10 Rules for High-Performance Teamwork, John Murphy, Simple Truths, Latest edition 2. Leadership and Team Building, Uday Kumar Haldar, Oxford University Press, Latest edition 3. Effective Team Building: How to make a winning Team ,John Adair, Macmillian , Latest Edition

Code: BBCS010 Emotional Intelligence 2 credits

Objective	This course will help students to understand own and others emotions and handle personal & professional situations in an emotionally intelligent way.
Contents	• Emotional Intelligence - Theoretical Themes and Perspectives: Understanding Difference between EQ and IQ, 5 Dimensional Trait EI Model, Science of Emotions and their understanding, Working of EQ brain. (4 Hrs) • Self-Awareness Tactics: Understanding Components of Self, Exploration through Johari Window, Mapping Key Characteristics of Self, Stages – Self Awareness/Self-Acceptance/Self Realization. (6 Hrs.) • Self-Regulation: Basics of Managing Emotions, Using Coping Thoughts and Relaxation Techniques for Managing Emotions, Perceiving emotions correctly, Using emotions to facilitate thinking, Developing Empathy (6 Hrs) • **Internal Motivation:** Initiative and the commitment to complete a task, Perseverance in the face of adversity (3 Hrs) • **Empathy: Perceptive** of other's emotions and taking an active interest in their concerns, ability to anticipate in someone's needs (3 Hrs) • Social Skills: Articulating Emotions using Language, Creating powerful impressions, Body Language, Disagreeing Constructively, Developing Social Competency . (5 Hrs.)

	• Emotional Intelligence Measurements and Assessment Instruments: Determining EQ, Emotional Intelligence Assessment Tools, Administration and Interpretation of EI measures and assessment tools (3 Hrs.)
Pedagogy	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings.	1. Emotional Intelligence: Daniel Goleman : Bantam Books, 10th or later edition 2. The EQ Edge: Emotional Intelligence and Your Success, Steven J. Stein, Howard E. Book: Wiley, 3rd or later edition

Optional Business Courses

(Human resource)

BBOH001	Talent Acquisition	Credits3
BBOH002	Performance Management	Credits 2
BBOH003	Compensation Management	Credits 2
BBOH004	Career Planning	Credits 1
BBOH005	Learning and development	Credits 3
BBOH006	Labour laws	Credits 2
BBOH007	Industrial Relations	Credits 2
BBOH008	Human Resource Information System	Credits 1
BBOH009	Competency Mapping	Credits 2
BBOH010	Leadership	Credits 2
BBOH011	Industrial & Organizational Psychology	Credits 2
BBOH012	Employee Engagement	Credits 2

BBOH001 Talent Acquisition Credits: 3

Objective	At the end of the course the student will be able to make effective Hiring decisions

Contents	Talent planning: Need, importance, techniques &levels (8hours) Job Analysis and Design (7 hours) Link between human resource practices and talent acquisition and organization strategy (4hours) Talent Acquisition: Recruitment, Selection and Identification of Talent; (6hours) Sources of Talent – Internal, External. Criteria for recruitment and selection, screening, selection methods, evaluation (8 hours) Person-job fit, challenges in effective recruitment and selection processes, (6 hours) Ethics, culture, impact on individual, team, and organizational effectiveness. (3 hours) Usage of Technology for effective hiring (3 hours)
Pedagogy	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
References/ Readings.	1. 'Recruitment and Selection' by G Roberts, latest edition, JAICO Books 2. 'Recruiting, Interviewing, Selecting & Orienting New employees', by D Arthur, latest edition, Prentice Hall India 3. 'Assessment Methods in Recruitment, Selection & Performance' by R. Edenborough, latest edition, Kogan Page Publisher.

BBOH002 Performance Management Credits :2

Objective	At the end of the course the student will be able to use performance management skills required to take organizational decisions relating to employee performance.
Contents	Introduction, importance, performance management cycle and current practices Relationship between development strategies and business performance; performance planning, coaching and review/ appraisals; Interpersonal dynamics in performance management. (6 hours) Performance planning and Goal setting Introduction to Competency Mapping (6 hours) Frameworks for performance management, their adaptations in India and best practices (4hours) Performance Appraisals – Methods, Documentation, Feedback, legal and Ethical Considerations, Role of Appraisers. (8 hours)

	Performance feedback and coaching, Performance Developmental Plans & Rewards , application in career planning. (6 Hours)
Pedagogy	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
References/ Readings.	1. Performance Management , Herman Agunis, Pearson publications , 2nd edition 2. Performance Management and Development , Amstrong & Baron , Jaico, Latest edition 3. Performance Management by A.S.Kohli & T.Deb, , Oxford Higher education Press, Latest edition 4. Performance Planning and Review- Making Employee appraisals work by Richard Rudman, Allen & Unwin Publishers, Latest edition. 5. Raymond Noe, Performance Management Systems, Latest edition

BBOH003 Compensation Management Credits: 2

Objective	At the end of the course the student will be able to use knowledge and skills in compensation systems, to take decisions
Content	Job Evaluation and strategic compensation; methods of job evaluation; principles of compensation. (2 hours) Compensation Structures Labour Market : Concept, Broad Types of Labour Market (5 hours) National Wage Policy : Objectives, Concepts, (3 hours) Company Compensation Policy : Compensation Determination, Pay Grades, Economic Principles, External Equity : Salary Surveys, Salary Components. (5 hours) Components of Cost to company- wages, salary, fringe benefits, perquisites (5 hours) Incentives – Concepts; different kinds of wage incentives plans and their application, pay for performance, competency based pay. (5 hours) Compensation design and tax planning. (5 hours)
Pedagogy	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.

References/ Reading	1. Compensation Theory , Evidence and Strategic implications, Gerhart & Rynes, Sage Publications, Latest edition 2. 'Compensation' by G.T. Milkovich, J.M. Newman, C.S.V. Ratnam, latest edition, Mc Graw Hill 3. 'Compensation Management' by DK Bhattacharya, latest edition, Oxford Higher Education 4. 'Compensation Management in a knowledge-based world' by RI Henderson, latest edition, Pearson Publishing 5. Compensation management , Kanchan Bhatia , Himalaya Publishing House, Latest edition

BBOH004 Career Management Credit: 1

Objective	At the end of the course the student will be able to use knowledge and skills in succession planning and career management
Contents	Career Management & Succession Planning Role of effective feedback and development; Employee Attrition and Role of Employee Career Paths; Career Development in a Changing Environment; Career Development: Theoretical Foundations; Concept of Career Anchor; Competency Approach to Development; Mentoring for Employee Development (5 hours) Career Development and Business Strategy; Special Issues in Career Development; Flexible Working Practices – Implications for HR (5 hours) Talent Retention, Communication & Leadership: Integration of Human Capital Systems; Attracting and retaining high performers; Utilizing and managing excess manpower (5 hours)
Pedagogy	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
References/ Readings.	1. 'Recruitment and Selection' by G Roberts, latest edition, JAICO Books 2. 'Recruiting, Interviewing, Selecting & Orienting New employees', by D Arthur, latest edition, Prentice Hall India 3. 'Assessment Methods in Recruitment, Selection & Performance'by R Edenborough, latest edition, Kogan Page

BBOH005 Learning and Development Credits: 3

Objective	At the end of the course the student will be able to use learning and development tools and techniques to create a learning environment in an organization.
Content	Elements of an effective learning and training process, theories. (4hours)

	Linkages between performance management and effective learning and development processes; Stakeholder role and buy-in (6hours) A Systematic Approach to Training - Needs Assessment and Training Calendar design (6 hours) Programme Design: Types of training, Incorporating Learning Principles; Instructional Techniques. (4hours) Content design and delivery (10 hours) Training Evaluation: Evaluation Designs, Reaction, Learning, Job Application, Business Impact and Return on investment. (6 hours) Training Department and Trainers' Roles (4 hours) Moving from Training to Performance; developmental plans (5 hours)
Pedagogy	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
References/ Reading	1. Every Trainer's Handbook by Devendra Agochiya, Latest Edition, Sage Publications 2. Transforming Training by David Mackey & S Livsey, Kogan Page publishers, Latest edition. 3. Effective Training by P.N. Blanchard, J W Thacker & V A Anand Ram, Latest edition, Pearson

BBOH006 Labour Laws Credits 2

Objective	At the end of the course the student will be able to understand and interpret the contents of the relevant Labour Laws.
Contents	Introduction of Labour Laws-Applicability and Importance (3 Hours) (Applicability to various organizations and its importance in organizations) Industrial Disputes Act (4 hours) (Layoff, retrenchment, closure, legal dues) The Payment of Bonus Act, 1965 (2 hours) (Applicability of Bonus Act to establishment, Bonus calculations, Payment due date of bonus, implications and records) Employees Provident Funds (and Misc. Provisions) Act, 1952 (2 hours) (Applicability to establishments, provisions, calculations, salary limits)

	Workmen's Compensation Act, 1923 (WC Act) (2 hours) (Provisions for calculations, Factory Accidents, eligibility, authorities for grant of compensation) Employees' State Insurance Act, 1948 (ESI Act) (2 hours) (Applicability to establishments, provisions, calculations, salary limits) Payment of Gratuity Act, 1972 (PG Act) (2 hours) (Provisions, applicability, authorities, calculations) Child Labour (Prohibition & Regulation) Act, 1986 (2 hours) (Definition of child labour, working hours, timings, adults, provisions, payments) Factories Act (3 Hours) (Health, Safety and welfare provisions at work place, working hours, wages, holidays, leaves) Air Pollution and Water Pollution Act (2 Hours) (Various measures to control Air and water pollution, authorities to check pollution in Industries, penalties, fines) Shop and Establishment Act (2 Hours) (Categories of Industries covered under this act, provisions, registrations) Minimum Wages Act (2 Hours) (Applicability to establishments, Provisions, Authorities deciding minimum wages, state and central acts) Payment of wages Act (2 Hours) (Applicability to establishments, provisions, Authorities, payments dates as per work force)
Pedagogy	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
References/ Readings.	1. Labour Laws for Everyday Made easy by S.D.Puri & Sandeep Puri, Snow White Publications, latest edition. 2. Labour Welfare and Social Security by P.Subba Rao, Himalaya Publishing Co., latest edition.

Objective	At the end of the course the student will be able to understand industrial relations practices and apply the same at workplace.
Contents	Introduction to the concept of Industrial Relations (3 Hours) Evolution of IR, Importance of IR and its Application Trade Unions Act, importance, disputes, tactics, activities, authorities (5 hours) Trade Union activities -strikes, lockout , closures Effects, provisions under ID Act, compensation in case, of closures, authorities, notices, recognition of Trade Unions by management Resolving Disputes (4 Hours) Action plans to resolve disputes, peaceful solutions, Discussion, negotiations, government authorities Negotiations skills and wage settlements authorities (5 Hours) Charter of demands, wage settlements, discussions, Negotiations, authorities, process. Employees Grievances, Issues and Peaceful solutions (4 Hours) Role and powers of works committee, conciliation officer, Board of Conciliation, labour court, Industrial tribunal. Disciplinary Actions Disciplinary actions such as suspensions, terminations Show cause notice, payments during suspensions, compensation Domestic enquiry procedures and its requirements (4 Hours) Unfair labour practices and actions (5 Hours) Types of Unfair labour practices at work place, complaints, Provisions, and authorities for action.
Pedagogy	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
References/ Readings.	1. Labour Laws for Everyday Made Easy by S.D.Puri & Sandeep Puri, Snow White Publications, latest edition. 2. Labour Welfare and Social Security by P.Subba Rao, Himalaya Publishing Co., latest edition.

BBOH008 Human Resource Information Systems Credit: 1

Objective	At the end of the course the students will be able get an insight into basics of technology, application, and management of Human Resource Information Systems (HRIS) and its application for human resources management.

Content	Information Technology, Information System and HRIS: An overview a) Information Technology and Information Systems b) Computer-based Information System c) HR issues and Importance of Human Resource Management Information System (HRIS) d) HRIS Needs Analysis (3 hours) Computerized HRIS and HRIS Functional Areas a) Personnel Management Module b) Benefits Module c) Recruitment Module d) Training Module e) Performance Management and Administration Module f) Medical Information/Wellness Module g) Time and Attendance Module h) Safety Management Module (8 hours) Policies and Procedures for HRIS (3hours) Ethical and Legal Considerations for HRIS (2 hours)
Pedagogy	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
References/ Reading	1. Human Resource Information Systems: Basics, Applications and Future Directions; Michel Kavanagh ; Sage Publications; 2nd Edition 2. Practical Guide to Human Resource Information Systems; Satish Badgi; Prentice Hall; Latest Edition

BBOH009 Competency Mapping Credits: 2

Objective	At the end of the course the student will have an understanding of how to develop a competency model and conduct a competency mapping exercise
Content	Features of competency methods, historical development, definitions, approaches to mapping (6 hours) Business strategies, performance criteria, criteria sampling, tools for data collection, data analysis, validating the competency models, short cut method, mapping future jobs and single incumbent jobs, using competency profiles in HR decisions. (9hours) Observation, repertory grid, critical incidence technique, expert panels, surveys, automated expert system, job task analysis, behavioural event interview (9 hours)

	Data recording, analysing the data, content analysis of verbal expression, validating the competency models (6 hours)
Pedagogy	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
References/ Reading	1. The Handbook Of Competency Mapping, Seema Sanghi, Sage Publications, Latest Edition 2. Competency-Based Human Resource Management, Kandula, Srinivas R., Prentice-Hall of India Pvt.Ltd , Latest edition

BBOH010 Leadership Credits: 2

Objective	At the end of the course, the student will be able get an insight on how to develop leadership skills for effective decision making in organizations.
Contents	Leadership and Person (4 hours) Personality, cultural values and ability; Leadership that gets results; Models of Leadership; Leadership and Followership, Leadership theories: Traits, Situational, and Functional Leadership. (5 hours) Leadership and Power; Leadership and Influence - Interpersonal Conflict and Negotiation; Leadership in Groups and Teams. (5 hours) Organizational Culture; Leading Organizations (4 hours) Leading Teams: Design and Structure; Leadership and Communication; Leadership in Organizations; Leading Change. Leadership Development (6 hours) Identifying potential leaders; Leader Development Vs Leadership Development in Organizations; Process of leadership Development; Developmental Readiness of employees; Tools and interventions for developing leadership. Special Leadership dimensions (4 hours)

	Identifying potential dark/ Negative leadership; Corrective measures.
Pedagogy	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
References/Readings	1. 'Leadership' by RL Hughes, RC Ginnett, GJ Curphy, latest edition, Tata McGraw Hill 2. The Leadership Challenge. James Kouzes & Barry Posner. Jossey-Bass. Latest edition 3. The Leadership Skills Handbook by J Owen, Kogan Page Publishing, latest edition 4. 'Cases in Leadership' by WG Rowe, L Guerrero, latest edition, Sage Publications 5. 'The Extra ordinary Leader' by JH Zenger & JR Folkman, latest edition, Tata McGraw Hill

BBOH011 Industrial & Organizational Psychology Credits 2

Objective	At the end of the course the student will be able to use Organisational Psychology tools to improve performance at workplace.
Contents	1. Psychometric Assessment at Workplace: Use of Psychological Tests for Employee Selection/Behavior Assessment, Types of Psychological Tests & Surveys, Application & Administration of Personality Tests, Aptitude Tests, Intelligence Tests, Climate Assessment. (8 hours) 2. Quality of Life: Models of Improving Quality of Life, Factors contributing to QOL, Developing Programs/Strategies to improve QOL at workplace. (4 hours) 3. Occupational Health & Safety: Application of I/O Psychology Principles in designing Occupational Health & Safety Intervention Programs, Behavioural Safety, Application of Behavior Modification Program, Violence Prevention Programs, Human Engineering (5 hours) 4. Transactional Analysis: Application of Eric Berne's Theory of Transaction Analysis, Transaction Analysis Assessment, Analysis & Interpretation of Transactions, Johari Window, Application of TA theory in improving Interpersonal Relations at Workplace. (9 hours) 5. Managing Workplace Diversity: Cross Cultural Management, Overcoming Glass Ceiling Effect at workplace, Empowering Women employees by empowering men, Strategies to address varied diversity related issues. (4 hours)
Pedagogy	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.

References/ Readings.	1. Work in the 21st Century: An Introduction to Industrial and Organizational Psychology, Landy, F. J., & Conte, J. M. (2010). Malden, MA: Blackwell Publishing. Latest edition 2. Industrial and Organizational Psychology: Research and Practice, Paul E. Spector, Wiley, Latest edition

BBOH012 Employee Engagement Credits: 2

Objective	*At the end of the course,* the students will be able to develop effective employee engagement interventions for organizational effectiveness.
Contents	Employee Engagement: Introduction, Essence of Employee Engagement, Categories of Engaged Employees, Drivers of Employee Engagement, Similarities & differences Job Satisfaction, Organizational Commitment, Job Involvement, Organizational Citizenship Behavior & Employee Engagement. (5 hours) Engagement Models (6 hours) Measuring Engagement: Measuring Engagement Levels using an appropriate scale– India vs. World, Challenges ahead for Employee Engagement. (6 hours) Benchmarking Employee Engagement: Benchmarking Practices in – Reward & Recognition, Communication, Learning & Development, Employee Well Being, Performance Management, Work Life Balance & Employee Engagement, Managerial Strategies for Enhancing Engagement Levels (7 hours) Interventions in Employee Engagement. (6 hours)
Pedagogy	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
References/ Readings.	**1.** Employee Engagement, Sengupta D., Ramadoss S. ArEmm International, First Edition. **2.** The Essential Guide to Employee Engagement, Cook S. Kogan Page Publishers

Optional Finance Courses

BBOF001	Banking Operations	Credits 2
BBOF002	Insurance	Credits 2
BBOF003	Investment Planning	Credits 3
BBOF004	Taxation	Credits 2
BBOF005	Stock Market Operations	Credits 2
BBOF006	Working Capital Management	Credits 2

BBOF001 Banking Operations 2 Credits

Objective:	At the end of the course, the students will develop competence in handling banking operations.
Contents:	• Overview of banking, history The structure of Indian banking system (3 hours) • Types of customers, products and services of banks, account operations, Financial Inclusion (4 hours) • Functions& Operations of Banks Cheque collection services, payment and remittance services, cash management services, different types of banker-customer relationships, foreign exchange, financial services. (8 hours) • Legal framework of the banking system Credit policies and practices. (4 hours) • Credit control, objectives of credit control; CRR, SLR, Repo rate and Reverse Repo. (2 hours) • Retail credit, business credit (4 hours) • IT, electronic banking, and security measures (3 hours) • Basel Norms – Overview (2 hours)
Pedagogy	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings:	1. "Principles and Practices of Banking", Indian Institute of Banking and Finance, Macmillan Education; 3rd edition 2. "Banking An Introduction", Indian Institute of Banking and Finance, TaxmannPublications Pvt. Ltd.; Latest edition 3. Gopinath M. N.,"Banking Principles & Operations",Snow White Publications Pvt. Ltd.; latest edition 4. Agarwal O. P., "Banking & Insurance",Himalaya Publishing House, Latest edition 5. R. Ramachandran, "Banking theory and Practice", MJP Publishers, Latest edition

BBOF002 Insurance 2 Credits

Objective:	At the end of the course, the students will develop competence in analysing basic concepts, theory and practices of the insurance mechanism.
Contents:	• Overview of insurance and its role in the service sector (4 hours) • Range of products and services in insurance sector Life Insurance (6 Hours) General insurance (6 Hours) • Insurance Regulatory Development Authority of India (IRDA)and its role, (3 hours) • Policy Values & Methods of Valuation (6 hours)

	• Factors affecting selection of life insurance products and selection of appropriate products. (5 hours)
Pedagogy	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings:	1. Tripathy N.P, "Insurance – Theory & Practice",Prentice Hall India Learning Private Limited. Latest edition 2. Agarwal O. P., "Banking and Insurance",Himalaya Publishing House ,Latest edition 3. Srinivasan M. N.,"Principles of Insurance Law", Ramaiya Publishers, Latest edition 4. Singh Avatar,"Law of Insurance" , Eastern Book Company, Latest edition

BBOF003 Investment Planning 3 Credits

Objective	At the end of the course, the student will be able to apply financial planning process and plan their personal finances.
Contents	• Financial Planning – An Introduction Issues and concepts, regulatory requirements guiding the financial industry and the financial planner. (4 Hours) • Risk Management through Insurance Types of insurance products and their uses, draw a comparison between the various products available and be able to make informed decisions with regards to insurance needs. (5 Hours) • Contingency Fund, setting Goals and Risk profile Understand the importance of contingency fund, Where to invest to make money available during contingency, How to identify long term and short term goals. (5 Hours) • Stock Markets – An Introduction Explain the different markets (e.g. money market, bond, and stock market), Outline the types of investment products that can be purchased in each market. (5 Hours) • Mutual Funds- understand the mutual fund market – the various schemes and benefits (6 Hours) • Investing in Postal Schemes- knowledge of the various investment options available in the post office- Investing in NSC, Investing in Post office Monthly income scheme, KisanVikasPatr, Recurring deposit, etc. (3 Hours) • Asset Allocation Plans- Construct an asset allocation plan that is consistent with client investment objectives. (life stage, income, expense, no of dependants etc.) Quantify tax liabilities related to the type of investment earning (interest income, dividends, capital gains). (6 Hours) • Investments and their tax implications

	The various deductions under chapter VI ,Where to invest to avail Tax benefits (5 Hours) • Retirement Planning- How to save for retirement & Annuity plans. (4 Hours) • Evaluation & Review of Financial Plan (2 Hours)
Pedagogy	Lectures/ tutorials/ laboratory work/ field work/ outreach activities/ project work/ vocational training/ viva/ seminars/ term papers/ assignments/ presentations/ self study/ case studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings	1. Singh P, "Investment Management", Himalaya Publishing House , Latest edition 2. Sasidharan K & Mathews A, "Security analysis and portfolio management", Tata McGraw Hill Education Pvt. Ltd, Latest edition 3. Ankit Gala and Khushboo Gala: ' Investment Planning', Buzzingstock Publishing House, Mumbai. 4. Manish Chauhan: 'How to be your own Financial Planner in 10 Steps'.

BBOF004 TAXATION 2 Credits

Objective	At the end of the course, the students will have an understanding of various heads of income, to compute income chargeable to tax and to calculate tax liability.
Contents	• Introduction to Income Tax Act 1961 Components of income tax law, Important Terms in the act, scope of definitions of the terms, basis of charge, and concept of previous year & assessment year. (3 hours) • Residential Status, Scope of Total Income and Income which do not form part of total income Type of residential status, rules for determining residential status for different categories of persons, scope of income includible in total income for each residential status; conditions to be satisfied for availing exemption and the extent to which income are excluded from total income. (7 hours) • Heads of Income Income from Salaries, Income from House Property, Profits and Gains from Business Profession, Capital Gains and Income from Other Sources, Gross Total Income. (12 hours) • Procedure for computation of total income, Deductions from Gross Total Income, Tax Deducted at Source and Filing of Return of Income Deductions under Chapter VI-A, TDS provisions under various sections and online filing of Return of Income, advance tax and TDS return (8 hours)

Pedagogy	Lectures/ tutorials/ laboratory work/ field work/ outreach activities/ project work/ vocational training/ viva/ seminars/ term papers/ assignments/ presentations/ self study/ case studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings.	1. Singhania V., Singhania M., Students Guide to Income tax, Taxmann Publishers, Latest Edition 2. Manoharan T N, Hari G R, Students Handbook on Taxation, Snow White Publication, Latest Edition

BBOF005 Stock Market Operations Credits 2

Objective	Students will acquire basic understanding of the products, players and functioning of the capital markets;
Contents	• Capital Markets In India: An overview of Indian Securities Market, Meaning, Functions, Intermediaries, Primary Market, IPOs, Secondary Markets, Investor protection in primary market (7 Hours) • Listing of Securities: Meaning – Merits and Demerits – Listing requirements, procedure, fee –Listing of rights issue, bonus issue, further issue – Listing conditions of BSE and NSE – Delisting (4 Hours) • Indian Stock Exchanges: BSE – Different trading systems – Share groups on BSE –BOLT System– Different types of settlements – Pay –in and Pay out – Bad Delivery – Short delivery – Auction NSE – Market segments – NEAT system options – Market types, order types and books – De – Mat settlement – Physical settlement – Institutional segment – Funds settlement – Valuation debit-Valuation price – Bad and short delivery – Auction. (8 Hours) • Foreign Stock Exchanges: NASDAQ, NYSE – Trading rooms – Players on NYSE trading floor – Role of specialist – Trading technology and procedure. (3 Hours) • Construction – Stock market indices: Meaning , Purpose and Consideration in developing index –Methods (Weighted Aggregate Value method, Weighted Average of Price Relatives method, Free Float method) Stock market indices in India – BSE Sensex – Scrip selection criteria – Construction – Other BSE indices (briefly) – NSE indices – S&P CNX Nifty – Scrip selection criteria – Construction – Stock market indices in foreign countries (Overview) (8 Hours)
Pedagogy	Lectures/ tutorials/ laboratory work/ field work/ outreach activities/ project work/ vocational training/ viva/ seminars/ term papers/ assignments/ presentations/ self study/ case studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.

Suggested Readings.	1. Pandian P., Security Analysis and portfolio Management, Vikas Publishing House Pvt. Ltd. Latest Edition 2. Avadhani V. A., Investment and Securities Market in India, Himalaya Publishing House. Latest Edition 3. Chandra P, Security Analysis and Portfolio Management, Tata McGraw –Hill. Latest Edition 4. Agarwal S, A Guide to Indian Capital Market, Bharat Publishers, Latest Edition

BBOF006 Working Capital Management 2 Credits

Objective	At the end of the course, students will develop understanding of various tools of working capital management and apply them in decision making
Contents	• Working Capital Policy and Components Working Capital Policies- Characteristics, Types, Importance, Advantages & disadvantages. Analysis of Working capital policy (6 hours) • Cash and Liquidity Management Cash budgeting and related investment decisions; Collection and Disbursement; Investment of Surplus Funds; Cash Management Models. (6 hours) • Credit Management Credit Policy-Variables, Importance; Evaluation of Credit; Control of Account Receivables-Days Sales Outstanding, Collection Matrix, Aging Schedule. (6 hours) • Inventory Management Inventories- Types, Pricing, Economic Order Quantity (EOQ) Model; Monitoring and Control of Inventory-Concept, tools. (6 hours) • Working Capital Financing Short Tern and long Term Credit-Types, Importance; Trade Credit and its importance to the business; Working Capital Advances by different types of banks- Procedure, Regulations; Commercial Papers-Features; Merits. (6 hours)
Pedagogy	Lectures/ tutorials/ laboratory work/ field work/ outreach activities/ project work/ vocational training/ viva/ seminars/ term papers/ assignments/ presentations/ self study/ case studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings.	1. Chandra P; “Financial Management- Theory and Practice”; Tata Mc Graw Hill Publication. Latest edition 2. Verma S B; “working Capital management”, JBC Publishers & Distributors, latest edition

Optional Marketing Courses (BBA)

BBOM001	Consumer Behaviour	Credits: 3
BBOM002	Advertising Management	Credits: 2
BBOM003	Brand Management	Credits: 2
BBOM004	Digital Marketing	Credits: 2
BBOM005	Services Marketing	Credits: 2

BBOM001 Subject: Consumer Behaviour 3 Credits

Objective	At the end of the course, students will develop the competency of analyzing consumer behaviour
Contents	• Marketing and Relevance of Consumer Behaviour(CB) (4 hours) • Types & Role of Customer, Consumerism & Strategy, Behaviour Dynamics: The Stimuli-Response, Types of Behaviours, Customer Decision Making Process, Factors Affecting Consumer Behaviour. (6 hours) • Group Factors: (6 hours) a. *Cultural Factors:* The effect of Culture and Sub-cultural components on Consumer Behaviour, The Concept of Ethnocentrism with reference to acculturalisation and enculturalisation b. *Social Factors:* Reference Groups and their influence on Consumer Behaviour, Brand Equity, The influence of Family on the Consumer Behaviour – Individualistic Vs Collective orientations • Individual Factors: Personal Factors: Personality and dynamics, Theories on Personality, Effects of Personality on Consumer Decision Making Process. Life styles, Inventory and the role of psychographics, Demographical Classification of consumer characteristics. (6 hours) • Theories of motivation and their relevance to Consumer Behaviour (4 hours) • The dynamics of Customer Perception. Marketing Implications and practices. (8 hours) • Theories of Learning – Behavioural and Cognitive perspectives. Elaboration Likelihood Model & Social Judgement theory. Consumer learning process with reference to decision making (6 hours) • Consumer Attitude, Brand Loyalty, Strategies to change consumer Attitude, Perceived Value and Value Gap. (5 hours)

Pedagogy	Pedagogy includes interactive sessions involving lectures, case studies, presentations, group discussions, field project.
Suggested Readings.	1. Hawkins, Best &Coney, Consumer Behaviour: TATA McGraw Hill, 9th edition 2. Leon G. Schiffman, Leslie Lazar Kanuk, Consumer Behavior, Pearson Education,10th edition 3. Philip Kotler, Kevin Lane Keller, Abraham Koshy, Marketing Management, Pearson, 14th edition,

BBOM002 Subject: Advertising Management 2 Credits

Objective	At the end of the course, students will develop competence in integrated marketing communications and promotions.
Contents	• The Role of Integrated Marketing Communications in Marketing Introduction to Integrated Marketing Communications, The Role of Integrated Marketing Communications in the Marketing Process, Integrated marketing Program, Situation Analysis (5 hours) • The Role of Advertising Agencies and Other Marketing Communications Organizations. (2 hours) • Elements of Advertising (5 hours) • Analyzing the Communication Process: The Communication Process, Source, Message and Channel Factors (5 hours) • Objectives and Budgeting for Integrated Marketing Communications Programs Establishing Objectives and Budgeting for the promotional program (5 hours) • Developing the Integrated Marketing Communications Program Creative Strategy: Planning, Implementing and Evaluation, Media Planning, Evaluation of Broadcast Media, Print Media and Support Media (8 hours)
Pedagogy	Pedagogy includes interactive sessions involving lectures, case studies, presentations and discussions.
Suggested Readings.	1. George E. Belch and Michael A. Belch, Advertising and Promotion- An Integrated Marketing Communications Perspective, Tata McGraw Hill Publication, 6th edition 2. S.A. Chunawala and K.C.Sethia, Foundations of Advertising, Theory and Practice, Himalaya Publishing House ,6th edition 3. Advertising & Sales Promotion by SH Kazmi&Satish K Batra, Excell Books ,3rd edition 4. Advertising: Principles and Practice by William D. Wells, Sandra Moriarty, John Burnett, Prentice Hall , 7th edition

BBOM003 Subject Name: Brand Management 2 Credits

Objective	At the end of the course, students will develop the competency of analyzing Brand portfolios, Branding a Product, branding strategies, and brand management.
Contents	• Positioning concept & Product Class and Consumer Segmentation (4 Hours) • Options for a Brand Manager & Brand Portfolio and Product Portfolio (4 hours) • Differential Advantage, Strategies for Competitive advantage (4 hours)

	• Brand Loyalty (4 hours) • Positioning with Non Functional Values (4 hours) • Advertising Objectives (4 hours) • Positioning through Celebrity Endorsements (2 hours) • Rules and Risks of Branding Strategies (4 hours)
Pedagogy	Lectures, assignments, role plays, demonstrations, watching videos & presentations, group discussion, pair-work, conversations & case-studies, field work.
Suggested Readings.	1. Brand Positioning by Subroto Sengupta, TATA Mc GRAW HILL, 2nd edition 2. Brand Management Text and Cases: 2nd Edition Paperback – by U. C. Mathur. Trinity Press Publication (2014)

BBOM004 Subject Name: Digital Marketing 2 Credits

Objective	At the end of the course, students will develop the competency of marketing online, Boosting website traffic, Generating potential leads and increasing sales revenue.
Contents	• Basics of Digital Marketing (2 hours) • Hands-on-practical exposure about creation of a website. (6 hours) • Search Engine Optimization, Pay Per Click Advertising, Google Analytics, E-mail marketing, Mobile Web Marketing and Online Advertising. (8 hours) • Social Media Marketing comprising of Facebook, Twitter, LinkedIn, Video and Viral marketing, Lead generation for business, convertingleads into sales and increase business revenue. (6 hours) • Afiliate Marketing and AdSense Blogging. (4 Hours) • The differences between Adwords Fundamental, Search Advertising, Display Advertising, Video Advertising, Shopping Advertising and Mobile Advertising. (4 hours)
Pedagogy	Lectures, assignments, role plays, demonstrations, watching videos & presentations, group discussion, pair-work, conversations & case-studies.
Suggested Readings.	1. Digital Marketing by Vandana Ahuja, Oxford University Press, Latest Edition 2. Digital Advertising: Theory and Research (Advances in Consumer Psychology) by Shelly Rodgers and Esther Thorson, Routledge; 3 edition

BBOM005 Subject Name: Services Marketing 2 Credits

Objective	At the end of the course, students will develop competency of examining dimensions of service quality, roles of employees in service delivery and improving service quality.
Contents	• Differences between services marketing and goods marketing and exposure in understanding the differences in marketing and managing different service organizations. (2 hours) • Service Delivery Process (4 hours) • Managing Employees and their role in service delivery (4 hours) • Segmentation, Targeting and Positioning Services in the competitive market . (4hours) • Customers Complaints Handling (2 hours) • Setting Communication Objectives (2 hours)

	• Improving Service Quality & Productivity (2 hours) • Consumer Behavior in Service Encounters (2 hours) • Service Recovery (4 hours) • Challenges Posed by Services Markets (4 hours)
Pedagogy	Lectures, assignments, role plays, demonstrations, watching videos & presentations, group discussion, pair-work, conversations & case-studies.
Suggested Readings.	1. Services marketing by Christopher Lovelock, Wirtz, Chaterjee, Pearson Education, 5th edition 2. Services Marketing by Dr. S. Shajahan, Second Edition, Himalaya Publishing House 3. Services Marketing and Management by Dr. B. Balaji, (2nd revised edition) S. Chand and Company Ltd

BBOM006 Subject: Industrial Marketing 2 Credits

Objective	At the end of the course, students will develop competency of taking decisions concerning Industrial Marketing
Contents	• Concept of Industrial Marketing, Derived Demand, Characteristics Industrial and Consumer Marketing , Environmental Analysis in Business Marketing and its applications (8 hours) • Purchasing objectives of firms Phases in industrial buying decision making process,- Buying Center roles & key members (6 hours) • Variables (bases) used in segmenting markets, Target – market strategies, positioning strategy (4 hours) • Alternative Channel Structure, types of industrial intermediaries, steps involved in designing a channel and evaluation of channel members. (6 hours) • Strategic planning process at Corporate level, Strategic planning process at business unit level, Industrial Marketing Plan (6 hours)
Pedagogy	Lecture , assignments ,role plays, demonstrations, watching videos & presentations, group discussion, pair-work, conversations, synthesis & feedback, & case-studies.
Suggested Readings.	1. Business Marketing by Krishna Havaldar, Tata McGraw Hill Publication , 3rd Edition 2. Industrial Marketing - Paperback (2008) by Hory Sankar Mukerjee, Published by Excel Books, latest edition.

BBOM007 Subject: International Marketing 2 Credits

Objective	At the end of the course, students will develop competency of analysing and applying International Marketing concepts and get sensitized about challenges with reference to International marketing decision.
Contents	• Motives of International Marketing, Driving forces, Decisions in International Marketing, Ethnocentric Polycentric Regiocentric Geocentric (EPRG) Framework, Problems in International Marketing (8 hours) • Internal Environment,- External Environment(Micro and Macro), Trade Related Investment Measures v/s Trade Related Aspects of Intellectual

	Property Rights, Types of Non-Tariff Barriers (6 hours) • Licensing and Franchising, Direct and Indirect Exports, Joint Ventures, Strategic Alliance, Contract Manufacturing (8 hours) • Product Strategy, Promotion Strategy, Globalization v/s Localization, International Branding, International Branding (8 hours)
Pedagogy	Lectures , assignments, role plays, demonstrations, watching videos & presentations, group discussion, pair-work, conversations, synthesis & feedback, & case-studies.
Suggested Readings.	1. International Marketing by Francis Cherunilam, Himalaya Publishing House , 14th Edition 2. International Marketing, Philip R. Cateola, John L. Graham, McGraw Hill, Latest Edition

BBOM008 Subject Name: Marketing Research 2 Credits

Objective	At the end of the course, students will develop the competency of formulating Research design, data Measurements, analyzing techniques in marketing research and applying basic marketing research tools
Contents	• Characteristics of Marketing Research, Marketing research v/s Marketing Intelligence, Role of Marketing Research in Strategic Planning, Application of marketing research, Syndicated Research. (2 hours) • Research Approach , Sampling Plan, Sources of Data - Primary and Secondary Data–,Survey Methods, Experimental Methods. (8 hours) • Designing Questionnaire, Types of Questions, Reliability and validity of questionnaire ,Probability Sampling, Non Probability Sampling (8 hours) • Types of data analysis , Univariate Analysis, Bivariate Analysis ,Date Warehousing and Mining (8 hours) • Relationships between Variables Using Co variation to Describe Variable Relationship , Forward Stepwise Regression, Backward Stepwise Regression, Evaluation of Marketing Research Project, Types of error in marketing research (4 hours)
Pedagogy	Lectures, role plays, assignments & presentations, group discussion, pair-work, conversations, synthesis & feedback, & case-studies.
Suggested Readings.	1. Marketing Research (Text and Cases) by Rajendra Nargundkar, Tata McGraw Hill Publication , 3rd Edition 2. Business Research Methods by Cooper and Sharma, McGraw Hill Publications , 11th Edition 3. Marketing Research by Suja R Nair, Himalaya Publishing House, Latest Edition

BBOM009 Subject: Product Management 2 Credits

Objective	At the end of the course, students will develop competency of analyzing the market environment and product life cycle, Create differentiable and sustainable value propositions, marketing mix and product portfolio.
Contents	• Market analysis:

	a. Market analysis and the tool used to do the same. b. Methods for obtaining and integrating market feedback to drive corporate and product decisions those are required for a product launch. (Translating Market Opportunities into Profitability) (6 hours) • Competitor analysis: Competition (from industry point of view and customer point of view) for a given product offering (6 hours) • Product Life Cycle (PLC): The stages of the product life cycle and when a product needs support, redesign, reinvigorating, withdrawal, etc. (2 hours) • Product differentiation and positioning the new product concept: Creating differentiable and sustainable value propositions and the role of positioning. (6 hours) • The importance of product benefits (as opposed to features) in guiding marketing-mix decision making (4 hours) • Product portfolio and decision related to it: Identifying the range of products a company offers to the consumers and decisions related to managing a product portfolio (6 hours)
Pedagogy	Pedagogy includes interactive sessions involving lectures, case studies, presentations and discussions, field work.
Suggested Readings.	1. Product Management by Donald R. Lehmann and Russell S. Winer, Tata McGraw Hill Education , Latest Edition 2. Product Management by K. S. Chandrasekar, Himalaya Publishing House, Latest Edition

BBOM010 Subject: Retail Management 2 Credits

Objective	At the end of the course, students will develop competency of handling challenges, different tools relating to retail business, analyzing retail environment and opportunities for business.
Contents	• Introduction to Retailing Management Importance, roles and Challenges, Retail in India (4 hours) • Theories of Retail Development and Formats in Retail (5hours) • Understanding the Retail Consumer&Retail Strategy: Strategy, Concept of business model, Strategy from the Retail perspective, mission, situation analysis, options, objectives. Retail Value chain (5 hours) • Store Site Selection: Types of Retail Locations, steps involved in choosing location, Methods of Evaluating trading area, trend in property development in India. (2 hours) • Methods of Retail Expansion Concept and need of Foreign Direct Investment, Methods of Expansion, Franchising, Types, legal issues in franchising in India (2 hours) • Merchandising Concept of Merchandising, Evolution, Factors affecting buyers, Merchandisers role, Buyers Role/Responsibilities, Buying for a single store, Process of Merchandise Planning, types, Technology, tools. Private labels. (2 hours) • Store layout &Design and Visual Merchandising: Concept of Store layout and design, Exterior and Interior, Visual Merchandising, tools uses, Methods of Display. (4 hours)

	• Retail Marketing and Branding Role of Marketing in Retail, Retail Marketing Mix, Segmentation, Targeting, Positioning approach, Retail communication mix, Advertising, Sales promotion, Public Relations and Publicity, Personal Selling, Point Of Purchase, Social and Mobile media. (2 hours) • Role of Technology in Retail - Unique needs of technology Retail, need for Product Identification, Importance of Technology in Retail, factors affecting the use of Technology, Application, Database management, Data warehousing, Data mining. (4 hours)
Pedagogy	Pedagogy includes interactive sessions involving lectures, case studies, presentations, assignments and discussions.
Suggested Readings.	1. Swapna Pradhan, "Retailing Management – Text and Cases" Tata McGraw Hill Education Private Limited -New Delhi, McGraw Hill Education; 5th edition 2. The A to Z of Retail Management - Paperback – by Ravi Potti, Swapnil Saurav, Eka Publishers; 1 edition (2013)

BBOM011 Subject Name: Sales Management 2 Credits

Objective	At the end of the course, students will develop competency of applications of sales management techniques, personal selling, sales forecasting, strategic sales force management
Contents	• Objectives of sales management, Relationship between sales and marketing, Elements of sales management, Functions of Sales Manager, Sales ethics in dealing customers (4 hours) • Territory Management, sales forecasting, Sales Quota Quantitative methods, Qualitative methods (8 hours) • Personal Selling v/s Salesmanship, Importance of Personal selling, Personal Selling process, AIDA model (Attention – Interest – Desire – Action) in Personal Selling, Merits and limitation of Personal selling. (8 hours) • Closing techniques I –Approach Close , Demo Close , Closing techniques II-Hot button Close, Trail Close, Closing techniques III- Invitational close, Price Close, Ben Franklin Close. (4 hours) • Recruitment and Selection, Training, Compensation management, Sales force motivation, Methods of performance appraisal (6 hours)
Pedagogy	Lectures, assignments, role plays, demonstrations, watching videos & presentations, group discussion, pair-work, conversations, synthesis & feedback, & case-studies.
Suggested Readings.	1. Sales Management by Charles M Futrell, Thomas South Western Publications, 6th Edition 2. Sales Management, Decisions, Strategies and Cases, Richard R. Still, Edward W. Cundiff, Norman A. P. Govoni, Pearson Education , 5th edition

Optional Non Business Courses – BBA Program

BBON001	Introduction to German Language – 1	Credits3
BBON002	Introduction to German Language -2	Credits 3
BBON003	Conversational Portuguese (Beginners level)	Credits 4
BBON004	Quilling Art	Credits 2
BBON005	Flower Making	Credits 2
BBON006	Basics of Professional Photography	Credits 3
BBON007	Introduction To Advance Photographic techniques.	Credits 2
BBON008	Creative writing	Credits 2
BBON009	Warli Painting	Credits 2
BBON010	Vedic Maths	Credits 2
BBON011	Introduction to Computer Networking	Credits 2
BBON012	Physical Health & Games 1	Credits 2
BBON013	Physical Health & games 2	Credits 2
BBON014	Repair And Maintenance of Home Appliances.	Credits 2
BBON015	Introduction to Handbuilding	Credits 2
BBON016	Pottery	Credits 4
BBON017	Introduction to Advance Pottery	Credits 2
BBON018	Batik Printing	Credits 2
BBON019	Block Printing & Stencil Making	Credits 3
BBON020	Body, mind and Theatre – Concepts & practice	Credits 2
BBON021	Film Appreciation	Credits 2
BBON022	Health & Nutrition	Credits 2
BBON023	International Relations	Credits 2
BBON024	Music Appreciation	Credits 2
BBON025	Cultural Heritage of Goa - 1	Credits 2
BBON026	Cultural Heritage of Goa – 2	Credits 2

BBON027	Theatre Art	Credits 2
BBON028	Critical Thinking	Credits 2
BBON029	Indian Political Environment	Credits 2
BBON030	Individual & Society	Credits 2
BBON031	Psychology	Credits 2
BBON032	Vector Graphic Designing	Credits 2
BBON033	Digital Image Processing	Credits 2
BBON034	Database Management Systems and Web Designing	Credits 2

BBON001 Introduction to German Language – 1 Credits3

Objective	At the end of the course, the student will develop basic communicative competencies (reading, writing, listening, and speaking) in German that will enable the student to engage in simple conversations.
Contents	• Personal Details/welcome – small talk in a coffeehouse – ordering and paying, Cities, countries, languages – sightseeing in Europe, (5 Hrs.) • People and Houses – apartment and furniture (4 Hrs.) • Appointments/dates and time, (4 Hrs.) • Orientation in the city – transportation, (5 Hrs.) • Professions – talking about profession, work and hobbies, (5 Hrs.) • Vacations and holidays (5 Hrs.) • Grammar: Simple clauses, 'W' questions and 'Yes / No' questions, conjugation of words in present tense, nouns and articles, negation, simple past tense (17 Hrs.)
Pedagogy	Lectures/tutorials/laboratory work/field work/outreach activities/project work/vocational training/viva/seminars/term papers/assignments/presentations/self-study/case studies etc or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings.	1. Hermann Funk, Studio D A1, Cornelsen, 2005 or later edition 2. Von Angelika G. Beck ,Langenscheidt German in 30 Days: Book + CD, Goyal Publishers and Distributers Pvt. Ltd., 2007 or later edition

BBON002 Introduction to German Language -2 Credits 3

Objective	At the end of the course, the student will develop communicative competencies (reading, writing, listening, and speaking) in German that will help the student to comprehend German sentences, extract socio-cultural information from simple texts, accompanied by exercises concerning phonetic particularities in communicative contexts.
Contents	• Language course – naming things (5 Hrs.) • Sightseeing - Directions(5 Hrs.) • Food and shopping for food(5 Hrs.) • Clothing, dressing according to the weather(5 Hrs.) • Festivals in Germany and India(5 Hrs.) • Grammar: Compound nouns, past of "sein" – possessive articles (Nom.) – articles (Dat., Acc.) – graduation with "zu" – questions – prepositions of time – separable verbs – past of "have" – prepositions with Dat. – numbers – indefinite article, Joining sentences to form sub-ordinate clause, Imperative, Conditional (20 Hrs.)
Pedagogy	Lectures/tutorials/laboratory work/field work/outreach activities/project work/vocational training/viva/seminars/term papers/assignments/presentations/self-study/case studies etc or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings.	1. Hermann Funk, Studio D A1, Cornelsen, 2005 or later edition 2. Agundez Diego A., German Made Easy , Goodwill publishing house.

BBON003 Conversational Portuguese (Beginners level) Credits 4

Objective	At the end of the course, the student will develop basic communicative competencies (reading, writing, listening, and speaking) in Portuguese that will enable the student to engage in simple conversations.
Course description	The course is designed to develop linguistic competencies in the usage of Portuguese, its knowledge of key concepts relating to conversational competency. The course focuses on basic characteristics that enable spoken interaction. Evaluation of the learner's performance comprises of activities such as reading, writing and speaking.
Contents	• Introduction to oneself. Ask for name and reply (4 Hrs.) • Different verbal forms like "chamar-se ". (4 Hrs.) • Introduction of the verbs first person and third person singular (4 Hrs.) • Making of phrases (4 Hrs.) • Possessives and demonstratives (4 Hrs.) • Phrases and prepositions (4 Hrs.) • Demonstratives invariables and variables (4 Hrs.) • Cardinal numbers (4 Hrs.) • Indefinite articles, conjunction, muitos and its uses (4 Hrs.) • Question with interrogatives (4 Hrs.) • Making of positive and negative phrases, prepositional phrases (4 Hrs.) • Present continuous and construction of phrases. (4 Hrs.) • Adverbial phrases (4 Hrs.) • Preposition of time, reflexive verbs and pronouns. (4 Hrs.) • Irregular forms of verbs (4 Hrs.)
Pedagogy	Lectures/tutorials/laboratory work/field work/outreach activities/project work/vocational training/viva/seminars/term papers / assignments / presentations / self-study/case studies etc or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings.	Coimbra Isabel & Coimbra Olga Mata; Portugues Sem Fronteiras, Vol.1, LIDEL EdicoesTecnicas, Lda. 2013 or later edition

BBON004 Quilling Art Credits 2

Objective	At the end of the course the student will be able to identify Quilling as an art,use Quilling paper Arts to create different artefacts like 3D paper items , paper jewellery, Frames etc
Contents	• The history and evolution of the Quilling form of art.(2Hrs.) • Different Quilling shapes , quilling tools, frames and different designs. (4 Hrs.) • 3D forms of quilling (jewellery, Bowl, Miniature)Jewellary – Earrings, necklace etc. (4 Hrs.) • 3 D model – Baskets, Bowls and bigger 3 D models. (4 Hrs.) • Quilling Design on various mediums Use of mediums like - Tea light candles along with the cd , Clay models etc. (8 Hrs.) • Creation of theme based quilling art(Greeting cards) Theme based big 3d model putting up quilling miniatures together. Occasions based Greeting card (8 Hrs.)

Pedagogy	Lectures/tutorials/laboratory work/field work/outreach activities/project work/vocational training/viva/seminars/term papers / assignments / presentations / self-study/case studies etc or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings.	1. Beginner's Guide to Quilling, by Jane Cleveland, Publisher- Leisure Arts,2008 or later edition. 2. Thrilling Quilling: The Ultimate Quiller's Sourcebook, Publisher- David &Charles, 2008 or later edition

BBON005 Flower Making Credits 2

Objective	At the end of the course the student will be able to make the artificial (handmade) flowersusing different materials,enabling the students to generate self employment.
Contents	• The history and evolution of the flower making (2 Hrs.) • Introduction to tools and equipment needed to make the flowers (4 Hrs.) • Use of different flower making materials like the strings, wire, pollens etc along with the tools (2 Hrs.) • Use of various flowers to design flower basket, flower pots etc. (6 Hrs.) • Making of flowers with different materials like stocking, sola wood, crepe paper etc. (10 Hrs.) • Use of natural resources to make artificial flowers and floral decoration. (6 Hrs.)
Pedagogy	Lectures/tutorials/laboratory work/field work/outreach activities/project work/vocational training/viva/seminars/term papers / assignments / presentations / self-study/case studies etc or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings.	1. How to Make 100 Paper Flowers: Ideas and Instruction for Folding, Cutting, and Simple Sculptures. By Maria Noble , Creative Publishing international, 2013 or later edition

BBON006 Basics of Professional Photography Credits 3

Objective	At the end of the course the student will develop the ability to appreciate the art of photography and undertake basic photography assignments
Contents	• The History and evolution of photography.(2Hrs.) • The science of photography and the working of TLR, SLR, and other cameras. (2 Hrs.) • Various controls and menus available and usage of modern DSLR/DSLT cameras. (13 Hrs.) • Basic rules of composition of a good photograph (16 Hrs.) • Light metering, working with natural light and light modifiers (12 Hrs.)
Pedagogy	Lectures/tutorials/laboratory work/field work/outreach activities/project work/vocational training/viva/seminars/term papers / assignments / presentations / self-study/case studies etc or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings.	1. Tom Ang ; Digital Photography an Introduction ;Penguin, 4th or later edition 2. Tom Ang ; Digital Photography Masterclass ; Penguin, 2013 or later edition

	3. The Beginner's Photography Guide; Penguin UK, 2016 or later edition 4. Tom Ang ; Digital Photography Step by Step ; DK Publishing, 2011 or later edition 5. Yon Jason Yon; Mastering Digital Photography : Jason Youn's Essential Guide to Understanding the Art & Science of Aperture, Shutter, Exposure, Light, &Composition; Createspace Independent Publications, 1st or later edition

BBON007 Introduction To Advance Photographic techniques. Credits 2

Objective	At the end of the course the student will develop the ability to undertake advanced photography assignments including trick photography to create photographic effects and illusions.
Contents	• Science of photo lighting and flash photography. (4 Hrs.) • Use of props and chemicals to create special effects (8 Hrs.) • Use of a photo tent and other light modifiers (8 Hrs.) • Studio setup and slow speed / low light photography. (10 Hrs.)
Pedagogy	Lectures/tutorials/laboratory work/field work/outreach activities/project work/vocational training/viva/seminars/term papers / assignments / presentations / self-study/case studies etc or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings.	1. Robert Morrissey ; Commercial Photographer's Master Lighting Guide: Food, Architectural Interiors, Clothing, Jewelry, More ;AMHERST, 2nd or later edition 2. Chris Weston ; Mastering Filters for Photography ;Rockport Publishers, 2009 or later edition 3. Scott Kelby ;Digital Photography Book; Pearson, 2015 or later edition 4. Yon Jason Yon; Mastering Digital Photography : Jason Youn's Essential Guide to Understanding the Art & Science of Aperture, Shutter, Exposure, Light, & Composition; Createspace Independent Pub , 1st or later edition

BBON008 Creative writing Credits 2

Objective	At the end of the course the student will be develop the ability to use creativity while writing.
Contents	• Explore language as a mode for engagement with the world; to develop a creative consciousness of language's role in making and remaking the world (6 Hrs.) • Independently engage and interpret texts (4 Hrs.) • Tools and techniques to analyze and critique works (6 Hrs.) • Documenting ideas in the form of stories / articles / reports (6 Hrs.) • Become more effective at presenting our own writing in front of an audience . (6 Hrs.) • Commonly used terms and phrasings used to discuss writing (2 Hrs.)
Pedagogy	Lectures/tutorials/laboratory work/field work/outreach activities/project work/vocational training/viva/seminars/term papers / assignments / presentations / self-study/case studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings.	1. Morley; The Cambridge Companion to Creative Writing, South Asian Edition, Cambridge Publishers, 2013 or later edition

	2. Zinsser William; On Writing Well, The Classic Guide to Writing Non Fiction; Collins Publisher, 30th or later edition

BBON009 Warli Painting Credits 2

Objective	At the end of the course the student will be able to use warli form of paintings to create different artefacts on mediums like paper, cloth, wood etc
Contents	• Introduction, the history and evolution of the Warli culture (2 Hrs.) • Drawing andpainting simple forms in warli painting (2 Hrs.) • Drawing and painting complex forms of warli painting. (4 Hrs.) • Warli drawings on various mediums (Paper, Glass, Wood, Clay pots, Cloth material, canvas) (17 Hrs.) • Creation of theme based warli paintings. (5 Hrs.)
Pedagogy	Lectures/tutorials/laboratory work/field work/outreach activities/project work/vocational training/viva/seminars/term papers / assignments / presentations / self-study/case studies etc or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings.	1. Sudha Satyawadi ;Unique Art of Warli Paintings DK printworld, 2010 or later edition 2. K. Prakash ;Warli Paintings: Traditional Folk Art From India; English Edition Publishers & Dist. 2002 or later edition 3. GareGovind; WarliChitrakala, ShreevidyaPrakashan,Pune, India, 2016 or later edition 4. Tembe Bharati; Warli Art in New Perspective; Darshakala Publishers, Pune, India, 2016 or later edition

BBON010 Vedic Maths Credits 2

Objective	At the end of the course the student will have a different perspective to solving mathematical problems using Vedic mathematics.
Contents	• History and evolution of vedic mathematics. Introduction to basic techniques . (2 Hrs.) • Various techniques used to carry out basic operations covering addition, subtraction, multiplication and division – Bases and complements, Subtraction, multiplication by series of 999, multiplication by 11, 12 etc, Multiplication by numbers near the base, General multiplication, checking of answers by using digital roots , division by numbers near the base, general division, comparison of fractions (16 Hrs.) • Finding out squares, cubes, square roots and cube roots (8 Hrs.) • Application of Vedic Maths in solution of simultaneous equations (2 Hrs.) • Use of techniques for answering competitive examinations. (2 Hrs.)
Pedagogy	Lectures/tutorials/laboratory work/field work/outreach activities/project work/vocational training/viva/seminars/term papers / assignments / presentations / self-study/case studies etc or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings.	1. Bhatia Dhaval; Vedic Mathematics Made Easy, Jaico Publishing House; Mumbai, India, 2016 or later edition 2. Singhal Aditi; How to Become A Human Calculator?; Eurasia Publishing House, First Edition or later edition,

	3. Thakur Rajesh Kumar; Vedic Mathematics for Students Taking Competitive Exams; Unicorn Books, 2015 or later edition 4. Gupta Atul; The Power Of Vedic Maths With Trigonometry; Jaico Books; Second or later editions

BBON011 Introduction to Computer Networking Credits 2

Objective	At the end of the coursethe student will develop the ability to setup up a wired and wireless network along with resource sharing
Contents	• Introduction to Networking Hardware and devices. (2 Hrs.) • Crimping Network Cables (4 Hrs.) • Setting up a local area network (8 Hrs.) • Configuring an ADSL modem for internet (8 Hrs.) • Setting up a wireless network (8 Hrs.)
Pedagogy	Lectures/tutorials/laboratory work/field work/outreach activities/project work/vocational training/viva/seminars/term papers / assignments / presentations / self-study/case studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings.	1. Tanenbaum Andrew S.; Computer Networks; Prentice Hall Of India, 5th or later edition 2. Mansfield Jr. Kenneth C.; Antonakos James L.; An Introduction to Computer Networking; Pearson Education, 2001 or later edition

BBON012 Physical Health & Games 1 Credits 2

Objective	At the end of the course the students will understand the importance of being physically fit. Develop the ability to maintain the physical fitness and live a healthy lifestyle.
Contents	• Introduction to stretching and warm-up exercises (6 Hrs.) • Yoga and meditation exercises for good health (6 Hrs.) • Simple exercises, Plyometric exercises, relay race etc. (6 Hrs.) • Outdoor games their rules and their organization(handball, football, etc) (6 Hrs.) • Indoor games their rules and their organization(badminton ,table tennis, weight training, etc) (6 Hrs.)
Pedagogy	Lectures/tutorials/laboratory work/field work/outreach activities/project work/vocational training/viva/seminars/term papers / assignments / presentations / self-study/case studies etc or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings.	1. Swami Ramdev; Yog Its Philosophyion and Practice; DivyaPrakashan, DivyaYogMandir, Haridwar, 2008 or later edit 2. Swami OM; A Practical Guide to your Physical & Emotional Health, Haper Collins Publisher India, 2015 or later edition

BBON013 Physical Health & games 2 Credits 2

Objective	At the end of the course the students will develop the ability to enhance their muscle quality and also target specific muscle groups for better health and fitness.
Contents	• Conditioning of muscles (6 Hrs.) • Strengthening of lower body through yoga and exercises (6 Hrs.)

	• Strengthening of upper body through yoga and exercises (6 Hrs.) • Improvement of cardiovascular endurance (Blip test) (6 Hrs.) • Improving body coordination through games. (6 Hrs.)
Pedagogy	Lectures/tutorials/laboratory work/field work/outreach activities/project work/vocational training/viva/seminars/term papers / assignments / presentations / self-study/case studies etc or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings.	1. Swami Ramdev; Yoga Its Philosophy and Practice; DivyaPrakashan, DivyaYogMandir, Haridwar, 2008 or later edit 2. Swami OM; A Practical Guide to your Physical & Emotional Health, Haper Collins Publisher India, 2015 or later edition

BBON014 Repair And Maintenance of Home Appliances. Credits 2

Objective	At the end of the course the students will develop the ability to troubleshoot; carryout minor repairs and maintenance of household appliances.
Contents	• Introduction to the tools and components necessary for repairs (2 Hrs.) • Various electrical testing tools and equipments (Electric tester, Multi-meter, test lamp etc.) . (2 Hrs.) • Wiring and installation of various appliances (9 Hrs.) • Troubleshooting, dismantling and assembly after rectifying the fault (9 Hrs.) • Soldering, de-soldering and replacement of electronic components. (4 Hrs.) • Safety measures incase electrical emergency (4 Hrs.)
Pedagogy	Lectures/tutorials/laboratory work/field work/outreach activities/project work/vocational training/viva/seminars/term papers / assignments / presentations / self-study/case studies etc or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings.	1. Langner David; Appliances Repair; Problems and Solutions, Amazon Digital services ,2015 or later edition 2. Shepherd Mattthew; How to become a Home Appliance Technician in 8 Simple Steps, CreateSpace Publishing, Latest edition

BBON015 Introduction to Handbuilding Credits 2

Objective	At the end of the course the student will develop the ability to create pottery items using various handbuilding techniques.
Contents	• Introduction to the history of handbuilt pottery (2 Hrs.) • Clays and the required plasticity and elasticity for working using various techniques. (4 Hrs.) • Coiling and creation of earthenware using the coiling technique. (4 Hrs.) • Rolling and slab building and creation of earthenware using the slab technique. . (4 Hrs.) • Throwing and slab building and creation of earthenware using the thrown slab technique. (6 Hrs.) • Creation of earthenware and other decorative articles using the pinch technique . . (6 Hrs.) • Creating handbuilt pottery using combination techniques. (4 Hrs.)

Pedagogy	Lectures/tutorials/laboratory work/field work/outreach activities/project work/vocational training/viva/seminars/term papers / assignments / presentations / self-study/case studies etc or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings.	1. Shay Amber ; Ceramic Studio: Hand Building ;Lark Books (NC) , 2012 or later edition 2. Steve Mattison , Jim Robison; The Complete Potter: The Complete reference to Tolls, Materials, and Techniques for All Potters and Ceramicists; Barrons Educational Series Inc, 2003 or later edition

BBON016 Pottery Credits 4

Objective	At the end of the course the student will develop the ability to make basic forms of clay using a potter's wheel
Contents	• Basic understanding of the medium used and its composition (5Hrs.) • Basic skills of clay preparation and wedging (10Hrs.) • Centering (15 Hrs.) • Throwing a cylinder and a bowl (15 Hrs.) • Turning and trimming (15 Hrs.)
Pedagogy	Lectures/tutorials/laboratory work/field work/outreach activities/project work/vocational training/viva/seminars/term papers / assignments / presentations / self-study/case studies etc or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings.	1. Daniel Rhodes ;Pottery Form ;Dover Publications ,2010 or later edition 2. Simon Leach & Bruce Dehnert; Simon Leach's Pottery Handbook ;Stewart, Tabori and Chang, 2013 or later edition 3. Marylin Scott ;Potter's Bible: An Essential Illustrated Reference for both Beginner and Advanced Potters (Artist/Craft Bible Series);Chartwell Books, 2006 or later edition

BBON017 Introduction to Advance Pottery Credits 2

Objective	At the end of the course the students will development an understanding of wheel throwing techniques as they relate to functional and non-functional forms
Contents	• Introduction to other forms of pots besides cylinder and bowl (6 Hrs.) • Introduction to lidded pots (6 Hrs.) • Introduction to handles (6 Hrs.) • Introduction to clay carving (6 Hrs.) • Turning and trimming other forms (6 Hrs.)
Pedagogy	Lectures/tutorials/laboratory work/field work/outreach activities/project work/vocational training/viva/seminars/term papers / assignments / presentations / self-study/case studies etc or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings.	1. Daniel Rhodes ;Pottery Form ;Dover Publications, 2010 or later edition 2. Simon Leach & Bruce Dehnert; Simon Leach's Pottery Handbook ;Stewart, Tabori and Chang, 2013 or later edition 3. Marylin Scott ;Potter's Bible: An Essential Illustrated Reference for both Beginner and Advanced Potters (Artist/Craft Bible Series); Chartwell Books,2006 or later edition

BBON018 Batik Printing Credits 2

Objective	At the end of the course the student will develop ideas and design fabric using batik methods
Contents	• Basic understanding of the medium used (3 Hrs.) • Dye color preparations (3 Hrs.) • Basic techniques of batik printing (8 Hrs.) • More advance batik printing techniques (8 Hrs.) • Tie & die technique (8 Hrs.)
Pedagogy	Lectures/tutorials/laboratory work/field work/outreach activities/project work/vocational training/viva/seminars/term papers / assignments / presentations / self-study/case studies etc or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings.	1. Nancy Belfer ; Batik and Tie Dye Techniques; INGRAM INTERNATIONAL INC ;Design Originals, (Dover publication) 3rd or later edition 2. Sulfiati Harris& Suzanne McNeill;Tie-Dye 101: How to Make Over 20 Fabulous Patterns, 2013 or later edition 3. Kafka ; Batik, Tie Dyeing, Stenciling, Silk Screen, Block Printing ;Courier Corporation, 1973 or later reprints.

BBON019 Block Printing & Stencil Making Credits 3

Objective	At the end of the course the student will develop ideas and design different objects using block prints and stencils
Contents	• Introduction and origin of the two techniques (4 Hrs.) • Designs using the simple basic Blocks and Stencils (10 Hrs.) • Complex block carving and its application (12 Hrs.) • Complex stencil designs and its application (12Hrs.) • Conceptualizing designs to beautify items (7Hrs.)
Pedagogy	Lectures/tutorials/laboratory work/field work/outreach activities/project work/vocational training/viva/seminars/term papers / assignments / presentations / self-study/case studies etc or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings.	1. Kafka ; Batik, Tie Dyeing, Stenciling, Silk Screen, Block Printing ;Courier Corporation, 1973 or later reprints 2. Lena Corwin ;Printing by Hand: A Modern Guide to Printing with Handmade Stamps, Stencils, and Silk Screens;Stewart, Tabori, & Chang 2008 or later edition

Code: BBON020 Body, mind and Theatre – Concepts & Practice Credits 2

Objective	At the end of the course the student will develop an appreciation of theatre arts and exploration of theatre as a creative medium for learning and de-learning of self, group and socio-political dynamics Explore body/voice as major tools of communication in theatre and participants profession Learning acting methodology and its elements with specific concentration on method acting Understanding theatre visual culture and hands on practice of set designing

	Enhance the skills to conceptualize, analyze, organize, concentrate, lead and present. Emerging self out of oneself.
Contents	• Introduction to theatre - Self Introduction, Introduction about theatre, why theatre, History of Indian and western drama, Ice breaking exercises (3 hours) • Body as an instrument – Physical exercises for tuning up performer's body, Warming up and body relaxation exercises, breathing and body, rhythm and body, performer's body – walking, sitting, posture, gesture , crossing etc. (3 hours) • Voice culture – Body, resonance and sound. Exercises for quality, pitch, volume, rate. Interpretation of voice, Diction (3hours) • Improvisations – Foundation for interpretation, Improvisation warm-ups, Individual improvisations. Group dynamics, Improvising scenes (mirror exercises, the exchange, join me, the machine and the other exercises). (3 hours) • Acting - Magic If, Imagination, Given circumstances, concentration, communication , adaptation, observation, emotional memory, private to public, motivation, units , objectives/super objectives (6 hours) • Text Analysis and Speech – Reading and interpreting text, speech, text, speech emotion and situation- performer-character. (3 hours) • Introduction to scenic design – Principles of design , light, set , costume, Line colour texture, volume and form (3 hours) • Visual Culture – Set and space, lights costume, Model making, Costume plates designing. (3 hours) • Acting /Scene making – Emotion memory, Rasa Box exercises. (3 hours)
Pedagogy	Lectures/tutorials/laboratory work/field work/outreach activities/project work/vocational training/viva/seminars/term papers / assignments / presentations / self-study/case studies etc or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings.	1. 101 Drama Games and Activities by David Farmer ; Creatspace Independent Publishing 2007 or later edition. 2. The stage and school by Katharine Anne Ommanney and Harry H. Schanker Glrncor McGrawHil Schol Pub Co , 4th or later edition 3. The Drama, theatre and performance companian by Micheal Mangan, ; Palgrave, 2013 or later edition 4. Key concepts in Drama and Performance by Kennath Pickering ; Palgrave , 2010 or later edition

BBON021 Film Appreciation Credits 2

Objective	• At the end of the course student will develop the ability to distinguish different genres of cinema and appreciate the works of some famous directors.
Contents	• Comprehend and distinguish different Genres of Films (8 Hrs.) • Analyse the varied influences of Films on Society (6 Hrs.) • Identify the process of Camera Angles, Lighting, shots, Mise-en-scene & Sound editing (8 Hrs.) • Get an insight into the works of Famous Directors. (8 Hrs.)
Pedagogy	Lectures/tutorials/laboratory work/field work/outreach activities/project work/vocational training/viva/seminars/term papers / assignments / presentations / self-study/case studies etc or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.

Suggested Readings.	1. The Film Book, A Complete Guide to the world of Cinema' – Ronald Bergen, DK, 2011 or later edition 2. 'Studying Film' – Nathan Abrams, Ian Bell & Jan Udris, ARNOLD Hodder Education; Second or later edition 3. 'Movie Greats, A Critical Study of Classic Cinema' – Philip Gillett, BERG , 2008 or later edition 4. 'The Director's Idea, The Path to Great Directing' – Ken Dancyger, FOCAL PRESS, 2006 or later edition 5. 'Technical Film & TV for Non-Technical People' – Drew Campbell, ALLWORTH PRESS, 2002 or later edition 6. 'The Movie Book' – DK, 2016 or later edition

BBON022 Health and Nutrition Credits 2

Objectives:	• To understand the fundamentals of nutrition, exercise and its relation with health, the basics of food and meal planning.
Contents:	• Health and Diseases, Public Health and Nutrition (6 Hrs.) • Fundamentals of Food and Nutrition, Nutrients, Energy (6 Hrs.) • Basics of Meal Planning and Dietetics (6 Hrs.) • Fitness and Exercise (4 Hrs.) • Food safety and food quality (4 Hrs.) • Eating disorders, Nutritional and Lifestyle diseases (4 Hrs.)
Pedagogy	Lectures/tutorials/laboratory work/field work/outreach activities/project work/vocational training/viva/seminars/term papers / assignments / presentations / self-study/case studies etc or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings	1. Gopalan C., Rama Sastri, B.V. and Balasubramanian, S.C., (1989), Nutritive Value of Indian Foods, National Institute of Nutrition, ICMR, Hyderabad, Latest edition. 2. Guthrie Helen A and Mary Frances Picciano, 1999, Human Nutrition, WCB McGraw Hill, Boston latest edition. 3. Park, K., 1995, Park's Text book of preventive and social medicine. BanarsidasBhanot Publishers, Jabalpur, latest edition. 4. Mahan Kathleen L and SylivaEscott. Stump, 2000, Krause's Food, Nutrition and diet therapy, W.B.Saunders Company Philadelphia, latest edition. 5. SunetraRoday, 2012 Food science and Nutrition (Second Ed) Oxford Publishers 6. ShakuntalaManay, N; Shadaksharaswamy, 2014 Food: Facts & Principles New Age International Publishers Ltd., Chennai, latest edition. 7. Shubhangani Joshi, A., (2002), Nutrition and Dietetics, Tata Mc.Graw Hill Publishing Co., Ltd., New Delhi, latest edition. 8. Srilakshmi, B. (2002), Nutrition Science, New Age International Publishers Ltd., Chennai, latest edition.

	9. Swaminathan, M., 1988, Essentials of Food and Nutrition, Volume I and II. The Bangalore Printing and Publishing Co. Ltd., Bangalore, latest edition.

BBON023 International Relations Credits 2

Objective	• The student shall develop an ability to dissect the finer aspects of the realm of international politics and world affairs, through a comprehensive, integrated and holistic understanding of world politics.
Contents	• Introduction to International Relations (2 Hrs.) • India's Foreign Policy, Diplomacy and Elements of National Security. (4 Hrs.) • Trends and Patterns in Global Political Economy. (4 Hrs.) • Major-Power Relations affecting India. (8 Hrs.) • Major Debates in International Relations: Balance-of-Power Theory; Democratic Peace Theory, Hegemonic Stability Theory, etc. (6 Hrs.) • Issues in 21st Century Global Governance: Democracy, International security, Non-Proliferation, Terrorism, Trade, Environment, Non-State Actors, etc(6 Hrs.)
Pedagogy	Lectures/tutorials/laboratory work/field work/outreach activities/project work/vocational training/viva/seminars/term papers / assignments / presentations / self-study/case studies etc or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings.	1. Goldstein Joshua S., Pevehouse Jon C. International Relations, Pearson 8 th or later edition 2. Vinaykumar and Malhotra-'International Relations', Anmol Publications , 2002 or later edition 3. John W. Spanier, 'Games Nations Play: Analyzing International Politics.', Praeger, 2nd or later edition 4. Henry Nau,'International Relations in Perspective – A Reader.' QC Press 2009 or later edition.

BBON024 Music Appreciation Credits 2

Objective	• At the end of the course student will develop the ability to distinguish different genres of music, Indian & Western; and appreciate the works of some famous artistes
Contents	• What is Sound/Music?, Facets of Music, Art of listening to Music. (4 Hrs.) • How Music works, Elements of Music. (4 Hrs.) • Fundamentals of Music. Rhythm, Melody, Harmony, Timbre. (6Hrs.) • Music instruments genres- Strings, Wood wind, Percussion, Brass EDM. (4 Hrs.) • Different Musical Eras, History of Music, Genres of Music. (4 Hrs.)

	• Appreciating forms, styles and genres of Classical Music (4 Hrs.) • Film music, fusion music (4 Hrs.)
Pedagogy	Lectures/tutorials/laboratory work/field work/outreach activities/project work/vocational training/viva/seminars/term papers / assignments / presentations / self-study/case studies etc or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings.	1. Music Videos from Dave Conservatoire. 2. Music Videos from Stephen Titra. 3. Baugh's Music Theory videos from YouTube. 4. The Young Person's Guide to the Orchestra. Harcourt Childrens Books, 1996 or later edition 5. How Music Works series by Howard Goodall, Channel 4 Network; 2010 or later edition 6. Indian Classical Music Videos by AnujaKamat

BBON025 Cultural Heritage of Goa - 1 **Credits 2**

Objective:	• At the end of the course the students will develop the ability to appreciate the rich Goan cultural ethos. They will have a holistic view of the Goan culture. They will develop the ability to draw a comparison between the pre-Portuguese and Portuguese styles of living and an intermingling of both the cultures.
Contents:	• The basic topography & social assets in Goa, & the State Identities (4 Hrs.) Modes of housing & modes of transportation Architecture - Temples, Churches, Mosques, Palaces, Forts, etc. • Pre-Portuguese Goan culture: Dress, Cuisine, Drinks, Amusement etc (4 Hrs.) • Portuguese Era (10 Hrs.) Influence of Portuguese elements on Goan culture& Society Goan weddings - customs and traditions, Gaunkari System &Communidades • Intangible Heritage - Phrases, idioms from Goan society; (2 Hrs.) • Customs of birth and death, significance of Goan names; (2 Hrs.) • Liberation Movements & Post Portuguese era (8 Hrs.) Liberation Movement - Revolts during Portuguese rule, Operation Vijay; State Administrators, Language issue, Opinion Poll, Goan identity, Medium of Instructions
Pedagogy:	Lectures/tutorials/laboratory work/field work/outreach activities/project work/vocational training/viva/seminars/term papers / assignments / presentations / self-study/case studies etc or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.

Suggested Readings:	1. Kaleidoscopic Goa: A cultural atlas. Dr. Pandurang Phaldessai; Vasantrao Dempo Education & Research Foundation;Latest Edition 2. A historical sketch of Goa - Denis L Cottineau Kluegen W. Twigg, ;1831 3. Operation Vijay – ShrikantRamani ; Broadway Book Centre;Latest Edition 4. Who's Who of Freedom Fighters (Part 1 & 2) - Dir. Arts & Culture ;Latest Edition 5. Goa remembered, vignettes of fading traditions - Angelo Pereira ;M. Lobo 1995 6. Magnificent monuments of Old Goa-Patrick J. Lobo; Rajhauns Vitaran ;Latest Edition 7. A Socio-Cultural History of Goa :From the Bhojas to the Vijayanagar - V.R. Mitragotri ; Institute Menezes Braganza Institute Menezes Braganza ;1999 8. Portuguese & their artillery in Goa – AbhijitAmbekar ; Broadway Publishing ;2015 9. Snapshots on Indo Portuguese History - (Part 1 to 4) Vasco Pinho;Self Published ;Latest Edition 10. Inside Goa – Manohar Malgaonkar& Mario Miranda; Architecture Autonomous ;Latest Edition 11. Purabhilekh Puratatv Magazines - Dir. Of Archives, Goa 12. Articles from popular local newspapers and magazines.

BBON026 Cultural Heritage of Goa – 2 Credits 2

Objective:	• At the end of the course the students will develop the ability to appreciate the rich Goan culture, with an intention to document & record the same. They will have an ability to seek and also create cross reference/s of the Goan tangible & intangible heritage.
Contents:	• Ornaments,dress, customs & traditions of Goan Hindus& Christians (6 Hrs.) • Festivals of Goan Hindus, Muslims & Christians (4 Hrs.) • Flora & Fauna of Goa;Sahayadri Range/ Western Ghats (4 Hrs.) • Goa's folk performing arts&theatres (4 Hrs.) • The culinary art and food in Goa & cultural effects on ethnic cuisine (4 Hrs.) • Folk Games of Goa (4 Hrs.) • Trades & occupations (4 Hrs.)
Pedagogy:	Lectures/tutorials/laboratory work/field work/outreach activities/project work/vocational training/viva/seminars/term papers / assignments / presentations / self-study/case studies etc or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings:	1. Ethnography of Goa, Daman & Diu - A B de Braganza Pereira; Penguin Group; 2008 2. Natural History of Goa – RajendraKerkar;Broadway Publication House; Latest Edition

	3. Birds of Goa – Heinz Lainer& Rahul Alvares;The Goa Foundation ; Latest Edition 4. The cultural history of Goa- by AnantRamkrishnaDhume.;Self Published ; Latest Edition 5. Legends of Goa - Mario Cabral e Sa;India book House ; Latest Edition 6. 100 years of Konkani Theatre – Wilson Mazarello; Govt. of Goa, Directorate of Art & Culture ; Latest Edition 7. Goa - A Tryst with Trade - Dr. Pratima Kamat;Goa Chamber of Commerce and Industry ; Latest Edition 8. LokSarita – Vinayak Khedekar ;Kala Academy; Latest Edition 9. Feasts, Festivals & Observances in Goa - Maria Lourdes Bravo Rodrigues. L& L publications; 2004 10. Traditional Occupations of Goa– Pantaleao Fernandes;The Word Publication ; Latest Edition 11. Kaleidoscopic Goa: A cultural atlas - Dr. Pandurang Phaldessai; Rajhauns Vitaran ; Latest Edition 12. Aparanta - Land beyond the End ;Dipti Salgaoncar; - House of Salgaoncar's ; Latest Edition 13. Lived heritage shared space – Angelo Costa Silveira;Yoda Press ; Latest Edition 14. Goa remembered, vignettes of fading traditions- Angelo Pereira;M. Lobo ; 1955 15. Goa and Its Future- SartoEsteves; P.C. Manaktala & Sons Pvt. Ltd ; 1966 16. PurabhilekhPuratatv Magazines - Dir. Of Archives, Goa 17. Articles from popular local newspapers and magazines.

BBON027 Theatre Art Credits 2

Objective	At the end of the course, the students will have competence in: • Identifying the nuances in different performance styles. • Creating a viable script • Using voice modulation for impact • Using body language for communication • Directing, performing & evaluating a script.
Content	• Creating a story line, ideation and concepts (6 Hrs.) • Creating the characters and enacting their personalities (6 Hrs.) • Create a story, writing a script (4 Hrs.) • Dramatize the script (7 Hrs.) • Nonverbal communication,voice, diction, styles of presentation, and background score. (4 Hrs.) • Enacting the Drama (3 Hrs.)
Pedagogy	Lectures/tutorials/laboratory work/field work/outreach activities/project work/vocational training/viva/seminars/term papers / assignments / presentations / self-study/case studies etc or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.

Suggested Reading	1. The Storyteller's Start-Up Book: Finding, Learning, Performing, and Using Folktales - Margaret Read MacDonald ; August House Pub ;Latest Edition 2. 'An Actor Prepares' – Constantin Stanislavski, Bloomsbury ; Latest Edition 3. 'The Actor's Scenebook' – Michael Schulman & Eva Mekler, Bantam Books ;Latest Edition 4. 'The Jumbo Book of Drama' – Deborah Dunleavy, Kids Can Press ;Latest Edition 5. 'The Complete Works of William Shakespeare' – Ramboro Books ;Latest Edition 6. 'The Collected Plays of Neil Simon' Volume 1&2 – Penguin ;Latest Edition 7. (Art Ebook)'The Seven Ages of the Theatre' – Richard Southern, Hill & Wang ;Latest Edition

BBON028 Critical Thinking Credits 2

Objective	At the end of the course, the students will have competence in successfully identifying the causes of complex personal and professional problems using logical, verifiable cause-and-effect.
Content	• Basic Logical concepts – premises, conclusions, arguments and propositions (3 Hrs.) • Identification of explanations and arguments. (4 Hrs.) • Reasoning -- the Use of the Matrix (4 Hrs.) • Use of language in logical reasoning – the forms of discourse, emotive words, emotively neutral language (4 Hrs) • Understanding of Arguments and Disagreements (3 Hrs.) • Introduction to Falacies, types of fallacies (5 Hrs.) • The symbols for Conjunction, Negation and Disjunction. (3 Hrs.)
Pedagogy	Lectures/tutorials/laboratory work/field work/outreach activities/project work/vocational training/viva/seminars/term papers / assignments / presentations / self-study/case studies etc or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Reading	1. Introduction to logic - Copi Irving and Cohen carl, Publisher – Pearson, 11th or later edition 2. How to Improve your Critical Thinking & Reflective Skills- Weyers, Publisher - Pearson , 2012 or later edition 3. The Critical Thinking Toolkit , Caroselli, Publisher – Amacon Books, 2011 or later edition.

BBON029 Indian Political Environment Credit: 2

Objective	At the end of the course, the students will have competence in*:* assessing the origin, development, functioning of Indian democracy and various forces impacting the Indian Political System.
Content	• Introduction to Indian Constitution (6 Hrs.) • Welfare State and Directive Principles of State Policy, (3 hrs.) • The Working of Parliamentary Government, (3 Hrs.) • Reservations (2 Hrs.) • Federalism, Centre – State Relations (2 Hrs.) • Panchayat Raj & 73rd Constitutional Amendment (3 Hrs.) • Organisation of States, New States & Border Dispute in India, (3 Hrs.) • Special Status, President Rule (Article 356) (2 Hrs.) • Election Procedure in India, Election & Voting Behaviour (2 Hrs) • Judicial Review & Judicial Activism, (2 Hrs.) • Obstacles\Hurdles to Indian Democracy (2 Hrs.)
Pedagogy	Lectures/tutorials/laboratory work/field work/outreach activities/project work/vocational training/viva/seminars/term papers / assignments / presentations / self-study/case studies etc or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Reading	1. India Since Post- Independence by Paul Brass Publisher – Cambridge University Press, 2006 or later edition 2. The Oxford Companion to Politics in India: Student Edition by Jayal & Mehra Publisher – UBSBD,, 2011 or later edition

BBON030 Individual & Society Credits 2

Objective	To sensitise the students on how social forces affect individual behaviour in everyday lives. At the end of the course the students will be able to apply sociological knowledge to analyse the role of individual and social behaviour in everyday lives and its impact on the society
Content	• Individual & Social behaviour – Origin of Society, features of Society, Role of Individuals in Society, Norms & Value (3 Hrs.) • Objective Study of Society – Characteristics of Scientific observation, Advantages of observational methods, Problems of Objectivity (2 Hrs.) • Sociological, Functionalist &Conflict Perspectives – Origin, Ideologies & Theories (4 Hrs.) • Culture – Components, Aspects, Characteristics, Culture Change (2 Hrs.) • Socialization – Types of Socialization, Agencies & Theories (2 Hrs.) • Social control and Deviance – Forms of Deviance, issues pertaining to deviance – crime & delinquency, white collar crime. (2 Hrs.)

	• Stratification – Forms of Social Stratification, Caste, Class, Gender, Theories of Social Stratification (2 Hrs.) • Gender and Inequality – Gender as social construction, social structure of gender inequality, Gender & Development (2 Hrs.) • Status and Role – Interrelationship between status & role, Multiple roles, role set, role conflict, status set (2 Hrs.) • Social Mobility – Meaning, Horizontal & Vertical Mobility, importance of social mobility (2 Hrs.) • Social Change – Concepts & Types, Evolution, Progress, revolution, modernisation, globalisation. Social Change in Goa (3 Hrs.) • Social Policy – Government Policy, relation to education, economy, Science & technology (2 Hrs.) • Future of society- The challenges of present Society, contemporary social issues of India. (2 Hrs.)
Pedagogy	Lectures/tutorials/laboratory work/field work/outreach activities/project work/vocational training/viva/seminars/term papers / assignments / presentations / self-study/case studies etc or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Reading	1. Sociology, a brief Introduction : Schaefer, Tata McGraw- Hill, 6th or later edition 2. Sociological Theory ,George Ritzer, Tata McGraw- Hill, 5th or later edition 3. Sociology:Themes & Perspective , M. Haralmbos, R. M. Heald, Oxford University Press – New Delhi, 1997 or later edition.

BBON031 Psychology Credits 2

Objective:	At the end of the subject, the student will be able to ▪ Understand the basic principle of Psychology- every individual is different (individual differences) ▪ Understand oneself & others in terms of the Psychological processes that influence behavior ▪ Apply the understanding of his/her behavior to various situations of life, especially at the workplace
Contents:	1. Learning – effects of conditioning on behaviour; behaviour that culture encourages, factors that affect transfer of learning; (5 Hrs.) 2. Memory – memory retention, strategies to improve memory, different factors which influence retention of information in memory, mechanics of memory, role that memories play in behavior, interrupted task v/s completed task (5 Hrs.)

	3. Sensation -individual differences in the degree of vividness of images belonging to different senses (4 Hrs.) 4. Perception- Various determinants of attention as used in day-to-day perception, phenomenon of illusion, Factors which influence perception . (6 Hrs.) 5. Thinking -processes involved in problem solving, Obstacles to problem solving . (5 Hrs.) 6. Influence of set on behavior, States of consciousness, motivation, emotion, theories of personality, etc. (5 Hrs.)
Pedagogy	Lectures/tutorials/laboratory work/field work/outreach activities/project work/vocational training/viva/seminars/term papers / assignments / presentations / self-study/case studies etc or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings:	1. Lahey Benjamin, Introduction to Psychology- Tata McGraw Hill Ltd, 11th or later edition 2. Santrock, J. W. *Psychology Essentials 2.* (Updated Ed.). New Delhi: Tata McGraw-Hill Publishing Company Limited 2006, or later edition 3. Morgan C. *Introduction to Psychology*. New Delhi: Tata McGraw Hill , 7th or later edition

BBON032 Vector Graphic Designing Credits 2

Objective	At the end of the course, the students will develop ability to use vector graphics software to create or edit vector graphics such as illustrations, diagrams, line arts, charts, logos and complex paintings
Contents	• Introduction Installation and Overview of vector graphics software. Understanding interface. Creating and saving a file (2 hour) • Create and edit shapes, Fill color and stroke Create basic shapes like rectangle, square, circle, ellipse, polygons, stars Fill color, Learn about the different types of handles – resize, rotate, skew, Modify shapes using handles Fill color in objects, Give objects an outline, Various types of Gradients, Giving Patterns and Stroke paint and style (4 hours) • Create and edit multiple objects, Layers and Boolean operations Copy and paste object, Duplicate and clone objects, Group and Order various objects, Multiple selection and invert selection, Clipping and Masking Layers and layer palette, Add a new layer, Rename a layer, Position a layer above or below other layers, Lock a layer, Hide a layer, Various modes, Add various filters, Create Boolean operations (4 hours) • Align and distribute objects

	Align and distribute various objects, Align objects with reference to something, Arrange objects in rows and columns, Set spacing between objects, Create a tile pattern (2 hour) • Create and Format Text, Text tool feature Inserting text, Formatting text, Aligning text, Spacing and bullet, Making a simple flyer Manual kerning, Horizontal kerning, Vertical shift, Character rotation, Spell check, Superscript, Subscript (4 hours) • Basics of Bezier Tool and Text Manipulation Drawing using Bezier tool, Modes of Bezier tool, Shapes of the paths, Node tool, Add, edit, delete nodes, Join and break paths Text on path, Text on shape, Image inside text, Text in perspective, Cutout text (4 hours) • Create an A4 Poster/3-fold brochure/ CD label Page size setting, Orientation and Guides, Saving the document and exporting in various formats (5 hours) • Create patterns, Special effects on text, Trace bitmaps and their applications Patterns using Cloning, Pattern along Path, Patterns using Spray tool, Path Effect Editor Reflected text, Labeled text, Change the text case Difference between raster and vector image, Various raster and vector formats, Convert raster image to vector Applications: Warli art for Textle design, Mango pattern for Textile design (5 hours)
Pedagogy	Lectures/tutorials/laboratory work/field work/outreach activities/project work/vocational training/viva/seminars/term papers / assignments / presentations / self-study/case studies etc or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings.	1. Tavmjong Bah, Inkscape: Guide to a Vector Drawing Program, Pearson Education, Inc., 2nd Edition or Later. 2. Elmansy R. , Ilustrator Foundations , Focal Press, Latest Edition 3. Spoken tutorial from IIT Bombay

BBON033 Digital Image Processing Credits 2

Objective	At the end of the course, the students will develop ability to use digital image processing software to create and enhance photos and images
Contents	• Introduction Installation and Overview of vector graphics software. Understanding interface-Toolbox, Color box, Layers box, Channels box, Color Channels box, Path box, Undo History box Rotating, flipping, moving, scaling and cropping an image, Saving the image Text tool (6 hours) • Layers Add, view, duplicate, delete layers, Using layers to adjusting colors, layer mask, painting into layer using brushes, Merge layers, sketch effect in layers, (6 hours) • Drawing tools:

	Pencil Tool, Paint brush Tool, Eraser Tool, Difference between pencil and paint brush, Incremental option, Pressure sensitivity option, Tricks to draw a straight line, Tricks to draw a line with gradient, draw square and ellipse (3 hours) • Brushes: Using "jitter" option, Difference between Eraser tool and Pencil/Brush tool, Using "alpha channel" with the Eraser tool, Various brush options, Create your own brush, Download and install new brushes, Colors and dialogs (4 hours) • Selecting sections How to make a selection-Replace the current selection, Add to the current selection, Subtract from the current selection, Intersect with the current selection, How to de-select, Feather Edges, Rounded Corners, Antialiasing, Create a perfect square, Use of Quick Mask, Fuzzy Select Tool, Selecting color Tool, Intelligent scissors or Scissors select Tool, Foreground select tool (6 hours) • Enhancing images using various features and tools: Curve tool, blend tool, perspective tool, heal, blur/sharpen, smudge, dodge/burn, etc. Color enhancement tools, filters, adding borders, managing resolution, etc. (5 hours)
Pedagogy	Lectures/tutorials/laboratory work/field work/outreach activities/project work/vocational training/viva/seminars/term papers / assignments / presentations / self-study/case studies etc or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings.	1. Olivier Lecarme and Karine Delvare; The Book of GIMP: A Complete Guide to nearly everything; No Starch Press, Inc., 1st Edition. 2. Annadurai S., Shanamugalakshmi R., Fundamental of Digital Image Processing, Pearson Publications, Latest edition. 3. Spoken tutorial from IIT Bombay 4. GIMP Online manual- https://docs.gimp.org

BBON034 Database Management Systems and Web Designing Credits 2

Objective	At the end of the course, the students will develop ability to manage data using database management system and to design a website using content management system
Contents	Database Management Systems • Basic concepts: Field, record, table, database, DBMS, Examples of DBMS, Entity relationship, Primary key, Foreign key (1 hours) • Create database and designing a table (2 hours) • Design queries: Select query, Action queries (6 hours) • Design Forms (3 hours) • Design Reports (2 hours) • Design Macros (1 hours) Web designing using Content Management System • Basic concepts: web, website, domain name, web servers, web hosting, registering domain name, Moving website files onto the server, html, css. (1 hour) • Installation of CMS (2 hours)

	• Explore admin interface (1 hour) • Parts of CMS: Categories, Articles, Media, Users, Menus, Components, Modules . (1 hour) • Planning the website: Using templates and positioning modules (1 hour) • Create categories and articles: add categories, create articles and set their parameters, customization (3 hours) • Menus and submenus: Adding and displaying menus, Linking menus to articles and other features (3 hours) • Extend website functionality with extensions: components, modules (3 hours)
Pedagogy	Lectures/tutorials/laboratory work/field work/outreach activities/project work/vocational training/viva/seminars/term papers / assignments / presentations / self-study/case studies etc or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
Suggested Readings.	1. Joyce Cox, Joan Lambert, "Microsoft Access 2013", Microsoft Press , 1st Edition. 2. Jennifer Marriott, Elin Waring, The Official Joomla!® Book, Addison Wesley, 2nd Edition. 3. Joomla 3.0 made easy (ebook) written by Joomlashine team