

ACADEMIC CURRICULUM AND SYLLABI

UNDERGRADUATE DEGREE PROGRAMME

BACHELOR OF BUSINESS ADMINISTRATION

Three Years (Full-Time)

CHOICE-BASED CREDIT SYSTEM

(For the Students Admitted from the Academic Year 2017 – 2018)

DEPARTMENT OF MANAGEMENT

SCHOOL OF MANAGEMENT AND COMMERCE



(Estd. Under SRMUS Act, 2013)

Shri Ramasamy Memorial University Sikkim
5th Mile, Tadong, Gangtok, East Sikkim- 737102, India

DEPARTMENT OF MANAGEMENT

1. Department Vision Statement	
Stmnt - 1	To emerge as a repository of managerial education and skills of unmatched quality.
Stmnt - 2	To empower a majority of learners from North Eastern region, other parts of the country, and neighboring countries as well with a unique learner-centric model of managerial education.
Stmnt - 3	To impart relevant industry oriented, cutting-edge management education which will foster a holistic development of self and society.

2. Department Mission Statement	
Stmnt - 1	To help the learners imbibe relevant managerial skills which will embolden them in facing the new age managerial problems with confidence and self-reliance.
Stmnt - 2	To contribute towards creation of a knowledge-hub through amalgamation of cutting-edge research and innovative management practices along with integration of technology and management.
Stmnt - 3	To foster the spirit of sustainable entrepreneurship amongst the learners which will help them contribute towards creation of a circular economy.
Stmnt - 4	To implant amongst the learners a robust ethical and moral value system for the betterment of society and the nation.

3. Program Objectives (POs)	
PO - 1	To nurture multidisciplinary skills and concepts of business management for identifying and developing implementable solutions to real-life business scenarios.
PO - 2	To promote a culture of continuous learning with a special emphasis on improvement of communication skills & personality development.
PO - 3	To create a talent pool of human capital who are industry as well as research ready.
PO - 4	To expose the students towards nuanced world of sustainable entrepreneurship and innovation.
PO - 5	To encourage development of socially responsible and desirable human-beings by imparting knowledge on the ethical codes and conducts.

4. Consistency of PEO's with Mission of the Department				
PO/ Mission St.	Mission Stmnt. - 1	Mission Stmnt. - 2	Mission Stmnt. - 3	Mission Stmnt. - 4
PO - 1	H	H	H	M
PO - 2	H	M	M	M
PO - 3	H	H	M	M
PO - 4	H	H	H	H
PO - 5	H	H	H	H

H – High Correlation, M – Medium Correlation, L – Low Correlation

5. Consistency of PO's with Program Learning Outcomes (PLO)

	Program Learning Outcomes (PLO)								
	1.	2.	3.	4.	5.	6.	7.	8.	9.
	Disciplinary / professional knowledge	Critical and innovative thinking	Lifelong learning	Design and development of solutions / practices	Individual and teamwork	Ethical standards and social awareness	Innovation and entrepreneurship	Sustainable business practices	Written and verbal communication skills
PO - 1	H	H	H	H	M	M	H	H	M
PO - 2	H	H	H	H	M	M	M	M	H
PO - 3	H	M	M	M	M	M	H	M	H
PO - 4	M	M	M	H	H	M	H	M	M
PO - 5	M	H	H	M	M	H	H	H	M

6. Programme Structure (Total Credits: 139)

1. Professional Core Courses (C) (15 Courses)						
Course Code	Course Title	Hours/Week				
		L	T	P		
BBA1713	Financial Accounting-I	3	1	0	4	
BBA1714	Organizational Behaviour	4	0	0	4	
BBA1722	Marketing Management	4	0	0	4	
BBA1723	Legal System in Business	3	1	0	4	
BBA1731	Human Resource Management	3	1	0	4	
BBA1732	Management and Cost Accounting	3	1	0	4	
BBA1733	Management Information Systems	3	1	0	4	
BBA1741	Production and Operations Management	3	1	0	4	
BBA1742	Strategic Management	3	1	0	4	
BBA1751	Financial Management	3	1	0	4	
BBA1752	Total Quality Management	3	1	0	4	
BBA1753	Research Methodology	3	1	0	4	
BBA2461	Logistics and supply chain management	2	1	0	3	
BBA2462	Project Management	1	1	0	2	
Total Learning Credits					53	
3. Generic Elective Courses (GE) (4 Courses)						
Course Code	Course Title	Hours/Week				
		L	T	P		
BBA1713	Financial Accounting-I	3	1	0	3	

2. Discipline Specific Elective Courses (DSE) (5 Courses)						
Course Code	Course Title	Hours/Week				
		L	T	P		
BBA1712	Managerial Economics	4	0	0	4	
BBA1734/ BBA1735	Training and Development/ Creativity and Innovation	3	1	0	4	
BBA1743	Operations Research	3	1	0	4	
BBA1744/B BA1745	Sales Management/Retail Management	3	1	0	4	
BBA1754/ BBA1755	Services Marketing/ Investment Management	3	1	0	4	
Total Learning Credits					20	
4. Skill Enhancement Courses (SEC) (5 Courses)						

BBA1724	Business Statistics	3	0	2	4	Course Code	Course Title	Hours/Week			C
BBA1725	Financial Accounting II	3	1	0	4			L	T	P	
Total Learning Credits					11		SPD1716	Computer skills	2	0	2
						BBA1737	Case Study 2	2	1	0	3
5. Project Work, Internship In Industry / Higher Technical Institutions(P)						BBA1746	Computer Applications in Accounting	2	0	2	3
						SPD1748	Quantitative Aptitude and Reasoning -I	1	1	0	2
BBA2467	Project Work	0	0	44	22						
Total Learning Credits					22	SPD1766	Leadership and Team Management	1	1	0	3
						Total Learning Credits					14
						6.Ability Enhancement Courses (AEC) (6 Courses)					
7.Extension Courses (Extension) (1 Course)						Course Code	Course Title	Hours/Week			C
								L	T	P	
Course Code	Course Title	Hours/Week			C	LAE1711	English – I	3	0	0	3
		L	T	P		GEN1715	Environmental Studies [Internal Evaluation]	2	0	2	3
EX*1727 *will be S/C/Y	NSS / NCC /Yoga [Internal Evaluation]	0	0	4	2	LAE1721	English – II	3	0	0	3
Total Learning Credits					2	GEN1726	Human Rights and Professional Ethics [Internal Evaluation]	3	0	0	3
						SPD1738	Soft Skills & Verbal aptitude	1	0	2	2
						BBA1747	Case Study 3 [Internal Evaluation]	2	1	0	3
						Total Learning Credits					17

Course Structure									
Semester	Professional Core Courses (C)	Discipline Specific Electives Courses (DSE)	Generic Electives Courses (GE)	Skill Enhancement Courses (SEC)	Ability Enhancement Courses (AEC)	Extension Courses (EX)	Project Work, Internship (P)	Total Credits	Total Hours
Sem I	3	1	1	1	2		0	21	315
Sem II	2	0	2	0	2	1	0	24	360
Sem III	3	1	0	1	1		0	24	360
Sem IV	2	2	0	2	1		0	24	360
Sem V	3	1	0	3	0		0	24	360
Sem VI	3	0	1	1	0		1	22	330
Total Credits	53	20	11	14	17	2	22	139	2085

7. Implementation Plan

						Semester - II					
Semester – I											
Course Code	Course Title	Hours/ Week			C	Course Code	Course Title	Hours/ Week			C
		L	T	P				L	T	P	
BBA1712	Managerial Economics	4	0	0	4	BBA1723	Legal System in Business	3	1	0	4
BBA1713	Financial Accounting-I	3	1	0	4	BBA1724	Business Statistics	3	0	2	4
BBA1714	Organizational Behaviour	4	0	0	4	BBA1725	Financial Accounting II	3	1	0	4
						BBA1722	Marketing Management	4	0	0	4
SPD1716	Computer skills	2	0	2	3	LAE1721	English – II	3	0	0	3
LAE1711	English – I	3	0	0	3	GEN1726	Human Rights and Professional Ethics	3	0	0	3
GEN1715	Environmental Studies	2	0	1	3						
Total Learning Credits					21	EX*1727	NSS / NCC /Yoga	0	0	4	2
						Total Learning Credits					24
Semester – III						Semester – IV					
Course Code	Course Title	Hours/ Week			C	Course Code	Course Title	Hours/ Week			C
		L	T	P				L	T	P	
BBA1733	Management Information Systems	3	1	0	4	BBA1742	Strategic Management	3	1	0	4
BBA1732	Management and Cost Accounting	3	1	0	4						
BBA1734/ BBA1735	Training and Development/ Creativity and Innovation	3	1	0	4	BBA1744/BB A1745	Sales Management/Retail Management	3	1	0	4
BBA1731	Human Resource Management	3	1	0	4	BBA1741	Production and Operations Management	3	1	0	4
BBA1737	Case Study 2	2	1	0	3	BBA1743	Operations Research	3	1	0	4
GEN1736	Value Education	2	0	2	3	BBA1746	Computer Applications in Accounting	2	0	2	3
SPD1738	Soft Skills & Verbal	1	0	2	2						

	aptitude					SPD1748	Quantitative Aptitude and Reasoning –I	1	1	0	2	
Total Learning Credits						24	BBA1747	Case Study 3	2	1	0	3
						Total Learning Credits						24
Semester – V						Semester – VI						
Course Code	Course Title	Hours/Week			C	Course Code	Course Title	Hours/Week			C	
		L	T	P				L	T	P		
BBA1753	Research Methodology	3	1	0	4	BBA1767	Project Work	0	0	44	22	
BBA2461	Logistics and supply chain management	2	1	0	3							
SPD2466	Leadership and Team Management	2	1	0	3							
BBA1754/ BBA1755	Services Marketing/ Investment Management	3	1	0	4							
BBA1751	Financial Management	3	1	0	4							
BBA1752	Total Quality Management	3	1	0	4							
BBA2462	Project Management	1	1	0	2							
Total Learning Credits						24	Total Learning Credits: 139					

8. Program Articulation Matrix										
Course Code	Course Name	Program Learning Outcomes								
		Disciplinary / professional knowledge	Critical and innovative thinking	Lifelong learning	Design and development of solutions / practices	Individual and teamwork	Ethical standards and social awareness	Innovation and entrepreneurship	Sustainable business practices	Written and verbal communication skills
LAE1711	English-I	H	H	H	M	H	H	H		H
BBA1712	Managerial Economics	H	M	H	M	M	M		H	M
BBA1713	Financial Accounting-I	H	H	H	H	M	H	M	M	H
BBA1714	Organizational Behavior	H	H	H	H	H	M	M		H
GEN1715	Environmental Studies	H	H	H		H	H	H	H	H
SPD1716	Computer skills	H	H	H	H	M				H
LAE1721	English – II	H	M	H	H	H	H	H	H	H
BBA1722	Marketing Management	H	M	H	H	H	H	H	M	H
BBA1723	Legal System in Business	H	M	H	M	M	H	M	H	H
BBA1724	Business Statistics	H	H	H	H					
BBA1725	Financial Accounting II	H	H	H	H	H	H	M	M	H
GEN1726	Human Rights and Professional Ethics	H	H	H	M	H	H	H	H	M
EX*1727	NSS/NCC/Yoga	H	H	M	M	H	H	H	M	M
BBA1731	Human Resource Management	H	H	H	H	H	H	M	H	H
BBA1732	Management and Cost Accounting	H	H	H	H	H	H		M	H
BBA1733	Management Information Systems	H	H	H	H	M	M	M	M	M
BBA1734	Training and Development	H		H	M	H			M	M
BBA1735	Creativity and Innovation	H	H	H	H	M	M	H	H	H
GEN1736	Value Education	H	M	H	M	M	H			
BBA1737	Case Study 2	H	H	H	M	H	H	M	H	H
SPD1738	Soft Skills & Verbal aptitude	H	H	H	H	H	H	H	H	H
BBA1741	Production and Operations Management	H	M	H	H	H	M	M	H	M
BBA1742	Strategic Management	H	H	H	H	H	H	H	H	H
BBA1743	Operations Research	H	H	H	H	M	M	M	M	M
BBA1744	Sales Management	H	M	H	M	H	M	M	M	H

BBA1745	Retail Management	H	M	H	H	H	H	M	H	H
BBA1746	Computer Applications in Accounting	H		H	M				H	M
BBA1747	Case Study 3	H	H	H	M	H	H	M	H	H
SPD1748	Quantitative Aptitude and Reasoning -1	H	M	H	H	M		M	M	
BBA1751	Financial Management	H	H	H	H	H	H	M	H	H
BBA1752	Total Quality Management	H	H	H	H	H	M	H	H	M
BBA1753	Research Methodology	H	H	H	H	M	M	M	M	H
BBA1754	Services Marketing	H	H	H	H	M	M	M	M	H
BBA1755	Investment Management	H	H	H	H	M	H	M	H	H
BBA1756	Case Study 3	H	H	H	M	H	H	M	H	H
SPD1757	Entrepreneurial Development	H	H	H	M	M	H	H	M	M
SPD1758	Quantitative Aptitude and Reasoning – II	H	M	H	H	M		M	M	
BBA1761	Logistics and supply chain management	H	M	H	H	M	M	H	H	H
BBA1762	Project Management	H	H	H	H	M	H	H	H	M
BBA1763	Industrial Law	H	M	H	M	M	H	M	H	H
BBA1764	Information Security Management	H	M	H	H	M	H	M	H	H
BBA1765	Customer Relationship Management	H	H	H	H	M	H	M	H	H
SPD1766	Leadership and Team Management	H	M	H	M	H	H	M	M	H
BBA1767	Project Work	H	H	M	M	M			M	H
	Program Average	H	H	H	H	H	H	H	H	H

H – High Correlation, M – Medium Correlation, L – Low Correlation

SEMESTER-I

Course Code	LAE1711	Course Name	English-I	Course Category		Ability Enhancement Course	L	T	P	C
							2	1	0	3
Pre-requisite			NIL	Co-requisite		NIL				

Course Learning Outcomes (CLO)	At the end of this course, learners will be able to:	Bloom's Learning (BL) Level	Program Learning Outcomes (PLO)								
			PLO-1	PLO-2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	PLO-8	PLO-9
			Disciplinary / professional knowledge	Critical and innovative thinking	Lifelong learning	Design and development of solutions / practices	Individual and teamwork	Ethical standards and social awareness	Innovation and entrepreneurship	Sustainable business practices	Written and verbal communication skills
CLO-1	Identify strategies to become appreciative and empathetic listeners.	3	M		H	M	H	M			H
CLO-2	Express facts, ideas and opinions with fluency, clarity and confidence.	2	M	M	H		H	H			H
CLO-3	Demonstrate critical understanding of written texts.	4	M	H	M		M	M			H
CLO-4	Compose an array of business correspondence with ease and elegance.	6	M	H	M	M		H	M		H
CLO-5	Showcase flawless command of English language.	3	H		H		H		H		H

(Level of correlation: **3-High, 2-Medium, 1-Low** can be used)

Summary of Course Content			
S. No	Course Content	Hour	Alignment to CLO
1	Listening Skill: Introduction to Communication- LSRW; Active Listening; Reasons for poor listening; Types of Listening; Barriers of Listening; Traits of a good listener	9	CLO 1
2	Speaking Skill: Importance of Speaking Skills; Effective Speaking- Confidence, Clarity and Fluency; Types of Speaking- Task Oriented- Interpersonal – Formal and Semi Formal; Persuasive Speaking and Public Speaking; Barriers of Speaking; Guidelines for conducting a Group Discussion; Guidelines for conducting a Meeting	9	CLO 2
3	Reading Skills: Introduction to reading skills; Topic sentence and its role; Types of reading- Intensive- Extensive-Skimming – Scanning; Reading and its purposes; Reading for pleasure; Reading for critical interpretation; Reading for summarizing and note making	9	CLO 3
4	Writing Skill: Introduction and Importance of Writing; Characteristics of writing- Clarity- Accuracy- Correctness- Descriptiveness; Language-	9	CLO 4

	Appropriateness Acceptability, Conciseness and flow Business Writing – Basic principles of business communication; Letter writing- Thank you and follow-up letter, Complaint letter, inquiry letter, invitation letter, letter to the editor, Writing memo, notice, agenda and minutes of the meeting, Report writing, Interpretation of data (flow charts, figures and pictures) Essay and Article Writing, Poster making		
5	Grammar: Tense and Articles; Preposition; Direct to Indirect Speech; Active and Passive Voice	9	CLO 5

Learning Resources	
Text Books	1 Raman Meenakshi, Sangeeta Sharma, “Technical Communication Principles and Practice”. Ed Second. Oxford University Press, Delhi, 2013.
Ref. Books	1 Dhanavel, S.P. “English and Communication Skills for Students of Science and Engineering”, Orient Blackswan Ltd., 2009 2 Green, David. “Contemporary English Grammar Structures and Composition.” McMillan Publishers India Ltd, Delhi, 3 Raman, Meenakshi, Prakash Singh, “Business Communication”. 2nd Edition. Oxford University Press, 2013 4 Taylor, Shirley, Chandra. “Communication for Business. 4th Ed. Dorling Kindersley India Pvt. Ltd., 2011.

Bloom's Level of Thinking		Continuous Learning Assessment (50% weightage)				Final Examination (50 % weightage)
		Cycle Test (10)	Assignment (10)	Surprise Test (10)	Model Examination (20)	
1	Remember	30%	20%	30%	20%	30%
2	Understand	30%	20%	30%	20%	20%
3	Apply	10%	30%	20%	30%	20%
4	Analyze	30%		20%	20%	10%
5	Evaluate				10%	10%
6	Create		30%			10%
	Total	100%	100%	100%	100%	100%

Course Designers		
Experts from Industry: Name, Designation with official mail id	Experts from Higher Education Institutions: Name, Designation with official mail id	Internal Experts: Name, Designation with official id
	Dr. Pramila Chettri, Associate Professor, Tadong Govt College, Gangtok	Ms. Manisha Takuri, Assistant Professor, SRM University Sikkim

Course Code	BBA1712	Course Name	MANAGERIAL ECONOMICS	Course Category		Discipline Specific Elective Courses (DSE)	L	T	P	C
							4	0	0	4
Pre-requisite				Co-requisite		NIL				

Course Learning Outcomes (CLO)	At the end of this course, learners will be able to:	Bloom's Learning (BL) Level	Program Learning Outcomes (PLO)								
			PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9
			Disciplinary / professional knowledge	Critical and innovative thinking	Lifelong learning	Design and development of solutions / practices	Individual and teamwork	Ethical standards and social awareness	Innovation and entrepreneurship	Sustainable business practices	Written and verbal communication skills
CLO-1	Define economics, its relevance, and its functions in business micro and macroenvironment.	1	H		H		M	M		H	M
CLO-2	Demonstrate knowledge on the concepts of market supply and demand with respect to consumer buying pattern.	2	H	M	H	M				H	
CLO-3	Express the microeconomic market structure and its usage in managerial decision-making process.	2	H	M	H	M				M	
CLO-4	Analyze different macroenvironment variables and indices used to understand national economy.	4	H	M	H	M					M
CLO-5	Explain the types of government policies with respect to domestic and global economy.	3	H	M	H	M		M			M

(Level of correlation: **3-High, 2-Medium, 1-Low** can be used)

Summary of Course Content			
S. No	Course Content	Hour	Alignment to CLO
1.	Natural & Scope of Managerial Economics, Significance of Managerial Economics, Limitations of economics, the relevance of Economics to other functional areas of management in decision making, Scope of Micro and Macro Economics in decision making process, Circular flow of income- Two sector model, Three sector model and four sector model, Economic Equilibrium situation.	12	CLO 1
2.	Demand Analysis – Basic Concepts and Tools for Analysis of Demand, Determinants of demand, law of demand, Elasticity of demand and its relevance in decision making, Demand forecasting: requirements and methods.	12	CLO 2
3.	Production Function, Law of variable proportions, Law of supply and Elasticity of Supply, Decisions influenced by laws	12	CLO 3

	of returns to scale and cost decision making, Cost Concepts and Cost Analysis, Types of Costs, Output Relations, and Economies of scale.		
4.	Pricing decision under different form forms of market- Perfect competition market, Monopoly, Monopolistic competition and Oligopoly, Price discrimination, Break Even Analysis and Its usage in decision making process.	12	CLO 3
5.	National Income-definition, measurement – Factors – difficulties in measurement. GDP-NDP-Business cycle phases – Inflation- types and control measures. Managerial Economics in the Context of Globalization.	12	CLO 4, CLO 5

Learning Resources	
Text Books	1. Mukherjee, D., (2010), “ <i>Essence of Micro and Macro Economics</i> ”, New Central Book Agency; 3rd Revised ed 2. Ahuja, H.L., (2006), <i>Modern Microeconomics Theory and Application</i> , S. Chand, New Delhi
Ref. Books	1. Karl.E.Case, Ray.C.Fair; “ <i>Principles of Economics</i> ”, Pearson 2012. 2. Kaushal H., “ <i>Managerial Economics – Case Study</i> ”, MacMillan, 2011. 3. Paul Samuelson William .d.Nordhaus, “ <i>Economics</i> ”, 19th Edition Mc GrawHill, New Delhi, 2011. 4. Dominick Salvatore, “ <i>Managerial Economics in a Global Economy</i> ” 4th Edition, Thomson South-Western.2011. 5. Mote V.L. et al, “ <i>Managerial Economics</i> ”, Tata McGraw-Hill Publishing Company Limited, India, 2011. 6. John Sloman. “ <i>Economics</i> ”, Pearson Education, India, 2011. 7. Joel Dean, “ <i>Managerial Economics</i> ”, Prentice – Hall of India, 2011. 8. Sumitra Pal, “ <i>Managerial Economics</i> ”, Cases & Concepts, MacMillon India Ltd., 2011. 9. Dwivedi, D.N., “ <i>Managerial Economics</i> ”. Vikas Publication, New Delhi, 2011.

Bloom's Level of Thinking		Continuous Learning Assessment (50% weightage)				Final Examination (50 % weightage)
		Cycle Test I (10)	Assignment (10)	Surprise Test (10)	Model Examination (20)	
1	Remember	60%	25%	20%	25%	25%
2	Understand	40%	25%	20%	25%	25%
3	Apply		30%	30%	25%	25%
4	Analyze		20%	30%	25%	25%
5	Evaluate					
6	Create					
	Total	100%	100%	100%	100%	100%

Course Designers		
Experts from Industry: Name, Designation with official mail id	Experts from Higher Education Institutions: Name, Designation with official mail id	Internal Experts: Name, Designation with official id

Course Code	BBA1713	Course Name	FINANCIAL ACCOUNTING – I	Course Category		<i>Generic Elective Courses (GE)</i>	L 3	T 1	P 0	C 4
Pre-requisite				Co-requisite		NIL				

Course Learning Outcomes (CLO)	At the end of this course, learners will be able to:	Bloom's Learning (BL) Level	Program Learning Outcomes (PLO)								
			PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9
			Disciplinary / professional knowledge	Critical and innovative thinking	Lifelong learning	Design and development of solutions / practices	Individual and teamwork	Ethical standards and social awareness	Innovation and entrepreneurship	Sustainable business practices	Written and verbal communication skills
CLO-1	Define the fundamental concepts of Accounting and its processes.	1	H	M	H		M	H	M	M	H
CLO-2	Demonstrate progressive learning on preparation of final accounts of a sole trading concern.	2	H	H	H	H	M	M			H
CLO-3	Express the knowledge surrounding preparation of financial statements and identify the various types of errors and their rectification methods	3	H	H	H	H	M	M			H
CLO-4	Apply the methods of charging depreciation and valuation of stocks, using both qualitative and quantitative methods.	3	H	H	H	M	M	M			H
CLO-5	Implement domain knowledge of accounting and incorporate them to solve real-world problems within an ethical framework.	4	H	H	H	H	M	M	M	M	H

(Level of correlation: **3-High, 2-Medium, 1-Low** can be used)

Summary of Course Content			
S. No	Course Content	Hour	Alignment to CLO
1.	Meaning and scope of Accounting, Basic Accounting Concepts and Conventions –Objectives of Accounting – Accounting Transactions – Double Entry Book Keeping – Journal, Ledger, Preparation of Trial Balance – Preparation of Cash Book	12	CLO 1
2.	Preparation of Final Accounts of a Sole Trading Concern – Adjustments – Closing Stock, Outstanding and Prepaid items, Depreciation, Provision for Bad Debts, Provision for Discount on Debtors, Interest on Capital and Drawings	12	CLO 2
3.	Classification of errors – Rectification of errors – Preparation of Suspense Account. - Bank Reconciliation Statement	12	CLO 3

	(Only simple problems).		
4.	Depreciation – Meaning, Causes, Types – Straight Line Method – Written down Value Method (Change in Method excluded). Insurance claims – Average Clause (Loss of stock only)	12	CLO 4
5.	Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method-Company Accounts-an Introduction –Issue of shares at par, at premium and at Discount - Pro-rata allotment-forfeiture and reissue of shares problems)	12	CLO 4, CLO 5

Learning Resources	
Text Books	Reddy T.S. & A. Murthy, “ <i>Financial Accounting</i> ”, Margham Publications, 2008.
Ref. Books	1. Shukla M.C., Grewal T.S., “ <i>Advanced Accounting</i> ”, Sultan Chand & Sons, 2001. 2. Tulsian, “ <i>Financial Accounting</i> ”, Pearson Education, 2004.

Bloom’s Level of Thinking		Continuous Learning Assessment (50% weightage)				Final Examination (50 % weightage)
		Cycle Test I (10)	Assignment (10)	Surprise Test (10)	Model Examination (20)	
1	Remember	60%	20%	10%	25%	25%
2	Understand	40%	20%	10%	25%	25%
3	Apply		30%	50%	25%	25%
4	Analyze		30%	30%	25%	25%
5	Evaluate					
6	Create					
	Total	100%	100%	100%	100%	100%

Course Designers		
Experts from Industry: Name, Designation with official mail id	Experts from Higher Education Institutions: Name, Designation with official mail id	Internal Experts: Name, Designation with official id
		Munmun Goswami, Asst. Prof. munmungoswami.c@srmus.edu.in

Course Code	BBA1714	Course Name	ORGANIZATIONAL BEHAVIOUR	Course Category		<i>Core</i>	L	T	P	C
Pre-requisite				Co-requisite	NIL		4	0	0	4

Course Learning Outcomes (CLO)	At the end of this course, learners will be able to:	Bloom's Learning (BL) Level	Program Learning Outcomes (PLO)								
			PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9
			Disciplinary / professional knowledge	Critical and innovative thinking	Lifelong learning	Design and development of solutions / practices	Individual and teamwork	Ethical standards and social awareness	Innovation and entrepreneurship	Sustainable business practices	Written and verbal communication skills
CLO-1	Define the concept of organizational behaviour at the individual, group and organizational context.	1	H		H		M			M	M
CLO-2	Express the basic understanding of the complexities associated with organizational behaviour.	2	H	M	H		M	M			M
CLO-3	Identify the key areas which drive individual behaviour and understand the various theories therein.	3	H		H		H			M	M
CLO-4	Analyze the importance of an individual's decision-making in the organizational context, and the role of leadership in doing so.	4	H	H	H	H	H	M		M	H
CLO-5	Explain the various types of organizations' structure, their design and changes from the OB perspective.	3	H	M	H		H	M			M

(Level of correlation: **3-High, 2-Medium, 1-Low** can be used)

Summary of Course Content			
S. No	Course Content	Hour	Alignment to CLO
1.	Study of Organizational Behaviour: Introduction - Definitions - Contributing fields to organizational behavior; Behaviour model for organizational efficiency-Organizational components that need to be managed; Individual Dimensions of Organizational Behaviour: Developing an OB Model – Dependent variables –Independent variables; Types of OB Model; Environmental factors	12	CLO 1
2.	Personality: Introduction - Determinants of personality-Personality traits; The Myers-Briggs Type Indicator (MBTI) Locus of control; Personality Orientation; Personality Orientation - Achievement orientation- Authoritarianism -Self-esteem; Self-monitoring - Risk taking-Types of personality; Learning: Introduction - Theories of learning-Processes; Application of reinforcement to shape behaviour; Extinction; Application of learning and organizational behavior modification	12	CLO1, CLO 2

3.	Motivation: Introduction - Motivation-Characteristics of motivation; Importance of Motivation; Motivation theories - Maslow's need Hierarchy theory; McGregor's Theory X and Theory Y; Value and Job Satisfaction - Introduction - Values - Types of values - Value-loyalty and ethical behavior; Conflict Management: Introduction-Definition; Transition of Conflict-Types of Conflict; Conflict Process; Conflict Resolution Model- Causes of Conflict	12	CLO 3, CLO4
4.	Perception and Individual Decision Making: Introduction - Meaning of perception - Perception process Factors affecting perception-Attribution theory; Improving perception: Perception and its application in organization; Individual Decision Making; Leadership: Introduction - Ingredients of leadership-Theories of leadership-Trait theory of leadership; Leadership styles based on authority - Managerial grid; Charismatic leadership - Transformational leadership; Power and Politics: Introduction-Power-Bases of power-Sources of power-Allocation of power; Politics - Techniques of political plays	12	CLO3, CLO 4
5.	Organizational Structure: Introduction - Definition; Form of organisational structure - Organic form of organizational structure-Bureaucracy; Concepts of organizational structure – Centralisation, Decentralisation, Bureaucracy, Formalization, Standardisation, Specialisation, Stratification-Formal organisation, Informal organisation; Organisational Development: Introduction - Quality of work life-Objective of OD programme-Basic OD Assumptions; OD Interventions-Sensitivity training-Transactional analysis-Process consultations - Third party interventions-Team building-Individual Counseling-Career planning; Learning Organizations; Organisational Culture and Climate: Introduction - Input – Concept of organizational culture; Functions of organizational culture; Levels of culture; Management Philosophy; Organizational climate	12	CLO 5

Learning Resources	
Text Books	Knodalkar, V.G. (2012). Organizational Behaviour. New Age International (P) limited.
Ref. Books	1. Robbins, S.R., & Judge, T. A. (2013). Organizational Behaviour (Fifteenth Ed). Pearson publications. 2. Bhattacharya., D. (2013). Organization Behaviour. Oxford University Press.

Bloom's Level of Thinking		Continuous Learning Assessment (50% weightage)				Final Examination (50 % weightage)
		Cycle Test 1 (10)	Assignment (10)	Surprise Test (10)	Model Examination (20)	
1	Remember	60%	20%	15%	25%	25%
2	Understand	40%	20%	15%	25%	25%
3	Apply		20%	70%	25%	25%
4	Analyze		40%		25%	25%
5	Evaluate					
6	Create					
	Total	100%	100%		100%	100%

Course Designers		
Experts from Industry: Name, Designation with official mail id	Experts from Higher Education Institutions: Name, Designation with official mail id	Internal Experts: Name, Designation with official id

Course Code	GEN1715	Course Name	Environmental Studies	Course Category		<i>Ability Enhancement Courses (AEC)</i>	L	T	P	C
Pre-requisite	NA		Co-requisite	NA			2	0	2	3

Course Learning Outcomes (CLO)	At the end of this course, learners will be able to:	Bloom's Learning (BL) Level	Program Learning Outcomes (PLO)								
			Disciplinary / professional knowledge	Critical and innovative thinking	Lifelong learning	Design and development of solutions / practices	Individual and teamwork	Ethical standards and social awareness	Innovation and entrepreneurship	Sustainable business practices	Written and verbal communication skills
CLO-1	Define the meaning, causes and implications of climate change.	1	H	M	H		H	H	H	H	H
CLO-2	Express the meaning of pollution, types and their implications.	2	H	M	H		H	H	H	H	M
CLO-3	Explain the national environmental laws and issues concerning the same and their regulation.	3	H	H	H		H	H	H	H	M
CLO-4	Classify biodiversity types, importance and issues along with an idea related to energy transition.	4	H	M	H		H	H	H	H	M
CLO-5	Implement the concepts of business social responsibility in its true letter and spirits, its importance and implications.	3	H	H	H		H	H	H	H	M

Summary of Course Content			
S. No	Course Content	Hour	Alignment to CLO
1	Environmental education: Definition and objective. Structure and function of an ecosystem – ecological succession –primary and secondary succession - ecological pyramids – pyramid of number, pyramid of energy and pyramid of biomass.	9	CLO-1
2	Pollution – Air, water, soil –causes and effects and control measures. Specifically: acid rain, ozone layer depletion, greenhouse gas effect and global warming. Waste management: prevention and control measures of solid waste. (General).	9	CLO-2
3	National concern for environment: Important environmental protection Acts in India – water, air (prevention and control of pollution) act, wild life conservation and forest act .Functions of central and state pollution control boards. Issues involved in enforcement of environmental legislation.	9	CLO-3
4	Genetic, species and ecosystem diversity – bio diversity hot spots - values of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values - threats to biodiversity: habitat loss, poaching of wildlife – endangered and	9	CLO-4

	endemic species of India, Conservation of biodiversity: in-situ and ex-situ conservations.		
5	Energy resources and their exploitation. Conventional energy sources: -coal, oil, biomass and nature gas (overview) - over-utilization... Non-conventional energy sources: hydroelectric power, tidal, wind, geothermal energy, solar collectors, photovoltaic, nuclear-fission and fusion. Energy use pattern and future need projection in different parts of the world, energy conservation policies. Natural and Manmade disasters -types, causes, onset, impacts. (Viz. earthquake, flood, drought, cyclone, tsunami, volcanic, landslide, industrial accidents.). Forecasting and managements	9	CLO-5

Learning Resources	
Text Books	1. Jeyalakshmi. R, “Principles of Environmental Science”, 1st Edition, Devi Publications, Chennai, 2006. 2. De. A.K., “Environmental Chemistry”, New Age International, New Delhi, 1996.
Ref. Books	1. Sharma. B.K. and Kaur, “Environmental Chemistry”, Goel Publishing House, Meerut, 1994. 2. Dara S.S., “A Text Book of Environmental Chemistry and pollution control”, S. Chand & Company Ltd., New Delhi, 2004. 3. Dr. Rahavan Nambiar, “Textbook of Environmental studies. SciTech Publication (India) Pvt. Ltd. Second edition

Bloom's Level of Thinking		Continuous Learning Assessment (50% weightage)				Final Examination (50 % weightage)
		Cycle Test 1 (10)	Assignment (10)	Surprise Test (10)	Model Examination (20)	
1	Remember	60%	30%	15%	20%	20%
2	Understand	40%	20%	15%	20%	20%
3	Apply		20%	30%	20%	20%
4	Analyze		30%	40%	40%	40%
5	Evaluate					
6	Create					
	Total	100%	100%		100%	100%

Course Designers		
Experts from Industry: NA	Experts from Higher Education Institutions: NA	Internal Experts: Dr. Wangchuk Chungyalpa, Asst. Prof (SI. Gd)

Course Code	SPD 1716	Course Name	Computer Skills	Course Category		<i>Internal</i>	L	T	P	C
							2	0	2	3
Pre-requisite			NIL	Co-requisite		NIL				

Course Learning Outcomes (CLO)	At the end of this course, learners will be able to:	Bloom's Learning (BL) Level	Program Learning Outcomes (PLO)								
			PLO-1	PLO-2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	PLO-8	PLO-9
			Disciplinary / professional knowledge	Critical and innovative thinking	Lifelong learning	Design and development of solutions / practices	Individual and teamwork	Ethical standards and social awareness	Innovation and entrepreneurship	Sustainable business practices	Written and verbal communication skills
CLO-1	Define the concepts and components of computer systems.	1	H		H						
CLO-2	Apply their understanding of MS-WORD in business management.	3	H		H						M
CLO-3	Analyze empirical data related to business operations using MS-EXCEL.	4	H	M	H	H					
CLO-4	Demonstrate the outcomes of the analyzed data using MS-POWERPOINT.	2	H		H						H
CLO-5	Create database using MS-ACCESS for business intelligence.	6	H	H	H	H	M				

(Level of correlation: **3-High, 2-Medium, 1-Low** can be used)

Summary of Course Content			
S. No	Course Content	Hour	Alignment to CLO
1	Introduction to Computer Systems - Applications of Computers in Business – Types of Computers and Electronic devices – An overview of operation system – Single user systems – Multi user Systems – Assembler – Translator – Compiler – Different Computer Language.	6	CLO 1

2	The Word Processor - Creating a Document -Opening a Document -Laying Out the Page-Setting paper size, margins, and orientation -Creating headers and footers -Numbering pages -Entering and Editing Text-Modifying text-Moving and copying text -Finding and replacing text -Correcting mistakes automatically-Printing -Adding character to your characters -Planning Your Paragraphs-Aligning paragraphs -Spacing your lines -Making Lists -Bulleting lists-Numbering lists-Using a style -Creating a style - tables and columns	6	CLO 2
3	The Spreadsheet - Creating a Spreadsheet -Inputting Your Data -Entering your data -Editing your data - Filling cells automatically -Managing Columns and Rows-Copying, pasting, cutting, dragging, and dropping your cells -Adding the Art -Formula Basics-Adding, Subtracting, and More -Adding and other arithmetic -Adding with the Sum function -Rocketing into Orbit with Functions Using the AutoPilot: Functions dialog box -Editing functions -Entering functions manually -Copying and pasting formulas - Creating formula arrays -Recalculating formulas -Creating Magic Formula-Nesting functions -Creating conditional formulas	6	CLO 3
4	The Power Point Presentation - Creating a Presentation -Opening an existing presentation -Adding Slides - Adding text to a slide -Saving Your Presentation for Posterity - Making Presentations Picture Perfect - Adding Images -Clipping art -Drawing objects -Colouring Backgrounds -Creating a plain-coloured background -Creating a gradient background -Hatching a background -Using a bitmap image as a background -Creating 3-D text-Inserting 3-D objects -Animating Impressively -Using Text Effects Effectively -Creating Animation Effects -Creating Animated GIF files -Adding Slide Transition Effects - Showing a Presentation -Setting slide timing -Hiding slides -Specifying slide show settings -Delivering a Slide Show	6	CLO 4
5	Ms-Access - Database Development-Creating Access tables-Setting the primary key-Manipulating tables-Entering data with access forms-Selecting data with queries-Creating a multiple queries-Presenting data with access reports.	6	CLO 1, CLO 5
6	Tutorial no 1 – Provide hands on Training with the windows operating systems and using browser and applications task assigned will be to download and install extensions in chrome and download any free video editor application install on windows and then uninstall	6	CLO 1
7	Tutorial no 1 – Provide hands on Training with MS WORD, task assigned will be to make resume in a given template ,edit and then save as pdf	6	CLO 2
8	Tutorial no 2 – Provide hands on Training with MS POWERPOINT task assigned will be to make a presentation with animations and 10 slides on any topic of their choosing	6	CLO 3
9	Tutorial no 3 – Provide hands on Training with MS EXCEL a data set related to accounting will be provided to the students and they will then do the necessary calculations using formulas and use pivot tables and make charts and graphs.	6	CLO 3
10	Tutorial no 4 – Provide hands on Training with MS ACCESS the task given will be to create a relational database with tables, fields and records and then they will conduct queries	6	CLO 5

Learning Resources	
Text Books	1. Sinha P.K. & Sinha Priti, Computer Fundamentals, BPB Publications, 2007 2. Vishnu P. Singh, “ <i>Ms Office 2007</i> ”, BPB Publications, 2007.
Ref. Books	1. Ananthi Sheshasaayee, Sheshasaayee G., “ <i>Computer Applications in Business & Management</i> ”, Margham publishers, 2004. 2. Lisa A.Bucki, John Walkenbach, Faithe Wempen Michael Alexander and Dick Kusleika, “ <i>Microsoft office 2013 Bible</i> ”, Wiley India Pvt. Ltd., 2013

Bloom's Level of Thinking		Continuous Learning Assessment (100% weightage)						
		Assignment (10)	Surprise Test (10)	Case Study (10)	Cycle Test (20)	Mini Project (10)	Quiz (10)	Model Test (30)
1	Remember		50%		50%		50%	
2	Understand		30%		50%		30%	50%
3	Apply	50%	20%	50%		50%	20%	50%
4	Analyze	30%		30%		30%		
5	Evaluate	20%		20%		20%		
6	Create							
	Total	100%	100%	100%	100%	100%	100%	100%

Course Designers		
Experts from Industry: Name, Designation with official mail id	Experts from Higher Education Institutions: Name, Designation with official mail id	Internal Experts: Name, Designation with official id
		<i>Deepkant Gajmer, Assistant Professor</i>
		<i>Deepkant.g@srmus.edu.in</i>

SEMESTER II

Course Code	LAE1721	Course Name	English-II	Course Category		Core	L	T	P	C
							3	0	0	3
Pre-requisite			LAE1711	Co-requisite		NIL				

Course Learning Outcomes (CLO)	At the end of this course, learners will be able to:	Bloom's Learning (BL) Level	Program Learning Outcomes (PLO)								
			PLO-1	PLO-2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	PLO-8	PLO-9
			Disciplinary / professional knowledge	Critical and innovative thinking	Lifelong learning	Design and development of solutions / practices	Individual and teamwork	Ethical standards and social awareness	Innovation and entrepreneurship	Sustainable business practices	Written and verbal communication skills
CLO-1	Explain the nature and models of professional communication.	2	H		M			M			H
CLO-2	Employ technology ethically as an aid to communication.	3	H	M	H		M	H	H	H	H
CLO-3	Demonstrate a conscious practice of verbal and non-verbal communication	3	H	M	H	M	H	M	M	H	H
CLO-4	Apply the interview skills for professional development	3	H	M	H		H	H			H
CLO-5	Adapt in a multi-cultural professional scenario	4	H		H	H	H	H	M		H

(Level of correlation: **3-High, 2-Medium, 1-Low** can be used)

Summary of Course Content			
S. No	Course Content	Hour	Alignment to CLO
1	Introduction to Communication; Definition; Communication process; Methods of Communication- Internal and External communication; Networks of communication- Vertical- horizontal- diagonal; Barriers of Communication- Linguistic, Psychological, Interpersonal, cultural, physical and organizational	9	CLO 1
2	Telephone and voicemails; Facsimile Machines; Internet and computers; Emails; Conferencing; Instant Messaging; Groupware; NETTIQUETTE; Positive and Negative Impact of Technology enabled communication; Effectiveness in Technology based communication	9	CLO 2
3	Conversation- importance- essentials- conversation management- nonverbal cues in conversation Oral Presentation Skills--- Technical aids in Visual Communication; Team Presentation Non- verbal Communication: Definition and Significance; Significance of Non-verbal Signals in organizations; Types of Nonverbal communication- Kinesics- Paralinguistic- Proxemics and Chronemics	9	CLO3
4	Introduction- Objectives of Interviews; Types of Interviews; Job Interviews- cover letter- Resume Writing- Preparation for interview- interviewing Process- Mock Interview; Medium of Interview- Telephonic interview- web interview	9	CLO 4

5	Introduction; Concept of Cross- Cultural Communication; Ethnocentrism; Cultural Variables and Communication Sensitivity; Variables of National Culture; Cross- Cultural Communication Strategies; Potential Hot Spots in Cross- Cultural Communication; Cross- Cultural Communication Skills- Basic Tips	9	CLO 5
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Learning Resources

Text Books	1 Raman Meenakshi, Prakash Singh, Business Communication, second edition, Oxford University Press, Delhi 2013.
Ref. Books	1 Raman Meenakshi, Sangeeta Sharma, “Technical Communication Principles and Practice”. Ed Second. Oxford University Press, Delhi, 2013. 2 Shirley Taylor, V. Chandra, Communication for Business – A practical Approach 4th ed Pearson Education Ltd., 2013 3 Nawal, Mallika, “Business Communication”. CENGAGE Learning, 2012. 4 Sharma R.C. Business Correspondence and Report Writing, McGraw Hill Education (India) Private limited, New Delhi, 2014

Bloom's Level of Thinking		Continuous Learning Assessment (50% weightage)				Final Examination (50 % weightage)
		Cycle Test 1 (10)	Assignment (10)	Surprise Test (10)	Model Examination (20)	
1	Remember	30%	20%	30%	20%	30%
2	Understand	30%	20%	30%	20%	20%
3	Apply	10%	30%	20%	30%	20%
4	Analyze	30%		20%	20%	10%
5	Evaluate					10%
6	Create		30%			10%
	Total	100%	100%	100%	100%	100%

Course Designers		
Experts from Industry: Name, Designation with official mail id	Experts from Higher Education Institutions: Name, Designation with official mail id	Internal Experts: Name, Designation with official id
	Dr. Pramila Chettri, Associate Professor, Tadong Govt College, Gangtok	Ms. Manisha Thakuri, Assistant Professor, SRM University Sikkim

Course Code	BBA1722	Course Name	Marketing Management	Course Category		Core	L	T	P	C
Pre-requisite			None	Co-requisite		None	4	0	0	4

Course Learning Outcomes (CLO)	At the end of this course, learners will be able to:	Bloom's Learning (BL) Level	Program Learning Outcomes (PLO)								
			Disciplinary / professional knowledge	Critical and innovative thinking	Lifelong learning	Design and development of solutions / practices	Individual and teamwork	Ethical standards and social awareness	Innovation and entrepreneurship	Sustainable business practices	Written and verbal communication skills
CLO-1	Define marketing as a field and discipline - key concepts; explain the marketing mix and how to apply it.	1	H	M	H			M		M	M
CLO-2	Express consumer behavior and its importance;	2	H	M	H					M	M
CLO-3	Explain and apply demand forecasting and its techniques.	3	H	M	H	H					
CLO-4	Analyze the complexity of pricing decisions, various pricing objectives and pricing strategies.	4	H	M	H	H	M	M		M	M
CLO-5	Demonstrate the 5Ms of advertising, measuring advertisement effectiveness and various tools of sales and trade promotion;	4	H	M	H	H	H	H	H	M	H

Summary of Course Content			
S. No	Course Content	Hour	Alignment to CLO
Unit I	Defining Marketing in 21st Century-Fundamentals of marketing- Role of Marketing – Relationship of Marketing with other functional areas – concept of marketing mix – Marketing approaches – Various Environmental factors affecting the marketing functions – E- Marketing – Direct Marketing	13	CLO-1
Unit 2	Buyer Behavior – Consumer goods and Industrial goods – Buying motives – Factors influencing buyer Behavior — Need and basis of Segmentation – Targeting – Positioning.	10	CLO-2
Unit 3	Sales Forecasting – Various methods of sales forecasting, The Product – Characteristics – Benefits – classifications – consumer goods – industrial goods – New Product Development process – Product Life Cycle – Branding – Packaging – Labeling – Warranties & Guarantees	12	CLO-3
Unit 4	Pricing – Factors influencing pricing decisions – pricing objectives – pricing policies and procedures – Types of Pricing Strategy Physical Distribution: Importance – Various kinds of marketing channels – distribution problems – Sales management: Motivation, Compensation and Control of salesman.	15	CLO-4
Unit 5	A brief overview of: Advertising – Publicity – Public Relations – Personal Selling – Direct selling and Sales promotion	10	CLO-5
		60	

Learning Resources	
Text Books	Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwar Jha, Marketing Management: A South Asian Perspective, Pearson Prentice Hall, 2008
Ref. Books	1. Rajan Saxena, “Marketing Management”, Tata McGraw-Hill Publishing, 2002. 2. Ramaswamy & Nmakumary - Marketing Management-Global Perspective-Indian Context-Mac Millon India Ltd

Bloom’s Level of Thinking		Continuous Learning Assessment (50% weightage)				Final Examination (50 % weightage)
		Cycle Test (10)	Assignment (10)	Surprise test (5)	Model Test (20)	
1	Remember	60%	10%	10%	05%	05%
2	Understand	40%	10%	10%	05%	05%
3	Apply		40%	40%	40%	40%
4	Analyze		40%	40%	50%	50%
5	Evaluate					
6	Create					
	Total	100%	100%	100%	100%	100%

Course Designers		
Experts from Industry: NA	Experts from Higher Education Institutions: Dr. Shankar Associate Prof., Sikkim University	Internal Experts: Dr. Wangchuk Chungyalpa, Asst. Prof (Sl. Gd) Mr. Deepkant Gajmer, Asst. Prof.

Course Code	BBA1723	Course Name	LEGAL SYSTEM IN BUSINESS	Course Category		<i>Core</i>	L	T	P	C
Pre-requisite				Co-requisite			3	1	0	4

Course Learning Outcomes (CLO)	At the end of this course, learners will be able to:	Bloom's Learning (BL) Level	Program Learning Outcomes (PLO)								
			PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9
			Disciplinary / professional knowledge	Critical and innovative thinking	Lifelong learning	Design and development of solutions / practices	Individual and teamwork	Ethical standards and social awareness	Innovation and entrepreneurship	Sustainable business practices	Written and verbal communication skills
CLO-1	Define the fundamental framework of legal basis of contracts and its applications.	1	H	M	H	M	M	H	M	H	H
CLO-2	Demonstrate knowledge of the sale of goods act applicable for India.	2	H	M	H	M	M	H	M	H	H
CLO-3	Develop an understanding of the nuances of the Companies Act.	2	H	M	H	M	M	H	M	H	H
CLO-4	Explain the various intricacies of trademarks, copyrights and patents..	4	H	M	H	M	M	H	M	H	H
CLO-5	Analyze the cyber laws and information technology and security laws with special focus on India..	4	H	M	H	M	M	H	M	H	H

(Level of correlation: **3-High, 2-Medium, 1-Low** can be used)

Summary of Course Content			
S. No	Course Content	Hour	Alignment to CLO
1.	Introduction and Meaning – Law of contract –Elements of contract: Offer and Acceptance-Capacity of parties-Consideration-Free Consent-Legality of Object-Discharge of Contract- Quasi contract – Special Contracts-indemnity and guarantee – Bailment & Pledge	12	CLO1
2.	Sale of Goods Act –Transfer of Property Act.	12	CLO2
3.	Companies Act – Definition – Formation – Memorandum of Association – Articles of Association – Prospectus – Share	12	CLO3

	capital – Debentures- Winding up.		
4.	The Laws of Trade Marks – Copyright – Patents – Designs – Trade related Intellectual Property Rights – Trips – FEMA – Consumer Protection Act – Negotiable Instrument Act.	12	CLO4
5.	Cyber laws – Changes made in Indian Penal Code – Indian Evidence Act – bankers book Evidence act – Reserve Bank of India – Information Technology Agreement ITA. Competition act.	12	CLO5

Learning Resources	
Text Books	Sumathi S & Saravanavel P, <i>Legal Aspects of Business</i> , Himalaya Publishing House, 2003.
Ref. Books	1. Kapoor N.D., “ <i>Business Law</i> ”, Sultan Chand & Sons, 2005. 2. Kapoor N.D., “ <i>Elements of Law</i> ”, Sultan Chand & Sons, 2006.

Bloom’s Level of Thinking		Continuous Learning Assessment (50% weightage)				Final Examination (50 % weightage)
		Cycle Test 1 (10)	Assignment (10)	Surprise Test (10)	Model Test (20)	
1	Remember	60%	10%	05%	25%	25%
2	Understand	40%	20%	05%	25%	25%
3	Apply		50%	60%	25%	25%
4	Analyze		20%	30%	25%	25%
5	Evaluate					
6	Create					
	Total	100%	100%	100%	100%	100%

Course Designers		
Experts from Industry: Name, Designation with official mail id	Experts from Higher Education Institutions: Name, Designation with official mail id	Internal Experts: Name, Designation with official id
		Munmun Goswami, Asst. Prof. munmungoswami.c@srmus.edu.in

Course Code	BBA1724	Course Name	Business Statistics	Course Category		<i>Generic Elective Courses (GE)</i>	L 3	T 1	P 0	C 4
Pre-requisite			NIL	Co-requisite		NIL				

Course Learning Outcomes (CLO)	At the end of this course, learners will be able to:	Bloom's Learning (BL) Level	Program Learning Outcomes (PLO)								
			PLO-1	PLO-2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	PLO-8	PLO-9
			Disciplinary / professional knowledge	Critical and innovative thinking	Lifelong learning	Design and development of solutions / practices	Individual and teamwork	Ethical standards and social awareness	Innovation and entrepreneurship	Sustainable business practices	Written and verbal communication skills
CLO-1	Create a strong foundation in the principles of statistics and probability.	1	H	H	H	H	–	–	–	–	–
CLO-2	Implement Statistical techniques for solving real life problems.	2	H	H	H	H	–	–	–	–	–
CLO-3	Express and apply the measures of location of data: quartiles and percentiles.	2	H	H	H	H	–	–	–	–	–
CLO-4	Express and apply the measures of the center of data: mean, median, and mode.	2	H	H	H	H	–	–	–	–	–
CLO-5	Demonstrate and incorporate the ideas of measures of the spread of data: variance, standard deviation, and range.	4	H	H	H	H	–	–	–	–	–
CLO-6	Analyze correlations, regressions and time series.	4	H	H	H	H	–	–	–	–	–

(Level of correlation: **3-High, 2-Medium, 1-Low** can be used)

Summary of Course Content			
S. No	Course Content	Hour	Alignment to CLO
1	Introduction-Statistics, Frequency Distribution, Charts and Diagram, Variables- Independent variables and Dependent variables, Universe, Population and sample, Data- Types of data and sources,	12	CLO 1, CLO 2
2	Probability-concepts and theorems, Addition and Multiplication theorems, Conditional Probability, Bayes Theorem. Probability distributions – Binomial, Poisson and Normal distribution	12	CLO 1
3	Measures of Central Tendency- Mean (AM, GM, HM), Mode and Median, Measures of Variations- Range and coefficient of range, quartiles and coefficients, percentiles, Quartile deviation and co-efficient of Quartile deviation, Mean Deviation co-efficient of Mean deviation, Standard deviation, Variance and co-efficient, Lorenze Curve	12	CLO-3, CLO-4, CLO-5
4	Correlation Analysis- Karl Pearson Coefficient of Correlation, Spearman Rank Correlation; Types of Correlation. Regression Analysis- Simple Regression, Multiple Regression; Types of regression. Multiple Regression Concepts	12	CLO-1, CLO-2, CLO-6
5	Time Series, Components of Times Series, Fitting straight line trend, Demand forecasting with time series analysis; Index numbers-Chain Base and Fixed based index numbers, Methods of Constructing cost of living index	12	CLO-6, CLO-2

Learning Resources	
Text Books	<ol style="list-style-type: none"> 1. N. G. Das, “Statistical Methods”, Volume – 1 and Volume 2, McGraw Hill Education; 1st Edition, 2008. 2. S. P. Gupta, “Statistical Methods”, Sultan chand & Sons; 1ST edition (2014)
Ref. Books	<ol style="list-style-type: none"> 1 Sancheti D.C. and Kapoor V.K., Business Mathematics, Sultan Chand & Sons, 1993 2 Gupta M.P. & Gupta S.P., “Business Statistics”, 16th Edition, Sultan Chand Publications, 2008.

Bloom’s Level of Thinking		Continuous Learning Assessment (50% weightage)				Final Examination (50 % weightage)
		Cycle Test 1 (10)	Assignment (10)	Surprise Test (10)	Model Test (20)	
1	Remember	60%	10%	10%	25%	25%
2	Understand	40%	20%	10%	25%	25%
3	Apply		30%	40%	25%	25%
4	Analyze		40%	40%	25%	25%
5	Evaluate					
6	Create					
	Total	100%	100%	100%	100%	100%

Course Designers		
Experts from Industry: Name, Designation with official mail id	Experts from Higher Education Institutions: Name, Designation with official mail id	Internal Experts: Name, Designation with official id
		Bikash Thakuri, Assistant Professor. bikashthakuri.p@srmus.edu.in

Course Code	BBA1725	Course Name	FINANCIAL ACCOUNTING – II	Course Category		<i>Generic Elective Courses (GE)</i>	L	T	P	C
Pre-requisite			FINANCIAL ACCOUNTING – I	Co-requisite			3	1	0	4

Course Learning Outcomes (CLO)	At the end of this course, learners will be able to:	Bloom's Learning (BL) Level	Program Learning Outcomes (PLO)								
			PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9
			Disciplinary / professional knowledge	Critical and innovative thinking	Lifelong learning	Design and development of solutions / practices	Individual and teamwork	Ethical standards and social awareness	Innovation and entrepreneurship	Sustainable business practices	Written and verbal communication skills
CLO-1	Develop the concepts of balancing and preparation of control accounts.	3	H	H	H	H	H	H	M	M	H
CLO-2	Demonstrate knowledge of branch accounting, consignment accounting and their relevant concepts, with focus on business situations.	2	H	H	H	H	H	H	M	M	H
CLO-3	Exhibit progressive affective domain development of insurance claims and various types of losses incurred in accounting.	3	H	H	H	H	H	H	M	M	H
CLO-4	Implement the conceptual framework surrounding hire-purchase and installment system.	4	H	H	H	H	H	H	M	M	H
CLO-5	Incorporate accounting knowledge in the context of non-profit organizations, so as to plan and implement in real-life scenarios	4	H	H	H	H	H	H	M	M	H

(Level of correlation: **3-High, 2-Medium, 1-Low** can be used)

Summary of Course Content			
S. No	Course Content	Hour	Alignment to CLO
1.	Concept of sectional balancing, preparation of control accounts. Self-balancing Ledger: advantages; Recording process; preparation of Adjustment accounts	12	CLO1

2.	Consignment Accounts: Basic features; difference with sales. Recording in the books of Consignor – at cost & at invoice price, Valuation of unsold stock; Ordinary commission. Treatment and valuation of abnormal & normal loss. Special commission; Del credere commission (with and without bad debt). Recording in the books of Consignee	12	CLO2
3.	Branch Accounting - Concept of Branch; different types of Branches. Synthetic method – preparation of Branch account. Preparation of Branch Trading and P/L account. (At cost & at IP) – Normal and abnormal losses. Independent branch (Theory only) – concept of wholesale profit and basic idea of incorporation. Insurance Claims: Loss of stock: Physical & ownership concept; concept of under-insurance and average clause; computation of claim – with price change; consideration of unusual selling line; price reduction etc. Loss of profit: Concept – insured & uninsured standing charges, GP rate, short sales and increased cost of working, average clause and computation of claim (simple type)	12	CLO2, CLO3
4.	Meaning; Difference with Instalment payment system; Recording of transaction in the books of buyer – allocation of interest – use of Interest Suspense a/c – partial and complete repossession in the books of the seller – Stock and Debtors A/C (with repossession) in the books of the Seller – H.P. Trading A/C (with repossession).	12	CLO4
5.	Introduction to non-profit organizations, Preparation of accounts for non-profit organizations; Receipts and Payments account; Income & Expenditure account	12	CLO5

Learning Resources	
Text Books	Shukla, M.C., Grewal, T.S. and Gupta, S.C. <i>Advanced Accounts</i> . Vol.-I & II. S. Chand & Co., New Delhi.
Ref. Books	1. Maheshwari, S.N., and Maheshwari, S. K. <i>Financial Accounting</i> . Vikas Publishing House, New Delhi. 2. R. L. Gupta & Radheswamy, <i>Advanced Accountancy Vol. I & II</i> , S. Chand 3. Tulsian, <i>Financial Accounting</i> , Pearson 4. <i>Compendium of Statements and Standards of Accounting</i> . The Institute of Chartered Accountants of India, New Delhi.

Bloom's Level of Thinking		Continuous Learning Assessment (50% weightage)				Final Examination (50 % weightage)
		Cycle Test 1 (10)	Assignment (10)	Surprise Test (10)	Model Test (20)	
1	Remember	20%	10%	05%	25%	25%
2	Understand	40%	20%	05%	25%	25%
3	Apply	40%	40%	50%	25%	25%
4	Analyze		30%	40%	25%	25%
5	Evaluate					
6	Create					
	Total	100%	100%	100%	100%	100%

Course Designers		
Experts from Industry: Name, Designation with official mail id	Experts from Higher Education Institutions: Name, Designation with official mail id	Internal Experts: Name, Designation with official id
		Munmun Goswami, Asst. Prof. munmungoswami.c@srmus.edu.in

Course Code	GEN 1726	Course Name	Human Rights & Professional Ethics	Course Category		<i>Ability Enhancement Courses (AEC)</i>	L	T	P	C
							3	0	0	3
Pre-requisite			NIL	Co-requisite		NIL				

Course Learning Outcomes (CLO)	At the end of this course, learners will be able to:	Bloom's Learning (BL) Level	Program Learning Outcomes (PLO)								
			PLO-1	PLO-2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	PLO-8	PLO-9
			Disciplinary / professional knowledge	Critical and innovative thinking	Lifelong learning	Design and development of solutions / practices	Individual and teamwork	Ethical standards and social awareness	Innovation and entrepreneurship	Sustainable business practices	Written and verbal communication skills
CLO-1	Incorporate ethical practices in their management style	2	H	H	H	M	H	H	H		M
CLO-2	Develop good moral values which are important in furthering one's professional life in workplaces	2	H	H	H	M		H	H	H	
CLO-3	Apply principles of professionalism in the workplace in and as entrepreneurs	3	H	H	H	M	H	M	M		M

(Level of correlation: **3-High, 2-Medium, 1-Low** can be used)

Summary of Course Content			
S. No	Course Content	Hour	Alignment to CLO
1	Human Values - Types- morals- ethics- integrity- work ethics- service learning- virtues- respect for others- honesty- courage- commitment- empathy- challenges in the workplaces- character- spirituality- corporate excellence.	9	CLO 1
2	Variety Of Moral Issues - Types of inquiry- Moral dilemmas- Moral autonomy- Kohlberg's theory- Gilligan's theory- consensus and controversy- Models of professional roles- Theories about right action	9	CLO 1, CLO 2
3	Self Interest - Customs and religion- Use of ethical theories- Valuing time- Cooperation codes of ethics- Outlook on law- The challenger case study.	9	CLO 1, CLO 2
4	Safety and Risk - Assessment- Responsibility and rights- Risk benefit analysis- Reducing risk- The three mile island and Chernobyl case studies.	9	CLO 1,CLO3

5	Global Issues - Multinational corporations- Environmental ethics- Computer ethics- Weapons development and ethics- Moral leadership.	9	CLO 3
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Learning Resources	
Text Books	Naagarajan R S A “ <i>Textbook on Professional Ethics and Human Values, New Age International</i> ”, New Delhi 2006.
Ref. Books	Mike Martin. Ethics in Engineering, McGraw Hill, New York 1996.

Bloom's Level of Thinking		Continuous Learning Assessment (100% weightage)						
		Assignment (10)	Surprise Test (10)	Case Study (10)	Cycle Test (20)	Mini Project (10)	Model Test (30)	Quiz (10)
1	Remember	50%	30%	50%	50%	50%	25%	40%
2	Understand	50%	50%	30%	50%	30%	25%	20%
3	Apply		20%	20%		20%	50%	40%
4	Analyze							
5	Evaluate							
6	Create							
	Total	100%	100%	100%	100%	100%	100%	100%

Course Designers		
Experts from Industry: Name, Designation with official mail id	Experts from Higher Education Institutions: Name, Designation with official mail id	Internal Experts: Name, Designation with official id
		Deepkant Gajmer, Assistant Professor
		Deepkant.g@srmus.edu.in

Course Code	EX*1727	Course Name	NSS	Course Category		<i>Extension</i>	L	T	P	C
							0	0	2	2
Pre-requisite			NIL	Co-requisite		NIL				

Course Learning Outcomes (CLO)	At the end of this course, learners will be able to:	Bloom's Learning (BL) Level	Program Learning Outcomes (PLO)								
			PLO-1	PLO-2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	PLO-8	PLO-9
			Disciplinary / professional knowledge	Critical and innovative thinking	Lifelong learning	Design and development of solutions / practices	Individual and teamwork	Ethical standards and social awareness	Innovation and entrepreneurship	Sustainable business practices	Written and verbal communication skills
CLO-1	Identify the needs and problems of the community and involve them in problem-solving	3	H					H			
CLO-2	Develop a sense of social and civic responsibility	2	H					H	H		
CLO-3	Apply their knowledge in finding practical solutions to individual and community problems	4	H	M	M	M		H	H	M	
CLO-4	Implement skills in mobilizing community participation and leadership qualities and democratic attitudes	3	H	M			H	H	H		M
CLO-5	Develop capacity to meet emergencies and natural disasters and practice national integration and social harmony	2		H			H	H			

(Level of correlation: **3-High, 2-Medium, 1-Low** can be used)

Summary of Course Content			
S. No	Course Content	Hour	Alignment to CLO
1	Village adoption	9	CLO1, CLO 2, CLO 3, CLO 4
2	Cleanliness drives	9	CLO 1, CLO 2
3	Blood Donation drive	9	CLO 2, CLO 4
4	Volunteering for social causes	9	CLO 1, CLO 5
5	Organizing events for celebration of Republic Day, Independence Day & birthdays of National Heroes	9	CLO 2, CLO 4

Learning Resources	
Text Books	NA
Ref. Books	NA

Bloom's Level of Thinking		Continuous Learning Assessment (100% weightage)			
		Practical 1 (25)	Practical 2 (25)	Practical 3(25)	Practical 4 (25)
1	Remember				
2	Understand	50%	30%	30%	30%
3	Apply	50%	20%	20%	20%
4	Analyze		20%	20%	20%
5	Evaluate		30%	30%	20%
6	Create				10%
	Total	100%	100%	100%	100%

Course Designers		
Experts from Industry: Name, Designation with official mail id	Experts from Higher Education Institutions: Name, Designation with official mail id	Internal Experts: Name, Designation with official id
		<i>Deepkant Gajmer, Assistant Professor</i>
		<i>Deepkant.g@srmus.edu.in</i>

SEMESTER III

Course Code	BBA1731	Course Name	HUMAN RESOURCE MANAGEMENT	Course Category		Core	L	T	P	C
							3	1	0	4
Pre-requisite				Co-requisite		NIL				

Course Learning Outcomes (CLO)	At the end of this course, learners will be able to:	Bloom's Learning (BL) Level	Program Learning Outcomes (PLO)								
			PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9
			Disciplinary / professional knowledge	Critical and innovative thinking	Lifelong learning	Design and development of solutions / practices	Individual and teamwork	Ethical standards and social awareness	Innovation and entrepreneurship	Sustainable business practices	Written and verbal communication skills
CLO-1	Define the basic concepts of managing human resource management.	1	H		H		H	M	M	M	H
CLO-2	Express the basic understanding of effective human resources practices.	2	H		H		H	M		H	H
CLO-3	Identify the key issues pertaining to recruitment and selection.	3	H	M	H	M	H	H		M	H
CLO-4	Explain the significance of training and development of human resource.	2	H	M	H	H	H	M	M	M	H
CLO-5	Incorporate the different types of techniques of compensation and performance appraisal systems.	3	H	H	H	H	H	H		H	H

(Level of correlation: **3-High, 2-Medium, 1-Low** can be used)

Summary of Course Content			
S. No	Course Content	Hour	Alignment to CLO
1.	Meaning, Nature and Scope of HRM – Personnel Management Verses HRM-Importance of HRM-Functions of HRM, Classification of HRM Functions	12	CLO 1, CLO 2
2.	Basis for HRP – Meaning and Objectives of HRP – Benefits of HRP – Factors affecting HRP – Process of HRP – Problems of HRP	12	CLO 1, CLO 2

3.	Recruitment – Job Analysis – Purpose – Job Description – Job Specification Recruitment policy – Centralized/ decentralized recruitment – Sources of– Factors affecting Recruitment – Recruitment Process – Recruitment Vs Selection – Selection Procedure – Placement – Induction – Objectives – Advantages	12	CLO 3
4.	Training & Development – Purpose – Need – Importance – Techniques (on the job & off the job) – Evaluation – Benefits – Management Development Programme – Job Enlargement – Job Enrichment – Job Evaluation – Meaning – Purpose – Techniques.	12	CLO 4
5.	Performance Appraisal – Need – Importance – Techniques – Benefits – Career Planning –Need – Process – Succession Planning – Career Development – Steps – Career Development Actions – Advantages	12	CLO 5

Learning Resources	
Text Books	Aswathappa K, Human Resource Management, Tata McGraw Hill, New Delhi, 2013
Ref. Books	1. Rao, V. S. P. “Human Resource Management”, Pearson, New Delhi, 2005. 2. Cascio, W. F., “Managing Human Resources”, Tata McGraw Hill, New Delhi, 2010

Bloom's Level of Thinking		Continuous Learning Assessment (50% weightage)				Final Examination (50 % weightage)
		Cycle Test 1 (10)	Assignment (10)	Surprise Test (10)	Model Test (20)	
1	Remember	60%	30%	20%	30%	30%
2	Understand	40%	30%	30%	40%	40%
3	Apply		40%	50%	30%	30%
4	Analyze					
5	Evaluate					
6	Create					
	Total	100%	100%	100%	100%	100%

Course Designers		
Experts from Industry: Name, Designation with official mail id	Experts from Higher Education Institutions: Name, Designation with official mail id	Internal Experts: Name, Designation with official id
		Munmun Goswami, Asst. Prof. munmungoswami.c@srmus.edu.in

Course Code	BBA1732	Course Name	MANAGEMENT & COST ACCOUNTING	Course Category		<i>Core</i>	L	T	P	C
Pre-requisite				Co-requisite			3	1	0	4

Course Learning Outcomes (CLO)	At the end of this course, learners will be able to:	Bloom's Learning (BL) Level	Program Learning Outcomes (PLO)								
			PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9
			Disciplinary / professional knowledge	Critical and innovative thinking	Lifelong learning	Design and development of solutions / practices	Individual and teamwork	Ethical standards and social awareness	Innovation and entrepreneurship	Sustainable business practices	Written and verbal communication skills
CLO-1	Define the meaning, objective and importance of cost and management accounting.	1	H	M	H	M		M		M	H
CLO-2	Explain the concepts and importance of material and labour costing.	2	H	M	H	M		M		M	H
CLO-3	Express the conceptual framework surrounding overheads.	2	H	M	H	H		M		M	H
CLO-4	Analyze fund flow and cash flow statements.	4	H	H	H	H	H	H		M	H
CLO-5	Implement the concepts of ratio analysis and marginal costing.	4	H	H	H	H	H	H		M	H

(Level of correlation: **3-High, 2-Medium, 1-Low** can be used)

Summary of Course Content			
S. No	Course Content	Hour	Alignment to CLO
1.	Introduction of Cost Accounting: Cost Accounting: Definition, Meaning and objectives – Distinction between Cost and Financial Accounting. Elements of cost and preparation of cost sheets. Management Accounting – Definition and objectives –Distinction between management and cost accounting	12	CLO-1
2.	MATERIAL & LABOUR COSTING: Materials: Stores Records – Bin Card – Stores Ledger-First in First Out(FIFO) and Last in First Out(LIFO), ABC Analysis – Economic Ordering Quantity – Maximum, Minimum and Reordering levels.	12	CLO-2

	Labour: Importance of Labour Cost Control – Various Methods of Wage Payment –Time Rate System, Piece Rate system-premium and Bonus Plans.		
3.	OVERHEADS: Overheads: Classification – Allocation and Apportionment of overheads-primary Distribution of Overheads- Secondary Distribution of Overheads. Including 'Machine Hour Rate'	12	CLO-3
4.	FUNDS FLOW & CASH FLOW ANALYSIS: Funds Flow and Cash Flow Analysis: Schedule of changes in working capital – Preparation of 'funds flow statement'-Preparation of 'Cash Flow Statement' – Importance of funds flow and cash flow Analysis – Difference between funds flow and cash flow.	12	CLO-4
5.	RATIO ANALYSIS & MARGINAL COSTING: Ratio Analysis: Utility and limitations of Accounting Ratios – calculation of Accounting Ratios – Ratio Analysis for Liquidity, Solvency, Profitability and Leverage. Marginal Costing: The Concept – Break Even Analysis – Break – Even Chart – Cost Volume Profit Analysis- Break Even Point –Margin of Safety. Budget and Budgetary Control: Preparation of different types of Budget – Production, Cash and Flexible Budget	12	CLO-5

Learning Resources	
Text Books	Reddy T.S. & Y. Hariprasad Reddy, Cost Accounting, Margham publishers, 2003
Ref. Books	1.Iyengar S. P., Cost Accounting: Principles and Practice, Sultan Chand & Sons, 1980. 2.Bhar B.K., Cost Accounting: Methods and problems, Academic Publishers, 1970

Bloom's Level of Thinking		Continuous Learning Assessment (50% weightage)				Final Examination (50 % weightage)
		Cycle Test 1 (10)	Assignment (10)	Surprise Test (10)	Model Test (20)	
1	Remember	50%	20%	20%	25%	25%
2	Understand	50%	20%	20%	25%	25%
3	Apply		30%	30%	25%	25%
4	Analyze		30%	30%	25%	25%
5	Evaluate					
6	Create					
	Total	100%	100%	100%	100%	100%

NOTE: ATTENDANCE (5)

Course Designers		
Experts from Industry: Name, Designation with official mail id	Experts from Higher Education Institutions: Name, Designation with official mail id	Internal Experts: Name, Designation with official id
		Amit Kumar Dutta, Assistant Professor (Senior Grade), Department of Commerce
		amitikumar.d@srmus.edu.in

Course Code	BBA 1733	Course Name	Management Information Systems	Course Category		<i>Core</i>	L	T	P	C
Pre-requisite			None	Co-requisite		None	3	1	0	4

Course Learning Outcomes (CLO)	At the end of this course, learners will be able to:	Bloom's Learning (BL) Level	Program Learning Outcomes (PLO)								
			Disciplinary / professional knowledge	Critical and innovative thinking	Lifelong learning	Design and development of solutions / practices	Individual and teamwork	Ethical standards and social awareness	Innovation and entrepreneurship	Sustainable business practices	Written and verbal communication skills
CLO-1	Define the types and importance of information systems.	1	H		H	H				M	
CLO-2	Explain the various types of information systems and application software.	2	H		H	H		M	M	M	
CLO-3	Demonstrate knowledge of various hardware and software components that comprise an information system	2	H	H	H	H				M	
CLO-4	Compile the idea surrounding various network devices, topology, and architecture.	4	H	H	H	H	M		M	M	
CLO-5	Demonstrate the role of databases and highlight the importance of DBMS.	2	H	H	H	H	M		M	M	M

Summary of Course Content			
S. No	Course Content	Hour	Alignment to CLO
Unit I	Information Systems Overview: What Is an Information System?; Input, Processing, Output & Feedback; Information System Components; Information Systems Information Systems Jobs & Career Options; Role of Information Systems Hardware and Systems Technology: Computer System Components; Computer Memory and Processing; External and Internal Storage Devices; Computer Input & Output Devices; ASCII and Unicode to Represent Characters in Binary Code	15	CLO-1 CLO-2
Unit 2	Systems Software and Application Software: Computer Operating Systems; OS Functions; Enterprise, Workgroup & Personal Operating Systems; Application software; Types of application software; Internet, Intranet, and Extranet: The Internet: IP Addresses, URLs, ISPs, DNS & ARPANET; World Wide Web; Web Page Design and Programming Languages;	12	CLO-3 CLO-4
Unit 3	Internet, Intranet, and Extranet: Internet Communication; Internet Collaboration; Search Engines, Keywords & Web Portals; Internet Connectivity and Communication Standards; e-commerce & m-commerce Network Systems Technology: The Components of a Telecommunications System; Client/Server and Mainframe Systems; Telecommunications Hardware: Computer Networks and Distributed Processing; Communication & Wireless Computing Devices; Network Architecture	12	CLO-4
Unit 4	Enterprise Business Systems: Enterprise Software for Business Applications; Transaction Processing Systems (TPS): Specialized	9	CLO-2

	Information Systems; Decision Support Systems; Business Intelligence (BI); Management Information Systems (MIS)- Applications of Management Information Systems (MIS Executive Information Systems (EIS); Group Decision Support Systems (GDSS)		
Unit 5	Data Management: What is Database Management?; Database Concepts and Structures; What is a Database Management System?; Models of Database Management Systems (DBMS); What is a Relational Database?; Types of Data; Structured Query Language; Data Warehousing and Data Mining; Cloud Computing and Databases	12	CLO-5

Learning Resources	
Text Books	1. Kenneth C. Laudon, JaneP. Laudon. (2016) Management Information systems: Managing the Digital Firm (14Edt). Pearson education. 2. Supplementary Materials: Self Learning Materials (Pdf)
Ref. Books	James A O'Brien, George M. Markas, Ramesh Behl.(2017).Management information systems (10Edt). McGraw hill.

Bloom's Level of Thinking		Continuous Learning Assessment (50% weightage)				Final Examination (50 % weightage)
		Cycle Test 1 (10)	Assignment (10)	Surprise Test (10)	Model Test (20)	
1	Remember	50%	30%	40%	25%	25%
2	Understand	50%	20%	30%	25%	25%
3	Apply		30%	10%	25%	25%
4	Analyze		20%	10%	25%	25%
5	Evaluate					
6	Create					
	Total	100%	100%	100%	100%	100%

Course Designers		
Experts from Industry: NA	Experts from Higher Education Institutions: NA	Internal Experts: Dr. Wangchuk Chungyalpa, Asst. Prof (Sl. Gd)

Course Code	BBA1734	Course Name	TRAINING AND DEVELOPMENT	Course Category		Core	L	T	P	C
							4	0	0	4
Pre-requisite			NIL	Co-requisite		NIL				

Course Learning Outcomes (CLO)	At the end of this course, learners will be able to:	Bloom's Learning (BL) Level	Program Learning Outcomes (PLO)								
			PLO-1	PLO-2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	PLO-8	PLO-9
			Disciplinary / professional knowledge	Critical and innovative thinking	Lifelong learning	Design and development of solutions / practices	Individual and teamwork	Ethical standards and social awareness	Innovation and entrepreneurship	Sustainable business practices	Written and verbal communication skills
CLO-1	Define the concepts, principles and process of training and development.	1	H		H		M				M
CLO-2	Express how to assess training needs and design training programmes in an organizational setting.	2	H		H		H				M
CLO-3	Explain the levels, tools and techniques involved in evaluation of training effectiveness.	3	H		H	M	H			M	M
CLO-4	Incorporate the social aspects of training, e-learning, and employee development.	3	H		H	M	H			M	M

(Level of correlation: **3-High, 2-Medium, 1-Low** can be used)

Summary of Course Content			
S. No	Course Content	Hour	Alignment to CLO
1	Introduction to Employee Training and Development – Designing Training – Needs Assessment – Training Process – Conceptual Models	12	CLO 1
2	Pre Training- Expectations and Motivations -Training – Exposure to opportunities for learning Training Process for the Participant's Organization – Pre Training-objectives, and Motivation, Training Post Training Support and organizational, Adjustments	12	CLO 2
3	Training Strategy – External – Establishing Training Goals – Defining Training specifications. Internal – Organizing Training Inputs – Pre Training Phase – Organizational collaboration through clarifying needs – Individual Motivation	12	CLO 2, CLO3
4	Training methods training requirements, business, game lab training, Training for Personnel and OD, Incidents Cases, Seminars and Lectures, Sampling Real Life, Role Playing Sensitivity Training, In Basket, Designing the Programme-Building Training Groups.	12	CLO 3
5	Training phase – Developing the Group – Social Process – Standards of Behaviour – Indicators of Group Development, Post Training Phase – Support and Evaluation – Input Overload – Unrealistic Goals – Linkage Failure – E-Learning and Use of Technology in Training – Employee Development	12	CLO 4

Learning Resources	
Text Books	Raymond Noe, Employee Training & Development, Tata McGraw Hill, 2011.

Ref. Books	1. Dr. Ratan Reddy, “Effective HR Training Development Strategy”, HPH, 2005. 2. Mathews. S. “Designing and Managing a Training and Development Strategy”, Pearson, 2005.
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Bloom’s Level of Thinking		Continuous Learning Assessment (50% weightage)				Final Examination (50 % weightage)
		Cycle Test 1 (10)	Assignment (10)	Surprise Test (10)	Model Test (20)	
1	Remember	70%	40%	30%	25%	25%
2	Understand	30%	40%	30%	45%	25%
3	Apply		20%	40%	35%	25%
4	Analyze					
5	Evaluate					
6	Create					
	Total	100%	100%	100%	100%	100%

Course Designers		
Experts from Industry: Name, Designation with official mail id	Experts from Higher Education Institutions: Name, Designation with official mail id	Internal Experts: Name, Designation with official id
		Sreejana Saha, Assistant Professor
		Sreejana.s@srmus.edu.in

Course Code	BBA1735	Course Name	Creativity & Innovation	Course Category		Core	L 3	T 1	P 0	C 4
Pre-requisite			None	Co-requisite		None				

Course Learning Outcomes (CLO)	At the end of this course, learners will be able to:	Bloom's Learning (BL) Level	Program Learning Outcomes (PLO)								
			Disciplinary / professional knowledge	Critical and innovative thinking	Lifelong learning	Design and development of solutions / practices	Individual and teamwork	Ethical standards and social awareness	Innovation and entrepreneurship	Sustainable business practices	Written and verbal communication skills
CLO-1	Define the extent of creative artistic thinking capability	1	H	H	H	H	M	-	H	H	-
CLO-2	Explain the different creativity and analytical skills building techniques.	2	H	H	H	H	M	M	H	H	M
CLO-3	Demonstrate the ideas of new product and project development activities.	3	H	H	H	H	M	M	H	H	M
CLO-4	Analyze the factors and methods of project evaluation techniques.	4	H	H	H	H	M		H	H	H
CLO-5	Plan national projects with acceptable level of quality and testing.	3	H	H	H	H	M	M	H	H	H

Summary of Course Content			
S. No	Course Content	Hour	Alignment to CLO
Unit I	Introduction to Creativity and Innovation- The process of Technological Innovation. Need for Creativity & Innovation. Organization and personal factors to promote creativity.	13	CLO-1
Unit 2	Creativity- Creativity and analytical skill-Difference between Creativity and Analytical skill-Creativity and Problem Solving – Obstacles- Brain storming – Different Techniques for Creative Intelligence.	10	CLO-2
Unit 3	Collection of Ideas for new products -Ideas to Projects. Purpose & Types. National Mission Projects. Selection Criteria for Projects.	12	CLO-3
Unit 4	Analysis methods. – Project Evaluation Techniques. – Factors associated with evaluation.	15	CLO-4
Unit 5	Planning and Organization of National Projects. – Quality standards. -Marketing Research. (Tutorial:- Creative designs. Model preparation. Testing of models and Cost evaluation. Patent application & Patent evaluation)	10	CLO-5

Learning Resources	
Text Books	T.Buzan, The ultimate Book of Mind Maps, Thorsons, 2005

Ref. Books	1. E.de Bono, Six Thinking Hearts Penguin Books, 1999. 2. Managing Creativity and Innovation, Harvard Business Press, 2003.
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Bloom's Level of Thinking		Continuous Learning Assessment (50% weightage)				Final Examination (50 % weightage)
		Cycle Test 1 (10)	Assignment (10)	Surprise Test (10)	Model Test (20)	
1	Remember	60%	30%	30%	10%	10%
2	Understand	40%	20%	20%	10%	10%
3	Apply		30%	30%	30%	30%
4	Analyze		20%	20%	40%	40%
5	Evaluate					
6	Create					
	Total	100%	100%	100%	100%	100%

Course Designers		
Experts from Industry: NA	Experts from Higher Education Institutions: Dr. Shankar Associate Prof., Sikkim University	Internal Experts: Dr. Wangchuk Chungyalpa, Asst. Prof (Sl. Gd) Dr. Deepkant Gajmer, Asst. Prof.

Course Code	GEN1736	Course Name	VALUE EDUCATION	Course Category		Internal	L	T	P	C
							2	0	2	3
Pre-requisite			NIL	Co-requisite		NIL				

Course Learning Outcomes (CLO)	At the end of this course, learners will be able to:	Bloom's Learning (BL) Level	Program Learning Outcomes (PLO)								
			PLO-1	PLO-2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	PLO-8	PLO-9
			Disciplinary / professional knowledge	Critical and innovative thinking	Lifelong learning	Design and development of solutions / practices	Individual and teamwork	Ethical standards and social awareness	Innovation and entrepreneurship	Sustainable business practices	Written and verbal communication skills
CLO-1	Define the acknowledgement and acceptance of the realities of diversity (ethnicity, culture, spirituality/religion).	1	H	M	H	M		H			
CLO-2	Express an understanding of how values influence decision making and behavior.	2	H	M	H	M	M				
CLO-3	Demonstrate the need to live together in atmosphere of peace and contributing to sustainable development	2	H	M	H	M		M			
CLO-4	Incorporate core value and sub- value in cross-cultural context.	3	H	M	H	M	M	M			

(Level of correlation: **3-High, 2-Medium, 1-Low** can be used)

Summary of Course Content			
S. No	Course Content	Hour	Alignment to CLO
1	Ethics (Axiology) - To familiarize the students with the concepts of "right" and "good" in individual and social context - Help him/her determine what action or life is best to do or live - Right conduct and good life	9	CLO 1
2	Explications for how a highly, or at least relatively highly, valuable action may be regarded as ethically "good", and an action of low, or at least relatively low, value may be regarded as "bad" - Value systems-Positive and negative value.	9	CLO 1, CLO 2
3	Behavioural Psychology - Perceptual, Cognitive and Emotional Development (friendships, peers, mora development) - Emotions revealed and Emotions assessed - EQ Tests.	9	CLO 2, CLO3
4	Humanism - Cross Cultural Learning - Inclusive humanism - The inclusive sensibility of all species, planet and lives - Animalism - theory of evolution - Religious Values (Reference to World Religion).	9	CLO 4
5	Ethnical And Social Issues - Perspective Discussions - Movies related to ethnical and social issues will be aired - Videos related to value inculcation will be aired.	9	CLO 2

Learning Resources	
Text Books	Moral Element by Dr. Shanthichitra, Published by Department of English, FSH, SRM University, Chennai
Ref. Books	<ol style="list-style-type: none"> 1. Collective Learning for Transformational Change by Valerie A. Brown, Judith A. Lambert. 2. Defining the Humanities by Robert Proctor. 3. The Moral Animal by Robert Wright.

Bloom's Level of Thinking		Continuous Learning Assessment (100% weightage)						
		Assignment (10)	Surprise Test (10)	Case Study (10)	Cycle Test (20)	Mini Project (10)	Model Test (30)	Quiz (10)
1	Remember	50%	30%	50%	50%	50%	25%	40%
2	Understand	50%	50%	30%	50%	30%	25%	20%
3	Apply		20%	20%		20%	50%	40%
4	Analyze							
5	Evaluate							
6	Create							
	Total	100%	100%	100%	100%	100%	100%	100%

Course Designers		
Experts from Industry: Name, Designation with official mail id	Experts from Higher Education Institutions: Name, Designation with official mail id	Internal Experts: Name, Designation with official id
		<i>Sreejana Saha, Assistant Professor</i>
		<i>Sreejana.s@srmus.edu.in</i>

Course Code	BBA 1737	Course Name	Case study 2	Course Category		<i>Internal</i>	L	T	P	C
							2	1	0	3
Pre-requisite			NIL	Co-requisite		NIL				

Course Learning Outcomes (CLO)	At the end of this course, learners will be able to:	Bloom's Learning (BL) Level	Program Learning Outcomes (PLO)								
			PLO-1	PLO-2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	PLO-8	PLO-9
			Disciplinary / professional knowledge	Critical and innovative thinking	Lifelong learning	Design and development of solutions / practices	Individual and teamwork	Ethical standards and social awareness	Innovation and entrepreneurship	Sustainable business practices	Written and verbal communication skills
CLO-1	Express proficiency in summarizing and extracting relevant information from existing business cases	2	H		H						
CLO-2	Analyze the business cases and clearly define the various reasons for the problems faced by organizations .	4	H	M	H	M					
CLO-3	Implement practical & creative solutions to the problems mentioned in the cases	3	H	H	H	M	H	H	M	H	H

(Level of correlation: **3-High, 2-Medium, 1-Low** can be used)

Summary of Course Content			
S. No	Course Content	Hour	Alignment to CLO
1	Case Study in Finance	9	CLO 1, CLO 2, CLO 3
2	Case Study in Business Ethics	9	CLO 1, CLO 2, CLO 3
3	Case Study in Advertising	9	CLO 1, CLO 2, CLO 3
4	Case Study in Global Business	9	CLO 1, CLO 2, CLO 3
5	Case Study in Human Resources	9	CLO 1, CLO 2, CLO 3

Learning Resources	
Text Books	NA
Ref. Books	NA

Bloom's Level of Thinking		Continuous Learning Assessment (100% weightage)						
		Assignment (10)	Surprise Test (10)	Case Study (10)	Cycle Test (20)	Mini Project (10)	Model Test (30)	Quiz (10)
1	Remember	50%					25%	
2	Understand	50%	30%				25%	
3	Apply		50%	25%	50%	25%	50%	25%
4	Analyze		20%	25%	50%	25%		25%
5	Evaluate			50%		50%		50%
6	Create							
	Total	100%	100%	100%	100%	100%	100%	100%

Course Designers		
Experts from Industry: Name, Designation with official mail id	Experts from Higher Education Institutions: Name, Designation with official mail id	Internal Experts: Name, Designation with official id
		<i>Deepkant Gajmer, Assistant Professor</i>
		<i>Deepkant.g@srmus.edu.in</i>

Course Code	SPD1738	Course Name	Soft Skill and Verbal Aptitude	Course Category		<i>Ability Enhancement Course</i>	L	T	P	C
Pre-requisite	NIL			Co-requisite	NIL		1	0	2	2

Course Learning Outcomes (CLO)	At the end of this course, learners will be able to:	Bloom's Learning (BL) Level	Program Learning Outcomes (PLO)								
			PLO-1	PLO-2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	PLO-8	PLO-9
			Disciplinary / professional knowledge	Critical and innovative thinking	Lifelong learning	Design and development of solutions / practices	Individual and teamwork	Ethical standards and social awareness	Innovation and entrepreneurship	Sustainable business practices	Written and verbal communication skills
CLO-1	Re-engineer their attitude, understand its influence on behavior and set goals	1	H		H	H	H	H	M	H	M
CLO-2	Identify importance of time management and creativity	2	H	M	H	H	M	M	H	M	M
CLO-3	Explore leadership and decision making skills	3	H	M	H	H	H	H	M	M	H
CLO-4	Demonstrate verbal communication skills	4	H	H	H	H	M	M	H	M	H
CLO-5	Develop an interest in current affairs which will help them in competitive exams	5	H	M	H	H	M	H	M	M	M

(Level of correlation: **3-High, 2-Medium, 1-Low** can be used)

Summary of Course Content		
S. No	Course Content	Hour
1	Self-analysis - Attitude perceptions- Positive approach to challenges. Change management – ideas & approach -Goal setting – vision - Time management planning	6
2	Entrepreneurial skills Leadership skills - People management – team work, leadership. Decision making – problem identification	9
3	Verbal communications- Synonyms - Antonyms - Idioms and phrases - Sentence completion - - Sentence correction - Reading comprehension	9
4	Case studies (Topics: Current affairs across all related fields - and other such topics of the general criteria)	6

Learning Resources	
Text Books	1 Mitra, Barun K. "Personality Development and Soft Skills." Oxford University Press, Delhi , 2013.

Ref. Books	1 Managing Soft Skills for Personality Development. Ed. B. N. Gosh. Tata McGraw Hill Education Pvt Ltd, 2 Kumar, Sujit. “The Pearson Guide to Verbal Ability for the CAT and Other MBA Examinations. Pearson Publication, 2013. 3 Sharma, Arun., Meenakshi Upadhya “How to Prepare for Verbal Ability and Reading Comprehension for CAT. McGraw Hill Education (India) Private Limited; 4 edition, 2011.
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Bloom's Level of Thinking		Continuous Learning Assessment (50% weightage)				Surprise Test/Quiz (50 % weightage)
		Cycle Test 1 (10)	Assignment I (10)	Assignment II (10)	Model Examination (20)	
1	Remember	30%	20%	20%	20%	30%
2	Understand	30%	20%	20%	20%	20%
3	Apply	10%	20%	20%	20%	20%
4	Analyze	10%	20%	20%	20%	10%
5	Evaluate	20%	20%	20%	20%	10%
6	Create		10%	10%		10%
	Total	100%	100%	100%	100%	100%

Course Designers		
Experts from Industry: Name, Designation with official mail id	Experts from Higher Education Institutions: Name, Designation with official mail id	Internal Experts: Name, Designation with official id
	Dr. Pramila Chettri, Associate Professor, Tadong Govt College, Gangtok	Ms. Manisha Takuri, Assistant Professor, SRM University Sikkim

SEMESTER IV

Course Code	BBA1741	Course Name	Production and Operations Management	Course Category		Core	L	T	P	C
Pre-requisite			NIL	Co-requisite		NIL	3	1	0	4

Course Learning Outcomes (CLO)	At the end of this course, learners will be able to:	Bloom's Learning (BL) Level	Program Learning Outcomes (PLO)								
			PLO-1	PLO-2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	PLO-8	PLO-9
			Disciplinary / professional knowledge	Critical and innovative thinking	Lifelong learning	Design and development of solutions / practices	Individual and teamwork	Ethical standards and social awareness	Innovation and entrepreneurship	Sustainable business practices	Written and verbal communication skills
CLO-1	Define insights on the principles and practices in shop floor management.	1	H	M	H	H	H		M	H	M
CLO-2	Express the importance of inventory management system for ensuring a smooth flow of materials within a plant.	2	H	M	H	H	H		M	H	
CLO-3	Explain the need to locate a plant facility to take advantage of economic and operational efficiencies.	4	H	M	H	H	H		M	H	M
CLO-4	Construct an optimum facility layout in a factory for seamless materials handling.	3	H	M	H	H	H		M	H	
CLO-5	Implement a minimum standard for quality of design, conformance, and performance of products/processes in an organization.	3	H	M	H	H	H	M	M	H	M

(Level of correlation: **3-High, 2-Medium, 1-Low** can be used)

Summary of Course Content			
S. No	Course Content	Hour	Alignment to CLO
1	Production system– Decision making in production (make or buy) (Numerical Problems) - production and operations Management – Recent trends in Production and Operations Management -Methods of Manufacturing (Intermittent, Continuous, Flexible Manufacturing systems) – Characteristics of Modern Manufacturing – Operations in the Service sector- Manufacturing Vs Service operations	12	CLO 1
2	Plant location – Location need analysis – Factors affecting plant Location decision – Comparison of site location area (Numerical Problems) – Plant layout – Types of Layout – Comparison of Plant Layouts – Types of Maintenance – Total Productive Maintenance - Replacement (Numerical Problems)	12	CLO 3
3	Materials Management - Material Handling System– Types of Material Handling Equipment – Basic Inventory Management - Selective inventory control techniques –ABC analysis (Numerical Problems)	12	CLO 2
4	Inspection and Quality Control – Statistical Quality Control – Types of Control Charts for Variables and Attributes – Numerical Problems - Work study and Work Measurement	12	CLO 5

5	Objectives, Functions, purchasing cycle and Purchase Policies - Vendor Rating Methods (Numerical Problems) –stores management – Stores Location – Stores Layout – Stock Verification and Documents pertaining to purchase and stores management.	12	CLO 1, CLO 4
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Learning Resources	
Text Books	1 Paneerselvam R., “Production and Operations Management”, PHI Learning Private limited, 2013.
Ref. Books	1 K. Aswathappa, K. Shridhara Bhat. Production and Operations Management, Himalaya Publishing House, 2014 2 Saxena J.P. “Production and Operations Management”; McGraw-Hill Education private limited; 2008.

Bloom’s Level of Thinking		Continuous Learning Assessment (50% weightage)				Final Examination (50 % weightage)
		Cycle Test 1 (10)	Assignment (10)	Surprise Test (10)	Model Test (20)	
1	Remember	50%	10%	10%	25%	25%
2	Understand	50%	20%	20%	25%	25%
3	Apply		30%	30%	25%	25%
4	Analyze		40%	40%	25%	25%
5	Evaluate					
6	Create					
	Total	100%	100%	100%	100%	100%

Course Designers		
Experts from Industry: Name, Designation with official mail id	Experts from Higher Education Institutions: Name, Designation with official mail id	Internal Experts: Name, Designation with official id
		Mitrabarun Ghosh, Assistant Professor
		mitrabarunghosh.a@srmus.edu.in

Course Code	BBA 1742	Course Name	Strategic Management	Course Category		Core	L	T	P	C
							3	1	0	4
Pre-requisite			None	Co-requisite		None				

Course Learning Outcomes (CLO)	At the end of this course, learners will be able to:	Bloom's Learning (BL) Level	Program Learning Outcomes (PLO)								
			Disciplinary / professional knowledge	Critical and innovative thinking	Lifelong learning	Design and development of solutions / practices	Individual and teamwork	Ethical standards and social awareness	Innovation and entrepreneurship	Sustainable business practices	Written and verbal communication skills
CLO-1	Define the strategic objectives of framing vision and mission of organization.	1	H	H	H		H	H	H	H	H
CLO-2	Explain the procedure of macro-environment analysis and internal organization analysis.	2	H	M	H	M		H	H	H	H
CLO-3	Analyze the alternative strategy plan and implementation options.	4	H	H	H	H	H	H	H	H	H
CLO-4	Illustrate the strategy evaluation and control frameworks for maintaining social and environmental concerns.	2	H	H	H	M	H	H	H	H	H

Summary of Course Content			
S. No	Course Content	Hour	Alignment to CLO
Unit I	The Nature of Strategic Management: Key Terms in Strategic Management; The Strategic-Management Model; Benefits of Strategic Management; Pitfalls in Strategic Planning; Guidelines for Effective Strategic Management; The Business Vision and Mission: Importance (Benefits) of Vision and Mission Statements; Characteristics of a Mission Statement; Writing and Evaluating Mission Statements	15	CLO-1
Unit 2	The External Assessment: The Nature of an External Audit; External Forces; Competitive Analysis: Porter's Five-Forces Model; Forecasting Tools and Techniques; Industry Analysis: The External Factor Evaluation (EFE) Matrix; The Competitive Profile Matrix (CPM); The Internal Assessment: The Nature of an Internal Audit; The Resource-Based View (RBV); Internal Assessment Areas; Value Chain Analysis (VCA); The Internal Factor Evaluation (IFE) Matrix	12	CLO-2 CLO-5
Unit 3	Strategies in Action: Long-Term Objectives; The Balanced Scorecard; Types of Strategies; Integration Strategies; Intensive Strategies; Diversification Strategies; Defensive Strategies; Michael Porter's Five Generic Strategies; Means for Achieving Strategies Strategy Analysis and Choice: The Nature of Strategy Analysis and Choice; A Comprehensive Strategy-Formulation Framework; Cultural Aspects of Strategy Choice; The Politics of Strategy Choice; Governance Issues	12	CLO-3
Unit 4	Implementing Strategies: Management and Operations Issues: The Nature of Strategy Implementation; Annual Objectives;	9	CLO-4

	Policies; Resource Allocation; Managing Conflict; Matching Structure with Strategy; Managing Resistance to Change; Strategy Implementation concerns; Implementing Strategies: Strategy implementation Issues; Acquiring Capital to Implement Strategies;		
Unit 5	Strategy Review, Evaluation, and Control: The Nature of Strategy Evaluation; A Strategy-Evaluation Framework; The Balanced Scorecard; Characteristics of an Effective Evaluation System; Contingency Planning; Auditing Business Ethics/Social Responsibility/Environmental Sustainability: Business Ethics; Social Responsibility; Environmental Sustainability;	12	CLO-4 CLO-5

Learning Resources	
Text Books	David, R. Fred. (2011). Strategic Management: Concepts and Cases (13th Edt). Prentice Hall, NJ, USA.
Ref. Books	Thomas L. Wheelen, J. David Hunder, Alan N. Hoffman, Charles E. Bramford. (2016). Concepts in Strategic Management and Business Policy (14th Edt). Pearson. AzharKazmi, “Strategic Management & Business Policy”, Tata McGraw

Bloom's Level of Thinking		Continuous Learning Assessment (50% weightage)				Final Examination (50 % weightage)
		Cycle Test 1 (10)	Assignment (10)	Surprise Test (10)	Model Test (20)	
1	Remember	60%	30%	30%	20%	20%
2	Understand	40%	30%	30%	20%	20%
3	Apply		20%	20%	30%	30%
4	Analyze		20%	20%	30%	30%
5	Evaluate					
6	Create					
	Total	100%	100%	100%	100%	100%

Course Designers		
Experts from Industry: NA	Experts from Higher Education Institutions: NA	Internal Experts: Dr. Nitya Sundar, Associate Prof. Dr. Wangchuk Chungyalpa, Asst. Prof (Sl. Gd).

Course Code	BBA1743	Course Name	Operations Research	Course Category		Discipline Specific Elective Courses (DSE)	L	T	P	C
							3	1	0	4
Pre-requisite			Elementary Mathematics	Co-requisite		Linear Algebra				

Course Learning Outcomes (CLO)	At the end of this course, learners will be able to:	Bloom's Learning (BL) Level	Program Learning Outcomes (PLO)								
			PLO-1	PLO-2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	PLO-8	PLO-9
			Disciplinary / professional knowledge	Critical and innovative thinking	Lifelong learning	Design and development of solutions / practices	Individual and teamwork	Ethical standards and social awareness	Innovation and entrepreneurship	Sustainable business practices	Written and verbal communication skills
CLO-1	Define the use of variables and parameters for formulating mathematical models of management problems.	2	H	H	H	H				M	M
CLO-2	Express quantitative representation of mathematical models for reaching rational decisions.	3	H	H	H	H		M		M	M
CLO-3	Apply software packages for solving complex mathematical models in optimization and decision problems.	4	H	H	H	H			M	M	M
CLO-4	Evaluate the strategies of decision-makers under situations of trade-offs and uncertainties	4	H	H	H	H	M		M	M	M
CLO-5	Plan projects with consideration of the time-cost tradeoffs.	4	H	H	H	H		M		M	M

(Level of correlation: **3-High, 2-Medium, 1-Low** can be used)

Summary of Course Content			
S. No	Course Content	Hour	Alignment to CLO
1	Operations Research – Meaning, Scope, Nature, Role Characteristics and Modelling	12	CLO 1
2	Linear Programming – Formulating a linear programming model – graphical solutions – standard form – simplex method – Big “m” Method (Simple Problems Only)	12	CLO 1, CLO 2, CLO 3
3	Transportation and Assignment Problems – Unbalanced Unlearned – Degeneracy Maximizing of Profits – Difference between Transportation and Assignment Problems.	12	CLO 2, CLO 3
4	Theory of Games – Characteristics – Pure Strategies – Saddle Point – Value of the game – Mixed Strategies – Rules of Dominance – Two Persons Game – 3 x 3 persons game – Graphical Solutions of 2 x M and N x 2 game (excluding (LPP) – Limitations	12	CLO 4
5	Queuing Theory – Meaning – Elements of Queuing System – Single Channel model only. Network Analysis – PERT/CPM – Objectives, Advantages and limitations, Similarities and dissimilarities (excluding crash cost method).	12	CLO 5

Learning Resources	
Text Books	1 Sharma J. K. “Operations Research”, Macmillan India Limited, 2012.

Ref. Books	1 Kothari C. R. Quantitative Techniques, Vikas Publishing House, 2009. 2 Pannerselvam R. “Operations Research”, Prentice Hall India Private Limited, 2011.
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Bloom's Level of Thinking		Continuous Learning Assessment (50% weightage)				Final Examination (50 % weightage)
		Cycle Test 1 (10)	Assignment (10)	Surprise Test (10)	Model Test (20)	
1	Remember	20%	10%	10%	15%	15%
2	Understand	30%	20%	10%	15%	15%
3	Apply	50%	30%	40%	30%	30%
4	Analyze		40%	40%	40%	40%
5	Evaluate					
6	Create					
	Total	100%	100%	100%	100%	100%

Course Designers		
Experts from Industry: Name, Designation with official mail id	Experts from Higher Education Institutions: Name, Designation with official mail id	Internal Experts: Name, Designation with official id
		Mitrabarun Ghosh, Assistant Professor
		mitrabarunghosh.a@srmus.edu.in

Course Code	BBA1744	Course Name	Sales Management	Course Category		<i>Core</i>	L	T	P	C
Pre-requisite			Marketing Management	Co-requisite			3	1	0	4

(Level of correlation: **3-High, 2-Medium, 1-Low** can be used)

Course Learning Outcomes (CLO)	<i>At the end of this course, learners will be able to:</i>	Bloom's Learning (BL) Level	Program Learning Outcomes (PLO)								
			PLO-1	PLO-2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	PLO-8	PLO-9
			Disciplinary / professional knowledge	Critical and innovative thinking	Lifelong learning	Design and development of solutions / practices	Individual and teamwork	Ethical standards and social awareness	Innovation and entrepreneurship	Sustainable business practices	Written and verbal communication skills
CLO-1	Define selling procedure for reaching achievable selling objectives.	1	H	M	H	M	H			M	H
CLO-2	Express market and sales potential of any business scenario using appropriate prediction and forecasting techniques.	2	H	M	H	M	H		M		H
CLO-3	Explain sales organization for leading sales personnel in implementing selling plans.	3	H	M	H	M	H	M		M	H
CLO-4	Implement methods of motivating sales personnel from the perspectives of different motivation and compensation theorems.	4	H	M	H	M	H	M			H

(Level of correlation: **3-High, 2-Medium, 1-Low** can be used)

Summary of Course Content			
S. No	Course Content	Hour	Alignment to CLO
1	Sales Management – Objectives – Types of Personal Selling objectives – Market Potential – Sales potential – Sales Forecast – Analyzing Market Potential – Market Indexes – Sales Forecasting Methods	10	CLO 1, CLO 2
2	Nature of Sales Management Positions – Functions of the Sales Executive – Qualities of Effective Sales Executives –Sales Organization – Purpose -Setting up a Sales Organization – Basic types of Sales Organizational Structures – Organization of the sales department – Schemes for dividing Line Authority in the Sales Organization	10	CLO 3
3	Sales Force Management – Job Analysis – Job Description – Organization for Recruiting and Selection – Sources of Sales Force Recruits – The Recruiting Effort – Selecting Sales Personnel. Training, Motivation And Compensation Of Sales Force: Building Sales Training Programs – Selecting Training Methods – Organization for Sales Training – Evaluating Sales Training Programs	12	CLO 3
4	Motivation – Motivational Help from Management – Requirements of a Good Sales Compensation Plan – Devising a Sales Compensation Plan – Types of Compensation Plans – Fringe Benefits.	14	CLO 4
5	The Sales Budget: Purpose of the Sales Budget – Form and Content – Budgetary Procedure – Quotas: Objectives in using Quotas – Types of Quotas and Quota-Setting Procedures – Sales Territories: Sales Territory Concept – Reasons for Establishing Sales Territories – Procedures for Setting up Sales Territories – Routing and Scheduling Sales Personnel.	14	CLO 1, CLO 3

Learning Resources	
Text Books	1 Ramneek Kapoor, “Fundamentals of Sales Management”, Macmillan, 2008
Ref. Books	1 Richard R. Still, Edward W. Cundiff & Norman A. P. Govoni, “Sales Management”, Prentice Hall of India, 2001. 2 Inagram, LaForge, Avila, Schwepker Jr., Williams, “Sales Management”. 2004

Bloom’s Level of Thinking		Continuous Learning Assessment (50% weightage)				Final Examination (50 % weightage)
		Cycle Test 1 (10)	Assignment (10)	Surprise Test (10)	Model Test (20)	
1	Remember	60%	10%	30%	25%	25%
2	Understand	40%	20%	30%	25%	25%
3	Apply		20%	20%	25%	25%
4	Analyze		50%	20%	25%	25%
5	Evaluate					
6	Create					
	Total	100%	100%	100%	100%	100%

Course Designers		
Experts from Industry: Name, Designation with official mail id	Experts from Higher Education Institutions: Name, Designation with official mail id	Internal Experts: Name, Designation with official id
		Mitrabarun Ghosh, Assistant Professor
		mitrabarunghosh.a@srmus.edu.in

Course Code	BBA1745	Course Name	RETAIL MANAGEMENT	Course Category		<i>Core</i>	L	T	P	C
							3	1	0	4
Pre-requisite			Co-requisite							

Course Learning Outcomes (CLO)	At the end of this course, learners will be able to:	Bloom's Learning (BL) Level	Program Learning Outcomes (PLO)								PLO 9
			PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	
			Disciplinary / professional knowledge	Critical and innovative thinking	Lifelong learning	Design and development of solutions / practices	Individual and teamwork	Ethical standards and social awareness	Innovation and entrepreneurship	Sustainable business practices	
CLO-1	Define the functions, characteristics, categorization, and significance of the retail management.	1	H		H		H	H		H	H
CLO-2	Explain the concepts of strategic retail planning, target market, and retailing format.	2	H		H	H	H		M	H	H
CLO-3	Express the issues retail planning process, forecasting sales, and methods of merchandise procurement.	3	H	M	H	H	H		M	H	H
CLO-4	Analyze various pricing strategies, pricing techniques and communication mix.	4	H	M	H	H	H	H	M	H	H
CLO-5	Evaluate recruitment, orientation, motivation, evaluation, and compensation of store employees.	5	H	M	H	H	H		M	H	H

(Level of correlation: **3-High, 2-Medium, 1-Low** can be used)

Summary of Course Content			
S. No	Course Content	Hour	Alignment to CLO
1.	Introduction to Retail: Functions of a Retailer, Characteristics of Retailing, Categorizing Retailers-Types of retailers-Multichannel Retailing, The rise of Consumerism and the rise of retailer, Social and Economic Significance of retailing, The global Retail market: Issues and challenges-Retail as a Career: Buying and Merchandising, Marketing, Store Operations, Sales, Finance, Human Resources, Technology and E- commerce, Visual Merchandising, Supply chain Management and Logistics-Retail in India: Challenges to Retail development in India.	12	CLO 1
2.	Retailing Strategy: Retail Market Strategy, Target Market and Retail Format- Building Sustainable Competitive	12	CLO 1, CLO 2

	Advantage-Growth strategies-Global Growth opportunities-The strategic Retailing Planning Process-Retail locations-Information Systems.		
3.	Merchandise Management: Process Overview-The Buying organization, Merchandise Category, Evaluating Merchandise Management Performance, Types of Merchandise Management Planning Processes, Forecasting Sales, Developing an Assortment Plan, Setting Inventory and Product Availability Levels-Merchandise Planning Systems-Methods of Merchandise procurement: Merchandise Sourcing, Strategic Relationships.	12	CLO 3
4.	Retail Pricing: Concept and considerations in setting Retail prices, Pricing Strategies, Pricing Techniques, The Internet and Price Competition. Retail Communication Mix: Communication programs, Methods of Communicating with Customers, Planning, Implementing and Evaluating Retail Communication Programs	12	CLO 4
5.	Store Management: Recruiting, Orientation and Training, Motivating, Evaluating, Compensating and Rewarding Store employees, Controlling Costs and Inventory Shrinkage-Store Layout, Design and Visual Merchandising: store Design and Retail strategy, Space management, Visual merchandising, Atmospherics, Web Site Design. Customer Service: Setting Service Standards, Meeting and exceeding service standards, Service recovery.	12	CLO 5

Learning Resources	
Text Books	Chetan Bajaj,Rajnishtuli, NidiVarmaSrivastava,Retail Management, Oxford University Press, 2010.
Ref. Books	1. Swapna Pradhan, “ <i>Retailing Management Text and Cases</i> ”, McGrawHill, 2009.. 2. Michael Levy, Barton A Weitz & Ajay Pandit, “ <i>Retail Management</i> , Tata” McGraw Hill, 2008.

Bloom's Level of Thinking		Continuous Learning Assessment (50% weightage)				Final Examination (50 % weightage)
		Cycle Test 1 (10)	Assignment (10)	Surprise Test (10)	Model Test (20)	
1	Remember	50%	20%	10%	20%	20%
2	Understand	50%	20%	10%	20%	20%
3	Apply		30%	20%	15%	15%
4	Analyze		20%	20%	15%	15%
5	Evaluate		30%	40%	30%	30%
6	Create					
	Total	100%	100%	100%	100%	100%

Course Designers		
Experts from Industry: Name, Designation with official mail id	Experts from Higher Education Institutions: Name, Designation with official mail id	Internal Experts: Name, Designation with official id
		Dr. Moumita Dey, Asst. Prof. moumitadey.m@srmus.edu.in

Course Code	BBA1746	Course Name	COMPUTER APPLICATIONS IN ACCOUNTING	Course Category		<i>Internal</i>	L	T	P	C
Pre-requisite			SPD1716	Co-requisite			2	0	2	3

Course Learning Outcomes (CLO)	At the end of this course, learners will be able to:	Bloom's Learning (BL) Level	Program Learning Outcomes (PLO)								
			PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9
			Disciplinary / professional knowledge	Critical and innovative thinking	Lifelong learning	Design and development of solutions / practices	Individual and teamwork	Ethical standards and social awareness	Innovation and entrepreneurship	Sustainable business practices	Written and verbal communication skills
CLO-1	Develop knowledge about Tally and other computer applications used in accounting.	2	H		H						
CLO-2	Demonstrate understanding of the various types of accounts and essential ledgers.	2	H		H						
CLO-3	Apply knowledge and create inventory, ledgers, and purchase orders.	3	H		H	M				M	M
CLO-4	Analyze the process of creating inventory, ledgers, purchase orders in Tally, and the best practices used in business.	4	H		H	M				H	
CLO-5	Generate reports as per desired form.	3	H		H	M					M

(Level of correlation: **3-High, 2-Medium, 1-Low** can be used)

Summary of Course Content			
S. No	Course Content	Hour	Alignment to CLO
1.	Creating a new company	6	CLO1
2.	Creation of essential ledgers: Capital account, Purchase account, Sales account, Direct expenses, Cash account, Profit & Loss account, Debtors account, Creditors account	6	CLO2
3.	Creation of inventory: Stock group, Unit of measure, Stock item	6	CLO3, CLO4
4.	Creation of ledgers: Single ledgers, Multiple ledgers, Voucher posting sales order, Making actual sales, Purchase order, Making actual purchase, Returns accounting for receipts and payments	6	CLO3, CLO4

5.	Reports	6	CLO5
6	Tutorial 1 : The task assigned will be to creating a new company and enter all the relevant details in Tally and save it	6	CLO1
7	Tutorial 2 : The task assigned will be to create ledger for Capital account, Purchase account, Sales account, Direct expenses, Cash account, Profit & Loss account, Debtors account, Creditors account	6	CLO2
8.	Tutorial 3 : The task assigned will be to create inventory details i.e Stock group, Unit of measure, Stock item	6	CLO3, CLO4
9.	Tutorial 4 : The task assigned will be to Create Single ledgers, Multiple ledgers, Voucher posting sales order, Purchase orders.	6	CLO3, CLO4
10..	Tutorial 5 : The task assigned will be to generate financial statement for 1 quarter and conduct analysis	6	CLO5

Learning Resources	
Text Books	V. Sundaramoorthy , “Tally Bible”
Ref. Books	V. Palanivel , “Tally”, Margham Publications, Chennai

Bloom's Level of Thinking		Continuous Learning Assessment (100% weightage)						
		Assignment (10)	Surprise Test (10)	Case Study (10)	Cycle Test (20)	Mini Project (10)	Model Test (30)	Quiz (10)
1	Remember	50%						
2	Understand	50%						
3	Apply		25%	25%	50%	25%	30%	50%
4	Analyze		25%	25%	50%	25%	50%	50%
5	Evaluate		50%	50%		50%	20%	
6	Create							
	Total	100%	100%	100%	100%	100%	100%	100%

Course Designers		
Experts from Industry: Name, Designation with official mail id	Experts from Higher Education Institutions: Name, Designation with official mail id	Internal Experts: Name, Designation with official id
		Munmun Goswami, Asst. Prof. munmungoswami.c@srmus.edu.in

Course Code	BBA 1756	Course Name	Case study 3	Course Category		<i>Internal</i>	L	T	P	C
							2	1	0	3
Pre-requisite			NIL	Co-requisite		NIL				

Course Learning Outcomes (CLO)	At the end of this course, learners will be able to:	Bloom's Learning (BL) Level	Program Learning Outcomes (PLO)								
			PLO-1	PLO-2	PL O-3	PLO-4	PLO -5	PLO-6	PLO -7	PLO -8	PLO-9
			Disciplinary / professional knowledge	Critical and innovative thinking	Lifelong learning	Design and development of solutions / practices	Individual and teamwork	Ethical standards and social awareness	Innovation and entrepreneurship	Sustainable business practices	Written and verbal communication skills
CLO-1	Develop proficiency in summarizing and extracting relevant information from existing business cases	3	H								
CLO-2	Analyze the business cases and clearly define the various reasons for the problems faced by organizations.	4	H	M	H	M					
CLO-3	Present practical & creative solutions to the problems mentioned in the cases	6	H	H	H	M	H	H	M	H	H

(Level of correlation: **3-High, 2-Medium, 1-Low** can be used)

Summary of Course Content			
S. No	Course Content	Hour	Alignment to CLO
1	Case Study in Finance & Business Ethics	9	CLO 1, CLO 2, CLO 3
2	Case Study in Marketing Strategy	9	CLO 1, CLO 2, CLO 3
3	Case Study in Sustainable Business	9	CLO 1, CLO 2, CLO 3
4	Case Study in Business Environment & Human Resources	9	CLO 1, CLO 2, CLO 3
5	Case Study in Entrepreneurship	9	CLO 1, CLO 2, CLO 3

Learning Resources	
Text Books	NA
Ref. Books	NA

Bloom's Level of Thinking	Continuous Learning Assessment (100% weightage)						
	Assignment (10)	Surprise Test (10)	Case Study (10)	Cycle Test (20)	Mini Project (10)	Model Test (30)	Quiz (10)

1	Remember							
2	Understand							
3	Apply	50%	30%	25%	50%	25%	25%	25%
4	Analyze	50%	50%	25%	50%	25%	25%	25%
5	Evaluate		20%	50%		50%	50%	50%
6	Create							
	Total	100%	100%	100%	100%	100%	100%	100%

Course Designers		
Experts from Industry: Name, Designation with official mail id	Experts from Higher Education Institutions: Name, Designation with official mail id	Internal Experts: Name, Designation with official id
		<i>Deepkant Gajmer, Assistant Professor</i>
		<i>Deepkant.g@srmus.edu.in</i>

Course Code	SPD1748	Course Name	Quantitative Aptitude and Logical Reasoning – I	Course Category		<i>Internal</i>	L	T	P	C
Pre-requisite			NIL	Co-requisite		NIL	1	1	0	2

Course Learning Outcomes (CLO)	At the end of this course, learners will be able to:	Bloom's Learning (BL) Level	Program Learning Outcomes (PLO)								
			PLO-1	PLO-2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	PLO-8	PLO-9
			Disciplinary / professional knowledge	Critical and innovative thinking	Lifelong learning	Design and development of solutions / practices	Individual and teamwork	Ethical standards and social awareness	Innovation and entrepreneurship	Sustainable business practices	Written and verbal communication skills
CLO-1	Develop fundamental understanding of Quantitative Aptitude and logical reasoning.	2	H	M	H	H					
CLO-2	Demonstrate abilities to reach expert judgmental decisions for applying in real-life managerial scenarios.	3	H	M	H	M	M		M	M	
CLO-3	Construct basic structure of logical and non-verbal reasoning to handle subtle business situations.	3	H	M	H	M			M		
CLO-4	Analyze arguments and situations to reach decisions based on expert judgement and professional evaluation.	4	H	M	H	H					

(Level of correlation: **3-High, 2-Medium, 1-Low** can be used)

Summary of Course Content			
S. No	Course Content	Hour	Alignment to CLO
1	Partnership Simple Interest, Compound Interest; Profit and Loss	6	CLO 1
2	Problems on Clock, Calendar and Cubes; Permutation and Combination	6	CLO 2
3	Allegation and mixtures; Logical Reasoning	6	CLO 1, CLO 3
4	Letter and Symbol series; Number series	6	CLO 2
5	Analyzing arguments; Making judgments	6	CLO 4

Learning Resources	
Text Books	1 Edgar Thrope, Test Of Reasoning for Competitive Examinations, Tata McGraw Hill, 4th Edition, 2012
Ref. Books	1 Agarwal. R.S – Quantitative Aptitude for Competitive Examinations, S. Chand Limited 2011 2 Abhijit Guha, Quantitative Aptitude for Competitive Examinations, Tata McGraw Hill, 3rd Edition, 2011

Bloom's Level of Thinking		Continuous Learning Assessment (100% weightage)				
		Assignment I (10)	Assignment II (20)	Assignment III (20)	Cycle Test (20)	Model Test (30)
1	Remember	20%	20%	20%	20%	20%
2	Understand	30%	40%	30%	50%	50%
3	Apply	50%	40%	50%	30%	30%
4	Analyze					
5	Evaluate					
6	Create					
	Total	100%	100%	100%	100%	100%

Course Designers		
Experts from Industry: Name, Designation with official mail id	Experts from Higher Education Institutions: Name, Designation with official mail id	Internal Experts: Name, Designation with official id
		<i>Mitrabarun Ghosh, Assistant Professor</i>
		<i>mitrabarunghosh.a@srmus.edu.in</i>

SEMESTER V

Course Code	BBA1751	Course Name	FINANCIAL MANAGEMENT	Course Category		Core	L	T	P	C
							3	1	0	4
Pre-requisite			Co-requisite							

Course Learning Outcomes (CLO)	At the end of this course, learners will be able to:	Bloom's Learning (BL) Level	Program Learning Outcomes (PLO)								
			PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9
			Disciplinary / professional knowledge	Critical and innovative thinking	Lifelong learning	Design and development of solutions / practices	Individual and teamwork	Ethical standards and social awareness	Innovation and entrepreneurship	Sustainable business practices	Written and verbal communication skills
CLO-1	Define the concepts of financial management and access the proper sources of finance for business.	1	H	M	H		H	M		H	H
CLO-2	Express leverage and working capital structure of a business.	2	H	H	H	H			M	H	H
CLO-3	Explain cost of capital and its significance in sustaining business operations.	3	H	H	H	H				H	H
CLO-4	Demonstrate capital structure and sourcing of funds for a firm.	3	H	H	H	H				H	H
CLO-5	Analyze capital budgeting decisions and its significance on the ethical business operations.	4	H	H	H	H		H		H	H

(Level of correlation: **3-High, 2-Medium, 1-Low** can be used)

Summary of Course Content			
S. No	Course Content	Hour	Alignment to CLO
1.	Meaning, Objective and scope – Relationship between management accounting, Cost accounting and financial accounting – Financial statements – Tools for analysis and interpretation.	12	CLO 1
2.	Financial planning and control – Leverage – Operating leverage, financial leverage and combined leverage - Working capital management- operating cycle- determination of Working capital.	12	CLO 2

3.	Cost of capital – Basic concepts, rational and assumptions – Cost of equity capital – Cost of debt – Cost of preference capital – Cost of retained earnings- Weighted Average Cost of Capital.	12	CLO 3
4.	Capital structure decision of the firm – Composition and sources of long – term funds – Factors determining funds requirements	12	CLO 4
5.	Financial Information systems – Capital Budgeting – Pay Back Period (PBP) – Net Present Value (NPV) – Average Rate of Return – Internal Rate of Return – Only Simple Problems	12	CLO 5

Learning Resources	
Text Books	Khan M Y & P K Jain, <i>Financial Management: “Text, Problems Cases”</i> , Tata McGraw - Hill Education, 2011
Ref. Books	1. MurthyA., <i>Financial Management</i> , Margham Publications, 2010. 2. Prasanna Chandra, <i>Financial Management: “Theory and Practice”</i> , Tata McGraw-Hill Education, 2008.

Bloom’s Level of Thinking		Continuous Learning Assessment (50% weightage)				Final Examination (50 % weightage)
		Cycle Test 1 (10)	Assignment (10)	Surprise Test (10)	Model Test (20)	
1	Remember	40%	20%	10%	25%	25%
2	Understand	60%	30%	20%	20%	20%
3	Apply		30%	35%	25%	25%
4	Analyze		20%	35%	30%	30%
5	Evaluate					
6	Create					
	Total	100%	100%	100%	100%	100%

Course Designers		
Experts from Industry: Name, Designation with official mail id	Experts from Higher Education Institutions: Name, Designation with official mail id	Internal Experts: Name, Designation with official id
		Dr Yoowanka Lyngdoh, Asst. Professor

Course Code	BBA1752	Course Name	Total Quality Management	Course Category		Core	L 3	T 1	P 0	C 4
Pre-requisite			BBA1724	Co-requisite		NIL				

(Level of correlation: **3-High, 2-Medium, 1-Low** can be used)

Course Learning Outcomes (CLO)	At the end of this course, learners will be able to:	Bloom's Learning (BL) Level	Program Learning Outcomes (PLO)								
			PLO-1	PLO-2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	PLO-8	PLO-9
			Disciplinary / professional knowledge	Critical and innovative thinking	Lifelong learning	Design and development of solutions / practices	Individual and teamwork	Ethical standards and social awareness	Innovation and entrepreneurship	Sustainable business practices	Written and verbal communication skills
CLO-1	Define total quality and its extent of influence in organizational processes.	1	H	H	H	H		M		H	M
CLO-2	Explain the techniques and tools for improvement of quality in products and processes.	3	H	H	H	H	H	M	H	H	M
CLO-3	Express the significance and importance of process measurement and improvement.	2	H	H	H	H		M		H	M
CLO-4	Analyze the performance of organizational processes using capability index.	4	H	H	H	H	M	M	H	H	M
CLO-5	Develop the concepts of benchmarking, voice of customers, six sigma, and quality standards.	2	H	H	H	H		H	H	H	M

(Level of correlation: **3-High, 2-Medium, 1-Low** can be used)

Summary of Course Content			
S. No	Course Content	Hour	Alignment to CLO
1	Introduction to Quality: What is Quality?- Differences Between Manufacturing and Service Organizations Cost of Quality; What is Total Quality Management (TQM)?; Total Quality Management Principles; Barriers to TQM- Benefits of TQM: TQM Philosophies: Approach to Quality - Deming, Juran, Crosby, Kaizen, Shigeo Shingo, Ishikawa, Taguchi. Customer Satisfaction: Introduction; Customer Perception of Quality; Feedback; Service Quality; Customer Retention	12	CLO 1
2	Flowchart basics: what is a flowchart; when to use a flowchart; how to create a flowchart; flowchart software Continuous Improvement Tools and Methods: The Plan-Do-Study-Act Cycle (PDSA); 5S Technique for good house keeping; Check Sheets; Histograms; Pareto Charts; Cause & Effect diagram (C&E diagram); Scatter Diagram; Control Charts; Stratification	12	CLO 2
3	The new seven tools: Affinity Diagrams; Relations Diagram; Tree Diagram; Matrix Diagram; Matrix Data Analysis Diagram; Benchmarking: Benefits of benchmarking; Types of Benchmarking; Implementation Procedure; Limitations of Benchmarking; Quality Function Deployment (QFD): QFD Methodology; Analysing The QFD Chart; Guidelines for performing analysis	12	CLO 2
4	Statistical Quality Control: Defining Statistical Quality Control - Understanding the Process, Variations and Causes of Variations, Acceptable Sampling, Control Charts-Types of control charts: Process Capability- Process Capability Index- Cp index, Cpu and Cpl indices, Cpk index Six Sigma -Six Sigma methodology; Deviation and Standard Deviation; Phases and Defective Units of Six Sigma; Its Importance; Overview of Master Black and Green Belt	12	CLO 3, CLO 4

5	Performance Measures: Quality Costs; Basic Concepts; Performance Measure Presentation; Appraisal Cost Category; Collection and Reporting; Analysis; Deming Prize; MBNQA Quality Management Systems: International organization for standard (ISO), ISO 9000 series of standard, Quality management principles, ISO 9001 structure, Quality audits, ISO registration, Examples of ISO standard application	12	CLO 5
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Learning Resources

Text Books	1. Poornima M. Charantimath. (2017). Total Quality Management. Pearson
Ref. Books	1. Dale H. Besterfield, Carol Besterfield, Mary Besterfield, Glen. H. Besterfield, Hemant Urdhwareshe, R Urdhwareshe.(2015). Total Quality Management (4Edt). Pearson. 2. Managing of Total Quality by N, Logothetis, Publisher: Prentice Hall of India Private Limited 3. A Management Guide to Quality and Productivity by J. Bicheno and M. R Gopalan, Publisher: Wiley-Dreamtech, New Delhi

Bloom's Level of Thinking		Continuous Learning Assessment (50% weightage)				Final Examination (50 % weightage)
		Cycle Test 1 (10)	Assignment (10)	Surprise Test (10)	Model Test (20)	
1	Remember	40%	20%	15%	20%	20%
2	Understand	40%	30%	20%	20%	20%
3	Apply	20%	20%	30%	30%	30%
4	Analyze		30%	35%	30%	30%
5	Evaluate					
6	Create					
	Total	100%	100%	100%	100%	100%

Course Designers		
Experts from Industry: Name, Designation with official mail id	Experts from Higher Education Institutions: Name, Designation with official mail id	Internal Experts: Name, Designation with official id
		Mitrabarun Ghosh, Assistant Professor
		mitrabarunghosh.a@srmus.edu.in

Course Code	BBA1753	Course Name	RESEARCH METHODOLOGY	Course Category		Core	L	T	P	C
Pre-requisite		SPD1748		Co-requisite		SPD1758	3	1	0	4

Course Learning Outcomes (CLO)	At the end of this course, learners will be able to:	Bloom's Learning (BL) Level	Program Learning Outcomes (PLO)								
			PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9
			Disciplinary / professional knowledge	Critical and innovative thinking	Lifelong learning	Design and development of solutions / practices	Individual and teamwork	Ethical standards and social awareness	Innovation and entrepreneurship	Sustainable business practices	Written and verbal communication skills
CLO-1	Define the process, types and objectives of a research	1	H	M	H		M	M	M	M	H
CLO-2	Express the issues of administering various measurement and scaling techniques	2	H	H	H	H		M			H
CLO-3	Explain the techniques and types of data collection and analysis methods.	3	H	H	H	H		M			H
CLO-4	Develop coherent research design from research problem to hypothesis.	2	H	H	H	H		M	M		H
CLO-5	Implement independent thinking of creation and analysis of research reports.	3	H	H	H	H	M	M		M	H

(Level of correlation: **3-High, 2-Medium, 1-Low** can be used)

Summary of Course Content			
S. No	Course Content	Hour	Alignment to CLO
1.	Research – Meaning, Scope and Significance – type of Research – Research process – Characteristics of good research – scientific method – Problems in research – identifying research problem- objectivity in research.	12	CLO 1
2.	Hypothesis – meaning – sources – types – case study – features of good design measurement – meaning, need, errors in measurement, and tests of sound measurement techniques of measurement. Scaling techniques – meaning, types of scales, scale construction techniques – Sampling design – meaning. Concepts, steps in sampling – criteria for good sample design – types of sample designs, probability and non-probability sample	12	CLO 2

3.	Data Collection – Types of data –sources – tools for data collection, methods of data collection, constructing questionnaire – pilot study – case study – data processing coding – editing and tabulation of data – data analysis	12	CLO 3
4.	Test of significance – Assumptions about parametric and nonparametric tests. Parametric tests – chi-square, T-Test, F Test and z Test. Introduction to ANOVA	12	CLO 4
5.	Interpretation – meaning, Techniques of interpretation, Report writing- significance- and steps – layout of report – types of reports – oral presentation – executive summary – mechanics of writing research report – Precautions for writing report – norms for using tables, chart and diagrams, – Appendix- norms for using Index and Bibliography	12	CLO 5

Learning Resources	
Text Books	Kothari C.R., “ <i>Research Methodology: Methods and Techniques</i> ”, New Age International publisher, 2004.
Ref. Books	1. Rao K.V., “ <i>Research Methodology in Commerce and Management</i> ”, Sterling Publishers, 1993. 2. Wilkinson Bhadarkar, “ <i>Methodology & Techniques Of Social Research</i> ”, Himalaya Publishing House, 2003.

Bloom's Level of Thinking		Continuous Learning Assessment (50% weightage)				Final Examination (50 % weightage)
		Cycle Test 1 (10)	Assignment (10)	Surprise Test (10)	Model Test (20)	
1	Remember	40%	20%	15%	25%	25%
2	Understand	60%	20%	15%	25%	25%
3	Apply		30%	30%	25%	25%
4	Analyze		30%	40%	25%	25%
5	Evaluate					
6	Create					
	Total	100%	100%	100%	100%	100%

Course Designers		
Experts from Industry: Name, Designation with official mail id	Experts from Higher Education Institutions: Name, Designation with official mail id	Internal Experts: Name, Designation with official id
		Dr Monu Singh, Asst. Prof.

Course Code	BBA1754	Course Name	Services Marketing	Course Category		<i>Core</i>	L 3	T 1	P 0	C 4
Pre-requisite			None	Co-requisite		None				

Course Learning Outcomes (CLO)	At the end of this course, learners will be able to:	Bloom's Learning (BL) Level	Program Learning Outcomes (PLO)								
			PLO-1	PLO-2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	PLO-8	PLO-9
			Disciplinary / professional knowledge	Critical and innovative thinking	Lifelong learning	Design and development of solutions / practices	Individual and teamwork	Ethical standards and social awareness	Innovation and entrepreneurship	Sustainable business practices	Written and verbal communication skills
CLO-1	Define evolution and types of service-oriented business.	1	H	H	H	H		M			H
CLO-2	Express the concepts of market potential and service marketing mix.	2	H	H	H	H	M	M		M	H
CLO-3	Explain service quality development and deployment models.	3	H	H	H	H	M	M	M	M	H
CLO-4	Demonstrate positioning, pricing and delivery strategies for services.	3	H	H	H	H	M	M	M	M	H
CLO-5	Implement concepts of service marketing in different business scenario	4	H	H	H	H	M	M	H	M	H

(Level of correlation: **3-High, 2-Medium, 1-Low** can be used)

Summary of Course Content			
S. No	Course Content	Hour	Alignment to CLO
1	Definition–Service Economy–Evolution and growth of service sector Nature and Scope –Unique characteristics – Challenges and issues.	12	CLO 1
2	Assessing service market potential – Classification of services–Expanded marketing mix– Environment and trends–market segmentation, targeting and positioning	12	CLO 2
3	Service Life Cycle–New service development–Service Blue Printing–GAP's model of service quality–Measuring service quality–SERVQUAL–Service Quality function development	12	CLO 3
4	Positioning of services–Designing service delivery System, Service Channel–Pricing of services, methods–Service marketing triangle – Integrated Service marketing communication	12	CLO 4
5	Services marketing for health – Hospitality – Tourism – Financial – Educational –Entertainment Sectors)	12	CLO 5

Learning Resources	
Textbook	Palmer Adrian, "Principles of Services marketing", McGraw Hill
Ref. Books	1. Services Marketing, ChristopherH. Lovelock and JochenWirtz, PearsonEducation, 2004.

2. “*Services Marketing*”, Valarie Zeithaml et al, 5th Edition, Tata McGraw Hill, 2012 Pvt. Ltd. 2010

Bloom's Level of Thinking		Continuous Learning Assessment (50% weightage)				Final Examination (50 % weightage)
		Cycle Test 1 (10)	Assignment (10)	Surprise Test (10)	Model Test (20)	
1	Remember	50%	30%	25%	15%	15%
2	Understand	50%	30%	25%	15%	15%
3	Apply		20%	30%	40%	40%
4	Analyze		20%	20%	30%	30%
5	Evaluate					
6	Create					
	Total	100%	100%	100%	100%	100%

Course Designers		
Experts from Industry: Name, Designation with official mail id	Experts from Higher Education Institutions: Name, Designation with official mail id	Internal Experts: Name, Designation with official id
		Deepkant Gajmer, Assistant Professor
		Deepkant.g@srmus.edu.in

Course Code	BBA1755	Course Name	INVESTMENT MANAGEMENT	Course Category		<i>Core</i>	L 3	T 1	P 0	C 4
Pre-requisite				Co-requisite		BBA1751				

Course Learning Outcomes (CLO)	At the end of this course, learners will be able to:	Bloom's Learning (BL) Level	Program Learning Outcomes (PLO)								
			PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9
			Disciplinary / professional knowledge	Critical and innovative thinking	Lifelong learning	Design and development of solutions / practices	Individual and teamwork	Ethical standards and social awareness	Innovation and entrepreneurship	Sustainable business practices	Written and verbal communication skills
CLO-1	Define the meaning, characteristics, objectives and types of investment.	1	H	M	H	M	M	H		H	
CLO-2	Express importance and types of financial markets in Indian context.	2	H		H	M		H		H	
CLO-3	Explain the concepts of risk-return tradeoff and risk diversification.	3	H	M	H	H		H	M	H	H
CLO-4	Demonstrate the fundamental and technical analysis of investment risk management.	3	H	H	H	H		H	M	H	H
CLO-5	Evaluate different asset portfolio analysis and review techniques.	4	H	H	H	H	M	H	M	H	H

(Level of correlation: **3-High, 2-Medium, 1-Low** can be used)

Summary of Course Content			
S. No	Course Content	Hour	Alignment to CLO
1.	Meaning of Investment- Characteristics and Objectives of investment- types investment- investment and their lives-Sources of finance	12	CLO 1
2.	Financial market- types-primary market- role and importance of primary market- methods of floating new issues-stock exchange in India -BSE, NSE, OTCEI-SEBI- Regulatory Role of SEBI -listing	12	CLO 2
3.	Risk –classification of risk –causes of risk return- factors influencing return, -risk and return trade off – mutual funds – types-Bond & Stock valuations	12	CLO 3

4.	Fundamental and technical analysis-forecasting techniques (industry analysis –industry classification-industry life cycle) – company analysis-technique analysis-charting analysis –trend analysis-difference between fundamental and technical analysis.	12	CLO 4
5.	Portfolio analysis – portfolio selection-portfolio revision-portfolio evaluation	12	CLO 5

Learning Resources	
Text Books	Pandian P., <i>Security Analysis & Portfolio Management</i> , Vikas publication
Ref. Books	1. Murthy A., <i>Financial Management</i> , Margham Publications, 2010. 2. Prasanna Chandra, <i>Financial Management: “Theory and Practice”</i> , Tata McGraw-Hill Education, 2008.

Bloom’s Level of Thinking		Continuous Learning Assessment (50% weightage)				Final Examination (50 % weightage)
		Cycle Test 1 (10)	Assignment (10)	Surprise Test (10)	Model Test (20)	
1	Remember	60%	40%	35%	35%	35%
2	Understand	40%	30%	25%	15%	15%
3	Apply		10%	20%	15%	15%
4	Analyze		20%	20%	35%	35%
5	Evaluate					
6	Create					
	Total	100%	100%	100%	100%	100%

Course Designers		
Experts from Industry: Name, Designation with official mail id	Experts from Higher Education Institutions: Name, Designation with official mail id	Internal Experts: Name, Designation with official id
		Dr Yoowanka Lyngdoh, Asst Professor

Course Code	BBA2461	Course Name	Logistics and Supply Chain Management	Course Category		<i>Core</i>	L	T	P	C
							2	1	0	3
Pre-requisite			NIL	Co-requisite		NIL				

Course Learning Outcomes (CLO)	At the end of this course, learners will be able to:	Bloom's Learning (BL) Level	Program Learning Outcomes (PLO)								
			PLO-1	PLO-2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	PLO-8	PLO-9
			Disciplinary / professional knowledge	Critical and innovative thinking	Lifelong learning	Design and development of solutions / practices	Individual and teamwork	Ethical standards and social awareness	Innovation and entrepreneurship	Sustainable business practices	Written and verbal communication skills
CLO-1	Define logistics, objectives, scope and the elements of logistics system.	1	H	M	H	M		M			H
CLO-2	Express the documentation procedure in logistics and the modes of transportation.	2	H	M	H	M		M		M	M
CLO-3	Analyze strategies for supply chain and inventory management.	3	H	M	H	H	M	M	H	M	M
CLO-4	Explain the various strategies and application prospects of supply chain management.	2	H	M	H	H	M	M	M	H	M

(Level of correlation: **3-High, 2-Medium, 1-Low** can be used)

Summary of Course Content			
S. No	Course Content	Hour	Alignment to CLO
1	Logistics system – concept, objectives and scope – Logistics interface with Marketing – Logistics system elements – Importance and relevance to export management – Managing towards logistics excellence.	12	CLO 1
2	Import and export documentation – Frame work – Standardized pre-shipment Export documents – Commercial and regulatory documents.	12	CLO 1, CLO 2
3	Concept of multi modal transport – Different transport modes – Modal interfaces – Intermodal systems – road/rail/sea; sea/air; road/air; road/rail, sea/rail, sea/road – Inland Container Depot (ICD) & Container Freight Station (CFS) Terminals	12	CLO 1, CLO 2
4	Supply Chain Management – Global Optimization – importance – key issues – Inventory management – Economic lot size model. Supply contracts – centralized vs. decentralized system	12	CLO 1, CLO 3
5	Supply chain Integrates- Push, Pull strategies – Demand driven strategies – Impact on grocery industry – retail industry – distribution strategies. Procurement and Outsourcing: Outsourcing – benefits and risks – framework for make/buy decision – e-procurement – frame work of e-procurement	12	CLO 3

Learning Resources	
Text Books	<ol style="list-style-type: none"> 1. Logistics Management World Seaborne Trade” – Dr.KrishnaveniMuthiah, PHI, 2010 2. Logistics and Supply Chain Management – G. Raghu ram, PHI 2010

Ref. Books	1. Text book of Logistics and Supply Chain Management; D. K. Agarwal, PHI 2010
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Bloom's Level of Thinking		Continuous Learning Assessment (50% weightage)				Final Examination (50 % weightage)
		Cycle Test 1 (10)	Assignment (10)	Surprise Test (10)	Model Test (20)	
1	Remember	60%	30%	35%	25%	25%
2	Understand	40%	30%	35%	25%	25%
3	Apply		20%	15%	25%	25%
4	Analyze		20%	15%	25%	25%
5	Evaluate					
6	Create					
	Total	100%	100%	100%	100%	100%

Course Designers		
Experts from Industry: Name, Designation with official mail id	Experts from Higher Education Institutions: Name, Designation with official mail id	Internal Experts: Name, Designation with official id
		Mitrabarun Ghosh, Assistant Professor
		mitrabarunghosh.a@srmus.edu.in

Course Code	BBA 2462	Course Name	Project Management	Course Category		<i>Core</i>	L	T	P	C
Pre-requisite			None	Co-requisite		None	1	1	0	2

Course Learning Outcomes (CLO)	At the end of this course, learners will be able to:	Bloom's Learning (BL) Level	Program Learning Outcomes (PLO)								
			Disciplinary / professional knowledge	Critical and innovative thinking	Lifelong learning	Design and development of solutions / practices	Individual and teamwork	Ethical standards and social awareness	Innovation and entrepreneurship	Sustainable business practices	Written and verbal communication skills
CLO-1	Define the phases, financing and cost analysis techniques of projects.	1	H	M	H	M	M			H	M
CLO-2	Demonstrate project financial feasibility analysis using an array of techniques.	2	H	H	H	H	M	H	H	M	M
CLO-3	Develop a Work Break Down Structure for any given project.	2	H	H	H	H	M		H	M	M
CLO-4	Analyze projects from the perspectives of critical paths and resource levelling.	3	H	H	H	H	M		H	M	M
CLO-5	Illustrate project audit and different project closure activities.	3	H	H	H	H	M	H	H	M	M

Summary of Course Content			
S. No	Course Content	Hour	Alignment to CLO
Unit I	Project Conceptualization/initiation: Definition of Project; Emergence and significance of PM; project management overview; project lifecycle; Project evaluation criteria; Strategic Mgt and Project Selection; Project organization. Capital Structure: Sources of long term and medium term finance; Capital Structure Decision; Cost of Capital; Calculating the Cost of Capital; Cost of Debt (Kd); Cost of Preference Shares (Kp); Cost of Equity(Ke); Weighted Average Cost of Capital (WACC)	12	CLO-1
Unit 2	Cash flow projections: capital structure (cost of capital) required rate of return; other project evaluation techniques -payback period, Time Value of Money, Discounted Payback period, etc; Risk Mgt in Capital Budgeting, Project Risk Analysis Project Evaluation methods: Non discounted models for project evaluation- Pay Back Period Life to PayBack Period, Modified payback Period, Discounted Payback Period, Net Present Value (NPV), Profitability Index (PI), Internal Rate of Return (IRR), Modified Internal Rate of Return (MIRR), Non numeric models: Unweighted 0-1 factor model, Unweighted factor scoring model, Weighted factor scoring model	9	CLO-2

Unit 3	Project Planning: Initial project coordination; Project planning process-Project Task Definition and Development; Creating a project Action Plan; Creating the Work Break Down Structure; Integration management and interface coordination	15	CLO-3
Unit 4	Project monitoring: Designing the monitoring system-Determine the method for data collection, Project reporting; Measuring the performance of a project-Earned Value Analysis, Critical Ratio Control Charts; Computerized Project Management Systems Project Control: Nature of the control process; Purpose of control; Cybernetic control, Go/No-Go Controls, Post Control, Benchmarking; Balance in a control system; Control of change and scope creep	12	CLO-4
Unit 5	Project Audit: Purpose of Audit; Types of project audit; Project Audit Life Cycle, Depth of project audit; Audit levels, Timing of the audit; Construction and Use of Audit Reports; Essentials of Audit/Evaluation (a/e) process; Project Termination: Types of project termination, Termination Process; The final project report	12	CLO-5

Learning Resources	
Text Books	1. Meredith, Jack R.; Mantel, Samuel J. (2012). Project Management: A Managerial Approach (8edn). New Delhi: Wiley India (P.) Ltd.
Ref. Books	1. Pinto, Jeffery K. Project Management: Achieving Competitive Advantage. Patparganj, Delhi. Dorling Kindersley India Pvt. Ltd., 2009 2. Erik Larson, Clifford Gray. (2017). Project Management. The Managerial Process. McGraw Hill Education.

Bloom's Level of Thinking		Continuous Learning Assessment (50% weightage)				Final Examination (50 % weightage)
		Cycle Test 1 (10)	Assignment (10)	Surprise Test (10)	Model Test (20)	
1	Remember	50%	20%	25%	35%	35%
2	Understand	50%	20%	25%	15%	15%
3	Apply		30%	25%	25%	25%
4	Analyze		30%	25%	25%	25%
5	Evaluate					
6	Create					
	Total	100%	100%	100%	100%	100%

Course Designers		
Experts from Industry: N	Experts from Higher Education Institutions: NA	Internal Experts: Dr. Wangchuk Chungyalpa, Asst. prof (SI. Gd)

Course Code	SPD2466	Course Name	Leadership and Team Management	Course Category		<i>Internal</i>	L	T	P	C
							2	1	0	3
Pre-requisite			NIL	Co-requisite		NIL				

Course Learning Outcomes (CLO)	At the end of this course, learners will be able to:	Bloom's Learning (BL) Level	Program Learning Outcomes (PLO)								
			PLO-1	PLO-2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	PLO-8	PLO-9
			Disciplinary / professional knowledge	Critical and innovative thinking	Lifelong learning	Design and development of solutions / practices	Individual and teamwork	Ethical standards and social awareness	Innovation and entrepreneurship	Sustainable business practices	Written and verbal communication skills
CLO-1	Define team management and leadership skills for effectively working in a team and interact professionally in all means of expression.	1	H	M	H	M	H	M	M		H
CLO-2	Demonstrate several theories of leadership in evaluating company-wide decision problems.	2	H		H	M	H	M	M	M	H
CLO-3	Explain effective leadership communication and power for proper subordinate management.	2	H	M	H	M	H	H	M	M	H
CLO-4	Analyze the importance of providing direction, alignment, relationships, personal qualities, and outcomes.	3	H	M	H	M	H	H	M	M	H

(Level of correlation: **3-High, 2-Medium, 1-Low** can be used)

Summary of Course Content		
S. No	Course Content	Hour
1	Leadership Attributes – Styles – Theories of Effective Leadership – charismatic leader, transformational leader.	6
2	Factors influencing Leadership Behaviour I: Personality, types, theories, Perception, factors – Learning Styles – theories.	6
3	Factors influencing Leadership Behaviour II: Emotional Intelligence – skills for Emotional intelligence – Cultural – formation – changing culture, Organizational and Situational Factors.	6
4	Description of teams in the organizations – organizational context of teams -- structure, culture, support, human resource policies – team topography – purpose of teams, types of teams, size, diversity, extent of use	6
5	Intra-team processes (task-related): mission, goals, objectives, action planning – intra-team processes (relationship-related): communication, conflict, trust, and decision-making – inter-team processes: conflict, coordination – team effectiveness – measures of productivity, satisfaction, etc.	6

Learning Resources	
Text Books	1. David, R. Fred. (2011). Strategic Management: Concepts and Cases (13th Edt). Prentice Hall, NJ, USA.
Ref. Books	1 Dr. SankaranS., Policy & Strategic Management, Margham Publications, 2010. 2 PrasadL.M., “Strategic Management”, Sultan Chand & Sons, 2008.

	3 AzharKazmi, “Strategic Management & Business Policy”, Tata McGraw Hill, 2008.
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Bloom’s Level of Thinking		Continuous Learning Assessment (100% weightage)						
		Assignment (10)	Surprise Test (10)	Case Study (10)	Cycle Test (20)	Mini Project (10)	Model Test (30)	Quiz (10)
1	Remember	30%	30%	50%	50%	50%	40%	40%
2	Understand	40%	30%	30%	50%	30%	30%	20%
3	Apply	30%	40%	20%		20%	30%	40%
4	Analyze							
5	Evaluate							
6	Create							
	Total	100%	100%	100%	100%	100%	100%	100%

Course Designers		
Experts from Industry: Name, Designation with official mail id	Experts from Higher Education Institutions: Name, Designation with official mail id	Internal Experts: Name, Designation with official id
		<i>Mitrabarun Ghosh, Assistant Professor</i>
		<i>mitrabarunghosh.a@srmus.edu.in</i>

SEMESTER VI

Course Code	BBA1767	Course Name	Project Work	Course Category		Core	L	T	P	C
							0	0	44	22
Pre-requisite			Organizational behavior Marketing, Finance, Human Resource Management & Accounting	Co-requisite		NIL				

Course Learning Outcomes (CLO)	At the end of this course, learners will be able to:	Bloom's Learning (BL) Level	Program Learning Outcomes (PLO)								
			PLO-1	PLO-2	PLO-3	PLO-4	PLO-5	PLO-6	PLO-7	PLO-8	PLO-9
			Disciplinary / professional knowledge	Critical and innovative thinking	Lifelong learning	Design and development of solutions / practices	Individual and teamwork	Ethical standards and social awareness	Innovation and entrepreneurship	Sustainable business practices	Written and verbal communication skills
CLO-1	Gain 'on the field' experience and identify contemporary problems faced by the industry	3	H	H	M	M					
CLO-2	Develop professional competency and market research skills.	4	M	M	M	M	M				H
CLO-3	Formulate strategies for improvement of products , services and their distribution and marketing	5	H	H	M	M				M	

(Level of correlation: **3-High, 2-Medium, 1-Low** can be used)

Summary of Course Content		
S. No	Course Content	Hour
1	Review 1: Choosing project topic	12
2	Review 2: Literature review, Collection of data for company & Industry profile	12
3	Review 3: Primary & Secondary data collection	12
4	Submission of Project Report with recommendations and suggestions for improvement	12
5	Viva – Voce	12

Learning Resources	
Text Books	1. Poornima M. Charantimath. (2017). Total Quality Management. Pearson

Ref. Books	1. Dale H. Besterfield, Carol Besterfield, Mary Besterfield, Glen. H. Besterfield, Hemant Urdhwareshe, R Urdhwareshe.(2015). Total Quality Management (4Edt). Pearson. 2. Managing of Total Quality by N, Logothetis, Publisher: Prentice Hall of India Private Limited 3. A Management Guide to Quality and Productivity by J. Bicheno and M. R Gopalan, Publisher: Wiley-Dreamtech, New Delhi
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Bloom's Level of Thinking		Continuous Learning Assessment (70% weightage)				Viva Voce (30)
		Review 1 (10)	Review 2 (15)	Review 3 (15)	Project Report (30)	
1	Remember	20%	15%	10%		10%
2	Understand	10%	30%	20%	30%	20%
3	Apply	20%	40%	30%	30%	30%
4	Analyze	50%		40%	20%	30%
5	Evaluate		15%		20%	10%
6	Create					
	Total	100%	100%	100%	100%	100%

Course Designers		
Experts from Industry: Name, Designation with official mail id	Experts from Higher Education Institutions: Name, Designation with official mail id	Internal Experts: Name, Designation with official id
		<i>Deepkant Gajmer, Assistant Professor</i>
		<i>Deepkant.g@srmus.edu.in</i>