

ACADEMIC CURRICULUM

UNDERGRADUATE DEGREE PROGRAMME

BACHELOR OF BUSINESS ADMINISTRATION (HONOURS /RESEARCH)

B.B.A. (Hons./ Research)

Four Years (Full-Time)
(Multiple Entry and Exit)

Learning Outcome Based Curriculum Framework

As Per NEP-2020

Academic Year- 2023- 2024

**DEPARTMENT OF MANAGEMENT
SCHOOL OF Management & Commerce**



**SRM UNIVERSITY SIKKIM
TADONG, GANGTOK - 737102**



DEPARTMENT OF MANAGEMENT

1. Department Vision Statement	
Stmt. - 1	To emerge as a repository of managerial education and skills of unmatched quality.
Stmt. - 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.
Stmt. - 3	To impart relevant industry oriented, cutting-edge management education which will foster a holistic development of self and society.

2. Department Mission Statement	
Stmt. - 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.
Stmt. - 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.
Stmt. - 3	To foster the spirit of sustainable entrepreneurship amongst the learners which will help them contribute towards creation of a circular economy.
Stmt. - 4	To implant amongst the learners a robust ethical and moral value system for the betterment of society and the nation.

3. Program Education Objectives (PEO)	
B.B.A Management (Honours/Research) program offers a wide variety of courses after which the graduates will be able to:	
PEO - 1	To nurture multidisciplinary skills and concepts of business management for identifying and developing implementable solutions to real-life business scenarios.
PEO - 2	To enable students in adapting to dynamic multicultural setup using communication, digital and collaborative skills.
PEO - 3	To create a talent pool of human capital who can exhibit leadership attributes with a robust sense of responsibility and accountability.
PEO - 4	To motivate the students towards the nuanced world of research.
PEO - 5	To make the students appreciate the importance of sustainable entrepreneurship and innovation.
PEO - 6	To encourage development of socially responsible human-beings driven by values and empathy.

4. Consistency of PEO's with Mission of the Department

PEO/ Mission St.	Mission Stmt. – 1	Mission Stmt. – 2	Mission Stmt. - 3	Mission Stmt. – 4
PEO – 1	H	H	H	M
PEO – 2	H	M	M	M
PEO – 3	H	H	M	M
PEO – 4	H	H	H	H
PEO - 5	H	H	H	H
PEO – 6	M	H	M	H

5. Consistency of PEO's with Program Learning Outcomes (PLO) & Program Specific Outcomes (PSO)

	Program Learning Outcomes (PLO)															Program Specific Outcome (PSO)	
	1	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	1	13	14.	15	16.	17.
	Critical thinking.	Multicultural competence & inclusive spirits	Analytical reasoning / thinking	Coordinating /collaborating with others	Community engagement and service	Environmental awareness and action		Research related skills.	Digital and technological skills.	Leadership readiness qualities	Complex problem solving	Creativity	Learning how to learn skills	Value inclusion	Empathy	Analysis and interpretation of the data which is used in Decision Making.	Analyze Global Environment and its Impact on Business
PEO – 1	H	H	H	H	M	H	H	H	M	H	H	H	H	M	M	H	H
PEO – 2	H	H	H	H	M	M	M	M	H	H	H	H	H	H	H	H	H
PEO – 3	H	M	M	M	M	M	H	M	H	H	H	M	H	M	H	H	H
PEO – 4	M	M	M	H	H	M	H	M	M	H	H	H	H	H	M	H	H
PEO – 5	M	H	H	M	M	H	H	H	M	H	M	M	H	H	M	H	H
PEO – 6	M	H	H	H	H	H	H	M	H	M	H	H	H	M	M	H	H

6. Programme Structure (Total Credit: 160)

Discipline Specific Core Courses – (CO)						
S.No	Course Code	Course Name	Hours/Week			Credits
			L	T	P	
1	BBA23CO11	Marketing Management	2	1	0	3
2	BBA23CO 12	Principals of Management & Organizational Behaviour	2	1	0	3
3	BBA23CO21	Human resources management	2	1	0	3
4	BBA23CO22	Financial Management	2	1	0	3
5	BBA23CO31	Project Management	3	1	0	4
6	BBA23CO32	Retail Management & Supply chain Management	3	0	2	4
7	BBA23CO41	Strategic Management	3	1	0	4
8	BBA23CO41	Training & Development for employee compensation	3	1	0	4
9	BBA23CO43	Indian Financial System	3	1	0	4
10	BBA23CO51	Total Quality Management	3	1	0	4
11	BBA23CO52	Production & Operations Management	3	1	0	4
12	BBA23CO53	Data analytics	3	1	0	4
13	BBA23CO54	Banking and Insurance Management	3	1	0	4
14	BBA23CO61	Entrepreneurship Development (Internal Evaluation)	3	1	0	4
15	BBA23CO62	Health/Hospital Management	3	1	0	4
16	BBA23CO63	Hospitality and Tourism Management	3	1	0	4
17	UNI23RP71	Research Methodology	3	0	2	4
18	UNI23RP72	Data Analytics & Statistical Applications	3	0	2	4
19	UNI23RP73	Scientific Writing & Research Ethics	3	0	2	4
20	BBA23RP71	Domain Specific research paper I	3	0	2	4
21	BBA23RP72	Domain Specific research paper II	3	0	2	4
Total Credits						80

Minor – (MI)						
<i>(List of Courses offered by the Management Department)</i>						
<i>(To be offered by the Management Department to other Department students under Minor Category)</i>						
S.No	Course Code	Course Name	Hours/Week			Credits
			L	T	P	
1	BBA23MI01	Introduction to principals of Management & Organizational Behaviour	2	1	0	3
2	BBA23MI02	Business Environment	2	1	0	3
3	BBA23MI03	Basics of Marketing & Retail Management	3	1	0	4
4	BBA23MI04	Supply Chain Management	2	1	0	3
5	BBA23MI05	Human Resource Management	2	1	0	3
6	BBA23MI06	Concepts of Production & Operations Management	3	1	0	4
7	BBA23MI07	Management Information System	3	1	0	4
Total Credits						24

Minor – (MI) <i>(List of Courses offered by the Commerce Department)</i> <i>(To be offered to the Management Department Students under Minor Category)**</i>						
S.No	Course Code	Course Name	Hours/Week			Credits
			L	T	P	
1	BCO23MI11	Fundamentals of Accounting	2	0	2	3
2	BCO23MI21	Fundamentals of Insurance	2	0	2	3
3	BCO23MI31	Fundamentals of Corporate Accounting	2	1	2	4
4	BCO23MI41	Fundamentals of Cost Accounting	2	0	2	3
5	BCO23MI42	Start-up Enterprise	2	0	2	3
6	BCO23MI51	Principles and Practice of Banking & Insurance	2	1	2	4
7	BCO23MI61	Fundamentals of Management Accounting	3	1	0	4
		Total Credits				24

** Will be notified to the BBA Students of the relevant semester

Ability Enhancement Courses– (AE)						
S.No	Course Code	Course Name	Hours/Week			Credits
			L	T	P	
1	UNI23AE02	Computer Skills: Fundamentals of Computer	1	0	2	2
2	UNI23AE01	Communicative English: Listening and Speaking Skills	1	0	2	2
3	UNI23AE07	Computer Skill: Internet & Information Communication Technologies	1	0	2	2
4	UNI23AE08	Communicative English: Reading and Writing Skills	1	0	2	2
		Total Credits				08

Skill Enhancement Courses– (SE)						
S.No	Course Code	Course Name	Hours/Week			Credits
			L	T	P	
1	BBA23SE16	Developing Managerial skills	1	1	2	3
2	BBA23SE26	Basic Data Analysis through software	1	1	2	3
3	BBA23SE36	Quantitative Aptitude and Reasoning	1	1	2	3
		Total Credits				09

Internship – (IN)						
S.No	Course Code	Course Name	Hours/Week			Credits
1	BBA23IN65	Summer internship	0	0	8	4
		Total Credits				04

Dissertation						
S.No	Course Code	Course Name	Hours/Week			Credits
1	UNI23RP81	Research Project (Research Proposal, Tools and Methods, Field work, Research Progress)	3	3	6	12
2	UNI23RP83	Research Paper and Dissertation	0	0	0	4
3	UNI23RP82	Presentation and Viva-voce	1	2	4	4
		Total Credits				20

Value Added Courses– (VA)						
<i>(Students will select one course in the first semester and second course out of remaining four courses in the second semester)</i>						
S.No	Course Code	Course Name	Hours/Week			Credits
			L	T	P	
1	UN123VA01	Yoga Practices	1	1	2	3
2	UN123VA02	Environmental science	2	0	2	3
3	UN123VA03	Universal Human Values	1	1	2	3
4	UN123VA04	Understanding India	2	0	2	3
5	UN123VA05	National Service Scheme	2	0	2	3
6	UN123VA07	National Cadet Corps	2	0	2	3
		Total Credits				06

Multidisciplinary Courses– (MD)						
<i>(Multidisciplinary Courses to be offered by Management Department to other Department)</i>						
S.No	Course Code	Course Name	Hours/Week			Credits
			L	T	P	
1	BBA23MD01	Entrepreneurship & Startups	2	0	2	3
2	BBA23MD02	Project Management	2	0	2	3
3	BBA23MD03	Product Marketing	2	0	2	3
		Total Credits				09

Multidisciplinary Courses– (MD)						
<i>(Multidisciplinary Courses available to the students of Management Department from other Departments)</i>						
S.No	Course Code	Course Name	Hours/Week			Credits
			L	T	P	
1	BOT23MD01	Mushroom Cultivation Technology	2	0	2	3
2	BOT23MD02	Hydroponics And Urban Farming	2	0	2	3
3	BOT23MD03	Bonsai And Floriculture	2	0	2	3
4	CHM23MD01	Entrepreneurial Chemistry	2	0	2	3
5	CHM23MD02	Chemistry Of Cosmetics And Personal Care Products	2	0	2	3
6	CHM23MD03	Waste Management	2	0	2	3
7	PHY23MD01	Renewable Energy and Energy Harvesting	2	0	2	3
8	PHY23MD02	Physics of Everyday Life	2	0	2	3

9	PHY23MD03	Basics and Importance of Quantum Technology	2	0	2	3
10	ZOL23MD01	Medical Laboratory Technology-I (Basic Techniques in Medical Laboratory)	2	0	2	3
11	ZOL23MD02	Medical Laboratory Technology-II (Skills in Microbiology and Immunology)	2	0	2	3
12	ZOL23MD03	Medical Laboratory Technology-III (Essentials of General and Clinical Pathology)	2	0	2	3
13	BCO23MD01	Financial Skills For All	1	1	2	3
14	BCO23MD02	Stock Trading & Investment For Beginners	1	1	2	3
15	BCO23MD03	E- Tax Filing	1	1	2	3
16	BHT23MD01	Travel Agency Management	2	0	2	3
17	BHT23MD02	Bakery & Confectionery	2	0	2	3
18	BHT23MD03	Homestay Operations	2	0	2	3
19	BCA23MD01	Introduction to Programming	2	0	2	3
20	BCA23MD02	Introduction to Web Designing (HTML, CSS, JavaScript)	2	0	2	3
21	BCA23MD03		2	0	2	3
22	ECO23MD01	Designing And Conducting Household Surveys	2	0	2	3
23	ECO23MD02	Survey Data Management And Analysis	2	0	2	3
24	ECO23MD03	Applied Statistical Analysis Using Software	2	0	2	3
25	ENG23MD01	Introduction To Theatre	1	1	2	3
26	ENG23MD02	Theatre Techniques And Stagecraft	1	1	2	3
27	ENG23MD03	Performance And Production	1	1	2	3
28	HIS23MD01	History Of North-East India (From Earliest Times Upto Independence)	2	0	2	3
29	HIS23MD02	Introduction To Historical Tourism	2	0	2	3
30	HIS23MD03	The Indian History Compendium	2	0	2	3
31	POL23MD01	Justice: What Is The Right Thing To Do?	2	0	2	3
32	POL23MD02	Political Concepts	2	0	2	3
33	POL23MD03	Political Science For Competitive Exams	2	0	2	3
34	SOC23MD01	Social and Community Work	2	0	2	3
35	SOC23MD02	NGO Management	2	0	2	3

36	SOC23MD03	Sociology for Competitive Exams	2	0	2	3
37	JAM23MD01	Basics of Photography and Moving Images	2	0	2	3
38	JAM23MD02	Fashion and Product Photography	2	0	2	3
39	JAM23MD03	Wildlife Photography	2	0	2	3
		Total Credits				09

Total Credit: 160

7. Course Structure - Distribution of different Courses in each semester with their credits for BBA Management (Honours / Research)

SEMESTER	Discipline Specific Core Courses (CO) (Total no. of Papers 21)	Minor Courses (MI) (Total no. of Papers 7)	Multi-Disciplinary Courses (MDC) (Total no. of Papers 3)	Ability Enhancement Courses (Total no. of Papers 4)	Skill Enhancement Course (SEC)) (Total no. of Papers 3)	Value Added Courses (Total no. of Papers 2)	Internship (Total no. of papers 1)	Dissertation (Total no. of papers 3)	Total Credits (Total Papers 44)
Sem I	2	1	1	1	1	1	-	-	20
Sem II	2	1	1	1	1	1	-	-	20
Sem III	2	1	1	1	1	-	-	-	20
Sem IV	3	2	-	1	-	-	-	-	20

Sem V	4	1	-	-	-	-	-	-	20
Sem VI	3	1	-	-	-	-	1	-	20
Sem VII	5	-	-	-	-	-	-	-	20
Sem VIII	-	-	-	-	-	-	-	3 (12+4+4) Credits)	20
Total Credits	80	24	09	08	09	06	04	20	160

8. Program Articulation Matrix

Course Code	Course Name	Program Learning Outcomes (PLO)															PSO*	
		Critical thinking.	Multicultural competence & inclusive spirits	Analytical reasoning / thinking	Coordinating /collaborating with others	Community engagement and service	Environmental awareness and action	Communication Skills	Research related skills.	Digital and technological skills.	Leadership readiness qualities	Complex problem solving	Creativity	Learning how to learn skills	Value inclusion	Empathy	Analysis and interpretation of the data which is used in Decision Making.	Analyze Global Environment and its Impact on Business
BBA23CO11	Marketing Management	H	H	H	H	M	H	H	H		H	H	M	H	M		H	H
BBA23CO12	Principals of Management & Organizational Behaviour	M	H	M	H	M	M	M		H	M	H	H	H	H		H	H
BBA23CO21	Human resources management	H	H	H	H	H	M	H	M	M	H	H	H	H	H		H	H
BBA23CO22	Financial Management	H	H	H	H	H	H	M	M		H	H	H	H			H	H
BBA23CO31	Project Management	H	H	H	H		H	H	H	H	H	H	H	H	H		H	H
BBA23CO32	Retail Management & Supply chain Management	H	H	H	H	H	M				H	H	M	H	M		H	H
BBA23CO41	Strategic Management	M	H	M	H	H	H	H	H	H	H	H	H	H	H		H	H
BBA23CO41	Training & Development for employee Compensation	M	H	M	H	H	H	H	H	M	H	H	H	H	H		H	H

BBA23CO 43	Indian Financial System	M	H	M	H	M	M	H	M	H	H	H	H	H			H	H
BBA23CO 51	Total Quality Management	H	H	H	H	H						H	H	H	H		H	H
BBA23CO 52	Production & Operations Management	H	H	H	H	H	H	H	M	M	H	H	M	H	M		H	H
BBA23CO 53	Data analytics	H	H	H	H	M	H	H	H	H	M	H	H	H	H		H	H
BBA23CO 54	Banking and Insurance Management	H	H	H	M	M	H	H	H	M	M	H	H	H	H		H	H
BBA23CO 61	Entrepreneurship Development (Internal Evaluation)	H	H	H	H	H	H	H	M	H	H	H	H	H			H	H
BBA23CO 62	Health/Hospital Management	H	H	H	H	H	H	H		M	H	H	H	H	H		H	H
BBA23CO 63	Hospitality and Tourism Management	H	H	H	H	H	M	M	M	M	M	H	H	H	H	M	M	M
BCO23MI 11	An Introduction to Accounting	M	H	M	H	H	H	M	M	H	M	H	M	H	H	H	M	M
BCO23MI 21	Fundamentals of Insurance	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
BCO23MI 31	Fundamentals of Corporate Accounting	H	H	H	H	H	M	M	M	M	M	H	H	H	H	M	M	M
BCO23MI 41	Fundamentals of Cost Accounting	M	H	M	H	M	H	M	M	M	H	H	M	H	M	H	M	M
BCO23MI 42	Start-up Enterprise	M	H	M	H	H	H	H	M	H	H	H	M	H	H	H	H	M
BCO23MI 51	Principles and Practice of Banking & Insurance		H		H	M				H	M	H		H	M			
BCO23MI 61	Fundamentals of Management Accounting	H	H	H	H	M	H	H	M	H	H	H	H	H	M	H	H	M
UNI23AE 02	Computer Skills: Fundamentals of Computer	M	H	M	H	H	M		M	M		H	M	H	H	M		M
UNI23AE 01	Communicative English: Listening and Speaking Skills	H	H	H	H	H	H	H	M	H	H	H	H	H	H	H	H	M
UNI23AE 04	Computer Skill: Internet & Information Communication Technologies	H	H	H	H	H	H	M	H	H	M	H	H	H	H	H	M	H
UNI23AE 03	Communicative English: Reading and	H	H	H	H	H	M	M	M	M	H	H	H	H	H	M	M	M

	Writing Skills																	
BBA23SE 16	Developing Managerial skills	H	H	H	H	H	M	M	M	M	H	H	H	H	H	M	M	M
BBA23SE 26	Basic Data Analysis through MS Excel and SPSS	M	H	H	H	H	M	H	M	H	H	H	M	H	H	H	M	M
BBA23SE 36	Quantitative Aptitude and Reasoning	H	H	H	H	M	H	H	M	H	H	H	H	H	H	H	H	H
BBA23IN 65	Summer internship	H	H	H	H	M	M	H	H	M	M	H	H	H	H	M	M	M
UNI23RP 81	Research Project (Research Proposal, Tools and Methods, Field work, Research Progress)	H	H	M	H	H	M		M	M		H	M	H	M	H	M	M
UNI23RP 83	Research Paper and Dissertation	H	H	M	H	H	M	M	H	H	H	H	M	H	H	H	H	M
UNI23RP 82	Presentation and Viva-voce	M	H	H	H	H	M	H	H	H	M	H		H	M			
UNI23VA 01	Yoga Practices	M	H	M	H	M	M	H	M	H	H	H	H	H	M	H	H	M
UNI23VA 02	Environmental science	M	H	M	H	H	M	H	M	H	H	H	M	H	H	M		M
UNI23VA 03	Universal Human Values	H	H	H	H	H	M	H	M	H	H	H	H	H	H	H	H	M
UNI23VA 04	Understanding India	H	H	M	H	M	H	H	M	M	H	H	H	H	H	H	M	H
UNI23VA 05	National Service Scheme	H	H	H	M	M	M			M	H	H	H	H	H	M	M	M
UNI23VA 07	National Cadet Corps	H	H	H	H	H	M	M	M	H	H	H	H	M	M	M	H	H
UNI23RP 71	Research Methodology	H	H	M	H	H	H	M	M	H	M	H	H	H	M	M	H	H
UNI23RP 72	Data Analytics & Statistical Applications	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H	H
UNI23RP 73	Scientific Writing & Research Ethics	H	H	H	H	H	M	M	M	H	H	H	H	M	M	M	H	H
BBA23RP 74	Domain Specific research paper 1	M	H	M	H	M	H	M	M	H	M	H	M	H	M	M	H	M

BBA23RP 75	Domain Specific research paper II	H	H	M	H	H	H	H	M	H	M	H	H	H	H	M	H	H
	Program Average	H	H	H	H	H	M	M	M	H	H	H	H	M	M	M	H	H

***PSO: Program Specific Outcomes**

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

9. Implementation Plan

**BBA Curriculum
SEMESTER-I**

Course Category	Course Code	Course Name	Hours/Week			Credits
			L	T	P	
Core	BBA23CO11	Marketing Management	2	1	0	3
Core	BBA23CO12	Principals of Management & Organizational Behaviour	2	1	0	3
Minor	BCO23MI01	Fundamentals of Accountng	2	1	0	3
Multi	XXX23MDxx	Multidisciplinary 1	2	0	2	3
AEC	UN123AE02	Computer Skills: Fundamentals of Computer	1	0	2	2
Skill	BBA23SE13 (BBA23SE16)	Developing Managerial skills	1	1	2	3
VAC	<i>Students will select any one course in the first semester out following five</i>					
	UN123VAxx	VAC 1	1	1	2	3
		Sub Total				20

SEMESTER-II

Course Category	Course Code	Course Name	Hours/Week			Credits
			L	T	P	
Core	BBA23CO21	Human resources management	2	1	0	3
Core	BBA23CO22	Financial Management	2	1	0	3
Minor	BCO23MI02	Fundamentals of Insurance	2	1	0	3
Multi	XXX23MDxx	Multidisciplinary 2	2	0	2	3
AEC	UN123AE01	Communicative skills: Listening & Speaking Skills	1	0	2	2
Skill	BBA23SE26	Basic Data Analysis through software	1	1	2	3
VAC	<i>Students will select any one course in the second semester which was not opted in the first semester.</i>					
	UNI23VAxx	VAC 2	2	0	2	3
		Sub Total				20

SEMESTER-III

Course Category	Course Code	Course Name	Hours/Week			Credits
			L	T	P	
Core	BBA23CO31	Project Management	3	1	0	4
Core	BBA23CO32	Retail Management & Supply Chain Management	3	0	2	4
Minor	BCO23MI03	Fundamentals of Corporate Accounting	3	1	0	4
Multi	XXX23MDxx	Multidisciplinary 3	2	0	2	3
AEC	UN123AE07	Computer Skills: Internet & Information Communication Technologies	1	0	2	2
Skill	BBA23SE36	Quantitative Aptitude and Reasoning	1	1	2	3
		Sub Total				20

SEMESTER-IV

Course Category	Course Code	Course Name	Hours/Week			Credits
			L	T	P	
Core	BBA23CO41	Strategic Management	3	0	0	3
Core	BBA23CO41	Training, Performance and Compensation Management	3	1	0	4
Core	BBA23CO43	Indian Financial System	3	0	0	3
Minor	BCO23MI04	Fundamentals of Cost Accounting	2	1	0	3
Minor	BCO23MI05	Start-Up Enterprise	2	1	0	3
AEC	UN123AE03	Communicative Skills: Reading and writing skills	1	0	2	2
Skill		Capstone Seminar	0	1	2	2
		Sub Total				20

SEMESTER-V

Course Category	Course Code	Course Name	Hours/Week			Credits
			L	T	P	
Core	BBA23CO51	Total Quality Management	3	1	0	4
Core	BBA23CO52	Production & Operations Management	3	1	0	4
Core	BBA23CO53	Data analytics	3	1	0	4
Core	BBA23CO54	Banking and Insurance Management	3	1	0	4
Minor	BCO23MI06	Principles and Practices of Banking & Insurance	3	1	0	4
		Sub Total				20

SEMESTER-VI

Course Category	Course Code	Course Name	Hours/Week			Credits
			L	T	P	
Core	BBA23CO61	Entrepreneurship Development (Internal Evaluation)	3	1	0	4
Core	BBA23CO62	Health/Hospital Management	3	1	0	4
Core	BBA23CO63	Hospitality and Tourism Management	3	1	0	4
Minor	BCO23MI07	Fundamentals of Management Accounting	3	1	0	4
Skill	BBA23IN65	Internship	0	0	8	4
		Sub Total				20

SEMESTER-VII

Course Category	Course Code	Course Name	Hours/Week			Credits
			L	T	P	
RM1	UNI23RP71	Research Methodology	2	0	4	4
RM2	UNIV23RP72	Data Analytics & Statistical Application	2	0	4	4
RM3	UNIV23RP73	Scientific Writing & Publication Ethics	3	0	2	4
RM4	UNIV23RP74	Domain specific research paper I	3	0	2	4
RM5	UNIV23RP75	Domain specific research paper II	3	0	2	4
		Sub Total				20

SEMESTER-VIII

Course Category	Course Code	Course Name	Hours/Week			Credits
			L	T	P	
RM6	UNI23RP81	Research Project (Research Proposal, Tools and Methods, Field work, Research Progress)	3	3	12	12
RM7	UNI23RP82	Presentation and Viva-voce	1	1	4	4
RM8	UNI23RP83	Research Paper and Dissertation	1	1	4	4
		Sub Total				20

Total Credits: 160

10. Semester-wise Course Syllabus

Semester-I

Course Code	BBA23C O11	Course Name	Marketing Management	Course Category			Core	L	T	P	C
								2	1	0	3
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)																	
			PL O 1	PL O 2	PL O 3	PL O 4	PL O 5	PL O 6	PL O 7	PL O 8	PL O 9	PL O 10	PL O 11	PL O 12	PL O 13	PL O 14	PL O 15	PS O 1	PS O 2	
			Critical Thinking	Multicultural Competence & Inclusive Spirits	Analytical Reasoning/Thinking	Coordinating/Collaborating with others	Community Engagement and Service	Environmental Awareness and Action	Communication Skills	Research Related Skills	Digital and Technological Skills	Leadership Readiness Qualities	Complex Problem Solving	Creativity	Learning how to Learn Skills	Value Inclusion	Empathy	Analysis and Interpretation of the Data which is used in Decision Making	Analyze Global Environment and Its Impact on Business	
CLO-1	Define marketing as a field and discipline - key concepts; explain the marketing mix and how to apply it.	1	H	H	M	H	M	M	M	M	H	H	M	H	-	M	M	-	M	
CLO-2	Express consumer behavior and its importance; Industrial goods and division	1,2,3	H	H	H	H	M	M	M	M	H	H	M	M	-	M	M	-	-	
CLO-3	Explain and apply demand forecasting and its techniques, Product Mix, and Life cycle	1,2,3, 4	H	M	H	M	M	M	M	M	H	H	H	M	-	M	M	H	-	
CLO-4	Analyze the complexity of pricing decisions, various pricing objectives, and pricing strategies.	2,3,4	M	H	M	H	H	H	H	M	M	M	H	M	-	M	M	H	H	
CLO-5	Demonstrate the 5Ms of advertising, measuring advertisement effectiveness and various tools of sales and trade promotion;	2,3,4	M	M	H	H	H	M	H	H	H	H	M	H	-	-	-	M	-	

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

Summary of Course Content			
S. No	Course Content	Hour	Alignmnt 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)		Model Test (20)		Surprise test (5)		Assignment (10)			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
1	Remember	30		35		35		35		30	
2	Understand	40		30		30		30		40	
3	Apply	20		20		20		20		20	
4	Analyze	10		15		15		15		10	
5	Evaluate	0		0		0		0		0	
6	Create	0		0		0		0		0	
	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
1. Mr. Arunava Saha, Head ICV Business Unit, Ashok Leyland	1. Dr. Pradeep kumar Terei, Assistant Professor, Department of Management, IIM Jammu	Dr. Happyson Gachuiwo (Asst. Prof)
2. Mr. Kunjavihari Jandhyala, Head Strategic HR & Organization Effectiveness Human Resource Department, TATA Power		happyson.n@srmus.edu.in

Course Code	BBA23C O12	Course Name	Principal of Management and Organizational	Course Category		Core	L	T	P	C
							2	1	0	3
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)																	
			PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15	PSO 1	PSO 2	
			Critical Thinking	Multicultural Competence & Inclusive Spirits	Analytical Reasoning/Thinking	Coordinating/Collaborating with others	Community Engagement and Service	Environmental Awareness and Action	Communication Skills	Research Related Skills	Digital and Technological Skills	Leadership Readiness Qualities	Complex Problem Solving	Creativity	Learning how to Learn Skills	Value Inclusion	Empathy	Analysis and Interpretation of the Data which is used in Decision Making	Analyze Global Environment and Its Impact on Business	
CL O-1	Define management, its functions, evolution, and principles applied in practice. Understand the complexities associated with managerial tasks, within the social and ethical standards.		M	H	M	H	M	M	M	M	M	M	M	H	M	H	M	M	M	
CL O-2	Identify and analyze key areas that drive individual behavior and understand the various theories.		M	M	M	H	H	H	H	M	M	M	M	M	M	H	H	H	H	
CL O-3	Analyze the importance of an individual's decision-making in the organizational context and the role of leadership in doing so.		H	H	H	H	H	M	M	M	M	H	H	H	H	H	H	M	M	
CL O-4	Explain the various types of organizations' structure, their design and changes from the OB perspective.		M	M	H	H	H	M	M	M	H	M	M	M	H	H	H	M	M	
CL O-5	Define management, its functions, evolution, and principles applied in practice. Understand the complexities associated with managerial tasks, within the social and ethical standards.		H	H	H	M	M	M	M	-	H	H	H	H	H	M	M	M	M	

(Level of correlation: 3-High, 2-Medium, 1-Low)

Summary of Course Content			
S. No	Course Content	Hour	Alignment to CLO
1.	Management-Introduction, Meaning, Nature, Features, Importance- Function of Management-Management Vs. Administration – Management as Art & Science- Managerial roles and styles- Levels of Management -MBO- The Evolution of Management Thought, Fayol’s Fourteen Principles of Management	12	CLO 1
2.	Decision Making – The Importance and Limitations of Rational Decision Making- Limited or bounded rationality. The Decision-Making Process- Five key steps; Programmed and Non-Programmed decisions, The Uncertainty Problem; How to deal with unknowns and human Foibles; How to counter tendencies that can ambush your decision; Organizational Traps - The Madness and wisdom of crowds	12	CLO1, CLO 2
3.	Study of Organizational Behavior: Introduction - Definitions - Contributing fields to organizational behavior; Behavior model for organizational efficiency-Organizational components that need to be managed; Individual Dimensions of Organizational Behavior: Developing an OB Model – Dependent variables –Independent variables; Types of OB Model; Environmental factors	12	CLO 3, CLO4
4.	Personality and Learning: Introduction - Determinants of Personality-Personality traits; The Myers-Briggs- Type Indicator (MBTI) Locus of control; 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 behavior: Extinction; Application of learning and organizational behavior modification	12	CLO3, CLO 4
5.	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 5

Learning Resources	
Text Books	1. Knodalkar, V.G. (2012). Organizational Behaviour. New Age International(P) Limited 2. Charles W L Hill, Steven L McShane (2007).” Principles of Management”, McGraw Hill Education, Special India ED.
Ref. Books	1. Robbins, S.R., & Judge. T.A. (2013), Organizational Behaviour (Fifteen Ed.) Pearson Publications. 2. Battacharya., D. (2013). Organizational Behaviour. Oxford University Press 3. Stephen P. Robbins and Mary Coulter, 'Management', Prentice Hall of India, 8th edition. 4. Hammond, J.S., Keeney, R.L. & Raiffa, H. (March 1998). Even Swaps: A Rational method for making trade-offs. Harvard Business Review.

Bloom's Level of Thinking		Continuous Learning Assessment (50% weightage)								Final Examination (50 % weightage)	
		Cycle Test (10)		Model Test (20)		Surprise test (5)		Assignment (10)			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
1	Remember	30		35		35		35		30	
2	Understand	40		30		30		30		40	
3	Apply	20		20		20		20		20	
4	Analyze	10		15		15		15		10	
5	Evaluate	0		0		0		0		0	
6	Create	0		0		0		0		0	
	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 of official mail id	Internal Experts: Name, Designation with official id
1. Mr. Arunava Saha, Head ICV Business Unit, Ashok Leyland	1. Dr. Pradeep kumar Terei, Assistant Professor, Department of Management, IIM Jammu	Dr. Happyson Gachuiwo (Asst. Prof)
2. Mr. Kunjavihari Jandhyala, Head Strategic HR & Organization Effectiveness Human Resource Department, TATA Power		happyson.n@srmus.edu.in

Course Code	BBA23M I13	Course Name	Introduction to Principles of Management & Organizational Behaviour	Course Category	Core	L	T	P	C
						2	1	0	3
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	PLO 10	PLO 11	PLO 12	PLO 13	PLO 14	PLO 15	PSO 1	PSO 2	
			Critical Thinking	Multicultural Competence& Inclusive Spirits	Analytical Reasoning/Thinking	Coordinating/Collaboratingwith others	Community Engagement andService	Environmental Awareness and Action	Communication Skills	Research Related Skills	Digital and TechnologicalSkills	Leadership ReadinessQualities	Complex Problem Solving	Creativity	Learning how to Learn Skills	Value Inclusion	Empathy	Analysis and Interpretation ofthe Data which is used in Decision Making	Analyze Global Environmentand Its Impact on Business	
CLO-1	Define management, its functions, evolution, and principles applied in practice.	1	M	H	M	H	M	M	M	M	M	H	M	M	-	H	H	-	-	
CLO-2	Understand the complexities associated with managerial tasks, within the social and ethical standards.	1,2	M	M	M	H	H	H	H	M	M	H	M	H	-	H	H	-	H	
CLO-3	Identify and analyze key areas that drive individual behavior and understand the various theories.	1,2,3	H	H	H	H	H	M	M	M	M	H	M	M	-	M	M	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.	3	M	M	H	H	H	M	M	M	H	M	H	H	-	M	M	H	H	
CLO-5	Explain the various types of organizations' structure, their design and changes from the OB perspective.	2,3,4	H	H	H	M	M	M	M	-	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	Management-Introduction, Meaning, Nature, Features, Importance- Function of Management-Management Vs. Administration – Management as Art & Science- Managerial roles and styles- Levels of Management -MBO- The Evolution of Management Thought, Fayol’s Fourteen Principles of Management	1 2	CLO 1
2	Decision Making – The Importance and Limitations of Rational Decision Making- Limited or bounded rationality. The Decision-Making Process- Five key steps; Programmed and Non-Programmed decisions, The Uncertainty Problem; How to deal with unknowns and human Foibles; How to counter tendencies that can ambush your decision; Organizational Traps - The Madness and wisdom of crowds	1 2	CLO1, CLO 2
3	Study of Organizational Behavior: Introduction - Definitions - Contributing fields to organizational behavior; Behavior model for organizational efficiency- Organizational components that need to be managed; Individual Dimensions of Organizational Behavior: Developing an OB Model – Dependent variables –Independent variables; Types of OB Model; Environmental factors	1 2	CLO 3, CLO4
4	Personality and Learning: Introduction - Determinants of Personality-Personality traits; The Myers-Briggs- Type Indicator (MBTI) Locus of control; 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 behavior: Extinction; Application of learning and organizational behavior modification	1 2	CLO3, CLO 4
5	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	1 2	CLO 5
Learning Resources			
Text Books	1. Knodalkar, V.G. (2012). Organizational Behaviour. New Age International(P) Limited 2. Charles W L Hill, Steven L McShane (2007).” Principles of Management”, McGraw Hill Education, Special India ED.		
Ref. Books	1. Robbins, S.R., & Judge. T.A. (2013), Organizational Behaviour (Fifteen Ed.) Pearson Publications. 2. Battacharya., D. (2013). Organizational Behaviour. Oxford University Press 3. Stephen P. Robbins and Mary Coulter, 'Management', Prentice Hall of India, 8th edition. 4. Hammond, J.S., Keeney, R.L. & Raiffa, H. (March 1998). Even Swaps: A Rational method for making trade-offs. Harvard Business Review.		

Bloom's Level of Thinking		Continuous Learning Assessment (50% weightage)								Final Examination (50 % weightage)	
		Cycle Test (10)		Model Test (20)		Surprise test (5)		Assignment (10)			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
1	Remember	30		35		35		35		30	
2	Understand	40		30		30		30		40	
3	Apply	20		20		20		20		20	
4	Analyze	10		15		15		15		10	
5	Evaluate	0		0		0		0		0	
6	Create	0		0		0		0		0	
	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 of official mail id	Internal Experts: Name, Designation with official id
1.Mr. Arunava Saha, Head ICV Business Unit, Ashok Leyland	1.Dr. Pradeep kumar Terei, Assistant Professor, Department of Management, IIM Jammu	Dr.Happyson Gachuiwo(Asst.Prof)
2. Mr. Kunjavihari Jandhyala, Head Strategic HR & Organization Effectiveness Human Resource Department, TATA Power		happyson.n@srmus.edu.in

Course Code	UNI23AE02	Course Name	FUNDAMENTALS OF COMPUTER	Course Category	AEC	Ability Enhancement Course	L	T	P	C
							1	0	2	2
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)																
			PL O 1	PL O 2	PL O 3	PL O 4	PL O 5	PL O 6	PL O 7	PL O 8	PL O 9	PL O 10	PL O 11	PL O 12	PL O 13	PL O 14	PL O 15	PS O 1	PS O 2
			Critical Thinking	Multicultural Competence & Inclusive Spirits	Analytical Reasoning/Thinking	Coordinating/ Collaborating with others	Community Engagement and Service	Environmental Awareness and Action	Communication Skills	Research Related Skills	Digital and Technological Skills	Leadership Readiness Qualities	Complex Problem Solving	Creativity	Learning how to Learn Skills	Value Inclusion	Empathy	Analysis and Interpretation of the Data which is used in Decision Making	Analyze Global Environment and Its Impact on Business
CL O-1	Introduce the concept of computer fundamentals and digital media	2	H	H	M	H	M	M	M	M	H	H	M	H	-	M	M	-	M
CL O-2	Demonstrate the use of office package and tools	3	H	H	H	H	M	M	M	M	H	H	M	M	-	M	M	-	-
CL O-3	Apply the statistical tools on data sheets.	6	H	M	H	M	M	M	M	M	H	H	H	M	-	M	M	H	-
CL O-4	Analyse the data through charts	4	M	H	M	H	H	H	H	M	M	M	H	M	-	M	M	H	H
CL O-5	Create and design good presentation	4	M	M	H	H	H	M	H	H	H	H	M	H	-	-	-	M	-

Summary of Course Content			
S. No	Course Content	Hour	Alignment to CLO
1.	Computer and its Applications: Introduction- Practical application of computers in various fields e.g. business, banking, education, research, engineering etc. Software & its types - System software, Application Software, Free and Open Source Software; Operating Systems- User Interface (CLI, GUI, Touch, Voice, Gesture based Interface), Functions of OS. Batch OS, Multiprogramming System, Multi-Processing System Time Sharing System, Online & Real-time OS; Networking- Importance of Networking, Topologies, LAN, WAN, Models (OSI & TCP/IP), Protocols.	9	CLO-1, 2
2.	MS-Word: Introduction to MS Word: overview of MS Word, getting started with word interface, creating, opening and saving documents, spell and grammar check, printing documents, using templates; Page setting – Document setup and layout, page orientation (portrait & landscape), page margins and size, page breaks, adding and editing headers and footers, page numbering; Page Design and formatting – text formatting(usage of different font styles, colors, size etc), paragraph formatting, styles and themes, text boxes , shapes, images and graphics, charts and symbols, page borders and shading, tables, watermarks; Review- Spelling & Grammar, Define, Thesaurus, word count, translate, language, comments.	9	CLO-3, 4
3.	MS- Excel: Introduction to Microsoft Excel: Overview of the Excel interface, Workbook, worksheets, and cells, Data entry and editing, using autofill, creating and saving workbooks, opening existing workbooks. Formulas and Functions: Basic arithmetic functions (SUM, AVERAGE, COUNT, MAX, MIN), logical functions (TRUE, FALSE, IF, AND, OR, and NOT), Date and time (DATE, DATEVALUE, DAY, EDATE ETC), Lookup & Reference (ADDRESS, AREAS, HYPERLINK, HLOOKUP, VLOOKUP, INDEX, COLUMNS, ROWS etc.), Text functions (CONCATENATE, CHAR, REPLACE, LEN, LEFT, RIGHT, MID etc.), Cell references (relative, absolute, mixed); Data Formatting and Conditional Formatting: Formatting cells (font, borders, fill color) Number formatting (currency, percentage, date), Conditional formatting rules (highlighting, data bars, color scales)	9	CLO-5
4.	Advance MS-Excel: Data Sorting and Filtering: Sorting data in Excel, Filtering data using AutoFilter and advanced filter, using custom filter criteria, filtering by color and icon sets; Statistical Functions and Analysis: Descriptive statistics (AVERAGE, STDEV, MEDIAN), Histograms and frequency distributions, Data analysis tools; Working with dashboard and Linking sheets in Excel: Hyperlinks, cell references, create data links from multiple worksheets; Data Visualization: Creating charts (bar, line, pie, scatter, etc.), Formatting and customizing charts Data Import and Export: Importing data from external sources (CSV, text files), exporting data to different formats.	9	CLO-5

5.	MS- PowerPoint: Getting started with power Point -Power Point Presentation Interface, Create Presentation, Working with Presentation Layouts, Formatting Slides, Templates, Inserting Slides; Advance Text Editing - Indenting, Adding images and Clip, Animations, Slide Transition, Sounds; Tables and Charts - Creating tables in PowerPoint, formatting and customizing table elements, inserting charts for Data Visualization, modifying and customizing chart types, Inserting charts from Excels; View Slides -Slide navigation, normal view, slide sorter view, reading view, slide show	9	CLO-5
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Learning Resources	
Text Books	1. Fundamentals of computers- by Rajaraman v, Adabala n 2. Computing fundamentals and c programming- by E. Balagurusamy
Ref. Books	1. Computer fundamentals concepts systems and applications- by Priti Sinha, Pradeep Sinha

Bloom's Level of Thinking		Continuous Learning Assessment (40%weightage)				Open Assessment(60% weightage)		Final Examination
		CLA1(10)	CLA2(10)	CLA3 (10)	CLA4(10)	Assignment/ Presentation (20)	Practical/ Viva voce/Field Visit (40)	
1	Remember	50%	25%	20%	10%	20%	10%	-
2	Understand	50%	25%	20%	10%	20%	10%	-
3	Apply	0	20%	10%	20%	10%	20%	-
4	Analyze	0	30%	10%	20%	10%	20%	-
5	Evaluate	0	0	20%	20%	20%	20	-
6	Create	0	0	20%	20%	20%	20	-
	Total	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
Mr. Bishnu Prasad Misra, Software Architect, Ericsson India Pvt. Ltd.	Dr. Rashmita Khilar Professor, Department of IT, Saveetha School of Engineering, SIMATS	Dr. Om Prakash Sharma, Assistant Professor, Dept-IT, SRMUS

Course Code	BBA23S E13	Course Name	Developing Managerial Skills	Course Category	SEC	L	T	P	C
						1	1	2	3
Pre-requisite			None	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	PLO 10	PLO 11	PLO 12	PLO 13	PLO 14	PLO 15	PLO 16	PLO 17	
			Critical Thinking	Multicultural Competence & Inclusive Analytical Reasoning/Thinking	Coordinating/Collaborating with others	Community Engagement and Service	Environmental Awareness and Action	Communication Skills	Research Related Skills	Digital and Technological Skills	Leadership Readiness Qualities	Complex Problem Solving	Creativity	Learning how to Learn Skills	Value Inclusion	Empathy	Analysis and Interpretation of the Data which is used in Decision Making	Analyze Global Environment and Its Impact on Business		
CLO-1	Find the ability to describe one self and understand the importance of Time Management	1	M		M	M	M	M		M	M	H		M	H	H	M	M		
CLO-2	Explain the importance and role of effective communication in the business.	2		H	M	H	H	H	H	H		H	M	M	H	M	H	M	M	
CLO-3	Develop and apply team building and conflicts management skills	3	M	H	H	H	H	M	H		H	H	M	H	H	H	H	H	H	
CLO-4	Analyze the situation and solve the problem creatively.	4	M	M	M	H	M	M	H	H	H	M	H	H	M	H	M	H	H	
CLO-5	Develop an understand and influence the decision making process	3	M	M	H	M	M	M	H	M	M	M	H	M	M	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	Managing Self and Time Management: Importance of Knowing Oneself; Introduction to Johari Window Model; Process of Knowing Oneself ; SWOT Analysis; Stages in Interpersonal Relationship; The 80:20 rule; Time ManagementMatrix; Scheduling; Grouping of Activities; Overcoming Procrastination; Time Circle Planner	1 2	CLO 1
2	Effective Communication: Components of effective communication; Communication process; Verbal and Non-Verbal Communication; KISS (Keep it short and sweet) in communication; Composing effective messages.	1 2	CLO 2
3	Team Building and Conflicts Resolution: Team Building; Process of team building; Skills Needed for Teamwork;Characteristics of an Effective Team; Leadership Traits; Leadership Styles; Sources of Conflict; Functional vs. Dysfunctional Conflict; Managing Conflicts	9	CLO 3
4	Solving Problems Creatively: Problem Solving; Creativity & Innovation; Steps in Rational Problem Solving; Barriers to Creative Problem Solving. Behavioral Guidelines	6	CLO 3
5	Decision Making: Decision Making Process; Steps in Effective Decision Making; Effective Decision Making in Teams; Decision Making Styles	6	CLO 4, CLO 5

Learning Resources	
Text Books	1. Alex K., Managerial Skills, S. Chand, 2013 2. David A. Whetten, Kim S. Cameron “Developing Management Skills” 8 th Edition, Pearson Publication
Ref. Books	1. McGrath E. H., Basic Managerial Skills for All, PHI, 2011
Course Designers	

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%
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	
1.Mr. Arunava Saha, Head ICV Business Unit, Ashok Leyland			1.Dr. Pradeep kumar Terei, Assistant Professor, Department of Management, IIM Jammu		Vipin Misra Assistant Professor	
2. Mr. Kunjavihari Jandhyala, Head Strategic HR & Organization Effectiveness Human Resource Department, TATA Power					Email id: vipinmisra.m@srmus.edu.in	

Semester II

Course Code	BBA23C O21	Course Name	HUMAN RESOURCE MANAGEMENT						Course Category			Core						L	T	P	C
																		2	1	0	3
Pre-requisite									Co-requisite			NIL									
Course Learning Outcomes (CLO)	At the end of this course, learners will be able to:	Bloo m's Lear ning (BL) Level	Program Learning Outcomes (PLO)																		
			PL O1	PLO 2	PL O3	PL O4	P L O5	PL O6	P L O7	P L O8	PL O9	PL O10	PL O11	PL O12	PL O13	PL O14	PL O15	PSO1	PSO 2		
			Critical Thinking	Multicultural Competence& Inclusive Spirits	Analytical Reasoning/Thinking	Coordinating/Collaboratingwith others	Community Engagement andService	Environmental Awareness and Action	Communication Skills	Research Related Skills	Digital and TechnologicalSkills	Leadership ReadinessQualities	Complex Problem Solving	Creativity	Learning how to Learn Skills	Value Inclusion	Empathy	Analysis and Interpretation ofthe Data which is used in Decision Making	Analyze Global Environmentand Its Impact on Business		
CLO-1	Define the basic concepts of managing human resource management.	1		H		M		M	M	H	M	H		M	M		H		H		
CLO-2	Express the basic understanding of effective human resourcespractices.	2	H	M	H	H	M	H	H	M		H		H	H	H	M		H		
CLO-3	Identify the key issues pertaining to recruitment and selection.	3	H	H		H	H	H		H	M	H	H	M	H	M		H	M		
CLO-4	Explain the significance of training and development of human resource.	4	M		M		H	H	H	H	M	M	M	M		M	M	M	H		
CLO-5	Incorporate the different types of techniques of compensation and performance appraisal systems.	5	M	H	M	H	H	M		H	H	H	H	H	M	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	1 2	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	1 2	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	1 2	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.	1 2	CLO 4
5	Performance Appraisal – Need – Importance – Techniques – Benefits – Career Planning –Need – Process – Succession Planning – Career Development – Steps – Career Development Actions – Advantages	1 2	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
1.Mr. Arunava Saha, Head ICV Business Unit, AshokLeyland	1.Dr. Pradeep kumar Terei, Assistant Professor, Department of Management, IIM Jammu	Dr. Abhimanyu Kumar, Assistant Professor (S.G)
3. Mr. Kunjavihari Jandhyala, Head Strategic HR & Organization Effectiveness Human Resource Department, TATA Power		abhimanyukumar.k@srmus.edu

Course Code	BBA23C O22	Course Name	FINANCIAL MANAGEMENT	Course Category		Core	L	T	P	C
							2	1	0	3
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)															PSO 1	PSO 2
			PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10	PLO11	PLO12	PLO13	PLO14	PLO15		
			Critical Thinking	Multicultural Competence & Inclusive Spirits	Analytical Reasoning/Thinking	Coordinating/Collaborating with others	Community Engagement and Service	Environmental Awareness and Action	Communication Skills	Research Related Skills	Digital and Technological Skills	Leadership Readiness Qualities	Complex Problem Solving	Creativity	Learning how to Learn Skills	Value Inclusion	Empathy		
CL O-1	Define the concepts of financial management and access the proper sources of finance for business.	1	M	M	H	M			M		M		H		H	H		H	H
CL O-2	Express leverage and working capital structure of a business.	2	H		H	M	M	M	M	M	H		M	M	H	M		H	H
CL O-3	Explain cost of capital and its significance in sustaining business operations.	2	H		H	H			H	M	M	M	H	H	M	M		H	H
CL O-4	Demonstrate capital structure and sourcing of funds for a firm.	3	H	M	H	H			H	M	H	H	H	H	M			H	H
CL O-5	Analyze capital budgeting decisions and its significance on the ethical business operations	4	H	M	H	H		H	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.	Meaning, Objective and scope – Relationship between management accounting, Cost accounting and financial accounting – Financial statements – Tools for analysis and interpretation.	1 2	CLO 1
2.	Financial planning and control – Leverage – Operating leverage, financial leverage and combined leverage - Working capital management- operating cycle- determination of Working capital.	1 2	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.	1 2	CLO 3
4.	Capital structure decision of the firm – Composition and sources of long – term funds – Factors determining funds requirements	1 2	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	1 2	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. 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	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
Mr. Arunava Saha, Head ICV Ashok Leyland	Dr. Pradeep Kumar Tarei, Asst. Professor, Department of Management, IIM Jammu	Dr.. Shubhadeep Chakraborty, Associate Professor, shubhadeepchakraborty.d@srmus.edu.in
Mr. Kunjavihari Jandhyala, Head Strategic HR, TATA Power		

Course Code	BBA23 MI23	Course Name	Financial Management for beginners	Course Category	Core	L	T	P	C
						2	1	0	3
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)															PSO 1	PSO 2
			PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12	PLO 13	PLO 14	PLO 15		
			Critical Thinking	Multicultural Competence & Inclusive Spirits	Analytical Reasoning/Thinking	Coordinating/Collaborating with others	Community Engagement and Service	Environmental Awareness and Action	Communication Skills	Research Related Skills	Digital and Technological Skills	Leadership Readiness Qualities	Complex Problem Solving	Creativity	Learning how to Learn Skills	Value Inclusion	Empathy		
CL O-1	Define the concepts of financial management and access the proper sources of finance for business.	1	M	M	H	M			M		M		H		H	H		H	H
CL O-2	Express leverage and working capital structure of a business.	2	H		H	M	M	M	M	M	H		M	M	H	M		H	H
CL O-3	Explain cost of capital and its significance in sustaining business operations.	2	H		H	H			H	M	M	M	H	H	M	M		H	H
CL O-4	Demonstrate capital structure and sourcing of funds for a firm.	3	H	M	H	H			H	M	H	H	H	H	M			H	H
CL O-5	Analyze capital budgeting decisions and its significance on the ethical business operations	4	H	M	H	H		H	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.	Meaning, Objective and scope – Relationship between management accounting, Cost accounting and financial accounting – Financial statements – Tools for analysis and interpretation.	1 2	CLO 1
2.	Financial planning and control – Leverage – Operating leverage, financial leverage and combined leverage - Working capital management- operating cycle- determination of Working capital.	1 2	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.	1 2	CLO 3
4.	Capital structure decision of the firm – Composition and sources of long – term funds – Factors determining funds requirements	1 2	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	1 2	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. 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	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
Mr. Arunava Saha, Head ICV Ashok Leyland	Dr. Pradeep Kumar Tarei, Asst. Professor, Department of Management, IIM Jammu	Dr.. Shubhadeep Chakraborty, Associate Professor, shubhadeepchakraborty.d@sr mus.edu.in
Mr. Kunjavihari Jandhyala, Head Strategic HR, TATA Power		

Course Code	UNI23AE01	Course Name	COMMUNICATIVE SKILLS: LISTENING AND SPEAKING SKILLS	Course Category	A E	Ability Enhancement Course	L 1	T 0	P 2	C 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)																
			PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10	PLO11	PLO12	PLO13	PLO14	PLO15	PSO1	PSO2
			Critical Thinking	Multicultural Competence & Inclusive Spirits	Analytical Reasoning/Thinking	Coordinating/Collaborating with others	Community Engagement and Service	Environmental Awareness and Action	Communication Skills	Research Related Skills	Digital and Technological Skills	Leadership Readiness Qualities	Complex Problem Solving	Creativity	Learning how to Learn Skills	Value Inclusion	Empathy	Analysis and Interpretation of the Data which is used in Decision Making	Analyze Global Environment and Its Impact on Business
CLO-1	Identify strategies to become appreciative and empathetic listeners.	2	H	H	M	H	M	M	M	M	H	H	M	H	-	M	M	-	M
CLO-2	Demonstrate an understanding of essential grammar rules and its usage.	3	H	H	H	H	M	M	M	M	H	H	M	M	-	M	M	-	-
CLO-3	Interpret accurately a range of non-verbal signals	6	H	M	H	M	M	M	M	M	H	H	H	M	-	M	M	H	-
CLO-4	Analyze the basic features of business communication	4	M	H	M	H	H	H	H	M	M	M	H	M	-	M	M	H	H
CLO-5	Communicate effectively in spoken English with fluency and accuracy	4	M	M	H	H	H	M	H	H	H	H	M	H	-	-	-	M	-

Summary of Course Content			
Sr. No	Course Content	Hour	Alignment to CLO
Unit I	<p>Listening Skills Introduction to Listening Active and Passive Listening Types of Listening – Appreciative, Emphatic, Critical, Comprehensive, Superficial Traits of a good Listener Techniques of effective listening Barriers to listening Art of Questioning- Purpose of questioning, Characteristics of questioning, Techniques of questioning</p> <p>Activity Based Learning Exercises from Language Lab (Intermediate & Proficient Level) <i>Classroom Activity:</i> Listening to the news and making notes, listening to announcements, listening to speeches, listening to instructions and summarizing them, Asking questions leading to discussion, Participation in conversation through questioning.</p>	9	CLO 1
Unit II	<p>Grammar Practice</p> <p>Types and forms of verbs, Tense Forms and Subject Verb Agreement, Determiners, Prepositions of Time and Place, Active and Passive Voice</p> <p>Activity Based Learning Exercises from Language Lab (Intermediate & Proficient Level) Activity from Worksheet</p>	9	CLO 2
Unit III	<p>Non-Verbal Communication</p> <p>Definition, Significance of Non-verbal Signals Types of Nonverbal communication- Kinesics- Paralinguistic- Proxemics and Chronemics Do's and Don'ts, Learning from experts</p>	9	CLO 3
Unit IV	<p>Verbal Communication</p> <p>Communication- Formal and Informal Effective communication- ABC and 7Cs of Communication Methods of Communication- Internal and External communication Networks of communication Vertical- horizontal- diagonal</p>	9	CLO 4
Unit V	<p>Speaking Skills Purposes of Speaking- Interpersonal, Formal and Semi Formal, Task Oriented, Persuasive Errors of Speech Conversation, Presentation, Interviews, Group Discussion, Public Speaking (Theory and Practice)</p> <p>Activity Based Learning Exercises from Language Lab (Intermediate & Proficient Level) <i>Classroom Activity:</i> Peer Introduction, Just a Minute, Role play, Product description (Adzap), Debate</p>	9	CLO 5

Learning Resources	
Text Books	Raman Meenakshi, Sangeeta Sharma, "Technical Communication Principles and Practice". Ed Second. Oxford University Press, Delhi, 2013. Raman, Meenakshi, Prakash Singh, "Business Communication". Press, 2013 Edition. Oxford University.
Ref. Books	Green, David. "Contemporary English Grammar Structures and Composition." Macmillian Publisher India Ltd, Delhi, 2000. Taylor, Shirley, V. Chandra. "Communication for Business. 4 2011 Ed. Dorling Kindersly India Pvt. Ltd.

Bloom's Level of Thinking		Continuous Internal Assessment (100% weightage)									
		CIA- 1 (25%) Unit Test- I		CIA- 2 (25%) Unit Test- II		CLA – 3 (25%) Unit Test - III		CLA – 4 (25%) Unit Test - IV		Final Examination	
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
1	Remember	15 %	15%		20%	20%		30%		-	-
2	Understand	15 %	15%		20%	20%	10%	20%		-	-
3	Apply		10%		30%		20%	20%	10%	-	-
4	Analyse	15 %	15%		20%	20%	10%	10%	10%	-	-
5	Evaluate	-			10%	-				-	-
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
Mr. Amit Patro Industry Expert (External Member) Editor, Sikkim Express, Gangtok, Sikkim, amitpatro19@gmail.com	Dr. Dilip P. Barad Subject Matter Expert (External Member) Professor, Department of English, M.K. Bhavnagar University, Bhavnagar, Gujarat, dilipbarad@gmail.com	Ms. Manisha Thakuri, Assistant Professor, SRMUniversity Sikkim, manisha.t@srmus.edu.in

Course Code	BBA23SE26	Course Name	Basic Data Analysis through MS Excel andSPSS	Course Category	Skill	L	T	P	C
						1	1	2	3
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)																	
			PL O1	PLO2	PL O3	PL O4	PL O5	PL O6	PL O7	PLO8	PL O9	PL O10	PL O11	PL O12	PL O13	PL O14	PL O15	PSO1	PSO2	
			Critical Thinking	Multicultural Competence & Inclusive Spirits	Analytical Reasoning/Thinking	Coordinating/Collaborating with others	Community Engagement and Service	Environmental Awareness and Action	Communication Skills	Research Related Skills	Digital and Technological Skills	Leadership Readiness Qualities	Complex Problem Solving	Creativity	Learning how to Learn Skills	Value Inclusion	Empathy	Analysis and Interpretation of the Data which is used in Decision Making	Analyze Global Environment and Its Impact on Business	
CLO-1	Define data analysis, and impart basic knowledge and understand of data analysis and its importance.	1	M		M	M			M	H	H		H	M	H	M			H	H
CLO-2	Demonstrate the function and operation of data analysis using MS Excel.	2	H		H	M			M	H	H	H	H	H	H	M			H	H
CLO-3	Explain the utility of MS excel in data analysis and able to interpret the output of research study.	3	H		H	H			H	H	H	H	H	H	H	M			H	H
CLO-4	Define SPSS, and its utility in conducting research at this fast-changing research environment.	1	M		M	M			M	H	H	H	H	M	H	M			H	H
CLO-5	Explain the importance of SPSS in research and also able to interpret the output of research study.	3	H		H	H			H	H	H	H	H	H	H	M			H	H

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

Sr No	Contents	Hour	Alignment CLO
1	Data analysis – Meaning; Concepts; Definition. Importance of data analysis, Types of Data Analysis – Data Mining Analysis, Business Intelligence Analysis, Statistical Analysis, Predictive Analytics, Text Analytics. Data Analysis process.	9	CLO 1
2	Introduction to MS Excel, Entering and editing data in MS excel, modifying a worksheet using MS excel, Formatting in MS excel, used of charts and graph, Functions of MS excel.	9	CLO 2
3	Ranges and tables, Data Cleaning, Conditional Formatting, Sorting and Filtering, Subtotals with ranges, Quick Analysis, Understanding Lookup Functions, PivotTables, Data Visualization, Data Validation, Working with multiple worksheets, Formula Auditing	9	CLO 3
4	Introduction to SPSS: Starting SPSS; Data Editors; Creating Data File; Defining Variables. Data Management; Entering Data; Splitting Files; Recoding Variables; Inserting New Variables; Deleting Variables; Merging Files;	9	CLO 4
5	Types of Data – Parametric or Nonparametric data, Creating descriptive statistics and graphs, Inferential Statistics, Reliability and Sensitivity,	9	CLO 5
	TEXTBOOK		
	<ul style="list-style-type: none"> Lokesh Jasrai, data analysis using SPSS; Sage publications Pvt. Ltd, 15 September 2020 M.L. Humphrey, excel for beginners: 1 (excel Essentials) 9 May 2019 		
	REFERENCE BOOKS		
	<ul style="list-style-type: none"> Kiran Pandya, SPSS in Simple Steps, 1 January 2011 Naveen Mishra, excel with Microsoft Excel: Comprehensive & easy guide to learn advanced MS excel 		

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
1.Mr. Arunava Saha, Head ICV Business Unit, Ashok Leyland	1.Dr. Pradeep kumar Terei, Assistant Professor, Department of Management, IIM Jammu	Dr. Happyson Gachuiwo
2. Mr. Kunjavihari Jandhyala, Head Strategic HR& Organization Effectiveness Human Resource Department, TATA Power		Assistant Professor, Department of Management SRM University Sikkim, Gangtok – Sikkim Happyson.n@srmus.edu.in

Semester- III

Course Code	BBA23 CO31	Course Name	Project Management	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)																
			PLO 1	PL O2	PL O3	PL O4	PL O5	PL O6	PL O7	PL O8	PL O9	PL O 10	PL O 11	PL O 12	PL O 13	PL O 14	PL O 15	PS O1	PS O 2
			Critical Thinking	Multicultural Competence & Inclusive Spirits	Analytical Reasoning/Thinking	Coordinating/Collaborating with others	Community Engagement and Service	Environmental Awareness and Action	Communication Skills	Research Related Skills	Digital and Technological Skills	Leadership Readiness Qualities	Complex Problem Solving	Creativity	Learning how to Learn Skills	Value Inclusion	Empathy	Analysis and Interpretation of the Data which is used in	Analyze Global Environment and Its Impact on Business
CLO-1	Describe the project phases. Explain the capital structure decision and perform cost of capital analysis.	1,2,3	M	-	H	M	-	M	H	M	H	H	M	M	M	H	M	H	H
CLO-2	Perform project financial feasibility analysis using an array of techniques. Explain the disadvantages of numeric model and apply non numeric models	1,2,3	H	M	H	H	M	H	H	M	H	M	H	M	M	H	-	H	-
CLO-3	Create a Work Break Down Structure for any given project. Communicate the importance of work packages.	1,2,3,4	H	-	H	H	M	H	H	M	H	H	H	H	H	H	-	H	-
CLO-4	Calculate critical path. Perform EVA analysis for project monitoring. Elucidate the concept of resource levelling and loading. Evaluate and implement various forms of project controls.	1,2,3,4	H	-	H	H	-	M	H	-	H	M	H	M	H	M	-	H	-
CLO-5	Perform project audit. Conduct project closure activities and elucidate on the different types of project closures.	1,2,3,4	H	-	H	H	-	H	H	-	H	M	H	M	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
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)	1 2	CLO-1 CLO-2
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 CLO-4
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 LifeCycle, 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	<ul style="list-style-type: none"> Meredith, Jack R.; Mantel, Samuel J. (2012). Project Management: A Managerial Approach (8ed). New Delhi: Wiley India (P.) Ltd.
Ref. Books	<ul style="list-style-type: none"> Pinto, Jeffery K. Project Management: Achieving Competitive Advantage. Patparganj, Delhi. Dorling Kindersley India Pvt. Ltd., 2009 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 (10)		Model Test (20)		Surprise test (5)		Assignment (10)			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
1	Remember	30		30		30		30		30	
2	Understand	30		30		30		30		30	
3	Apply	20		20		20		20		20	
4	Analyze	20		20		20		20		20	
5	Evaluate	0		0		0		0		0	
6	Create	0		0		0		0		0	
	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 (Sl. Gd)

Course Code	BBA23CO32	Course Name	Retail Management & Supply Chain Management	Course Category		Core	I	T	P	C
							3	0	2	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)																
			PL O1	PLO 2	PL O3	PL O4	PL O5	PL O6	PL O7	PL O8	PL O9	PL O10	PL O11	PL O12	PL O13	PL O14	PL O15	PSO 1	PSO 2
			Critical thinking.	Multicultural competence & inclusive spirits	Analytical reasoning / thinking	Coordinating /collaborating with others	Community engagement and service	Environmental awareness and action	Communication skills.	Research related skills	Digital and technological skills.	Leadership readiness qualities	Complex problem solving	Creativity	Learning how to learn skills	Value inclusion	Empathy	Analysis & interpretation of data in Decision Making.	Analyze Global Environment & its Impact
CLO-1	Define the functions, characteristics, categorization, and significance of the retailmanagement.	1	M	H	M	H	-	M	M	M	-	-	-	M	-	M	H	H	
CLO-2	Explain the concepts of strategic retail planning, targetmarket, and retailing format.	1,2,3	-	M	-	M	M	M	H	H	H	-	-	M	-	-	H	H	
CLO-3	Express the issues retail planning process, forecasting sales, and methods ofmerchandise procurement.	1,2,3, 4	-	M	-	H	-	M	H	H	H	M	M	M	-	-	H	H	
CLO-4	Analyze strategies for supply chain and inventory management.	2,3,4	M	-	H	M	M	H	M	-	-	-	-	-	-	-	H	H	
CLO-5	Explain the various strategies and application prospects ofsupply chain management.	2,3,4	M	-	M	M	-	-	M	H	-	-	M	-	-	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
Unit I	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
UnitII	Retailing Strategy: Retail Market Strategy, Target Market and Retail Format-Building Sustainable Competitive Advantage-Growth strategies-Global Growth opportunities-The strategic Retailing Planning Process-Retail locations-Information Systems.	12	CLO 1, CLO 2
UnitIII	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
Unit IV	Supply Chain Management – Global Optimization – importance – key issues – Inventory management – Economic lot size model. Supply contracts – centralized vs. decentralized system	12	CLO 4
UnitV	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 5

Learning Resources	
Text Books	<ul style="list-style-type: none"> Chetan Bajaj, Rajnishtuli, Nidi Varma Srivastava, Retail Management, Oxford University Press, 2010. Text book of Logistics and Supply Chain Management; D.K.Agarwal, PHI 2010
Ref. Books	<ul style="list-style-type: none"> Swapna Pradhan, “Retailing Management Text and Cases”, McGrawHill, 2009.. Michael Levy, Barton A Weitz& Ajay Pandit, “Retail Management, Tata” McGraw Hill, 2008. “Logistics Management World Seaborne Trade” – Dr.Krishnaveni Muthiah, PHI, 2010 Logistics and Supply Chain Management – G. Raghuram, PHI 2010

Bloom's Level of Thinking		Continuous Learning Assessment (50% weightage)								Final Examination (50 % weightage)	
		Cycle Test (10)		Model Test (20)		Surprise test (5)		Assignment (10)			
		Theory	Practice	Theory	Practice	Theor y	Practic e	Theory	Practic e	Theory	Practic e
1	Remember	30	-	30	-	35	-	35	-	30	-
2	Understand	40	-	30	-	30	-	30	-	40	-
3	Apply	20	-	20	-	20	-	20	-	20	-
4	Analyze	10	-	10	-	15	-	15	-	10	-
5	Evaluate	0	-	0	-	0	-	0	-	0	-
6	Create	0	-	0	-	0	-	0	-	0	-
	Total	100		100		100		100		100	

Course Designers		
Experts from Industry:	Experts from Higher Education Institutions:	Internal Experts:
1. Mr. Arunava Saha, Head ICV Business Unit, Ashok Leyland	1. Dr. Pradeep kumar Terei, Assistant Professor, Department of Management, IIM Jammu	Dr. Wangchuk Chungyalpa, Asst. Prof (Sl. Gd)
2. Mr. Kunjavihari Jandhyala, Head Strategic HR & Organization Effectiveness Human Resource Department, TATA Power		

Course Code	BBA23 MI33	Course Name	Basics of Marketing and Retail Management	Course Category		Minor	I	T	F	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 Level	Program Learning Outcomes (PLO)																	
			PL O1	PLO2	PL O3	PL O4	PL O5	PL O6	PL O7	PLO8	PL O9	PL O10	PL O11	PL O12	PL O13	PL O14	PL O15	PSO1	PSO2	
			Critical Thinking	Multicultural Competence & Inclusive Spirits	Analytical Reasoning/Thinking	Coordinating/Collaborating with others	Community Engagement and Service	Environmental Awareness and Action	Communication Skills	Research Related Skills	Digital and Technological Skills	Leadership Readiness Qualities	Complex Problem Solving	Creativity	Learning how to Learn Skills	Value Inclusion	Empathy	Analysis and Interpretation of the Data which is used in Decision Making	Analyze Global Environment and Its Impact on Business	
CL O-1	Define marketing as a field and discipline - key concepts; explain the marketing mix and how to apply it.	1	M	H	M	H	-	M	M	M	-	-	-	M		-	M	H	H	
CL O-2	Explain and apply demand forecasting and its techniques.	1, 2, 3	-	M	-	M	M	M	H	H	H	-	-	M		-	-	H	H	
CL O-3	Explain the functions, characteristics, categorization, and significance of retail management.	1,2,3,4	-	M	-	H	M	M	H	H	H	M	M	M		-	-	H	H	
CL O-4	Analyze various retail strategies for sustainable competitive advantage	2,3,4	M	-	H	M	M	H	M	-	-	-	-	-		-	-	H	H	
CL O-5	Analyze the pricing strategies, pricing techniques, and communication mix.	2,3,4	M	-	M	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	Alignme nt to CLO
Unit 1	Concept of Marketing: Defining Marketing in the 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	1 2	CLO 1
Unit II	Sales Strategy – 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	1 2	CLO 1, CLO 2
Unit III	Introduction to Retail: - Definition, Nature, Scope – Meaning – Types - Classification – Retailing & Marketing - Growing importance of retailing- Factors influencing retailing – Functions and activities of Retailing-Stores Location – Steps in choosing a retail location.	1 2	CLO 3
Unit IV	Retailing Strategy: Retail Market Strategy, Target Market, and Retail Format- Building Sustainable Competitive advantage strategies Growth opportunities strategic Retailing Planning Process locations- Information Systems	1 2	CLO 4
Unit V	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	1 2	CLO 5
Learning Resources			
Text Books	1. Chetan Bajaj, Rajnishtuli, Nidi Varma Srivastava, Retail Management, Oxford University Press, 2010. 2. Charles W L Hill, Steven L McShane (2007).” Principles of Management”, McGraw Hill Education, Special India ED. 2. Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwar Jha, Marketing Management: A South Asian Perspective, Pearson Prentice Hall, 2008		
Ref. Books	1. Swapna Pradhan, “Retailing Management Text and Cases”, McGraw-Hill, 2009. 2. Michael Levy, Barton A Weitz & Ajay Pandit, “Retail Management, Tata” McGraw Hill, 2008. 3. Rajan Saxena, “Marketing Management”, Tata McGraw-Hill Publishing, 2002. 4. 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)		Model Test (20)		Surprise test (5)		Assignment (10)			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
1	Remember	30	-	30	-	35	-	35	-	30	-
2	Understand	40	-	30	-	30	-	30	-	40	-
3	Apply	20	-	20	-	20	-	20	-	20	-
4	Analyze	10	-	10	-	15	-	15	-	10	-
5	Evaluate	0	-	0	-	0	-	0	-	0	-
6	Create	0	-	0	-	0	-	0	-	0	-
	Total	100		100		100		100		100	

Course Designers		
Experts from Industry:	Experts from Higher Education Institutions:	Internal Experts:
1. Mr. Arunava Saha, Head ICV Business Unit, Ashok Leyland	1.Dr. Pradeep kumar Terei, Assistant Professor, Department of Management, IIM Jammu	Dr.Wangchuk Chungyalpa (Asst.Prf – Sr.Gr)
2. Mr. Kunjavihari Jandhyala, Head Strategic HR & Organization Effectiveness Human Resource Department, TATA Power		

Course Code		UNI23AE04	Course Name	Internet & Information Communication Technologies						Course Category		AEC	Ability Enhancement Course				L	T	P	C
																	1	0	2	2
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	PLO 10	PLO 11	PLO 12	PLO 13	PLO 14	PLO 15	PSO1	PSO2	
			Critical Thinking	Multicultural Competence & Inclusive Spirits	Analytical Reasoning/Thinking	Coordinating/Collaborating with others	Community Engagement and Service	Environmental Awareness and	Communication Skills	Research Related Skills	Digital and Technological Skills	Leadership Readiness/Qualities	Complex Problem Solving	Creativity	Learning how to Learn Skills	Value Inclusion	Empathy	Analysis and Interpretation of the Data which is used in Decision Making	Analyze Global Environment and Its Impact on Business	
CLO-1	Introduce the concept of Internet, its applications	2	H	H	M	H	M	M	M	M	H	H	M	H	-	M	M	-	M	
CLO-2	Express the various types of email communications	3	H	H	H	H	M	M	M	M	H	H	M	M	-	M	M	-	-	
CLO-3	Demonstrate the use of ERP & ICT tools	6	H	M	H	M	M	M	M	M	H	H	H	M	-	M	M	H	-	
CLO-4	Access the University LMS	4	M	H	M	H	H	H	H	M	M	M	H	M	-	M	M	H	H	
CLO-5	Apply the ethical skills in social communication and research activity	4	M	M	H	H	H	M	H	H	H	H	M	H	-	-	-	M	-	

Summary of Course Content			
S. No	Course Content	Hour	Alignment to CLO
1.	Basics of Internet: Internet overview- Applications of Internet, Domain Name System, URLs; Internet Services- ISP, Accessing the internet website & bookmark, Searching information using Search engine, University internet services (STPI, GIO); WWW- Importance, Maintaining University Website, Web accessibility and usability, Accessing e-journals, e-books, Library module; Open AI- Tools and Utility Accessing sites or information repository for curriculum and research. Eg – Courseera, Nptel, Swayam etc.	9	CLO-1
2.	Basics of E-mail: Email overview- Providers, services, basics of email communication and terminology; Working with email- mail-id creation, e-mail operation, organizing emails in folders; Email Features- understanding the purpose of “To”, “CC”, “BCC”, sending and receiving email attachments, filters and rules for email organization, Voice based Content; Email Etiquettes- email etiquette and professionalism guidelines, handling confidential information in emails; University Mail-ids- familiarity with the university email policies, compliance with security and data protection guidelines, admin, faculty, and students mail accounts, email groups and lists for collaborative communication.	9	CLO-2
3.	Enterprise Resource Planning & Information and Communication technology in Educational Institutions: Projectors and Board Cameras : Understanding the functionality and setup of projectors. Interactive whiteboards and their use in classrooms. Utilizing board cameras for document sharing and live annotation. Practical exercises on using projectors and board cameras. Connecting the Wi-Fi, connecting the HDMI cable. Overview of ERP: Introduction to Enterprise Resource Planning(ERP) systems. Role of ERPs in educational institutions for	9	CLO-3
	management and administration. Features and benefits of ERP software in streamlining operations. Case studies and practical examples of ERP implementations in education.		
4.	University Learning Management System: Overview of LMS- Learning management system and its role in education, working of the university LMS, navigation, user roles, content creation, and assessment tools within an LMS. Google Classroom- overview of Google Class room , benefits and features, creation of classroom, adding and managing students, navigating through Google classroom-interface tour(Stream, classwork, people, grades), creating assignment, quizzes and questions, adding resources(docs, slides, links), posting announcements , Projects, Posting materials, grading , using rubrics, providing feedback. Video conferencing tools: Google-meet, zoom, Microsoft teamsetc.	9	CLO-4

5.	Social media & Plagiarism: Social media platforms: overview of major platforms (Twitter, Facebook, LinkedIn, Instagram etc.), importance of social media in communication and networking; Using social media effectively: Creating and optimizing profiles, content creation and posting strategies, advertising, building and engaging with an audience, social media analytics and performance measurement Social media communication ethics: importance of ethical communication in social media, understanding online privacy, data protection and content, ethical considerations while sharing data, addressing cyberbullying and online harassment; Plagiarism check- practical usage of plagiarism detection software (e.g. drillbot), and interpreting reports to maintain originality in academic work, plagiarism detection and citation assistance; Grammarly - features, grammar and writing style improvement, integrating grammarly into different writing platforms.	9	CLO-5
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Learning Resources

Text Books	1. The Complete Reference to Internet- by Margaret Leving Young 2. Internet Technologies and Information Services- by Joseph B. Miller MD
Ref. Books	3. Internet Technology and Applications- by Mario Freire & Manuela Pereira

Bloom's Level of Thinking		Continuous Learning Assessment (40% weightage)				Open Assessment(60% weightage)		Final Examination
		CLA1(10)	CLA2(10)	CLA3 (10)	CLA4(10)	Assignment/ Presentation (20)	Practical/ Viva voce/ Field Visit (40)	
1	Remember	50%	25%	20%	10%	20%	10%	
2	Understand	50%	25%	20%	10%	20%	10%	
3	Apply	0	20%	10%	20%	10%	20%	
4	Analyze	0	30%	10%	20%	10%	20%	
5	Evaluate	0	0	20%	20%	20%	20	
6	Create	0	0	20%	20%	20%	20	
	Total	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
Mr. Bishnu Prasad Misra, Software Architect, Ericsson India Pvt. Ltd.	Dr. Rashmita Khilar Professor, Department of IT, Saveetha School of Engineering, SIMATS	Dr. Om Prakash Sharma, Assistant Professor, Dept-IT, SRMUS

Course Code	BBA23 SE36	Course Name	Quantitative Aptitude and Reasoning	Course Category	Internal	L 1	T 2	P 0	C 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)																	
			PL O 1	PLO 2	PL O 3	PL O 4	PLO 5	PL O 6	PL O 7	PL O 8	PL O 9	PL O 10	PL O 11	PL O 12	PL O 13	PL O 14	PL O 15	PSO1	PS O 2	
			Critical Thinking	Multicultural Competence & Inclusive Spirits	Analytical Reasoning/Thinking	Coordinating/Collaborating with others	Community Engagement and Service	Environmental Awareness and Action	Communication Skills	Research Related Skills	Digital and Technological Skills	Leadership Readiness/Qualities	Complex Problem Solving	Creativity	Learning how to Learn Skills	Value Inclusion	Empathy	Analysis and Interpretation of the Data which is used in Decision Making	Analyze Global Environment and Its Impact on Business	
CLO-1	Develop fundamental understanding of Quantitative Aptitude and logical reasoning.	2	H		H	M			M	H		M	H	M	M			M	M	
CLO-2	Demonstrate abilities to reach expert judgmental decisions for applying in real-life managerial scenarios	3	H		H	M			M	H		H	H	M	H			H	M	
CLO-3	Construct basic structure of logical and non-verbal reasoning to handle subtle business situations	3	H		H	M			M	H		H	H	M	M			H	M	
CLO-4	Analyze arguments and situations to reach decisions based on expert judgement and professional evaluation	4	H		H	M			M	H		M	H	M	H			H	M	
CLO-5	Demonstrate proficiency in solving problems related to Letter, symbol and Numbers series 2.	4	H		H	M			M	H		M	H	M	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	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, CLO 5
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	Agarwal. R.S – Quantitative Aptitude for Competitive Examinations, S. Chand Limited 2011 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: Bikash Thakuri, Assistant Professor bikashthakuri,p@srmus.edu.in
		Mitrabarun Ghosh, Assistant Professor mitrabarunghosh.a@srmus.edu.in

Semester IV

Course Code	BBA23CO 41	Course Name	Strategic Management					Course Categor y	Core										L 3	T 1	P 0	C 4
Pre-requisite			None					Co-requisite					None									
Cou rse Lear ning Outc omes (CL O)	At the end of this course, learnerswill be able to:	Bloo m's Lear ning (BL) Level	Program Learning Outcomes (PLO)																PSO 1	PS O 2		
			PL O1	PL O2	PL O3	PL O4	PL O5	PL O6	PL O7	PL O8	PL O9	PL O 10	PL O 11	PL O 12	PL O 13	P L O 14	P L O 15					
			Critical Thinking	Multicultural Competence & Inclusive	Analytical Reasoning/Thinking	Coordinating/Collaborating with others	Community Engagement and Service	Environmental Awareness and Action	Communication Skills	Research Related Skills	Digital and Technological Skills	Leadership Readiness Qualities	Complex Problem Solving	Creativity	Learning how to Learn Skills	Value Inclusion	Empathy	Analysis and Interpretation of the Data which is used in Decision Making			Analyze Global Environment and Its Impact on Business	
CLO-1	Develop strategic objectives from vision and mission statements. Evaluate vision and mission statements.	1,2,3	H	H	H	H	M	H	M	M	M	H	H	H	M	H	H	H	H			
CLO-2	Perform macro environment analysis and internal organization analysis using tools and models.	2,3,4	H	M	H	H	H	M	M	H	M	-	M	M	M	M	-	M	H			
CLO-3	Produce strategies. Evaluate strategic options.	2,3,4	H	M	H	H	M	H	H	M	-	H	H	H	M	H	H	H	H			
CLO-4	Perform Strategy evaluation. Implement strategic management model.	1,2,3,4	H	H	H	H	-	H	H	M	-	M	H	M	H	H	H	H	H			
CLO-5	Develop an understanding of the concepts, tools and techniques of corporate strategic management so as to enable them to develop analytical and conceptual skills and the ability to look at the totality of situations	1,2,3,4	H	M	H	M	-	M	M	M	-	H	M	M	H	M	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
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; 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;	9	CLO-4
Unit 5	Strategy Review, Evaluation, and Control: The Nature of Strategy Evaluation; A Strategy-Evaluation Framework; The BalancedScorecard; 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 (10)		Model Test (20)		Surprise test (5)		Assignment (10)			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
1	Remember	30		30		30		30		30	
2	Understand	30		30		30		30		30	
3	Apply	20		20		20		20		20	
4	Analyze	20		20		20		20		20	
5	Evaluate	0		0		0		0		0	
6	Create	0		0		0		0		0	
	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	BBA23CO42	Course Name	Training And Development for Employee Compensation						Course Category			Core						L	T	H	C
																		3	1	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)																		
			PL O1	PL O2	PL O3	PL O4	PL O5	PL O6	PL O7	PL O8	PL O9	PL O10	PL O11	PL O12	PL O13	PL O14	PL O15	PSO1	PSO2		
			Critical Thinking	Multicultural Competence&	Analytical Reasoning/Thinking	Coordinating/Collaboratingwith others	Community Engagement andService	Environmental Awareness and Action	Communication Skills	Research Related Skills	Digital and TechnologicalSkills	Leadership ReadinessQualities	Complex Problem Solving	Creativity	Learning how to Learn Skills	Value Inclusion	Empathy	Analysis and Interpretation ofthe Data which is used in Decision Making	Analyze Global Environmentand Its Impact on Business		
CLO-1	Define the concepts, principles and process of training and development.	1	M	M		H	H	M	H	H	M	H	H	H	M	M	M	M	M		
CLO-2	Explain Pre training objectives and expectations and Training strategies	2	H	M		M	H	H		H	M	M	H	M	H	M	H				
CLO-3	Express how to assess training needs and design training programmes in an organizational setting.	3	H	H	M	H	H	H	H	H	M	M	H	H	M	M			M		
CLO-4	Incorporate the social aspects of training, e-learning, andemployee development.	4		H	M	H			H	H	H	H	M	M		M	H	H	H		
CLO-5	To learn some of the implications for strategic compensation and possible employer approaches to managing legally required benefits	5	H	H	H		M	H	M	H	H	M	H	H	H	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	Introduction to employee Training and development Introduction to Employee Training and Development – Designing Training – Needs Assessment – Training Process – Conceptual Models	12	CLO 1
2	Pre-training objective, Motivation, Post training support, and organizational Adjustments - Pre-training expectation and Motivation – Training Strategies - Organizational collaboration through clarifying needs – Individual Motivation	12	CLO 2
3	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, Basket, Designing the Programme-Building Training Groups	12	CLO 2, CLO3
4	Compensation: Concept, Objectives, Financial and Non-Financial Compensation System. Economic and Behavioural Theories of Compensation. Compensation Structure, Job Evaluation, Approach to Compensation Management, Significance of Employee Compensation, New Trends in Compensation Management.	12	CLO 3
5	Strategic Compensation Management: Strategic Compensation Design and Policies, Legal Framework of Compensation, Retirement Plans, Employee Welfare and Working Conditions- Statutory and Voluntary Measures. Taxation Issues and Employee Compensation: Tax Implications of Compensation, Compensation and the Income Tax Act.	12	CLO 4

Learning Resources	
Text Books	Arun Sekri, 'HUMAN RESOURCE PLANNING AND AUDIT', Himalaya Publishing House.
Ref. Books	Arun Sekri, 'HUMAN RESOURCE PLANNING AND AUDIT', Himalaya Publishing House.

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
1. Mr. Arunava Saha, Head ICV Business Unit, Ashok Leyland	1. Dr. Pradeep kumar Terei, Assistant Professor, Department of Management, IIM Jammu	Dr. Abhimanyu Kumar, Assistant Professor (S.G)
2. Mr. Kunjavihari Jandhyala, Head Strategic HR & Organization Effectiveness Human Resource Department, TATA Power		abhimanyukumar.k@srmus.edu.in

Summary of Course Content									
Course Code	BBA23CO 43	Course Name	Indian Financial System	Course Category	Core	L3	T1	P0	C4
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)																
			PL O1	PLO 2	PL O3	PL O4	PL O5	PL O6	PL O7	PL O8	PL O9	PL O10	PL O11	PL O12	PL O13	PL O14	PL O15	PSO1	PSO2
			Critical Thinking	Multicultural Competence & Inclusive Spirits	Analytical Reasoning/Thinking	Coordinating/Collaborating with others	Community Engagement and Service	Environmental Awareness and Action	Communication Skills	Research Related Skills	Digital and Technological Skills	Leadership Readiness Qualities	Complex Problem Solving	Creativity	Learning how to Learn Skills	Value Inclusion	Empathy	Analysis and Interpretation of the Data which is used in Decision Making	Analyze Global Environment and Its Impact on Business
CL O-1	Relate the student with the knowledge of various financial instruments traded in the financial markets.	1	M	M	M			H	M	M			M		M	M	M	M	M
CL O-2	Outline the information to the student about the current financial system in India.	2	H	M	H	M	M	H	M	M	M	M	M	M	H	M	H	H	H
CL O-3	Develop students to understand the various financial intermediaries and their importance in the financial system.	3	H	M	H	M		H	H	H	H	M	H	M	H	H	H	H	H
CL O-4	Help students in the analyses of financial market processes and their factors, and make successful financial decisions at an individual as well as company level.	4	H	M	H	M	H	H	M	H	H	H	H	M	H	M	M	H	H
CL O-5	Evaluate the students in there understand for the need and importance of regulators in the financial system.	4	H	H	H	H	H	H	H	H	H	H	H	H	H			H	H

Sl · N o	Contents	Hour	Alignme ntto CLO
1	Introduction to a financial system. Importance of the role played by a financial system, constitution of financial system to economic development. Introduction of the Indian Financial System. Introduction to Financial intermediaries. Types of Investments, traditional and alternative.	12	CLO 1
2	Commercial Banking - Nationalization of commercial Banks, Narasimhan Committee Report, Structure of Commercial Banks in India, Functions, Asset structure of Commercial banks. Sources of funds. Investment of funds. Investment policy, NPA's. Non-Banking Institutions - SFC's SIDC's LIC, Mutual funds, EXIM Bank- Constitution, objectives and functions	12	CLO 2
3	Money Market - Components, Characteristics of a developed money market. Functions and Instruments. Capital market - Primary & Secondary - Meaning, Objectives, Functions, Components of Capital Market, Instruments Traded, Methods of Marketing Securities, and Components of primary market. Intermediaries, Stock Market, Stock Exchange, NSE, BSE, Derivatives (meaning only).	12	CLO 3
4	Classification - Fund Based, Non-Fund Based and Modern Services - Hire Purchasing - Leasing -Portfolio Management - Merchant Banking -Factoring. Debt management.	12	CLO 4
5	The need of regulations. Role of regulators. RBI - Organization, objectives, role and functions, monetarypolicy of RBI, NABARD, SEBI - Organization and Objectives.	12	CLO 5
	TEXTBOOK		
	<ul style="list-style-type: none"> Khan M Y & P K Jain, <i>Financial Management: "Text, Problems Cases"</i>, Tata McGraw - Hill Education, 2011 		
	REFERENCE BOOKS		
	<ul style="list-style-type: none"> MurthyA., <i>Financial Management</i>, Margham Publications, 2010. Prasanna Chandra, <i>Financial Management: "Theory and Practice"</i>, Tata McGraw-HillEducation, 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
1.Mr. Arunava Saha, Head ICV Business Unit, Ashok Leyland	1.Dr. Pradeep kumar Terei, Assistant Professor, Department of Management, IIM Jammu	Dr. Happyson Gachuiwo
2. Mr. Kunjavihari Jandhyala, Head Strategic HR & Organization Effectiveness Human ResourceDepartment, TATA Power		Assistant Professor, Department of Management SRM University Sikkim, Gangtok - Sikkim
		<i>Happyson.n@srmus.edu.in</i>

Course Code	BBA23MI44	Course Name	Financial System of India	Course Category	Minor	L	T	P	C
						2	1	0	3
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)																
			PL O1	PLO2	PL O3	PLO 4	PL O5	PL O6	PL O7	P L O 8	PL O9	PL O 10	PL O 11	PL O 12	PL O 13	PL O 14	PL O 15	PSO1	PSO2
			Critical Thinking	Multicultural Competence & Inclusive Spirits	Analytical Reasoning/Thinking	Coordinating/Collaborating with others	Community Engagement and Service	Environmental Awareness and Action	Communication Skills	Research Related Skills	Digital and Technological Skills	Leadership Readiness Qualities	Complex Problem Solving	Creativity	Learning how to Learn Skills	Value Inclusion	Empathy	Analysis and Interpretation of the Data which is used in Decision Making	Analyze Global Environment and Its Impact on Business
CL O-1	Relate the student with the knowledge of various instruments traded in the financial markets.	1	M	M	M			H	M	M			M		M	M	M	M	M
CL O-2	Outline the information to the student about the current financial system in India.	2	H	M	H	M	M	H	M	M	M	M	M	M	H	M	H	H	H
CL O-3	Develop students to understand the various financial intermediaries and their importance in the financial system.	3	H	M	H	M		H	H	H	H	M	H	M	H	H	H	H	H
CL O-4	Help students in the analyses of financial market processes and their factors, and make successful financial decisions at an individual as well as company level.	4	H	M	H	M	H	H	M	H	H	H	H	M	H	M	M	H	H
CL O-5	Evaluate the students in there understand for the need and importance of regulators in the financial system.	4	H	H	H	H	H	H	H	H	H	H	H	H	H			H	H

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

Summary of Course Content			
Sl. No	Contents	Hour	Alignment to CLO
1	Introduction to a financial system. Importance of the role played by a financial system, constitution of financial system to economic development. Introduction of the Indian Financial System. Introduction to Financial intermediaries. Types of Investments, traditional and alternative.	9	CLO 1
2	Commercial Banking - Nationalization of commercial Banks, Narasimhan Committee Report, Structure of Commercial Banks in India, Functions, Asset structure of Commercial banks. Sources of funds. Investment of funds. Investment policy, NPA's. Non-Banking Institutions - SFC's SIDC's LIC, Mutual funds, EXIM Bank- Constitution, objectives and functions	9	CLO 2
3	Money Market - Components, Characteristics of a developed money market. Functions and Instruments. Capital market - Primary & Secondary - Meaning, Objectives, Functions, Components of Capital Market, Instruments Traded, Methods of Marketing Securities, and Components of primary market. Intermediaries, Stock Market, Stock Exchange, NSE, BSE, Derivatives (meaning only).	9	CLO 3
4	Classification - Fund Based, Non-Fund Based and Modern Services - Hire Purchasing - Leasing -Portfolio Management - Merchant Banking -Factoring. Debt management.	9	CLO 4
5	The need of regulations. Role of regulators. RBI - Organization, objectives, role and functions, monetary policy of RBI, NABARD, SEBI - Organization and Objectives.	9	CLO 5
	TEXTBOOK		
	<ul style="list-style-type: none"> Khan M Y & P K Jain, <i>Financial Management: "Text, Problems Cases"</i>, Tata McGraw - Hill Education, 2011 		
	REFERENCE BOOKS		
	<ul style="list-style-type: none"> Murthy A., <i>Financial Management</i>, Margham Publications, 2010. 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
1.Mr. Arunava Saha, Head ICV Business Unit, Ashok Leyland	1.Dr. Pradeep kumar Terei, Assistant Professor, Department of Management, IIM Jammu	Dr. Happyson Gachuiwo
2. Mr. Kunjavihari Jandhyala, Head Strategic HR& Organization Effectiveness Human Resource Department, TATA Power		Assistant Professor, Department of Management, SRM University Sikkim, Gangtok - Sikkim Happyson.n@srmus.edu.in

Course Code	BBA23MI45	Course Name	Training & Development							Course Category			Minor							L2	T1	P0	C3				
			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	PL O2	PL O3	PL O4	PL O5	P L O6	PL O7	P L O8	PL O9	PL O10	PL O11	PL O12	PL O13	PL O14	PL O15	PSO1	PSO2								
			Critical Thinking	Multicultural Competence & Inclusive Analytical Reasoning/Thinking	Coordinating/Collaborating with others	Community Engagement and Service	Environmental Awareness and Action	Communication Skills	Research Related Skills	Digital and Technological Skills	Leadership Readiness Qualities	Complex Problem Solving	Creativity	Learning how to Learn Skills	Value Inclusion	Empathy	Analysis and Interpretation of the Data which is used in Decision Making	Analyze Global Environment and Its Impact on Business									
CLO -1	Define the concepts, principles and process of training and development.	1	M	M		H	H	M	H	H	M	H	H	H	M	M	M	M	M								
CLO -2	Explain Pre training objectives and expectations and Training strategies	2	H	M		M	H	H		H	M	M	H	M	H	M	H										
CLO -3	Express how to assess training needs and design training programmes in an organizational setting.	3	H	H	M	H	H	H	H	H	M	M	H	H	M	M			M								
CLO -4	Incorporate the social aspects of training, e-learning, and employee development.	4		H	M	H				H	H	H	M	M		M	H	H	H								
CLO -5	To learn some of the implications for strategic compensation and possible employer approaches to managing legally required benefits	5	H	H	H		M	H	M	H	H	M	H	H	H	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	Introduction to employee Training and development Introduction to Employee Training and Development – Designing Training – Needs Assessment – Training Process – Conceptual Models	12	CLO 1
2	Pre-training objective, Motivation, Post training support, and organizational Adjustments - Pre-training expectation and Motivation – Training Strategies - Organizational collaboration through clarifying needs – Individual Motivation	12	CLO 2
3	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, Basket, Designing the Programme-Building Training Groups	12	CLO 2, CLO3
4	Compensation: Concept, Objectives, Financial and Non-Financial Compensation System. Economic and Behavioural Theories of Compensation. Compensation Structure, Job Evaluation, Approach to Compensation Management, Significance of Employee Compensation, New Trends in Compensation Management.	12	CLO 3
5	Strategic Compensation Management: Strategic Compensation Design and Policies, Legal Framework of Compensation, Retirement Plans, Employee Welfare and Working Conditions- Statutory and Voluntary Measures. Taxation Issues and Employee Compensation: Tax Implications of Compensation, Compensation and the Income Tax Act.	12	CLO 4

Learning Resources	
Text Books	Arun Sekri, 'HUMAN RESOURCE PLANNING AND AUDIT', Himalaya Publishing House.
Ref. Books	Arun Sekri, 'HUMAN RESOURCE PLANNING AND AUDIT', Himalaya Publishing House.

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
1.Mr. Arunava Saha, Head ICV Business Unit, Ashok Leyland	1.Dr. Pradeep kumar Terei, Assistant Professor, Department of Management, IIM Jammu	Dr. Abhimanyu Kumar, Assistant Professor (S.G)
2. Mr. Kunjavihari Jandhyala, Head Strategic HR & Organization Effectiveness Human Resource Department, TATA Power		abhimanyukumar.k@srmus.edu.in

Course Code	UN123AE 03	Course Name	Communicative Skills: Reading and Writing Skills	Course Category	AE	Ability Enhancement Course	L	T	P	C										
							1	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)																	
			PL O1	PLO 2	PL O3	PL O4	PL O5	PL O6	PL O7	PL O8	PL O9	PL O10	PL O11	PL O12	PL O13	PL O14	PL O15	PSO1	PSO2	
			Critical Thinking	Multicultural Competence & Inclusive Spirits	Analytical Reasoning/Thinking	Coordinating/Collaborating with others	Community Engagement and Service	Environmental Awareness and Action	Communication Skills	Research Related Skills	Digital and Technological Skills	Leadership Readiness Qualities	Complex Problem Solving	Creativity	Learning how to Learn Skills	Value Inclusion	Empathy	Analysis and Interpretation of the Data which is used in Decision Making	Analyze Global Environment and Its Impact on Business	
CLO-1	Acquire the ability to read for a variety of purposes	2	H	H	M	H	M	M	M	M	H	H	M	H	-	M	M	-	M	
CLO-2	Demonstrate improved reading skills by comprehending and analyzing various types of written texts	3	H	H	H	H	M	M	M	M	H	H	M	M	-	M	M	-	-	
CLO-3	Produce well-structured written documents, including letters and essays.	6	H	M	H	M	M	M	M	M	H	H	H	M	-	M	M	H	-	
CLO-4	Practice the unique qualities of professional writing style	4	M	H	M	H	H	H	H	M	M	M	H	M	-	M	M	H	H	
CLO-5	Demonstrate practical writing skills for online and digital platform	4	M	M	H	H	H	M	H	H	H	H	M	H	-	-	-	M	-	

Summary of Course Content			
Sr. No	Course Content	Hour	Alignment to CLO
Unit I	Reading Skills Types of Reading- Intensive, Extensive, Skimming, Scanning Reading for note making and summarizing Techniques of effective reading Activity Based Learning Exercises from Language Lab (Intermediate & Proficient Level) Classroom Activity: Reading articles and short stories and verbally summarizing them, reading newspapers and magazines and highlighting information, reading novels/ novella, Fictions of all types	9	C L O 1
Unit II	Techniques in Reading Comprehension Gathering main ideas and supporting details information from a given text Making inferences and drawing conclusions Evaluating these ideas and information Interpret the text Activity Based Learning Exercises from Language Lab (Intermediate & Proficient Level) Classroom Activity: Reading comprehension passages, reading reviews, reading and interpreting the content, identifying topic sentences, themes, key points	9	C L O 2
Unit III	Writing Skills: Letters and Essays Introduction and Importance of Writing Letter writing- Thank you and follow-up letter, complaint letter, inquiry letter, invitation letter, letter to the editor Essays and Article Writing Activity Based Learning Exercises from Language Lab (Intermediate & Proficient Level) Classroom Activity: Writing different kinds of letters, Essays and Article Writing	9	C L O 3
Unit IV	Professional Writing Writing memo, notice, agenda and minutes of the meeting Types of Reports- Informational and Analytical Poster Making for Campaigns, Events, Ads Activity Based Learning Exercises from Language Lab (Intermediate & Proficient Level) Classroom Activity: framing notices and memos and agendas, jotting down minutes of the meeting, Interpretation of data (flow charts, figures and pictures)	9	C L O 4
Unit V	Writing through Digital Media NETTIQUETTE Emails- Formulation of email address, Understanding email format, composition of emails Resume- Written and Digital, Cover Letters, resume in LinkedIn Social Media- WhatsApp, Facebook, X, Instagram Blogging, Podcast	9	C L O 5

	Activity Based Learning Exercises from Language Lab (Intermediate & Proficient Level) <i>Classroom Activity:</i> Writing Emails, Resume, blogging, Podcast, Using Social Media		
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Learning Resources			
Text Books	<ul style="list-style-type: none"> Raman Meenakshi, Sangeeta Sharma, “Technical Communication Principles and Practice”. Ed Second. Oxford University Press, Delhi, 2013. Raman, Meenakshi, Prakash Singh, “Business Communication”. Press, 2013 Edition. Oxford University 		
Ref. Books	<ul style="list-style-type: none"> Green, David. “Contemporary English Grammar Structures and Composition.” Macmillian Publisher India Ltd, Delhi, 2000 Taylor, Shirley, V. Chandra. “Communication for Business. 4 2011 Ed. Dorling Kindersly India Pvt. Ltd. 		

Bloom's Level of Thinking		Continuous Internal Assessment (100% weightage)									
		CIA- 1 (25%) Unit Test- I		CIA- 2 (25%) Unit Test- II		CLA – 3 (25%) Unit Test - III		CLA – 4 (25%) Unit Test - IV		Final Examination	
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
1	Remember	15%	15%	10%	10%		20%		20%	-	-
2	Understand	15%	15%	10%	10%	10%	10%	10%	10%	-	-
3	Apply	10%	10%	20%	20%		30%		30%	-	-
4	Analyse	10%	10%	10%	10%	-		-		-	-
5	Evaluate	-				-		-		-	-
6	Create	-		-			30%		30%	-	-
	Total	100%		100%		100%		100%			

Semester V

Course Code	BBA23C O51	Course Name	Total Quality 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)																
			PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12	PLO 13	PLO 14	PLO 15	PLO 16	PSO 2
			Critical thinking.	Multicultural competence & inclusive	Analytical reasoning / thinking	Coordinating /collaborating with others	Community engagement and service	Environmental awareness and action	Communication skills.	Research related skills	Digital and technological skills.	Leadership readiness qualities	Complex problem solving	Creativity	Learning how to learn skills	Value inclusion	Empathy	Analysis & interpretation of data in	Analyze Global Environment & its
CLO-1	Define total quality and its extent of influence in organizational processes.	1,2,3	H	H	H	H	M	H	M	M	M	H	H	H	M	H	H	H	H
CLO-2	Explain the techniques and tools for improvement of quality in products and processes.	2,3,4	H	M	H	H	H	M	M	H	M	-	M	M	M	M	-	M	H
CLO-3	Express the significance and importance of process and measurement improvement.	2,3,4	H	M	H	H	M	H	H	M	-	H	H	H	M	H	H	H	H
CLO-4	Analyze the performance of organizational processes using capability index.	1,2,3, 4	H	H	H	H	-	H	H	M	-	M	H	M	H	H	H	H	H
CLO-5	Develop the concepts of benchmarking, voice of customers, six sigma, and quality standards.	1,2,3, 4	H	M	H	M	-	M	M	M	-	H	M	M	H	M	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
Unit I	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	15	CLO-1
Unit 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 CLO-5
Unit 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-3
Unit 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	9	CLO-4
Unit 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-4 CLO-5

Learning Resources	
Text Books	Poornima M. Charantimath. (2017). Total Quality Management. Pearson
Ref. Books	<ol style="list-style-type: none"> 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 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 (10)		Model Test (20)		Surprise test (5)		Assignment (10)			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
1	Remember	30		30		30		30		30	
2	Understand	30		30		30		30		30	
3	Apply	20		20		20		20		20	
4	Analyze	20		20		20		20		20	
5	Evaluate	0		0		0		0		0	
6	Create	0		0		0		0		0	
	Total	100		100		100		100		100	

Course Designers		
Experts from Industry: NA	Experts from Higher Education Institutions: NA	Internal Experts: Dr. Wangchuk Chungyalpa, Assoc. Prof

Course Code	BBA23CO52	Course Name	Production and Operations Management	Course Category		<i>Core</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	PLO 10	PLO 11	PLO 12	PLO 13	PLO 14	PLO 15	PSO 1	PSO 2	
			Critical thinking.	Multicultural competence & inclusiveness	Analytical reasoning / thinking	Coordinating /collaborating with others	Community engagement and service	Environmental awareness and action	Communication skills.	Research related skills	Digital and technological skills.	Leadership readiness qualities	Complex problem solving	Creativity	Learning how to learn skills	Value inclusion	Empathy	Analysis & interpretation of data in Decision Making	Analyze Global Environment & its Impact	
CLO-1	Define insights on the principles and practices in shop floor management.	1	H	M	H	H	H	-	M	H	M	H	M	M	M	H	-	M	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	-	M	M	M	H	H	M	M	-	
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	M	H	H	H	M	-	H	H	
CLO-4	Construct an optimum facility layout in a factory for seamless materials handling.	3	H	M	H	H	H	-	M	H	-	H	H	H	H	-	H	H	M	
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	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	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

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
		<i>Mitrabarun Ghosh, Assistant Professor</i>
		<i>mitrabarunghosh.a@srmus.edu.in</i>

Course Code	BBA23C053	Course Name	DATA ANALYTICS	Course Category		<i>C o r e</i>	L 3	T 1	P 0	C 4
Pre-requisite			Co-requisite							

Course Learning Outcomes (CLO)	At the end of this course, learners willbe 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	PLO 10	PLO 11	PLO 12	PLO 13	PLO 14	PLO 15	PLO 16	PLO 17	
			Critical Thinking	Multicultural Competence& Inclusive Spirit	Analytical Reasoning/Thinking	Coordinating/Collaboratingwith	Community Engagement and Service	Environmental Awarenessand	Communication Skills	Research Related Skills	Digital and Technological Skills	Leadership Readiness Qualities	Complex Problem Solving	Creativity	Learning how to Learn Skills	Value Inclusion	Empathy	Analysis and Interpretation ofthe Data which is used in	Analyze Global Environment and its Impact on Business	
CL O-1	Introduction to data analytics and data warehousing	1	H		H			M	H		H			M	M	H		H	M	
CL O-2	Business Analysis	2	H	H	H	M	M	H	H	H	H	M	H	H	H	H	M	H	H	
CL O-3	Data mining , clustering and applications and trends in data mining	3	H		H	M		M	H	M	H		M	H	H	H		H	H	
CL O-4	Data and Representation	4	H		H			M	H	H	H	M	M	H	M	H	M	H	H	
CL O-5	Database Management	3	H	M	H	M	M	M	H	M	H	M	H	H	M	H	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	Introduction to data analytics and data warehousing, Data warehousing Components –Building a Data warehouse —Mapping the Data Warehouse to a Multiprocessor Architecture – DBMS Schemas for Decision Support – Data Extraction.	1 2	CLO 1
2	Reporting and Query tools and Applications – Tool Categories – The Need for Applications – Cognos Impromptu – Online Analytical Processing (OLAP) – Need – Multidimensional Data Model – OLAP Guidelines – Multidimensional versus Multirelational OLAP – Categories of Tools – OLAP Tools and the Internet.	1 2	CLO 2
3	Introduction – Data – Types of Data – Data Mining Functionalities – Interestingness of Patterns – Classification of Data Mining Systems – Data Mining Task Primitives – Integration of a Data Mining System with a Data Warehouse – Issues –Data Preprocessing, Cluster Analysis - Types of Data – Categorization of Major Clustering Methods	1 2	CLO 3
4	Introduction to Statistics, Collection of data, classification and tabulation of data, Types of data: Primary data, Secondary data, Presentation of data Diagrammatic and Graphical Representation: Histogram, frequency curve, frequency polygon, Ogive curves. Measures of Central Tendency and Dispersion – t-Tests, ANOVA, MANOVA. Regression, Chi Square tests	1 2	CLO 4
5	Introduction; An example; Characteristics of Database approach; Actors on the screen; Workers behind the scene; Advantages of using DBMS approach; A brief history of database applications; when not to use a DBMS. Data models, schemas and instances; Three-schema architecture and data independence; Database languages and interfaces; The database system environment; Centralized and client-server architectures; Classification of Database Management systems.	1 2	CLO 5

Learning Resources

Text Books	Jiawei Han and Micheline Kamber, “Data Mining Concepts and Techniques”, Second Edition, Elsevier, 2007
Ref. Books	1. Alex Berson and Stephen J. Smith, “Data Warehousing, Data Mining & OLAP”, Tata McGraw – Hill Edition, Tenth Reprint 2007 2. Wilkinson Bhadarkar, “Methodology & Techniques Of Social Research”, 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
1.Mr. Arunava Saha, Head ICV Business Unit, Ashok Leyland	1.Dr. Pradeep kumar Terei, Assistant Professor, Department of Management, IIM Jammu	Vipin Misra Assistant Professor
2. Mr. Kunjavihari Jandhyala, Head Strategic HR & Organization Effectiveness Human Resource Department, TATA Power		Email id: vipinmisra.m@srmus.edu.in

Course Code	BBA23CO54	Course Name	Banking and Insurance Management	Course Category	Core	L3	T1	P0	C4
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	PLO 10	PLO 11	PLO 12	PLO 13	PLO 14	PLO 15	PSO 1	PSO 2
			Critical Thinking	Multicultural Competence & Inclusive Spirits	Analytical Reasoning/Thinking	Coordinating/Collaborating with others	Community Engagement and Service	Environmental Awareness and Action	Communication Skills	Research Related Skills	Digital and Technological Skills	Leadership Readiness Qualities	Complex Problem Solving	Creativity	Learning how to Learn Skills	Value Inclusion	Empathy	Analysis and Interpretation of the Data which is used in Decision Making	Analyze Global Environment and Its Impact on Business
CLO-1	Define Banking and evolution of banking in India, and also the structure of Indian banking system.	1	M	M	M				M			M	M	M	M	M	M	M	M
CLO-2	Demonstrate the concept of operation and function of banking in India.	2	H	H	M				M		M	H	H	M	H	M	H	H	H
CLO-3	Explain the Banking system in India and its services provided to the stakeholders.	3	H	H	H		M	M	H	M	H	H	H	H	H	H	H	H	H
CLO-4	Define Insurance, and its relevance functions and practices	1	M	M	M				M		M	M	M	M	H	M	M	H	H
CLO-5	Explain the evolution of insurance in India, changes in regulating practices with respect to adaptation of liberalization and globalization economy.	3	H	H	H		M	M	H	M	H	H	H	H	H	H	H	H	H

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

Sl No	Summary of Course Content	Hour	Alignme ntto CLO
1	Evolution of Banking and Financial Intermediation: Meaning and Definition of Bank, Evolution of Banking in India: Structure of Indian Banking System, Commercial Banking in India; Structure of the Commercial banking System.		CLO 1
2	Primary Functions: Accepting Deposits, Demand Deposits, Current and Savings, granting loans and advances. Secondary functions: Agency Functions Payment and Collection of Cheques, Bills and Promissory Notes, Acting as a Trustee, Safe Custody, Safe Deposit, Remittances of funds, Pension Payments,		CLO 2
3	Opening and operation of Bank Account Types of Account; Procedure for Opening of Bank Account: Know Your Customer (KYC) – Needs and Norms. Procedure for Operating Deposit Account: Pay-in- slips, Issue of pass book, Issue of Cheque book, Issue of fixed deposit receipt, premature encashment of fixed deposits and loan against fixed deposit. Recurring deposits: premature encashment and loan against recurring deposit. Closure of accounts, transfer of accounts to other branches Technology in Banking need and importance of technology in banking E-banking: ATM, Credit card, Debit Card, Tele Banking, Mobile Banking, Net Banking, Concept, and Benefits of Core Banking Solution.		CLO 3
4	Practice of Insurance, the insurance companies, Managing Agencies, Indian Insurance companies, Non- Life Insurance Companies, Privatization of Insurance Industry, and Insurance Repository, Basic Principles of Insurance, Life and General Insurance Market, Insurance Forms, Types of Insurance, Organizational Structure of an Insurance Companies		CLO 4
5	Historical background of Insurance in India, Insurance in India before & after nationalization and liberalization, the Insurance Act 1938, Insurance Regulatory & Development Authority (IRDAI) Act 1999, Life Insurance Corporation Act 1956, Recent Changes in IRDA norms, FDI in Insurance.		CLO 5
	TEXTBOOK		
	<ol style="list-style-type: none"> 1. Modern Commercial Banking by H R Machiraju, New Age International Publishers 2. Banking Law & Practice Part I & II, by Varshney P.N. 3. General Insurance: Principles & Practice (Paperback) By K C Mishra , G E Thomas, Publication. 4. Life Insurance Under writing by R Venugopal & Dr K.C Mishra, G E Thomas, Publication. 		-

	REFERENCE BOOKS		
	<ol style="list-style-type: none"> 1. Modern Banking Theory & Practice, by Muraleedharan, PHI 2. Commercial Banking Institute of Bank Management and Research 		

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
1.Mr. Arunava Saha, Head ICV Business Unit, Ashok Leyland	1.Dr. Pradeep kumar Terei, Assistant Professor, Department of Management, IIM Jammu	Dr. Happyson Gachuiwo
2. Mr. Kunjavihari Jandhyala, Head Strategic HR& Organization Effectiveness Human Resource Department, TATA Power		Assistant Professor, Department of Management SRM University Sikkim, Gangtok - Sikkim
		<i>Happyson.n@srmus.edu.in</i>

Course Code	BBA23M155	Course Name	Concepts of Production and Operations Management	Course Category		Core	L	TP	C
							3	10	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 Level (BL)	Program Learning Outcomes (PLO)																
			PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15	PS 1	PS 2
			Critical thinking.	Multicultural competence & inclusive spirits	Analytical reasoning / thinking	Coordinating / collaborating with others	Community engagement and service	Environmental awareness and action	Communication skills.	Research related skills	Digital and technological skills.	Leadership readiness qualities	Complex problem solving	Creativity	Learning how to learn skills	Value inclusion	Empathy	Analysis & interpretation of data in Decision Making.	Analyze Global Environment & its Impact
CLO-1	Define insights on the principles and practices in shop floor management.	1	H	M	H	H	H	-	M	H	M	H	M	M	M	H	-	M	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	-	M	M	M	H	H	M	M	-
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	M	H	H	H	M	-	H	H
CLO-4	Construct an optimum facility layout in a factory for seamless materials handling.	3	H	M	H	H	H	-	M	H	-	H	H	H	H	-	H	H	M
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	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	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

Learning Resources

Text Books	2	Paneerselvam R., “Production and Operations Management”, PHI Learning Private limited, 2013.
Ref. Books	3	K. Aswathappa, K. Shridhara Bhat. Production and Operations Management, Himalaya Publishing House, 2014
	4	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
		Mitrabaran Ghosh, Assistant Professor
		mitrabarunghosh.a@srmus.edu.in

Semester VI

Course Code	BBA23CO61	Course Name	Entrepreneurship Development	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)																
			PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12	PLO 13	PLO 14	PLO 15	PO 1	PO 2
			Critical Thinking	Multicultural Competence & Inclusive	Analytical Reasoning/Thinking	Coordinating/Collaborating with others	Community Engagement and Service	Environmental Awareness and Action	Communication Skills	Research Related Skills	Digital and Technological Skills	Leadership Readiness Qualities	Complex Problem Solving	Creativity	Learning how to Learn Skills	Value Inclusion	Empathy	Analysis and Interpretation of the Data which is used in Decision Making	Analyze Global Environment and Its Impact on Business
CLO-1	Define entrepreneurial concept and process – challenges and qualities.	1	H	L	H	-	-	-	M	L	L	H	H	M	M	L	-	-	M
CLO-2	Explain various entrepreneurial bodies – government and non-government.	3	H	H	M	L	M	-	H	M	L	-	-	-	-	-	-	-	L
CLO-3	Express the fundamentals of project management and express how it applies to entrepreneurship	2	H	L	H	H	-	-	H	M	L	-	M	M	M	L	L	-	-
CLO-4	Demonstrate the entrepreneurial development programs	2	H	L	M	H	H	-	M	L	L	H	M	M	L	-	-	-	-
CLO-5	Analyze the relationship between entrepreneurship and economic development	3	H	H	M	-	M	-	-	M	L	H	H	-	L	-	L	-	-

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

Summary of Course Content			
S. No	Course Content	Hour	Alignment to CLO
Unit 1	Concept of Entrepreneurship - Entrepreneurship – Meaning – Types – Qualities of an Entrepreneur – Classification of Entrepreneurs – Factors influencing Entrepreneurship – Functions of Entrepreneur	10	CLO-1
Unit 2	Entrepreneurial Development - Agencies Commercial Banks – District Industries Centre – National small Industries Corporation – Small Industries Development organization – Small Industries Service Institute. All India Financial Institutions – IDBI – IFCI – ICICI – IRDBI.	7	CLO-2, CLO-4
Unit 3	Project Management Business Idea Generation Techniques - Identification of Business opportunities –Feasibility study – Marketing, Finance, and Technology & Legal Formalities –Preparation of Project Report –Tools of appraisal.	10	CLO-3
Unit 4	Entrepreneurial Development Programmes (Edp) - Role, relevance, and achievements – Role of Government in organizing EDPs – Critical Evaluation.	8	CLO-2
Unit 5	Economic Development and Entrepreneurial Growth - Role of entrepreneur in economic growth –Strategic approaches in the changing Economic scenario for small scale Entrepreneurs – Networking, Niche play, Geographic Concentration, Franchising/Dealership – Development of Women Entrepreneurship.	10	CLO-5
		45	

Learning Resources								
Text Books		Dr. Gupta C.B., Dr.Srinivasan N.P, “Entrepreneurial Development”, Sultan Chand & Sons, 2009.						
Ref. Books		1. Saravanavel P., “Entrepreneurial Development”, Ess Pee kay Publishing House, 1997. 2. Vasant Desai, “Project Management”, Himalaya Publishing House, 1999.						
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%	25%	30%	25%	30%	25%
2	Understand	30%	30%	25%	40%	25%	30%	25%
3	Apply	20%	20%	50%	30%	50%	40%	50%
4	Analyze							
5	Evaluate							
6	Create							
	Total	100%	100%	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	BBA23CO62	Course Name	Health Management								Course Category		Core								L	T	F	C
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	PLO 10	PLO 11	PLO 12	PLO 13	PLO 14	PLO 15	PSO 1	PSO 2					
			Critical thinking.	Multicultural competence & inclusive spirits	Analytical reasoning / thinking	Coordinating /collaborating with others	Community engagement and service	Environmental awareness and action	Communication skills.	Research related skills	Digital and technological skills.	Leadership readiness qualities	Complex problem solving	Creativity	Learning how to learn skills	Value inclusion	Empathy	Analysis & interpretation of data in Decision Making.	Analyze Global Environment & its Impact					
CLO-1	Introduction to PH planning	1	M	M	M	M			M	H	H		H	M	H	M		H	H					
CLO-2	Functions of public health,principles of public health administration	2	H		H	M		H	M	H	H	H	H	H	H	M		H	H					
CLO-3	Developing monitoring indicators	3	H		H	H	M		H	H	H		H	H	H	M		H	M					
CLO-4	CDC framework on program evaluation in public health	4	M	M	M	M			M	H	H	H		M	H	M	M	H	H					
CLO-5	Challenges in PH governance	4	H		H	H			H	H	H	H	H	H	H	M	M	H	H					
(Level of correlation: 3-High, 2-Medium, 1-Low can be used)																								

Summary of course content			
S.no	Course content	Hours	Alignment to CLOs
1	Introduction to PH planning, PH planning models, PH planning frameworks and tools (CDC), Best practice in PH.	12	CLO-1
2	Functions of public health, principles of public health administration, essential public health services, system perspective in PH, role of public health administrator, legal framework of health in India	12	CLO-2
3	Program monitoring, Supportive Supervision, Developing monitoring indicators, RBMS	12	CLO-3
4	Evaluation models, theories and methods, CDC framework on programme evaluation in public health, Economic evaluation, Scope of Work for Evaluation	12	CLO-4
5	Health governance, Three key governance dynamics, Functions of PH governance, global PH governance, challenges in PH governance	12	CLO-5

Learning Resources	
Text Books	<ol style="list-style-type: none"> Challenges in Monitoring and evaluation, An opportunity to institutionalize M & E systems- Gladys Lopez, Katia Rivera, Lincy Lima, Helean Hwang- World Bank, 2010. Governance for health in the 21st century, WHO
Ref. Books	<ol style="list-style-type: none"> Handbook on Monitoring and evaluation, UNDP, 2010 Results Based Monitoring, UNDP, 2007 A guide to Monitoring and Evaluation, 2010

Bloom's Level of Thinking		Continuous Learning Assessment (50%weightage)				Final Examination (50%weightage)
		Cycle Test1(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%

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
1. Mr. Arunava Saha, Head ICV Business Unit, Ashok Leyland	1. Dr. Pradeep kumar Terei, Assistant Professor, Department of Management, IIM Jammu	<i>Amit Kumar Dubey, Assistant Professor, Department of Commerce</i>
2. Mr. Kunjavihari Jandhyala, Head Strategic HR & Organization Effectiveness Human Resource Department, TATA Power		amitkumar.d@srmus.edu.in

Course Code	BBA23CO63	Course Name	HOSPITALITY & TOURISM MANAGEMENT	Course Category		Core Course Theory (CCT)	L 3	T 1	P 0	C 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	PLO 10	PLO 11	PLO 12	PLO 13	PLO 14	PLO 15	PLO 16	PLO 17
			Critical Thinking	Multicultural Competence & Inclusive Spirits	Analytical Reasoning/Thinking	Coordinating/Collaborating with others	Community Engagement and Service	Environmental Awareness and Action	Communication Skills	Research Related Skills	Digital and Technological Skills	Leadership Readiness Qualities	Complex Problem Solving	Creativity	Learning how to Learn Skills	Value Inclusion	Empathy	Analysis and Interpretation of the Data which is used in Decision Making	Analyze Global Environment and Its Impact on Business
CLO-1	Define the concept, nature and basic hospitality and tourism	2	M	H	H	H	M	H	H		M	M		H	H	H	M	H	H
CLO-2	Express the historical growth, development and trends of the tourism Industry.	2	H	H	M	H	H	H	H			H		H	H	M	M	H	H
CLO-3	Produce knowledge of a wide array of services and products of hospitality and tourism.	3	H	H		M	M	H	H	M		H		H	H	M	M	H	H
CLO-4	Analyses the impacts and the role of national and international tourism organizations in promotion of the tourism industry	4	M	M	H	H	M	H	H		H	H		H	H	H	M	H	H
CLO-5	Evaluate the present global scenario, problems, and prospects of the industry with special reference to hospitality and tourism in India	5	H	H		H		H	H	H	H	H		H	H	M	M	H	H

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

Summary of course content			
Sn o	Course content	Ho ur s	Alignment to CLOs
1	Introduction to PH planning, PH planning models, PH planning frameworks and tools (CDC), Best practice in PH.	12	CLO-1
2	Functions of public health, principles of public health administration, essential public health services, system perspective in PH, role of public health administrator, legal framework of health in India	12	CLO-2
3	Program monitoring, Supportive Supervision, Developing monitoring indicators, RBMS	12	CLO-3
4	Evaluation models, theories and methods, CDC framework on programmevaluation in public health, Economic evaluation, Scope of Work for Evaluation	12	CLO-4
5	Health governance, Three key governance dynamics, Functions of PHgovernance, global PH governance, challenges in PH governance	12	CLO-5

LearningResources	
Text Books	<ol style="list-style-type: none"> Challenges in Monitoring and evaluation, An opportunity to institutionalize M & E systems- Gladys Lopez, Katia Rivera,Lincy Lima, Helean Hwang- World Bank, 2010. Governance for health in the 21st century, WHO
Ref.Books	<ol style="list-style-type: none"> Handbook on Monitoring and evaluation, UNDP, 2010 Results Based Monitoring, UNDP, 2007 A guide to Monitoring and Evaluation, 2010

Bloom's Level ofThinking		Continuous Learning Assessment (50%weightage)				Final Examination (50%weightage)
		Cycle TestI(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%

Course Designers		
Experts from Industry: Name, Designation with official mail id	Experts from Higher Education Institutions: Name,Designation with of official mail id	Internal Experts: Name,Designation with official id
1.Mr. Arunava Saha, Head ICV Business Unit, Ashok Leyland	1.Dr. Pradeep kumar Terei, Assistant Professor, Department of Management, IIM Jammu	<i>Amit Kumar Dubey, Assistant Professor,Department of Commerce</i>
2. Mr. Kunjavihari Jandhyala, Head Strategic HR & b Organization Effectiveness Human Resource Department,TATA Power		amitkumar.d@srmus.edu.in

Course Code	BBA23M164	Course Name	Management Information Systems	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)																
			PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15	PS 1	PS 2
			Critical Thinking	Multicultural Competence & Inclusive Spirits	Analytical Reasoning/Thinking	Coordinating/Collaborating with others	Community Engagement and Service	Environmental Awareness and Action	Communication Skills	Research Related Skills	Digital and Technological Skills	Leadership Readiness Qualities	Complex Problem Solving	Creativity	Learning how to Learn Skills	Value Inclusion	Empathy	Analysis and Interpretation of the Data which is	Analyze Global Environment and Its Impact on
CLO-1	Distinguish and differentiate between various types of information systems. Be able to discuss the major importance of Information Systems in doing Business effectively	1,2,3	H	H	M	-	-	-	M	-	H	-	M	-	M	-	-	H	M
CLO-2	Explain the different types and role of each system	1,2,3	H	H	M	-	-	-	M	-	H	M	M	M	M	M	-	H	M
CLO-3	Demonstrate knowledge of various hardware and software components that comprise an information system	1,2,3,4	H	H	H	-	-	M	H	M	H	-	M	-	M	H	-	H	-
CLO-4	Write on various network devices, topology, and architecture. State advantages and disadvantages of each.	2,3	H	H	H	M	M	-	H	M	H	-	H	M	M	M	M	H	-
CLO-5	Explain the role of databases. Design database schemas and be able to input, output data using SQL.	1,2,3,4	H	H	M	H	M	-	H	M	H	-	H	H	H	M	M	H	M

Summary of Course Content			
S. No	Course Content	Hour	Alignme nt 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 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)	9	CLO-2
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, Jane P. 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 (10)		Model Test (20)		Surprise test (5)		Assignment (10)			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
1	Remember	30		35		35		35		30	
2	Understand	40		30		30		30		40	
3	Apply	20		20		20		20		20	
4	Analyze	10		15		15		15		10	
5	Evaluate	0		0		0		0		0	
6	Create	0		0		0		0		0	
	Total	100		100		100		100		100	

Course Code	BBA23IN65	Course Name	Project Work	Course Category		Core	L	T	P	C
									8	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	PLO 10	PLO 11	PLO 12	PLO 13	PLO 14	PLO 15	PSO 1	PSO 2	
			Critical Thinking	Multicultural Competence & Inclusive Skills	Analytical Reasoning/Thinking	Coordinating/Collaborating with others	Community Engagement and Service	Environmental Awareness and Action	Communication Skills	Research Related Skills	Digital and Technological Skills	Leadership Readiness Qualities	Complex Problem Solving	Creativity	Learning how to Learn Skills	Value Inclusion	Empathy	Analysis and Interpretation of the Data which is used in	Analyze Global Environment and Its Impact on Business	
CLO-1	Gain 'on the field' experience and identify contemporary problems faced by the industry	1	H	H	H	M	M	M	H	M	M	H		H	M	H	H	M	M	H
CLO-2	Develop professional competency and market research skills.	2	H	H	H	H	H	H	H	H	H	H		M	M	H	M	H	M	M
CLO-3	Formulate strategies for improvement of products ,services and their distribution and marketing	3	H	H	H	H	H	M	H	H	H	H		M	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	Review 1: Choosing project topic	1 2	CLO 1
2	Review 2: Literature review, Collection of data for company & Industry profile	1 2	CLO 2
3	Review 3: Primary & Secondary data collection	1 2	CLO 2
4	Submission of Project Report with recommendations and suggestions for improvement	1 2	CLO 3, CLO1
5	Viva – Voce	1 2	CLO 3, CLO1

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). TotalQuality 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)				Viva Voce (30)
		Review I (10)	Review II (15)	Review III(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
1.Mr. Arunava Saha, Head ICV Business Unit, Ashok Leyland	1.Dr. Pradeep kumar Terei, Assistant Professor, Department of Management, IIM Jammu	Vipin Misra Assistant Professor
2. Mr. Kunjavihari Jandhyala, Head Strategic HR & Organization Effectiveness Human Resource Department, TATA Power		Email id: vipinmisra.m@srmus.edu.in

Semester VII

Course Code	UNI23RP71	Course Name	Research Methodology	Course Category		CORE COURSE	L	T	P	C
							3	0	2	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)																
			PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15	PSO 1	PSO 2
			Critical Thinking	Multicultural Competence & Inclusive Spirits	Analytical Reasoning/Thinking	Coordinating/Collaborating with others	Community Engagement and Service	Environmental Awareness and Action	Communication Skills	Research Related Skills	Digital and Technological Skills	Leadership Readiness Qualities	Complex Problem Solving	Creativity	Learning how to Learn Skills	Value Inclusion	Empathy	Analysis and Interpretation of the Data which is used in Decision Making	Analyze Global Environment and Its Impact on Business
CLO-1	Understand the methods of research design	2	M	M	H	M	H	H	M	H	H	M	M	H	M	H	-	H	H
CLO-2	Apply Data collection and analysis tools in research	3	H	M	H	M	-	-	M	H	H	M	H	H	M	H	M	H	H
CLO-3	Analyze sample data	4	H	H	H	H	M	M	M	H	H	H	H	H	M	M	M	H	H
CLO-4	Evaluate different methods and tools in qualitative research	5	H	H	H	M	M	M	M	H	H	H	H	H	M	M	-	H	H
CLO-5	Create research-proposals, research-reports, presentations and manuscripts for publication.	6	H	H	H	H	H	H	H	H	H	H	H	H	M	M	M	H	H

Summary of Course Content			
Sr. No	Course Content	Hour	Alignment to CLO
Unit I	Research Design Objectives of research- type of research – understanding research and its goals, critical thinking, selecting topic for research, justification and rationale development, research designs, method of scientific enquiry, formulation of hypothesis, writing a research proposal - Ethics of research planning and preparation Practical: Topic selection through literature review, Proposal writing, Journal club	12	CLO 1
Unit II	Data collection, analysis and inference Questionnaire design, selection of samples, errors in data collection, data validation process, data entry formats, data entry software, data cleaning and management, basic statistical analysis, univariate and multivariate - interpretation and discussion of research findings- Ethics in Data collection Practical: Questionnaire design for a study, Data entry, cleaning and management using software	12	CLO 2
Unit III	Sampling and Sampling Methods Definition of sampling, principles of sampling, advantages and disadvantages of sampling, probability and non-probability sampling methods, simple random sampling, systematic random sampling, stratified random sampling, cluster sampling, multistage sampling methods, determination of sample size, sampling weights, choosing appropriate sampling methods for research - Ethical issues in sample selection Practical: Application of sampling methods and sample selection strategies	12	CLO3
Unit IV	Qualitative Research Methods Introduction to qualitative research, Ethnography, Phenomenology, Narrative Enquiry, Focus Group Discussions, In depth Interviews, Recording qualitative interviews, transcription, analysis paradigms, grounded theory methodology, content analysis, discourse analysis, Reflective analysis, Qualitative data analysis software, coding, thematic analysis, conceptual diagram Practical: Qualitative data analysis software, coding, thematic analysis, conceptual diagram	12	CLO 4
Unit V	Academic writing and presentations Proposal writing for obtaining funding, elements of writing style, writing research reports, manuscript preparation for publication, referencing styles, oral presentations, poster presentations, peer review process, thesis writing, Ethical issues in thesis writing- Sources of information, review of literature, online databases, search tools, effective use of pubmed and other online search engines Practical: Proposal writing, Application of online databases, search tools and online databases.	12	CLO 5

Text Books	1. World Health Organization. Health Research Methodology A guide for training in research methods. -World Health Organization -World Health Organization, 2011 2. Sampling: Design and Analysis. -Sharon L Lohar. Second Edition. -Brooks / Cole Cengage Learning, 2010
Ref. Books	1. Designing Qualitative Research: An Interactive Approach. -Maxwell, J, Third Edition-Sage Publications, 2013 2. Qualitative Interviewing: The Art of Hearing Data -Rubin, H. and I. Rubin-Thousand Oaks, CA: Sage Publications. 2005 3. Research Methods in Health: Investigating Health and Health Services-Second Edition. Ann Bowling. -Open University Press, Buckingham, 2002 4. Fundamentals of Research Methodology for Health Care Professionals. -Second Edition. Hilla Brink, Christa Van der Walt, Gisela Van Rensburg. -Juta and Company Ltd, 2006 5. Writing Ethnographic Field notes. -Emerson, Robert M., Rachel I. Fretz, and Linda L. Shaw. -University of Chicago Press.1995 6. Participatory Rural Appraisal: Principles, Methods and Application. -N Narayanaswamy-Sage Publications Pvt. Ltd. 2009

Bloom's Level of Thinking		Continuous Internal Assessment (100% weightage)									
		CIA- 1 Assignment- I		CIA- 2 Assignment - II		CLA – 3 Assignment- III		CLA – 4 Assignment - IV		CLA – 5 Final Assignment - V	
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
1	Remember		30%		20%		20%		20%		20%
2	Understand		30%		20%		20%		20%		20%
3	Apply		10%		30%		30%		30%		20%
4	Analyse		30%		20%	-					20%
5	Evaluate	-			10%	-					10%
6	Create	-		-			30%		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
NA		<i>Dr. Praveen Rizal</i> <i>Associate Professor</i> <i>Department of Economics</i> <i>SRM University Sikkim</i> <i>praveen.r@srmus.edu.in</i>

Course Code	UNI23RP72	Course Name	Data Analytics & Statistical Applications	Course Category		CORE COURSE	L	T	P	C
							2	0	4	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)																
			PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15	PSO 1	PSO 2
			Critical Thinking	Multicultural Competence & Inclusive Spirits	Analytical Reasoning/Thinking	Coordinating/Collaborating with others	Community Engagement and Service	Environmental Awareness and Action	Communication Skills	Research Related Skills	Digital and Technological Skills	Leadership Readiness Qualities	Complex Problem Solving	Creativity	Learning how to Learn Skills	Value Inclusion	Empathy	Analysis and Interpretation of the Data which is used in Decision Making	Analyze Global Environment and Its Impact on Business
CLO-1	Understand the data and importance of data in decision making	2	M	M	H	M	H	H	M	H	H	M	M	H	M	H	-	H	H
CLO-2	Express the knowledge on how to use measures of dispersion	3	H	M	H	M	-	-	M	H	H	M	H	H	M	H	M	H	H
CLO-3	Apply the knowledge and use of correlation and regression analysis	4	H	H	H	H	M	M	M	H	H	H	H	H	M	M	M	H	H
CLO-4	Understand about the probability and probability distribution	5	H	H	H	M	M	M	M	H	H	H	H	H	M	M	-	H	H
CLO-5	Apply the inferential statistics for estimation.	6	H	H	H	H	H	H	H	H	H	H	H	H	M	M	M	H	H

Summary of Course Content

Sr. No	Course Content	Hour	Alignment to CLO
Unit I	Unit I: INTRODUCTION TO STATISTICAL DATA & SOFTWARE: Data: Meaning and importance, Types of data in research, scale of measurement, continuity, origin, characteristics; Scope of data, Data Structure – Cross Sections, Time Series, and Panel Data; Data Size - High Frequency and Big Data Sets; Data Generating Process (DGP).	12	CLO1
Unit II	Unit II: DESCRIPTIVE STATISTICS- Measures of central tendency- Mean, Median, Mode, combined mean, weighted average, Quartiles, Deciles and Percentiles Measures of variation - Range, Quartile Deviation, Standard deviation, Coefficients, Variance and Coefficient of variation.	12	CLO2
Unit III	Unit III: INFERENCE STATISTICS (PARAMETRIC TEST)- Parametric Test: Student T-test, Z- test (testing of single mean and testing of two population means), ANOVA TEST- One-way ANOVA, Two-way ANOVA, Correlation analysis – scatter diagram method.	12	CLO4
Unit IV	Unit IV: INFERENCE STATISTICS (NON-PARAMETRIC TEST)- Non-Parametric Tests- Meaning and importance, Chi-square test- Goodness of fit and Independence of attributes, U-test, H test and K-S test.	12	CLO4
Unit V	Unit V: MODEL ESTIMATION- Estimation of Regression Model; Testing and Interpretation of Regression coefficients; Testing of Hypotheses and their interpretation; Functional Forms; Dummy Variables., Multicollinearity, Heteroscedasticity, Autocorrelation; Simultaneous-Equations Models; Identification & Estimation.	12	CLO 5

Learning Resources

Text Books	<ol style="list-style-type: none"> 1. S. P. Gupta, “Statistical Methods”, Sultan Chand & Sons; 1ST edition, 2014. 2. Levine, Stephan, Krehbiel and Berenson, “Statistics for Managers using Microsoft Excel”, PHI Learning Private Limited, 2010.
Ref. Books	<ol style="list-style-type: none"> 1. Gerald Keller, “Managerial Statistics”, Cengage Learning, 2011. 2. Arora P.N., “Managerial Statistics”, S.Chand Limited, 2009. 3. Dr. T.N. Srivastava, Statistics for Management, Tata McGraw Hill Publishing Company, 2008. 4. N G Das, “Statistical Methods”, Volume – 1 and Volume 2, McGraw Hill Education; 1st Edition, 2008. 5. Dr. Deepak Chawla, Dr. Neena Sondhi, “Research Methodology Concepts and Cases”, Vikas Publishing House Private Limited, 2011. 6. Vikram Dayal, An Introduction to R for Quantitative Economics: Graphing, Simulating and Computing, Springer Briefs in Economics, Springer (India), 2015.

Bloom's Level of Thinking	Continuous Internal Assessment (100% weightage)									
	CIA- 1 Assignment- I		CIA- 2 Assignment- II		CLA – 3 Assignment- III		CLA – 4 Assignment - IV		CLA – 5 Final Assignment - V	
	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
1 Remember		30%		20%		20%		20%		20%
2 Understand		30%		20%		20%		20%		20%

3	Apply		10%		30%		30%		30%		20%
4	Analyse		30%		20%	-					20%
5	Evaluate	-			10%	-					10%
6	Create	-		-			30%		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			
NA				Dr. Komal Singha Professor, Department of Economics Sikkim Central University, Sikkim Email id: ksingha@cus.ac.in				Dr. Praveen Rizal Associate Professor, Department of Economics SRM University Sikkim, praveen.r@srmus.edu.in			

Course Code	UNI23RP73	Course Name	Scientific Writing and Research Ethics	Course Category		CORE COURSE	L	T	P	C
							3	0	2	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)																	
			PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15	PSO 1	PSO 2	
			Critical Thinking	Multicultural Competence & Inclusive Spirits	Analytical Reasoning/Thinking	Coordinating/Collaborating with others	Community Engagement and Service	Environmental Awareness and Action	Communication Skills	Research Related Skills	Digital and Technological Skills	Leadership Readiness Qualities	Complex Problem Solving	Creativity	Learning how to Learn Skills	Value Inclusion	Empathy	Analysis and Interpretation of the Data which is used in Decision Making	Analyze Global Environment and Its Impact on Business	
CL O-1	Demonstrate the skills for writing a Research Proposal	2	M	M	H	M	H	H	M	H	H	M	M	H	M	H	-	H	H	
CL O-2	Estimate the budget requirements for a research fund application	2	H	M	H	M	-	-	M	H	H	M	H	H	M	H	M	H	H	
CL O-3	Prepare a manuscript for publication following the guidelines.	3	H	H	H	H	M	M	M	H	H	H	H	H	M	M	M	H	H	
CL O-4	Analyze and adopt an appropriate ethical stance towards writing and publication	4	H	H	H	M	M	M	M	H	H	H	H	H	M	M	-	H	H	
CL O-5	Develop the skills required for writing a book	6	H	H	H	H	H	H	H	H	H	H	H	H	M	M	M	H	H	

Summary of Course Content			
Sr. No	Course Content	Hour	Alignment to CLO
Unit I	Writing a Research Proposal: Writing the Cover Page – Title Page, Abstract Writing the Introduction – Purpose/Relevance, Furnishing Research Question/Hypothesis, Aim and Objectives Writing Literature Review - Empirical Analyses, Theoretical Analyses, Research Gaps	12	CLO1

	<p>Writing the Methods and Design - Research Philosophy, Research Approach, Research Design, Data Collection</p> <p>Writing the Significance and Expected Results– Research Contribution, Potential Outcomes and Limitations</p> <p>Writing the Conclusion - Summarize key points and significance of research</p> <p>Writing the Appendices and References - Additional Data, Questionnaire, Interview Questions, citations</p> <p>Proofreading and Editing - Errors in Grammar and Punctuation, Revisions</p>		
Unit II	<p>Writing a Budget Proposal:</p> <p>Research Cost – Personal Costs, Equipment and Supplies, Travel Expenses, Budget for Data Collection & Analyses, Participant Compensation, fees linked with Publication and Dissemination, Contingency Fund, Consultation Fees, Training and Development</p> <p>Justification on Cost</p> <p>Source of Expenditure</p> <p>Timeline and Payment Schedule</p> <p>Final Budget Summary</p>	12	CLO2
Unit III	<p>Manuscript Writing:</p> <p>Understanding the Publication Process</p> <p>Selecting a Target Journal</p> <p>Writing according to the Authors Guidelines</p> <p>Title and Abstract Writing</p> <p>Introduction and Literature Review</p> <p>Writing the Methods and Results Presentation</p> <p>Writing the Discussion section and Conclusion– Interpret Findings, Implications, Limitations, and Future Research, Summarize key findings and their significance</p> <p>Citation and Referencing – Citing sources following a specific citation style</p> <p>Manuscript formatting – font, spacing and margin specifications</p> <p>Submission Process</p> <p>Preparing a Cover Letter – writing a letter to the Editor</p> <p>Peer Review Process</p> <p>Responding to Reviewers Comments</p>	12	CLO4
Unit IV	<p>Publication Ethics</p> <p>Role of ethical behavior in scholarly publishing</p> <p>Criteria for Authorship and Acknowledging Contributors</p> <p>Plagiarism and Self-Plagiarism – Data Fabrication and falsification, Redundant or Duplicate Publication, Salami Slicing, Image Manipulation, Publication Bias and its impact on Research</p> <p>Research Misconducts and Research Integrity</p> <p>Conflict of Interest</p> <p>Peer Review Ethics</p> <p>Ethical use of Human and Animal Subjects</p> <p>Ethical approval - Consent Letter, Code of Ethics</p> <p>Open Access and Copyright</p> <p>Predatory Journals and Conferences</p> <p>Journal Selection and Impact Factor</p>	12	CLO4
Unit V	<p>Introduction to Book Writing</p> <p>Overview of the Book Writing Process</p>	12	CLO 5

	Choosing a Compelling Book Topic – Researching market demand and competition Creating a structured book outline – outlining chapters and subtopics Research and Fact-Checking Setting Writing Goals Writing Style and Voice Drafting the manuscript Editing and Revising Title and Cover Design Considerations Publishing the Book - Conventional /Self-Publishing, Marketing and Promotion, Legal and Copyright Issues, Author Branding, Book Launch and Beyond		
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Learning Resources			
Text Books	<ul style="list-style-type: none"> Chowdhary, Nimit, Hussain Sarah. <i>Handbook of Research and Publication Ethics</i>. Bharti Publication, 2021. Hofmann, Angelika H. <i>Scientific Writing and Communication: Papers, Proposals, and Presentations</i>. Oxford UP, USA, 2017. Katz, Michael J. <i>From Research to Manuscript: A Guide to Scientific Writing</i>. 2006, ci.nii.ac.jp/ncid/BB01221094. Lalli, William R. <i>Handbook of Budgeting</i>. John Wiley and Sons, 2012. 		
Ref. Books	<ul style="list-style-type: none"> Becker, Howard S. <i>Writing for Social Scientists: How to Start and Finish Your Thesis, Book, or Article</i>: Second Edition. University of Chicago Press, 2007. D, Andrea R. Gwosdow Ph. <i>The Complete Guide to Scientific Manuscript Writing</i>. Aviva Publishing, 2018. Hayot, Eric. <i>The Elements of Academic Style: Writing for the Humanities</i>. Columbia UP, 2014. Labaree RV. <i>Organizing Your Social Sciences Research Paper: Writing a Research Proposal</i>. Available from: http://www.libguides.usc.edu/writingguide. Lerner, Betsy. <i>The Forest for the Trees (Revised and Updated): An Editor’s Advice to Writers</i>. National Geographic Books, 2010. <i>The Writer’s Options: Lessons in Style and Arrangement</i> (8th ed.) by Max Morenberg and Jeff Sommers. McGranaghan M. Guidelines on Writing a Research Proposal. Available from: https://www.2.hawaii.edu/~matt/proposal.html Booth, Wayne C., et al. <i>The Craft of Research</i>. University of Chicago Press, 2016. 		

Bloom’s Level of Thinking		Continuous Internal Assessment (100% weightage)									
		CIA- 1 Assignment- I		CIA- 2 Assignment- II		CLA – 3 Assignment- III		CLA – 4 Assignment - IV		CLA – 5 Final Assignment - V	
		Theo ry	Pract ice	Theory	Practi ce	Theor y	Practice	Theory	Practice	Theory	Practice
1	Remem ber		30%		20%		20%		20%		20%
2	Underst and		30%		20%		20%		20%		20%
3	Apply		10%		30%		30%		30%		20%
4	Analyse		30%		20%	-					20%
5	Evaluat e	-			10%	-					10%
6	Create	-		-			30%		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			
NA			Mr. Dhirendra Kumar Shah and Assistant Professor, SRM University Sikkim, dhirendrakumarshah.d@srmus.edu.in Dr. Hindol Chakraborty, Assistant Professor, SRM University Sikkim, hindol.c@srmus.edu.in			