Program Name : BBA (ANALYTICS)			Semester: I		
Course: Business Statistics			Code: 06170101		
Teaching Scheme			**Evaluation Scheme**		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60

Course Rationale:

- The objective of this course is not only to make the students to get a basic understanding of statistical techniques, but also to develop the skill to apply the techniques in practical cases which can be used in their projects and also when the students enter the industry after finishing their courses.

Course Objectives:

- To provide students with the understanding of role of quantitative techniques in business decision making :
- To prepare a common platform for students for better understanding of statistical tools.
- To familiarize the students of different streams about different quantitative techniques.

Learning Outcomes:

After completion of the course students would be able to :

- Understanding the various aspects of statistics including its scope, importance and limitations. Discussing data and its various aspects
- Understanding the basic concept and applications of measures of central tendency and dispersion.
- Determine the procedures to apply correlation and regression methods in order to obtain the relationships between variables and datasets
- Understanding the basic concepts of probability and its related operations
- Acquaintance of selection mechanism of suitable probability distributions to various business management problems.

Prerequisite(s):

- Basic Knowledge of Algebra and Probability.

Pedagogy: Lectures, presentations and problem solving.

Syllabus:

Unit I

Data, primary and secondary data, discrete and continuous data. Classification of data, Graphical representation of data. Measurement of Central Tendency- arithmetic Mean: step deviation method for computing arithmetic mean, mathematical properties of arithmetic mean, merits and demerits of arithmetic mean, weighted arithmetic mean; Median: calculation of median, merits and demerits of median; Mode: computation of mode, merits and demerits of mode

Unit II

Measures of dispersion- Range: merits and demerits, uses; Quartile: Quartile deviation, coefficient, merits and demerits; percentile ranges; Average deviation: computation of mean deviation, merits and demerit; Standard deviation: mathematical properties, merits and demerits, variance, coefficient of variation; Skewness and Kurtosis: measures of skewness, Karl Pearson's Coefficient of skewness, kurtosis.

Unit III

Correlation, types of correlation, Karl Pearson's coefficient of correlation, Spearman's rank correlation coefficient, properties of correlation coefficient. Linear regression, lines of regression, regression coefficient, relation between correlation coefficient and regression coefficient.

Unit IV

Meaning and components of time series. Methods of time series- Simple Moving Average – (3yearly, 4 yearly and 5 yearly) and Least Square Method. Calculation of trend values and construction of graph of original values and trend values.

Unit V

Probability: Concept, Events, Addition Law, Conditional Probability, Multiplication Law &Baye's Theorem (Simple Numerical). Theoretical distributions- introduction; Binomial Distribution: Probability function of binomial distribution, constants of binomial distribution, mode of binomial distribution, fitting of binomial distribution; Poisson Distribution: utility of Poisson distribution, constants of Poisson distribution, mode of Poisson distribution, fitting of Poisson distribution; Normal distribution: equation of normal probability curve, standard normal distribution, relationship between binomial and normal distribution, relationship between Poisson and normal distribution, properties of normal distribution, area under standard normal probability curve, importance of normal distribution.

Textbook:

1. Sharma, J. K." Business Statistics". New Delhi: Pearson Education (P) Ltd
2. Gupta, S. C., & Kapoor, V. K. (2020). Fundamentals of mathematical statistics. Sultan Chand & Sons.

Reference Books:

1. Bali, N. P., Gupta, P. N., & Gandhi, C. P.,"Text Book of Quantitative Techniques." New Delhi: Laxmi Publications (P) Ltd.
2. Bajpai, N. "Business Statistics". New Delhi: Pearson Education (P) Ltd
3. Levin, R. I. "Statistics for Management" New Delhi:Pearson Education (P) Ltd.

Journals: Communications in Statistics

2.Journal of Statistical Computation and Simulation

3. Annals of Probability

4. Journal of Business & Economic Statistics

Case Study:

Links to websites:

Evaluation Scheme:

- Class participation and attendance 05marks
- Mid Term Exam 20marks
- Assignment 05marks
- Professional Activities 10marks
- Term-End Exam 60marks

Total   100marks

Program Name : BBA (ANALYTICS)			Semester: I		
Course: Management Concepts			Code:06170102		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60

Course Rationale:

This Course is the basic course for management students to provide them knowledge and evolution of management thought. The units or modules in this subject are designed to deeply impart the understanding of functions of Management along with light on strategic management and contemporary challenges of management field for managers.

Course Objectives:

Students would understand basic concepts of management and gain appreciation for emerging ideas, techniques, procedures and practices in the field of management

Learning Outcomes:

After completion of the course the students would be able to:

1. Understand the Management concepts and its implications.

2. Analyze and comprehend the contemporary challenges confronted by Organizations.

3. Develop the skills to apply management concepts and find out the solutions in organizations.

Prerequisite(s):1. Communication skills

Pedagogy: Discussion, Hands on, Lectures and Case Studies.

Syllabus:

Unit I

Importance, Nature, Process, Functions and Principles of Management. Management V/s Administration, Development of Management Thought: Classical, Neo-classical, Systems, Contingency and Contemporary Approach to Management. Managerial Roles: Role of a Manager – Levels of Management - Managerial Skills.

Unit II

Communication – Formal and Informal Networks, Barriers and Principles. Planning – Concept, Nature, Importance, Steps and Limitations, Types of Plans. Making Planning Effective – Strategic

Considerations in Planning - Management by Objectives. Decision Making Concept, Process, Rationality and Techniques.

Unit III

Need for Organization - Principles and Process of Organizing - Span of Management - Organization Structure - Variables affecting Structure - Departmentalization - Authority, Delegation and Decentralization - Committees. New Forms of Organization, Staffing - Concept, Nature, Importance and Steps, Motivation – Concept and Theories.

Unit IV

Directing – Concept, Nature and Importance. Leadership - Concept and Theories, developing leaders across the organization, Controlling - Concept, Nature, Importance and Process of controlling. Contemporary control Techniques - Stakeholder Approaches (Balanced Score Card), Accounting Measures (Integrated Ratio Analysis), and Economic and Financial Measures (Economic Value added and Market Value added), Behavioral aspect of Management Control.

Unit V

Challenges in Management practices: Management of Strategic Change, Culture, Knowledge Management, Learning Organization, Managing Diversity, Corporate Governance and social responsibility of business.

Text Books: 1. Harold Koontz & Heinz Weihrich, *Essentials of Management*, Tata Mcgraw Hill.
1. Harold Koontz & Heinz Weihrich, *Essentials of Management*, Tata Mcgraw Hill
2. Stephen P. Robbins, Mary Coulter, *Management*, Prentice Hall of India Pvt. Ltd.,
   1. Pearson Education, Delhi. Weihrich, *Essentials of Management*, Tata Mcgraw Hill.

Reference Books:

1. P.C.Tripathi, P.N. Reddy, *Principles of Management*, Tata McGraw-Hill Publishing Company Limited, New Delhi.
2. Joseph L. Massie, *Essentials of Management*, Prentice - Hall of India Private Limited, New
3. Prasad L.M. *Principles and Practice of Mangement*, Sultan Chand & Sons, New Delhi.
   3. L.M. Prasad, New Delhi *Management Concepts and Strategies*, Vikas Publishing House Private
3. D. Chandra Bose, *Principles of Management and Administration*, Prentice-Hall of India Private Limited, New Delhi.

Journals:

- Journal of management Studies
- Journal of Management Education
- Journal of management Studies

Case Study:

Links to websites:

- https://www.icmrindia.org/

- https://www.mbaknol.com/management-concepts/analysis-of-problems-in-management-case-studies/

Evaluation Scheme:

- Class participation and attendance 05 marks
- Mid Term Exam 20 marks
- Assignment 05 marks
- Professional Activities 10 marks
- Term-End Exam 60 marks

Total   100 marks

Program Name : BBA (ANALYTICS)			Semester: I		
Course: Foundation to AI, Data Science, BI and Data Analytics			Code: 06170104		
Teaching Scheme			**Evaluation Scheme**		
Classroom Session/ Lectures	**Practical/ Group work**	**Tutorials**	**Credit**	**Continuous Evaluation**	**Term End Examination (TEE)**
40	-	-	4	40	60

Course Rationale:

The course begins with the theoretical understanding of AIML and usage, Ethics present and future. The course helps students understand the key concepts of Artificial Intelligence, Machine Learning, Data Science, and Data Analytics. The unit on AI introduces the concepts such as Turing Test, assumptions behind the intelligence, the history of AI. The unit on Machine learning teaches the key machine learning concepts such as supervised learning, unsupervised learning, and reinforcement learning. The unit on data science helps student understand the concepts of structured and unstructured data, SQL and nonSQL databases, Distributed programming framework. The unit on data science process helps student understand the key steps required to complete a data science project.

Course Objectives:

- To learn about the Artificial Intelligence and its evolution
- To differentiate between different learning algorithms and analytics frameworks
- To understand different data science processes, tools and techniques
- To know the processes that are required to execute a data science project successfully
- To extract information from different data sets using Excel

Learning Outcomes:

After completion of the course students would be able to :

- Outline the key concepts of AI and how AI has evolved
- Identify the key concepts of Machine Learning and will be able to differentiate between key algorithms such as supervised learning and unsupervised learning
- Distinguish key Data Scienceconcepts such as structured and unstructured data, SQL and NoSQL Database
- Examine the process required the successfully execute a Machine Learning or Data Science project
- Infer the large scale data using Excel

Prerequisite(s): Basic knowledge of Excel.

Pedagogy: A mix of pedagogy would be adopted consisting of lecture, discussion, presentation, practicals and classtest and certificate exam.

Syllabus:

Unit I:

Introduction to Data Science:

Defining Data Science and Big Data, Benefits and Uses of Data Science and Big Data, Facets of Data, Structured Data, Unstructured Data, Natural Language, Machine generated Data, Graph based or Network Data, Audio, Image, Video, Streaming data, Data Science Process, Big data ecosystem and data science, distributed file systems, Distributed programming framework, data integration framework, machine learning framework, No SQL Databases, scheduling tools, benchmarking tools, system deployments

Unit II:

Data Science Processes:

Six steps of data science processes define research goals, data retrieval, cleansing data, correct errors as early as possible, integrating – combine data from different sources, transforming data, exploratory data analysis, Data modelling, model and variable selection, model execution, model diagnostic and model comparison, presentation and automation.

Unit III:

Introduction to Machine Learning:

What is Machine Learning, Learning from Data, History of Machine Learning, Big Data for Machine Learning, Leveraging Machine Learning, Descriptive vs Predictive Analytics, Machine Learning and Statistics, Artificial Intelligence and Machine Learning, Types of Machine Learning – Supervised, Unsupervised, Semi-supervised, Reinforcement Learning, Types of Machine Learning Algorithms, Classification vs Regression Problem, Bayesian, Clustering, Decision Tree, Dimensionality Reduction, Neural Network and Deep Learning, Training machine learning systems

Unit IV:

Introduction to AI:

What is AI, Turing test, cognitive modelling approach, law of thoughts, the relational agent approach, the underlying assumptions about intelligence, techniques required to solve AI problems, level of details required to model human intelligence, successfully building an intelligent problem, history of AI

Unit V:

Introduction to Data Analytics:

Working with Formula and Functions, Introduction to Power BI & Charts, Logical functions using Excel, Analysing Data with Excel.

Text Books:

- Artificial Intelligence 3e: A Modern Approach Paperback – By Stuart J Russell & Peter Norvig; Publisher – Pearson
- Artificial Intelligence Third Edition By Kevin Knight, Elaine Rich, B. Nair – McGraw Hill
  2. Pearson, Ghar Hn,, Delchris Lewis and Sudhir K. Jain, Managerial Economics;

Reference Books:

Artificial Intelligence Third Edition By Patrick Henry Winston – Addison-Wesley Publishing Company

Journals:

Case Study

Links to websites:

Evaluation Scheme:

- Class participation and attendance 05 marks
- Mid Term Exam 20 marks
- Assignment 05 marks
- Professional Activities 10 marks
- Term-End Exam 60 marks

Total   100 marks

Program Name : BBA (ANALYTICS)			Semester: I			
Course: Data Analytics Lab			Code: 06170105			
Teaching Scheme			**Evaluation Scheme**			
Classroom Session/ Lectures	**Practical/ Group work**	**Tutorials**	**Credit**	**Demonstration / Presentation**	**Viva - Voce**	**Practical (Internal)**
--	20	-	2	20	10	20

Course Rationale:

The course begins with the data science helps student understand the concepts of structured and unstructured data, databases, function. The unit on data Analytics process helps student understand the key steps required to complete a data Analytics project

The course begins with the practical understanding ofWorking with Formula and Functions, Introduction to Power BI & Charts, Logical functions using Excel, Analysing Data with Excel...

Course Objectives:

- To learn about the formula and functions
- To extract information from different data sets using Excel
- To understand different data Analytics processes, tools and techniques
- To analyses statistics, prepare data sets, summarize data, and create data visualizations

Learning Outcomes:

After completion of the course students would be able to :

- Outline the key concepts of Data and how Analysis do using data.
- Identify the key concepts of advance version of Excel using Data Analysis.
- Distinguish key Data Science concepts such as structured and unstructured data, SQL and NoSQL Database
- Will be able to understand the data cleansing function and commands, Power Map, Power pivot and power Bi.

 Prerequisite(s): Basic knowledge of Excel.

Pedagogy: A mix of pedagogy would be adopted consisting of lecture, problem based learning practicals and class test and certificate exam.

UNIT – I

Introduction to Data Science: Defining Data Science and Big Data, Benefits and Uses of Data Science

and Big Data, Facets of Data, Structured Data, Unstructured Data, Natural Language, Machine generated

Data, Graph based or Network Data, Audio, Image, Video, Streaming data, Data Science

Process, Big data ecosystem and data science, distributed file systems, Distributed programming framework, data integration framework, machine learning framework, No SQL Databases, scheduling tools, benchmarking tools, system deployments

UNIT – II

Data Science Processes: Six steps of data science processes, define research goals, data retrieval, cleansing data, correct errors as early as possible, integrating – combine data from different sources, transforming data, exploratory data analysis, Data modelling, model and variable selection, model execution, model diagnostic and model comparison, presentation and automation.

UNIT – III

Introduction to Machine Learning: What is Machine Learning, Learning from Data, History of Machine Learning, Big Data for Machine Learning, Leveraging Machine Learning, Descriptive vs Predictive Analytics, Machine Learning and Statistics, Artificial Intelligence and Machine Learning, Types of Machine Learning – Supervised, Unsupervised, Semi-supervised, Reinforcement Learning, Types of Machine Learning Algorithms, Classification vs Regression Problem, Bayesian, Clustering, Decision Tree, Dimensionality Reduction, Neural Network and Deep Learning, Training machine learning systems

UNIT – IV

Introduction to AI: What is AI, Turing test, cognitive modelling approach, law of thoughts, the relational agent approach, the underlying assumptions about intelligence, techniques required to solve AI problems, level of details required to model human intelligence, successfully building an intelligent problem, history of AI

UNIT – V

Introduction to Data Analytics: Working with Formula and Functions, Introduction to Power BI & Charts, Logical

functions using Excel, Analysing Data with Excel.

Text Books:

- Artificial Intelligence 3e: A Modern Approach Paperback – By Stuart J Russell & Peter Norvig; Publisher – Pearson
- Artificial Intelligence Third Edition By Kevin Knight ; Elaine Rich, B. Nair ; McGrawHill
  5. Peterson, Dwight; Dennis Lewis and Sudhir K. Jain, Managerial Economics,

Reference Books:

Artificial Intelligence Third Edition By Patrick Henry Winston – Addison-Wesley Publishing Company

Journals:

Case Study

Links to websites:

Evaluation Scheme:

Practical:

- Demonstration / Presentation20 marks
- Viva-Voce 10 marks

Practical (Internal):

- Attendance 5 marks
- Mid Term Exam10marks
- Project/Lab work05marks

Total   50 marks

Program Name : BBA (ANALYTICS)			Semester: II		
Course: Business Law			Code: 06170202		
Teaching Scheme			**Evaluation Scheme**		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60

Course Rationale: The course is designed to provide an understanding of legal processes involved in management of an organization. Here the emphasis will be on the different latest provisions of the law and on how these can be used in the best interest of the organization without violating them rather than Cases.

Course Objectives:

- To demonstrate an understanding of the Legal Environment of Business.
- To communicate effectively using standard business and legal terminology.
- To apply basic legal knowledge to business transactions.

Learning Outcomes:

After completion of the course students would be able to :

- Students would learn the basics of Laws governing commercial contracts and nuances of competency to contract. They will learn to handle the execution of special contracts used in different types of business.
- Students would learn the basics of Laws governing a Partnership and a Company.
- Students will learn about Consumer Protection Act which will help them in making sound consumer policies in the business.
- Students will understand the concepts of business laws and learn to apply them to the business environment.

Prerequisite(s):

- Basic understanding of different types of business.

Pedagogy:

- A mix of pedagogy would be adopted consisting of lecture, discussion, presentation, demonstration and classtest.

Syllabus:

Unit I

The Indian Contract Act,1872: Contract, Essentials of valid Contract, Formation of Valid contract - Offer and Acceptance, Void Agreement Capacity of Parties and Consideration Free consent,

Legality of object, Discharge of a Contract, Remedies for breach of contract and Quasi contract, Indemnity and Guarantee, Bailment and Pledge, Contract of Agency

Unit II

The Negotiable Instruments Act 1881 – Essentials of a Negotiable instruments, Kinds of Negotiable Instrument Holder and Holder in Due Course, Negotiation by endorsements, crossing of a cheque and Dishonour of a cheque.

Unit III

Sale of Goods Act 1930 Meaning of Sale and Goods, Conditions and Warranties, Transfer of Property, Rights of an unpaid seller.
Consumer Protection Act, 1986: Basic concepts, Rights of Consumers, Redressal Machinery under the act

Unit IV

Limited Liability Partnership (LLP), 2008: Salient features of Indian Partnership Act, 1932, Difference between LLP and Partnership; Partners and their relation with LLP; Designated Partners; Extent of LLP Liability; Extent of Partner's Liability, Unlimited Liability in case of fraud; Winding up and dissolution of LLP.

Unit V

The Companies Act, 2013: (Basic elementary knowledge) Essential characteristics of a company, types of companies, memorandum and articles of association, prospectus, shares – kinds, kinds of meetings and resolutions essential conditions for a valid meeting.

Text Books: 4. Pearson, Koontz, Delhiz Weihrich, Essentials of Managerial, Tata Mcgraw Hill.
1. Kuchhal, M.C. and DeepaParkash**, Business Legislation Management**, Vikas Publication
2. M.C. Kuchhal, and VivekKuchhal, Business Law, Vikas Publishing House, New Delhi

Reference Books:

1. Ramaiyam, A., **Guide to the Companies Act**, Wadhwa, Nagpur
2. Shah, S.M., **Business Law for Managers**, Sultan Chand, New Delhi
3. Tulisian P.C., **Busienss Law**, TMH, New Delhi
4. Bulchandani, **Business Law for Management**, Himalaya Publishing House.
5. Kumar**, Legal Aspect of Business** 1st Edition,Cengage Learning**.**
6. Ravinder Kumar, Legal Aspects of Business, Cengage Learning
7. Dr. Singh, Avtar; Company Law,17th ed, Eastern Book Co. Lucknow, Bharat Law House, Delhi, 2018
8. Kapoor N.D., *Company Law: Incorporating the provisions of the companies Amendment Act.* Sultan Chand and Sons

Journals:

Case Study:

Links to websites:

-

Evaluation Scheme:

- Class participation and attendance 05 marks
- Mid Term Exam 20 marks
- Assignment 05 marks
- Professional Activities 10 marks
- Term-End Exam 60 marks

Total   100 marks

Program Name : BBA (ANALYTICS)			Semester: II		
Course: Organizational Behaviour			Code: 06170203		
Teaching Scheme			**Evaluation Scheme**		
Classroom Session/ Lectures	**Practical/ Group work**	**Tutorials**	**Credit**	**Continuous Evaluation**	**Term End Examination (TEE)**
40	**-**	**-**	**4**	**40**	**60**

Course Rationale:

Organizations have to manage its tangible and intangible resources. Amongst all resources human resources offer organizations distinct advantage. This course exposes students towards the behavioural aspects of individuals working in an organization.

Course Objectives:

This course aims to provide insights necessary to understand behavioral processes at individual, team and organisational level enable students to learn how to influence the human behaviour in organisations.

Learning Outcomes:

1. To apply organizational behavioural theories / frameworks /models to business context.

2. To analyze business situation and individual behaviour.

3) To understand Organizational change & Development interventions.

Prerequisite(s):

Understanding of principles of management and basics of human resources and human behavior at work.

Pedagogy: Case based analysis, group exercises, experiential learning activities, quizzes, role plays, videos, presentations and lecture method.

Syllabus:

Unit I

Definition and Meaning of OB - Need and Importance of OB - Nature and Scope - OB Models - Historical Evolution of Organizational Behavior.

Unit II

Individual Behavior: Personality: Factors Influencing Personality - Theories of Personality - Perception: Factors Influencing Perception - Perception Process - Managing the Perception - Learning: Principles and Theories of Learning - Attitudes and Values.

Unit III

Nature and Types of Group - Group Development - Determinants of Groups Behaviour - Group Dynamics - Group Norms - Group Cohesiveness - Group Decision Making Techniques - Conflict: Causes - Types - Conflict Management. Transactional analysis and Johari Window.

Unit IV: Motivation: Nature and Importance of Motivation - Theories of Motivation - Leadership: Importance - Leadership Styles and their Implications - Theories of Leadership.

Unit V: Organizational Climate - Organization Development (OD) - Pre-requisites - Factors affecting OD - Effectiveness of OD Programming - Organization Change: Importance - Types - Resistance to Change - Managing Change

Text Books: 5. Pearson J Koontz, & Heinz Weihrich, Essentials of Managerial Tata Mcgraw Hill.

1. Fred Luthans, *Organizational Behaviour*, McGraw-Hill International Edition.
2. Stephen P. Robbins, *Organizational Behaviour*, Prentice Hall of India Private Ltd., New Delhi.

Reference Books:

1. John. W Newstorm and Keith Davis, *Organizational Behaviour*, Human Behaviour at Work, Tata McGraw-Hill Publishing Company Ltd., New Delhi.
2. S.S. Khanka, *Organizational Behaviour*, S.Chand& Company Ltd., New Delhi.
3. K. Aswathappa, Organizational Behaviour Text, Cases and Games, Himalaya Publishing House, New Delhi.
4. M.N. Mishra, *Organizational Behaviour*, Vikas Publishing House Pvt. Ltd., Delhi.
5. Griffin, Ricky W, *Organizational Behaviour*, Houghton Mifflin Co., Boston.
6. Hellreigel, Don, John W. Slocum, Jr., and Richards W. Woodman, *Organizational Behavior*, South Western Faculty Publishing, Ohio.
7. Hersey, Paul, Kenneth H. Blanchard and Dewey E Johnson, Management of *OrganisationalBehaviour*, Utilizing Human Resources, Prentice Hall, New Delhi.

Journals:

- Journal of Organizational Behaviour

- Journal of Organizational Behaviour Management

Case Study:

Links to websites:

-

Evaluation Scheme:

- Class participation and attendance 05 marks
- Mid Term Exam 20 marks

- Assignment 05 marks
- Professional Activities 10 marks
- Term-End Exam 60 marks

Total   100 marks

Program Name : BBA (ANALYTICS)			Semester: II		
Course: Fundamentals of Business Research Methods			Code: 06170204		
Teaching Scheme			**Evaluation Scheme**		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60

Course Rationale:

Understand the concepts and methods of business research. Identify model and solve decision problems in different settings. Interpret results/solutions and identify appropriate courses of action for a given managerial situation whether a problem or an opportunity.

Course Objectives: The objective of this paper is to impart knowledge about various stages of the research processes and their application in decision making. The students will be able to plan, design and earn out business research using scientific methods and prepare research report(s).

Learning Outcomes:

After completion of the course, students would be able to:

1. Define the research problem
2. Perform data collection
3. Perform data preparation and missing value treatment
4. Demonstrate Hypothesis testing Procedure and purify the data
5. Identify the right test
6. Analyze the data by parametric test using SPSS/Excel
7. Analyze the data by Non Parametric test using SPSS/Excel
8. **Prepare the report**

Prerequisite(s):

Basic knowledge of Research Methodology, Statistics, Excel

Pedagogy: PBL(Problem Based Learning), PBL(Project Base Learning), Case study, Video, Hands on

Exercise, Assignments, Quiz

Syllabus:

Unit I

Business Research: Meaning, Need, Types, Approaches, Research methods vs Research Methodology, Research Process, Role of research in important areas, Identification and Formulation of Research Problem, Variables and Variable type, Hypothesis, Types and Formulation of Hypothesis.

Unit II

Research Design: Meaning, Need, and Different research design: Exploratory, Descriptive. Experimental and Diagnostic and Survey Research, Features of a good research design

Unit III

Sampling design: Meaning, Need, and Advantages of sampling over census, Probability and Non probability Sampling Methods, Criteria of Selecting a sampling procedure, Factors influencing sample size

Unit IV

Data Collection Methods: Questionnaire/schedule; Questionnaire designing, Interview and Observational methods, Measurement Scales, Techniques of Developing Scales, Reliability and Validity of scales

Unit V

Data Analysis: Descriptive and Univariate Statistics; Bivariate Analysis: Test of Difference, Measures of Association; Introduction to Multivariate Analysis, Report Writing: Need, Types and Characteristics of a research report.

Text Books: 6.   Peter Harold Koontz & Heinz Weihrisch, Essentials of Management, Tata Mcgraw Hill.
1. William G. Zikmund, Business Research Methods, 7th Edition, Cengage Learning, India.
2. K.N. Krishnaswamy, AppalyerSivakumar, M.Mathirajan, Management Research Methodology: Integration of Principles, Methods and Techniques, Pearson Education

Reference Books:

1. J. K. Sachdeva, Business Research Methodology, Himalaya Pub. House
2. Paul E. Green, Donald S. Tull, Research for Marketing Decisions, 5th Edition, PHI.
3. Ranjeet Kumar, Research Methods, Pearson Education
4. Donald S. Tull, Del I. Hawkins, Marketing Research, Measurement and Methods, 6th Edition, PHI
5. Naresh Malhotra and SatyaBhushan Das, Marketing Research: An applied Orientation, Pearson Education
6. Mcburney, Research Methods, 7th Edition, Cengage Learning, India.

Journals:

● TheJournal of Business Research

Evaluation Scheme:

- Class participation and attendance 05 marks
- Mid Term Exam 20 marks
- Assignment 05 marks
- Professional Activities 10 marks
- Term-End Exam 60 marks

Total   100 marks

Program Name : BBA (ANALYTICS)			Semester: II		
Course: Financial Accounting			Code: 06170205		
Teaching Scheme			**Evaluation Scheme**		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60

Course Rationale:

The primary objective of course is to acquaint the students with fundamentals of management accounting. It will equip the students with the concept and methods of various managerial techniques for decision making.It are concerned with the presentation of data to predict inconsistencies in finances that help managers make important decisions.

Course Objectives: To explain identification of a project, feasibility analysis including market, technical and financial appraisal of a project. Understand the relevance of alternative project appraisal techniques, financial structuring and financing alternatives. This course intends to involve students to apply appraisal techniques for evaluating live projects.

Learning Outcomes:

After completion of the course, students would be able to:

1. Apply managerial accounting and its objectives in a way that demonstrates a clear understanding of ethical responsibilities.
2. Prepare various costing schedules where an analysis of cost classification, behaviour, and type is completed.
3. Apply and analyze different types of activity-based management tools through the preparation of estimates.
4. Analyze cost-volume-profit techniques to determine optimal managerial decisions.
5. Prepare a master budget and demonstrate an understanding of the relationship between the components.
6. Perform cost variance analysis and demonstrate the use of standard costs in flexible budgeting.

Prerequisite(s):

Conceptual knowledge of other branches of accounting

Pedagogy:

A mix of pedagogy would be adopted consisting of lecture, discussion, presentation, demonstration and class test. Concept of the topics will be given through short lectures, assignments and Numerical problems . The course is a hands-on course and requires the participant to work out multiple examples to gain confidence.

Syllabus:

Unit I: Introduction to Financial Accounting: Accounting as an Information System, Introduction: Meaning, Objectives, Process, Limitations and Basic Terms of Accounting; Generally Accepted Accounting Principles; Journalizing, Posting and Preparation of trial balance.

Unit II: Accounting Equation: Nature of Accounts, Types of books (Primary and Secondary) and Rules of Debit and Credit; Recording Transactions in Journal; Preparation of Ledger Accounts; Opening and Closing Entries; Preparation of Trial Balance.

Unit III: Preparation of Financial Statements: Trading Account, Profit & Loss Account and Balance Sheet, Adjustment Entries, understanding contents of financial statements of a joint stock company as per the Companies Act 2013; Understanding the contents of annual report of a company, Preparation of cash flow statement as per AS-3 (revised).

Unit IV: Indian Accounting Standards (Ind-AS): Concept, benefits, procedure for issuing Ind- AS in India, salient features of Ind-AS issued by ICAI; International Financial Reporting Standards (IFRS): Main features, uses and objectives of IFRS, IFRS issued by IASB and concept of harmonization and convergence, obstacle in harmonization and convergence, suggestions for increased convergence and harmonization.

Unit V: Hire purchase and installment system: Hire Purchase System and Installment payment system; Branch Accounting (**Home branches**: - concept of dependent branches, accounting aspects, ascertainment of profit by Debtor method, Stock & Debtor method and Final accounts method, concept of Independent branch, and accounting treatment. **Foreign branches**:
- Concept and accounting treatment.

Text Books: 7. Harold Koontz, & Heinz Weihrich, Essentials of Management, Tata McGraw Hill.
1. Monga, J.R., Financial Accounting: Concepts and Applications, Mayur Paperbacks
2. Tulsian, P.C., Financial Accounting, Pearson

Reference Books:
1. Maheshwari, S.N. &Maheshwari, S.K., Financial Accounting for B. Com., CA, CS, &ICWA (Foundation) Courses, Vikas Publishing House Pvt. Ltd.
2. Ghosh, T.P., Financial Accounting for Managers, Taxmann Allied Services (P) Ltd.

Journals:

Case Study:

Links to websites:
-

Evaluation Scheme:

- Class participation and attendance 05 marks
- Mid Term Exam 20 marks
- Assignment 05 marks
- Professional Activities 10 marks
- Term-End Exam 60 marks

Total   100 marks

Program Name : BBA (ANALYTICS)	Semester: II

Course: Data Analysis using Python			Code: 06170206		
Teaching Scheme			**Evaluation Scheme**		
Classroom Session/ Lectures	**Practical/ Group work**	**Tutorials**	**Credit**	**Continuous Evaluation**	**Term End Examination (TEE)**
40	-	-	4	40	60

Course Rationale: The objective of this course is to teach students the concepts of Python Programming Language with Libraries. Course starts with introduction to Python programming. It helps students install Python using Anaconda. IPython basic concepts are covered to help student the key commands. The data structures such as list, dict, tuple, and set with list comprehension techniques are covered. The student learns the key python libraries that are used in Data analysis. The libraries covered are Numpy, pandas, matplotlib, and seaborn

Course Objectives:

- Understand the basic concepts of Python Programming
- Learn and practice the python programming data structure, functions, and file handling
- Use the multidimensional array objects in Numpy to statistical analyze the data
- Load the data into a pandas data frame and complete the data wrangling exercise
- Plot the graphs using matplotlib and seaborn

Learning Outcomes:

After completion of the course students would be able to :

- Demonstrate the understanding of basic concepts of Python Programming and IPython
- Apply the key python data structure such as list, dict, set, and tuple along with functions to clean data
- Utilize the Numpy multidimensional arrays to slice, and index the data
- Analyze the data using pandas data frame by loading data from system and build competency in data wrangling
- Examine the data by plotting graphs using matplotlib and seaborn

Prerequisite(s): Basic knowledge of programming and data analysis

Pedagogy: Lectures: A mix of pedagogy would be adopted consisting of lecture, problem based learning practicals and class test and certificate exam.

Syllabus:

Unit I:

Python programming Basic:

Python interpreter, IPython Basics, Tab completion, Introspection, %run command, magic commands, matplotlib integration, python programming, language semantics, scalar types. Control flow.

Unit II:

Data Structure, functions, files:

Tuple, list, built-in sequence function, dict, set, functions, namescape, scope, local function, returning multiple values, functions are objects, lambda functions, error and exception handling, file and operation systems

Unit III:

NumPy: Array and vectorized computation:

Multidimensional array object. Creating ndarrays, arithmetic with numpy array, basic indexing and slicing, Boolean indexing, transposing array and swapping axes, universal functions, array-oriented programming with arrays, conditional logic as arrays operations, file input and output with array.

Unit IV:

Pandas:

Pandas data structure, series, Data Frame, Index Object, Re-indexing, dropping entities from an axis, indexing, selection and filtering, integer indexes, arithmetic and data alignment, function application and mapping, soring and ranking, correlation and covariance, unique values, values controls and membership, reading and writing data in text format

Unit V:

Visualization with Matplotlib:

Figures and subplots, colors, markers, line style, ticks, labels, legends, annotation and drawing on sublots, matplotlib configuration.

Plotting with pandas and seaborn:

Line plots, bar plots, histogram, density plots, scatter and point plots, facet grids and categorical data.

Text Books:
- AchimKlenke, (2014), Probability Theory A Comprehensive Course Second Edition, Springer, ISBN 978-1-4471-5360-3
- Christian Heumann, Michael SchomakerShalabh (2016), Introduction to Statistics and Data Analysis With Exercises, Solutions and Applications in R, Springer International Publishing, ISBN 978-3-319-46160-1

Reference Books:

- Douglas C. Montgomery, (2012), Applied Statistics and Probability for Engineers, 5th Edition, , Wiley India, ISBN: 978-8-126-53719-8.

Journals:

Case Study
Links to websites:
Evaluation Scheme: • Class participation and attendance 05 marks • Mid Term Exam 20 marks • Assignment 05 marks • Professional Activities 10 marks • Term-End Exam 60 marks **Total   100 marks**

Program Name : BBA (ANALYTICS)	**Semester: II**

Course: Python Lab			Code: 06170207			
Teaching Scheme			**Evaluation Scheme**			
Classroom Session/ Lectures	**Practical/ Group work**	**Tutorials**	**Credit**	**Demonstration / Presentation**	**Viva - Voce**	**Practical (Internal)**
--	20	-	2	20	10	20

Course Rationale: The objective of this course is to teach students Python Programming Language with Libraries. Course starts with installation of Anaconda. It helps students install Python using Anaconda. Make programs on the data structures such as list, dict, tuple, and set with list comprehension techniques. The student learns program using the key python libraries that are used in Data analysis. The libraries covered are Numpy, pandas, matplotlib, and seaborn

Course Objectives:

- Build Python environment Anaconda
- Practice the python programming data structure, functions, and file handling
- Write Numpy program to implement the multidimensional array objects for statistical analyze of the data
- Write pandas program to load the data frame and complete the data wrangling exercise
- Develop a program in matplotlib and seaborn to plot the graphs

Learning Outcomes:

After completion of the course students would be able to :

- Utilize the Anaconda installation to build python environment
- Make use of python data structure such as list, dict, set, and tuple along with functions to clean data
- Analyze the Numpy multidimensional arrays to slice, and index the data
- Inference of the data using pandas data and build competency for data wrangling
- Build and plot graphs using matplotlib and seaborn

Prerequisite(s): Basic knowledge of programming and data analysis

Pedagogy: Lectures: A mix of pedagogy would be adopted consisting of lecture, problem based learning practicals and class test and certificate exam.

Unit I:

Python programming Basic:

Python interpreter, IPython Basics, Tab completion, Introspection, %run command, magic commands, matplotlib integration, python programming, language semantics, scalar types. Control flow.

Unit II:

Data Structure, functions, files:

Tuple, list, built-in sequence function, dict, set, functions, namescape, scope, local function, returning multiple values, functions are objects, lambda functions, error and exception handling, file and operation systems

Unit III:

NumPy: Array and vectorized computation:

Multidimensional array object. Creating ndarrays, arithmetic with numpy array, basic indexing and slicing, Boolean indexing, transposing array and swapping axes, universal functions, array-oriented programming with arrays, conditional logic as arrays operations, file input and output with array.

Unit IV:

Pandas:

Pandas data structure, series, Data Frame, Index Object, Re-indexing, dropping entities from an axis, indexing, selection and filtering, integer indexes, arithmetic and data alignment, function application and mapping, soring and ranking, correlation and covariance, unique values, values controls and membership, reading and writing data in text format

Unit V:

Visualization with Matplotlib:

Figures and subplots, colors, markers, line style, ticks, labels, legends, annotation and drawing on sublots, matplotlib configuration.

Plotting with pandas and seaborn:

Line plots, bar plots, histogram, density plots, scatter and point plots, facet grids and categorical data.

Text Books:
- AchimKlenke, (2014), Probability Theory A Comprehensive Course Second Edition, Springer, ISBN 978-1-4471-5360-3
- Christian Heumann, Michael SchomakerShalabh (2016), Introduction to Statistics and Data Analysis With Exercises, Solutions and Applications in R, Springer International Publishing, ISBN 978-3-319-46160-1

Reference Books:

- Douglas C. Montgomery, (2012), Applied Statistics and Probability for Engineers, 5th Edition, , Wiley India, ISBN: 978-8-126-53719-8.

Journals:

Case Study

Links to websites:

Evaluation Scheme:

Practical:

- Demonstration / Presentation20 marks
- Viva-Voce 10 marks

Practical (Internal):

- Attendance 5 marks
- Mid Term Exam 10 marks
- Project/Lab work 05marks

Total   50 marks

Program Name : BBA (Analytics)			Semester: III		
Course: Mathematical Optimization			Code: 06170303		
Teaching Scheme			**Evaluation Scheme**		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60

Course Rationale: This course will be an introduction to mathematical optimization, with an emphasis on algorithms for the solution and analysis of deterministic linear models. The primary types of models to be addressed will be linear optimization. However, the course will touch on more complex models, such as integer linear optimization, and convex conic optimization.

Course Objectives:

1. Improve their ability to rigorously prove mathematical statements.
2. Cultivate an ability to analyze the structure of and mathematically model various complex systems occurring in industrial and engineering applications.
3. Develop knowledge of the mathematical structure of the most commonly used deterministic, continuous and discrete, linear and conic linear optimization models.

Learning Outcomes:

At the end of the course students will be able to:
• Understand the mathematical optimization problems
• Know the difference between difference classes of optimization problems
• Formulate mathematical optimization problems
• Have basic ability to convert problems into simpler ones
• Under the algorithms to solve optimization problem and what to use

Prerequisite(s): Basic knowledge of Mathematics

Pedagogy: PBL(Problem Based Learning), PBL(Project Base Learning), Case study, Video, Hands on Exercise, Assignments, Quiz

Unit - I
Operations Research:

Evolution, methodology and role in managerial decision making. Linear programming: Terminology; Properties and assumptions; Formulation of LP problems; Graphical method; Simplex method (Upto three variables), special cases in LPP, concept of duality.

Unit - II

Integer Programming:
Introduction, Pure and mixed integer programming problem, Gomory's All- IPP method, Construction of Gomory's constraints, Fractional cut method.

Unit - III

Introduction to Game theory, terminology, two – person zero sum game, maximin- minimax principle, determination of saddle point, graphical solution, dominance property, arithemetic method for n x n games

Unit - IV

PERT/CPM: Network construction, Difference between PERT and CPM, calculating Floats, probability considerations in PERT.

Unit - V

Introduction to Markov Analysis, Markov process, state and transition probabilities, characteristics of a Markov process, construction of a state- transition matrix, n- step transition probabilities.

Textbook:

- Swarup, K., Gupta, P.K. and Man Mohan, Operations Research, Sultan Chand & Sons, New Delhi.

Reference Books:

1. Paneerselvam, Operations Research, Prentice Hall of India, N. Delhi.
2. Taha, Operations Research: An Introduction, Prentice Hall of India, N. Delhi.
3. Kapoor, V.K., Operations Research, Sultan Chand & Sons, New Delhi.
4. Sharma, J.K., Operations Research: Theory and Applications, Macmillan India Ltd, New Delhi.
5. S. Kalavathy, Operations Research, Vikas Publishing House, New Delhi.
6. Vohra, N.D.; Quantitative Techniques in Management; Tata McGraw Hill Publishing Company Ltd., New Delhi.Arora, S. R. and Kavita Gupta, Business Mathematics and Statistics, Taxmann.

Evaluation Scheme:

- Class participation and attendance 05marks
- Mid Term Exam20marks
- Assignment05marks
- Professional Activities   10marks
- Term-End Exam60marks

Total   100marks

Program Name : BBA (ANALYTICS)			Semester: III		
Course: Human Resource Management			Code: 06170304		
Teaching Scheme			**Evaluation Scheme**		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60

Course Rationale: This Course is the basic course for Human resource management students to provide them knowledge and evolution of human resources. The units or modules in this subject are designed to deeply impart the understanding of functions of HRM along with light on human resource information system and contemporary challenges of HR field for managers. This course will help the students to realize the human resource management applications in organizations such as training and development activities and international issues.

Course Objectives:

1. To prove the understanding of HRM field and activities conducted in that area.
2. To develop competence and problem solving attitude in the HR area.
3. To provide the insights for HR problem solutions in corporates.

Learning Outcomes: This course would enable the students to learn:

1. Role of the HRM function,
2. Employee resourcing, performance, appraisal and development of human resource in the organization.
3. Solve HR field problems.

Prerequisite(s):

1. Basic management understanding.

2. Communication skills.

Pedagogy: Lectures, Discussions, Case studies, Videos, Activities, etc.

Syllabus:

Syllabus:

Unit- 1
Nature of Human Resource Management-Concepts, Objectives and Functions; HRD-Concept and Mechanisms; Role and status of HR Manager; Organization of HR Department; HR Policies; HRM in globally competitive environment; Strategic Human Resource Management.
Unit- 2

Acquiring Human Resource: Human Resource Planning, Job analysis and job design, employee involvement, flexible work schedules, Recruitment and Selection-new trends; Placement and induction; Right sizing.

Unit- 3

Developing human resource: Employee training, training need assessment, Training methods and evaluation, cross cultural training, Designing executive development programme, Techniques of Executive development, Career planning and development.

Unit- 4

Enhancing and rewarding performance: Establishing Performance Management system; Performance Appraisal-Techniques of appraisal; Potential Appraisal and employee counselling; Establishing reward and pay plans-job evaluation, wage and incentive plans, employee benefits, ensuring safety and healthy work environment.

Project Work:

1. Recruitment and Selection Policies of known companies in the neighbourhood with special reference to executives at three levels—entry level, middle level and top level, of technical hands, professionals and managerial executives.
2. Training and development programmes in different companies—manufacturing companies, service companies, IT companies etc. for different levels of employees—goals, contents, techniques and renewals.

Text Books:

1. Gary Dessler, *Human Resource Management* - 5th edition Pearson Education.
2. Snell and Bohlander *Human Resource Management* - Thompson South - Western

Reference Books:

1.M.Saiyadain, *Human Resource Management* - Tata McGraw Hill.

2.Jyothi, P and Venkatesh,D.N, *Human Resource Management* –Oxford University Press

3.R.W. Mondy&R.M.Noe, *Human Resource Management* - Pearson Education

4.*B.Pattanayak, Human Resource Management – PHI*

5.*V.S.P.Rao, Human Resource Management - Excel Books*

6.*K Aswathappa, Human Resource and Personnel Management - Tata McGraw Hill*

7.*Gupta, C.B. (2014). Human Resource Management. Delhi. Sultan Chand & Sons.*

8.*Decenzo, A. David & Robbins,*

9.*Stephen. (2011). Fundamentals of Human Resource Management. Wiley India.*

10.*Werther, William and Davis, Keith. (2000). Human Resource Management. Prentice Hall*

Journals:

- Human resource Management: Advancing Human Resource Research and Practice, Wiley.
- South Asian General of Human Resource Management, Sage Publications.
- The International Journal of Human Resource Management, Routledge, Taylor and Francis Group.

Case Study:

Links to websites:

- https://www.youtube.com/watch?v=T7bSMzg7x-s

- https://www.icmrindia.org/case%20volumes/Case%20Studies%20in%20Human%20Resource%20Management%20Vol%20I.htm

Evaluation Scheme:

- Class participation and attendance 05 marks
- Mid Term Exam 20 marks
- Assignment 05 marks
- Professional Activities 10 marks
- Term-End Exam 60 marks

Total   100 marks

Program Name : BBA A			Semester: 3rd		
Course: Management Information System			Code: 06170305		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60

Course Rationale:

- Management Information Systems (MIS) is a formal discipline within business education that bridges the gap between computer science and well-known business disciplines such as finance, marketing, and management. In spite of this, most students will only take one or two MIS courses as part of their undergraduate program.
  The term Management Information Systems has several definitions that might depend on where you look or who you ask. Common among these many definitions is that MIS represent a collection of technologies, people, and processes that manage the information and communication resources of an organization..

Course Objectives:

1. To describe the role of information technology and decision support systems in business and record the current issues with those of the firm to solve business problems.
2. To introduce the fundamental principles of computer-based information systems analysis and design and develop an understanding of the principles and techniques used.
3. To enable students understand the various knowledge representation methods and different expert system structures as strategic weapons to counter the threats to business and make business more competitive.
4. To provide the theoretical models used in database management systems to answer business questions.

Learning Outcomes:

After completion of the course students would be able to :

1. Relate the basic concepts and technologies used in the field of management information systems;
2. Compare the processes of developing and implementing information systems.
3. Outline the role of the ethical, social, and security issues of information systems.
4. Translate the role of information systems in organizations, the strategic management processes, with the implications for the management.

Prerequisite(s):

Basic knowledge of information and computer system.

Pedagogy:

A mix of pedagogy would be adopted consisting of lecture, discussion, presentation, demonstration and class test. Concept of the topics will be given through short lectures. The extent & quality of learning will depend on the quality & depth of discussion in the class. This in turn depends on the preparation and thinking that has been put in by the students for each session. Readings, Assignments and Numerical problems, whenever given, are a means of focusing on central issues, concepts or knowledge. Students who are aloof to the class-room proceedings or do not read the pre-reading will miss a significant segment of the course. A student's ability to solve problems is also a reflection of the extent to which concepts have been understood. The course is a hands-on course and requires the participant to work out multiple examples to gain confidence.

Syllabus:

Course Content:

Unit-1
Data vs Information, Importance of Information, Types of Information System, Transaction Processing System, Decision Support System, Group Decision Support System, Executive InformationSystem.

Unit-2
Management Information System: Concept, Information System Requirements at Different Management Levels, Decision Making and Information System, Decision Making Process, Decision Making Model, Problem Solving and System Approach to Problem Solving.

Unit- 3
System Analysis and Design, SDLC, Role of System Analyst, Functional Information System: Production Information System, Marketing Information System, Financial Information System, Human Resource Information System

Unit- 4
Information System Resources, Ethical and Social Issues in Managing Information System Resources, Cyber Crime, Information Security and Cyber Laws, Audit of Information System

Textbook:
1. Management Information Systems, Mudrick& Ross, Prentice Hall of India
2. Management Information Systems, Sadagopan, Prentice Hall of India
3. Management Information Systems, CSV Murthy, Himalaya publications.

Reference Books:

1. Management Information system, O'Brien Marakas, Tata Mc Grew hill (9th Edition, 2010)
2. Management Information system, L M Prasad, Sultan Chand Publishing House (2nd Edition ,2011)
3. Information system concepts for Management, Lucas,H.C, Tata Mc Grew Hill (1st Edition, 1986)
4. Managing Information system in the digital Firm, Loudon K.C, Prentice Hall of India (2006)

Journals:

1. Journal of Management information system

Case Study: Dell Computer Corporation, Company background

Links to websites:

- **https://books.google.co.in/books?id=ISRJDwAAQBAJ&printsec=frontcover&source=gbs_ge_summary_r&cad=0#v=onepage&q&f=false**
- **https://books.google.co.in/books?id=RTZDDAAAQBAJ&printsec=frontcover&source=gbs_ge_summary_r&cad=0#v=onepage&q&f=false**

Evaluation Scheme:

- Class participation and attendance 05 marks
- Mid Term Exam 20 marks
- Assignment 05 marks
- Professional Activities 10 marks
- Term-End Exam 60 marks

Total   100 marks

Program Name : BBA (Analytics)			Semester:III		
Course: *Statistics & Computational Data Analysis*			Code: 06170306		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60

Course Rationale: The course is designed to develop the statistical analysis skills in the students. The statistical analysis is the backbone for the machine learning and data science. The key statistical concepts such as sampling techniques, data description, probability, probability distribution, normal distribution are essential for any statistical analysis of the data. Inferential statistics such as point estimation and interval estimation techniques are required to estimate a parameter. The Bayes theorem has been included to help student understand the statistical techniques

Course Objectives:

1. Help student understand the importance and implementation of various random sampling techniques
2. Describe probability and various probability distributions such as normal distribution, beta, gamma, students -t, and bivariate distributions
3. Introduce the concepts of estimation techniques that covers both point and interval estimation
4. Teach the concepts of hypothesis testing, p value, and Bayesian statistics

Learning Outcomes:

After completion of the course students would be able to :

- Explain the data gathering techniques
- Inspect the data using descriptive statistics
- Illustrate the probability and conditional probability concepts
- Distinguish between various probability distributions and analyze the data following different probability distributions
- Solve the inferential statistics problems using point and interval estimation techniques
- Infer the statistical problems using hypothesis testing and p value

Prerequisite(s):

Basic knowledge of the Statistics and Python

Pedagogy: A mix of pedagogy would be adopted consisting of lecture, problem based learning practicals and class test and certificate exam.

Syllabus:

UNIT – I

Introduction to Statistics: Introduction to Statistics. Role of statistics in scientific methods, current applications of statistics.

Scientific data gathering: Sampling techniques, scientific studies, observational studies, data management.

Data description: Displaying data on a single variable (graphical methods, measure of central tendency, measure of spread), displaying relationship between two or more variables, measure of association between two or more variables.

UNIT – II

Probability Theory: Sample space and events, probability, axioms of probability, independent events, conditional probability, Bayes' theorem.

Random Variables: Discrete and continuous random variables. Probability distribution of discrete random variables, binomial distribution, poisson distribution. Probability distribution of continuous random variables, The uniform distribution, normal (gaussian) distribution, exponential distribution,

gamma distribution, beta distribution, t-distribution, χ" distribution. Expectations, variance and

covariance. Probability Inequalities. Bivariate distributions

UNIT -III

Point Estimations: Methods of finding estimators, method of moments, maximum likelihood estimators, bayes estimators. Methods of evaluating estimators, mean squared error, best unbiased estimator, sufficiency and unbiasedness

Interval Estimations: Confidence interval of means and proportions, Distribution free confidence interval of percentiles

UNIT - IV

Test of Statistical Hypothesis and p-values: Tests about one mean, tests of equality of two means, test about proportions, p-values, likelihood ratio test, Bayesian tests

Bayesian Statistics: Bayesian inference of discrete random variable, Bayesian inference of binomial proportion, comparing Bayesian and frequentist inferences of proportion, comparing Bayesian and frequentist inferences of mean

Univariate Statistics using Python: Mean, Mode. Median, Variance, Standard Deviation, Normal Distribution, t-distribution, interval estimation, Hypothesis Testing, Pearson correlation test, ANOVA F-test

Textbook:

AchimKlenke, (2014), Probability Theory A Comprehensive Course Second Edition, Springer, ISBN 978-1-4471-5360-3

Reference Books:

Christian Heumann, Michael SchomakerShalabh (2016), Introduction to Statistics and Data Analysis With Exercises, Solutions and Applications in R, Springer International Publishing, ISBN 978-3-319-46160-1

Links to websites:

Evaluation Scheme:

- Class participation and attendance 05 marks
- Mid Term Exam 20 marks
- Assignment 05 marks
- Professional Activities 10 marks
- Term-End Exam 60 marks

Total   100 marks

Program Name : BBA (Analytics)			Semester:III		
Course: *R Programming for Data Science and Data Analysis*			Code: 06170307		
Teaching Scheme			**Evaluation Scheme**		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60

Course Rationale: R programming is a popular language for statistical computing and data analysis, and it has become an important tool for business professionals in a wide range of fields. R programming is ideal for data analysis and visualization, making it an essential tool for professionals in fields such as finance, marketing, and operations management. Learning R programming can help students gain a better understanding of how data can be used to make informed business decisions

Course Objectives:

- The basic concepts and syntax of R programming, including data types, data structures, control structures, functions, and packages.
- How to manipulate and transform data using R programming, including importing and exporting data, subsetting data, merging data sets, and cleaning data.
- Create visualizations using R programming, including basic and advanced plots, graphs, and charts.
- Learn basic programming concepts such as conditional statements, and loops

Learning Outcomes:

Learning Outcomes:

After completion of the course students would be able to :

- Experiment with basic R code, including creating variables, data types, and functions.
- Examine and manipulate data using R, including importing and exporting data, subsetting data, merging data sets, and cleaning data
- Build visualizations using R, including basic and advanced plots, graphs, and charts.
- Examine data with the help of statistical analysis using R, including descriptive statistics, regression analysis

Prerequisite(s):

Basic knowledge of the programming and statistics

Pedagogy: : A mix of pedagogy would be adopted consisting of lecture, problem based learning practicals and class test and certificate exam.

Syllabus:

Unit-1

Getting Started with R and R Workspace:

Introducing R, R as a programming Language, the need of R, Installing R, RStudio, RStudio's user interface, console, editor, environment pane, history pane, file pane, plots pane, package pane, help and viewer pane

R Workspace, R's working directory, R Project in R Studio, absolute and relative path, Inspecting an Environment, Inspect existing Symbols, View the structure of object, Removing symbols, Modifying Global Options, Modifying warning level, Library of Packages, Getting to know a package, Installing a Package from CRAN, Updating Package from CRAN, Installing package from online repository, Package Function, Masking and name conflicts

Unit-2

Basic Objects and Basic Expressions:

Vectors, Numeric Vectors, Logical Vectors, Character Vectors, subset vectors, Named Vectors, extracting element, converting vector, Arithmetic operators, create Matrix, Naming row and columns, subsetting matrix, matrix operators, creating and subsetting an Array, Creating a List, extracting element from list, subsetting a list, setting value, creating a value of data frame, subsetting a data frame, setting values, factors, useful functions of a data frame, loading and writing data on disk, creating a function, calling a function, dynamic typing, generalizing a function. Assignment Operators, Conditional Expression, using if as expression and statement, using if with vectors, vectorized if: ifelse, using switch, using for loop, nested for loop, while loop

Unit- 3

Working with Basic Objects and Strings:

Working with object function, getting data dimensions, reshaping data structures, iterating over one dimension, logical operators, logical functions, dealing with missing values, logical coercion, math function, number rounding functions, trigonometric functions, hyperbolic functions, extreme functions, finding roots, derivatives and integration.

Unit- 4

Statistical function, sampling from a vector, Working with random distributions, computing summary statistics, covariance and correlation matrix, printing string, concatenating string,

transforming text, Formatting text, formatting date and time, formatting date and time to string, finding string pattern, using group to extract data, reading data.

Unit- 5

Working with Data – Visualize and Analyze Data: Reading and Writing Data, importing data using built-in-function, READR package, export a data frame to file, reading and writing Excel worksheets, reading and writing native data files, loading built-in data sets, create scatter plot, bar chart, pie chart, histogram and density plots, box plot, fitting linear model and regression tree

Textbook:

Hands-On Programming with Rby Garrett Grolemund

Reference Books:

R for Data Scienceby Hadley Wickham & Garrett Grolemund

Links to websites:

*

Evaluation Scheme:

* Class participation and attendance 05 marks
* Mid Term Exam 20 marks
* Assignment 05 marks
* Professional Activities 10 marks
* Term-End Exam 60 marks

Total   100 marks

Program Name : BBA (ANALYTICS)			Semester: IV		
Course: Principles of Marketing			Code: 06170402		
Teaching Scheme			**Evaluation Scheme**		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60

Course Rationale:

The rationale for this course is using different marketing strategies and obtains a better understanding of market needs and to more completely satisfy them. Companies that develop effective marketing strategies achieve high sales volumes at the desired profit margin

Course Objectives:

This course is designed to promote understanding of concepts, philosophies, processes and techniques of managing marketing operation and to develop a feel of the market place.

Learning Outcomes: After completion of the course, students will be able to:

1. Discus the core concepts of marketing and related terminologies.
2. Analyze the application of consumer behaviour in the business industry.
3. Apply the learnings of the marketing in the product, pricing, distribution and promotion areas.

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Prerequisite(s):

Basic understanding of core concepts of management

Pedagogy: The class may start by the student's Newspaper presentation using the concepts of marketing. A mix of pedagogy would be adopted consisting of lecture, discussion, presentation, demonstration and class test. Concept of the topics will be given through short lectures. The extent & quality of learning will depend on the quality & depth of discussion in the class.

Syllabus:

Unit-I:

Nature, scope and importance of marketing; Evolution of marketing; Selling vs Marketing; Marketing mix, Marketing environment: concept, importance, and components (Economic, Demographic,Technological, Natural, Socio-Cultural and Legal).

Unit-II

Consumer Behaviour: Nature and Importance**,** Consumer buying decision process; Factors influencing consumer buying behaviour.

Market segmentation: concept, importance and bases; Target market selection; Positioning concept, importance and bases; Product differentiation vs. market segmentation.

Unit-III

Product: Concept and importance, Product classifications; Concept of product mix; Branding, packaging and labeling; Product life- cycle; New Product Development Process; Consumer adoption process.

Unit-IV

Pricing: Significance, Factors affecting price of a product, Pricing policies and strategies.

Distribution Channels and Physical Distribution: Channels of distribution - meaning and importance; Types of distribution channels; Functions of middle man; Factors affecting choice of distribution channel, Physical Distribution.

Unit-V

Promotion: Nature and importance of promotion; Communication process; Types of promotion: advertising, personal selling, public relations & sales promotion, and their distinctive characteristics; Promotion mix and factors affecting promotion mix decisions;

Text Books: 1. Harold Koontz, & Heinz Weihrich, *Essentials of Managerial* Tata

1. Kotler, Philip, Gary Armstrong, PrafullaAgnihotri and EhsanulHaque. *Principles of Marketing*, 13th edition. Pearson Education.
2. Michael, J. Etzel, Bruce J. Walker, William J Stanton and Ajay Pandit. *Marketing: Concepts and Cases.* (Special Indian Edition)., McGraw Hill Education

Reference Books:

1. Majaro, Simon. *The Essence of Marketing*. Pearson Education, New Delhi.
2. Iacobucci and Kapoor, *Marketing Management: A South Asian Perspective*. Cengage Learning.
3. William D. Perreault, and McCarthy, E. Jerome., *Basic Marketing*. Pearson Education.
4. Dhruv Grewal, Michael Levy, *Marketing,* McGraw Hill Education.
3. RajendraMaheshwari, *Principles of Marketing*, International Book House

Journals:

● American Marketing Association: https://www.ama.org/ama-academic-journals/

- European Journal of Marketing: https://www.emerald.com/insight/publication/issn/0309-0566

Links to websites:

- Marketing Management: https://www.pearson.com/en-us/subject-catalog/p/marketing-management/P200000005952/9780137344161

Evaluation Scheme:

- Class participation and attendance 05 marks
- Mid Term Exam 20 marks
- Assignment 05 marks
- Professional Activities 10 marks
- Term-End Exam 60 marks

Total   100 marks

Program Name : BBA (Analytics)			Semester: IV		
Course: Entrepreneurship Development			Code:0170406		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60

Course Rationale:
Entrepreneurship plays an influential role in the economic growth and development of the country. As the world economy is changing so is the dynamism of the business world. The aim of this course is to instill and kindle the spirit of Entrepreneurship amongst students. The idea of this course is to create "job providers rather than job seekers".

Course Objectives:
The aim is to expose the student to the contemporary policies relating to entrepreneurship development in India and the Institutional framework available for the development, training of new and young entrepreneurs. The study will also help the students to understand and learn the process of becoming an entrepreneur and the steps involved in the process of entrepreneurship development.

Learning Outcomes:
After completion of the course, students would be able to:
- Apply the acquired knowledge related to the various phases in venture creation process such as the contemporary policies relating to entrepreneurship development, financial assistance by the institutions, methods of taxation and tax benefits, etc.
- Understand and implement the process of becoming an entrepreneur and the steps involved in the process of entrepreneurship development.

Prerequisite(s):
Basic knowledge about business and related legal compliances

Pedagogy:
Videos and quizzes through the on-line Learning Management System (LMS); Classroom learning through an experienced Facilitator/Faculty on campus (Videos, In-class Activities, Outbound Activities); Assignments and Projects; and Practical Experiences including challenges, internships and apprenticeships.

Syllabus:
Unit I: Entrepreneur – Types of Entrepreneurs – Difference between Entrepreneur and Intrapreneur –Entrepreneurship in Economic Growth, Factors Affecting Entrepreneurial Growth. Entrepreneur Vs Professional Manager ; Women Entrepreneur; Major Motives Influencing an Entrepreneur – Achievement, Motivation, Training, Entrepreneurship Development Programs – Need, Objectives.

Unit II: Medium Enterprises, Small Enterprises – Definition, Classification – Characteristics, Ownership Structures;. Micro, Small & Medium Enterprises (MSMEs)Policy in India; Steps involved in setting up a Business – identifying, selecting a Good Business opportunity, Market Survey and Research, Techno Economic Feasibility Assessment – Preparation of Preliminary Project Reports – Project Appraisal – Sources of Information – Classification of Needs and Agencies.

Unit III: Need – Sources of Finance, Term Loans, Capital Structure, Financial Institution, management of working Capital, Costing, Break Even Analysis, Taxation – Income Tax, Excise Duty & Service Tax, Customs Law.

Unit IV: Institutions for Entrepreneurial Development; Role of Banks and Financial Institutions and their Assistance to Entrepreneurs; Sickness in small Business – Concept, Magnitude, causes and consequences, Corrective Measures – Government Policy for Small Scale Enterprises.

Textbook:
1. S.S.KHANKA "Entrepreneurial Development" S.Chand& Co. Ltd. Ram Nagar New Delhi, 1999.

Reference Books:
1. D.F. Kuratko and T. V. Rao (2016), Entrepreneurship: A South Asian Perspective, Cengage Learning.
2. DinanathKaushik (2013) Studies in Indian Entrepreneurship, New Delhi, Cyber Tech Publications
3. Rabindra N. Kanungo "Entrepreneurship and   innovation", Sage Publications, New Delhi, 1998.
4. Kaliyamoorthy and Chandrasekhar (Eds: 2007), Entrepreneurial Training: Theory and Practice, New Delhi, Kanishka Publishers
5. Robert Hisrich, Michael Peters and Dean Shepherd (2009) Entrepreneurship, New Delhi, Tata McGraw-Hill Publishing Company Limited
6. Rajagopalan (Ed: 2006) Promoting Sustainable Livelihoods: Concepts and Approaches, The ICFAI University Press
7. Donald L. Sexton & Raymond W. Smilor, The Art and Science of Entrepreneurship, Ballinger
8. Clifford M. Baumback& Joseph R. Mancuso, Entrepreneurship and Venture Management, Prentice Hall
9. Gifford Pinchot, Intrapreneuring, Harper & Row

Journals:
1. Entrepreneurship Theory and Practice
2. International Entrepreneurship and Management Journal
3. Journal of Intellectual Capital
4. Journal of Business Venturing
5. European Journal of Innovation Management

Case Study: NA

Links to websites:
1. Entrepreneur Notes and Study Material (mbaexamnotes.com)
2. Value Proposition Canvas – Download the Official Template (strategyzer.com)
3. Lean Canvas | LEANSTACK
4. Create a new Lean Canvas - Canvanizer
5. Lean Canvas - Business Model Toolbox (bmtoolbox.net)

Evaluation Scheme:

- Class participation and attendance 05 marks
- Mid Term Exam 20 marks

- Assignment 05 marks
- Professional Activities 10 marks
- Term-End Exam 60 marks

Total   100 marks

Program Name : BBA (Analytics)				Semester:III	
Course: *Data Analysis and Visualization- Tools & Techniques*				Code: 06170407	
Teaching Scheme			**Evaluation Scheme**		
Classroom Session/ Lectures	**Practical/ Group work**	**Tutorials**	**Credit**	**Continuous Evaluation**	**Term End Examination (TEE)**
40	-	-	4	40	60

Course Rationale:

Designed to help you become a successful Data Analyst, this Subject is for those just starting their career in Analytics. It will teach you how to understand data fundamental, analyse the data methodology, techniques, powerful dashboards, Power BI & Visualization power of data along with a strong focus on case studies to ensure hands on learning. Once armed with analytics, you will also learn the powerful data visualization tool like Advanced version of Excel, Power Map, Power BI, Business Intelligence software, Tableau desktop version & other open source tools etc to present your analysis.

Course Objectives:

- Understandmanage and manipulate data in order to extract useful information and insights.
- Help to understand manipulate data is by using functions that are pre-built sets of code that perform specific tasks or operations on data.
- It will be able to analyze data on consumer preferences, purchasing habits, and other behaviors in order to develop insights that can be used to improve marketing and sales strategies.
- It help to understand "Mind and Market Factors" component of MIMI involves analyzing both the internal and external factors that influence consumer behavior and market trend
- To use Tableau Software for data visualization. This software provides the most efficient way to change or transform the raw data into an easily understandable format.

Learning Outcomes:

After completion of the course students would be able to :
- Build data models and manage and manipulate data to extract useful information and insights
- Apply functions to manipulate and analyze data
- Discover customer preference, purchasing habits, and other behaviors

- Analyze internal and external factors by understanding "Mind and Market Factors" component of MIMI
- Make use of Tableau software for data visualization

Prerequisite(s):

Basic knowledge of the Data Analysis

Pedagogy: A mix of pedagogy would be adopted consisting of lecture, problem based learning practicals and class test and certificate exam.

Syllabus:

Unit-1

INTRODUCTION TO DATA HANDLING

Overview of Data analysis, Introduction to Data visualization, Working with statistical formulas - Logical and financial functions , Data Validation & data models, Power Map for visualize data , Power BI-Business Intelligence , Data Analysis using statistical methods, Dashboard designing

Unit-2
INTRODUCTION TO DATA MANIPULATION USING FUNCTION:

Heat Map, Tree Map, Smart Chart, Azure Machine learning , Column Chart, Line Chart , Pie,Bar, Area, Scatter Chart, Data Series, Axes , Chart Sheet ,Trendline , Error Bars, Sparklines, Combination Chart, Gauge, Thermometer Chart , Gantt Chart , Pareto Chart etc , Frequency Distribution, Pivot Chart, Slicers , Tables: Structured References, Table Styles , What-If Analysis: Data Tables| Correlation model |Regression model

Unit- 3
Data Strategy & Consumer behaviour Analytics:

Understanding Product & Category, Competitive Analysis, Market Share understanding- Market potential Index, Seasonality-Sales Trending, Consumer behaviour Analytics

Unit- 4
MIND AND MARKET FACTORS, Budget planning & Execution- MIMI,

Regression & Correlation Analysis for Sales trending, Forecasting method with predictive investment modelling, Cohort Analysis, Google Analytics(GA), Case Studies-Assignments

Unit- 5
TABLEAU SOFTWARE: GETTING STARTED WITH TABLEAU SOFTWARE:

What is Tableau? What does the Tableau product suite comprise of? How Does Tableau Work? Tableau Architecture, What is My Tableau Repository? Connecting to Data & Introduction to data source concepts, Understanding the Tableau workspace, Dimensions and Measures, Data Types & Default Properties, Building basic views, Saving and Sharing your work-overview

Textbook:

Information Dashboard Design: Displaying Data for At-a-glance Monitoring" by Stephen Few

Reference Books:

Beautiful Visualization, Looking at Data Through the Eyes of Experts by Julie Steele, Noah Iliinsky

Links to websites:

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Evaluation Scheme:

- Class participation and attendance 05 marks
- Mid Term Exam 20 marks
- Assignment 05 marks
- Professional Activities 10 marks
- Term-End Exam 60 marks

Total   100 marks

Program Name : BBA (Analytics)				Semester:IV	
Course: *Machine Learning for Business*				Code: 06170408	
Teaching Scheme			**Evaluation Scheme**		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60

Course Rationale:
Machine learning has become increasingly relevant in business, as it offers powerful tools for analyzing large datasets and making data-driven decisions. By learning a machine learning course, business graduate can equip their employees with the skills and knowledge necessary to leverage these tools and make informed decisions. Business graduates can use machine learning to optimize their operations, identify new opportunities, and create more value for their customers

Course Objectives:

- Help student understand what is machine learning. How business can use machine learning in different domains to gain competitive advantage
- Student is able to differentiate between different learning algorithms.
- Gain a fundamental understanding of the concepts and techniques that underpin machine learning algorithms
- Learn how to choose the appropriate regression and classification algorithms, how to prepare data for machine learning models, and how to evaluate model performance

Learning Outcomes:

After completion of the course students would be able to :

1. Explain the use of Machine Learning Models in business and understand machine learning models can be used to solve business problems
2. Compare machine learning algorithms such as supervised, unsupervised, and reinforcement learning models
3. Identify the performance of different machine learning models and compare them to optimize the results
4. Make use continuous and discrete data set to fit regression and classification models

Prerequisite(s): Basic knowledge of the Statistics & Python

Pedagogy: A mix of pedagogy would be adopted consisting of lecture, problem based learning practicals and class test and certificate exam.

Syllabus:

Unit-1
Introduction:
Learning systems, real world applications of machine learning, why machine learning, variable types and terminology, function approximation

Unit-2

Types of machine learning:

Supervised learning, unsupervised learning, reinforcement learning

Unit- 3

Important concepts of machine learning:

Parametric vs non-parametric models, the trade-off between prediction accuracy and model interpretability, the curse of dimensionality, measuring the quality of fit, bias-variance trade off, over fitting, model selection, no free lunch theorem

Unit- 4

Linear Regression:

Linear regression, estimating the coefficients, accessing the accuracy of coefficient estimates, accessing the accuracy of the model, multiple linear regression, qualitative predictors

Unit- 5
Classification:

Logistic regression, estimating regression coefficients, making predictions, multiple logistic regressions, linear discriminant analysis, bayes' theorem of classification, LDA for p=1, LDA for p>1, quadratic discriminant analysis

Textbook:
- Machine Learning by Tom M. Mitchell - McGraw Hill Education; First edition
- Pattern Recognition and Machine Learning (Information Science and Statistics) by Christopher M. Bishop - Springer; 1st ed. 2006. Corr. 2nd printing 2011 edition

Reference Books:

The Elements of Statistical Learning: Data Mining, Inference, and Prediction by Trevor Hastie, Robert Tibshirani, Jerome Friedman - Springer; 2nd ed. 2009, Corr. 9th printing 2017 edition

Links to websites:

Evaluation Scheme:

- Class participation and attendance 05 marks
- Mid Term Exam 20 marks
- Assignment 05 marks
- Professional Activities 10 marks
- Term-End Exam 60 marks

Total   100 marks

Program Name : BBA (Analytics)			Semester: IV		
Course: Financial Management			Code:		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60

Course Rationale:

The objective of a business enterprise is to generate profits and remain viable and sustainable. Sustainability necessitates value creation by organizations not for just their stakeholders but also for society at large.

In the process of value creation, financial managers are increasingly supplementing the traditional metrics of performance with new methods that encourage a greater role for risk assessment and critical analysis of alternatives. The purpose of this course is to enable students to understand the financial decision-making process and to interpret the impact that financial decisions will have on value creation. Thus there are four major decision-making areas in financial management: the financing, investment, liquidity, valuation and asset management decisions.

Course Objectives:

5. To understand the meaning of financial planning.
6. To determine the cost of capital and to take long-term capital budgeting decisions.
7. To calculate the amount of dividend and working capital.

Learning Outcomes:

After completion of the course students would be able to :

1. Identify the best source of financing suitable to a business
2. Review investment decisions on the basis of the associated risk and return based on the concept of Time Value of Money
3. Calculate the cash flows from complex investment decisions
4. Calculate the cost of capital under different capital structures and assess the optimal capital structure and value for the firms.

Prerequisite(s):

1. Good Communication skills
2. Basic knowledge of Accounts and Finance.

Pedagogy:

Exercises in the text book and Cases would be used for extensive practice both in the class and for self-study.

Syllabus:

Unit-1
Financial Management: Meaning, concept, significance, objectives and scope; financial decisions. Time value of money, Risk and Return Analysis.

Unit- 2

Financial Planning: Concept and theories. Capitalization: meaning, types (over capitalization, undercapitalization and optimum capitalization), Sources of finance- long term and short –term sources of finance.

Unit-3

Capital Structure: Concept, patterns, point of indifference, theories, sound capital mix, capital gearing, financial distress and pecking order theory.
Leverages: Meaning and types (financial leverage, operating leverage, composite leverage and its computation.

Unit-4

Cost of Capital: Concept, significance, computation of cost of capital (cost of debt, cost of preference capital, cost of equity share capital, cost of retained earnings and weighted average cost of capital).

Capital Budgeting: Estimation of relevant cash flows and terminal value; Evaluation techniques - Accounting Rate of Return, Net Present Value, Internal Rate of Return, Profitability Index Method, RADR (Risk Adjusted Discount Rate).

Unit V

Working Capital: Meaning, Objectives. Factors affecting Working Capital Decision. Working Capital Management methods, Dividend Policy- meaning, types of dividend, determinants affecting dividend policy,Dividend models- Walter's model, Gordon's model, MM hypothesis.

Textbook:

- Financial Management by IM Pandey, Vikas Publishing (11th Edition)
- Khan and Jain. Financial Management, Text, problems & Cases (Eight Edition) McGraw Hill Education

Reference Books:

- R.P. Rustagi, Financial Management (14th edition), Taxmann Publications
- Chandra, P. Financial Management: theory & Practice. (10th edition) McGraw Hill Education
- James C. Van Horne and Sanjay Dhamija, Financial Management and Policy, Pearson Education
- Levy H. and M. Sarnat. Principles of Financial Management. Pearson Education
- Joy, O.M. Introduction to Financial Management. Mc Graw Hill Education.

Journals:

1. Journal of International Financial Management and Accounting
2. Journal of Risk and Financial Management.

Case Study:

- Managing Non Performing Assets in Indian Banking Industry
- Financial Statement Analysis of Mahindra and Mahindra

Links to websites:

https://www.icai.org

Evaluation Scheme:

- Class participation and attendance 05 marks
- Mid Term Exam 20 marks
- Assignment 05 marks
- Professional Activities 10 marks
- Term-End Exam 60 marks

Total   100 marks

Program Name : BBA (Analytics)			Semester: V		
Course: *Risk Fraud & Foundation to Marketing Analytics Social media Analytics*			Code: 06170505		
Teaching Scheme			**Evaluation Scheme**		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60

Course Rationale:

The objective of learning risk and fraud analytics is to gain the skills and knowledge necessary to identify and mitigate risks and detect fraud using data analytics techniques. Risk and fraud analytics are essential for businesses and organizations to identify potential risks and frauds in their operations, products, and services.Marketing analytics involves using data analysis techniques to identify trends and patterns in consumer behavior, while customer analysis involves analyzing customer data to understand their preferences, behavior, and needs.

Course Objectives:

- Help student different types of frauds. Overview of the different tools and techniques used in fraud detection
- Understand the fraud data analysis process and conduct data analysis tests
- Identify fraud in Payroll and expense reimbursement
- Analyze the data to discover the fraud in billing scheme
- Use Marketing Analytics and Customer Analysis to deliver customer value.

Learning Outcomes:

After completion of the course students would be able to :

- Classify different type of frauds and understand how to differentiate between anomalies and fraud within data
- Make use of data to detect fraud
- Discover the fraud in billing scheme using different tools and techniques
- Inspect the possibility of a payroll and expense reimbursement fraud
- Identify trends and patterns in consumer behavior using data analytics techniques

Prerequisite(s):

Basic knowledge of the Excel

Pedagogy: A mix of pedagogy would be adopted consisting of lecture, problem based learning practicals and class test and certificate exam.

Syllabus:

Unit-1

Introduction- .

Define fraud, anomalies vs fraud, types of fraud, the risk of fraud, Fraud detection, Recognizing Fraud, Data analytical software, anomalies versus fraud within data, Fraud Data inclusions and deletions.

Unit-2

Fraud Data Analysis Process –

Evaluation and analysis, obtain data file, Type of file formats, Data analysis preparation, arrange data, organize data

Data Analysis Tests – Benford's Law, Number duplication test, z-score, relative size factor test, same-same-same test, same-same-different test, even amounts, correlation, trend analysisl

Unit- 3

Billing Scheme - Data familiarization, Benfords's law test, relative size factor test, z-score, even dollar amounts, same-same-same test, same-same-different test, payment without purchase orders test, length of time between invoice and payment dates test, search for post office box, match employee address to supplier, duplicate addresses in vendor master, payments to vendor not in master, gap detection of check number sequences.

Unit- 4

Payroll Fraud and Expense Reimbursement Fraud – Data familiarization, data analysis, the payroll register, payroll master and commission tests, Network Analysis.

Unit- 5

Introduction to Marketing Analytics and Customer Analysis, Market Segmentation, Customer Lifetime Value, New Product Decisions, Advertising, Overview of Google Analytics(GA), Campaign on TV/Print/OOH/Radio/Digital platforms.

Textbook: Fraud Analytics Using Descriptive, Predictive, and Social Network Techniques: A Guide to Data Science for Fraud Detection (Wiley and SAS Business Series)

Reference Books: by Bart Baesens (Author), Veronique Van Vlasselaer (Author), WouterVerbeke (Author)

Links to websites:

Evaluation Scheme:

- Class participation and attendance 05 marks
- Mid Term Exam 20 marks
- Assignment 05 marks
- Professional Activities 10 marks
- Term-End Exam 60 marks

Total   100 marks

Program Name : BBA (Analytics)			Semester: V		
Course: *Supply Chain Analytics & HR Analytics*			Code: 06170506		
Teaching Scheme			**Evaluation Scheme**		
Classroom Session/ Lectures	**Practical/ Group work**	**Tutorials**	**Credit**	**Continuous Evaluation**	**Term End Examination (TEE)**
40	-	-	4	40	60

Course Rationale:

Supply chain analytics is used to gain the skills and knowledge necessary to optimize supply chain operations using data analysis techniques. By applying supply chain analytics techniques, businesses can improve efficiency, reduce costs, mitigate risks, and enhance customer satisfaction, ultimately leading to a more competitive and profitable business.

By applying HR analytics techniques, businesses can make informed decisions about talent management, enhance employee engagement and satisfaction, and promote a more diverse and inclusive workplace

Course Objectives:

- How to apply data analysis techniques to supply chain operations, businesses can improve efficiency, reduce costs, and improve overall performance.
- Analyze data from various sources, such as sales, production, inventory, and customer demand, to identify trends and patterns that can help businesses make informed decisions.
- Provide businesses with real-time data on inventory levels, enabling them to make informed decisions about inventory replenishment and avoid stockouts
- Use data analysis techniques to optimize human resource management practices and enhance organizational performance
- Measure turnover trends is an important HR metric that can help organizations understand and address issues related to retention and recruitment.

Learning Outcomes:

On completion of this course, the students are expected to learn

- Apply data analysis techniques to supply chain operations. Understand the key concepts od supply chain analytics such as forecasting new replacement and non-replacement products

- Examine a data set and understand the demand variability from various sources, such as sales, production, inventory, and customer.

- Develop a model to analyze real-time data on inventory level. Perform analysis for lot size restrictions, volume discount and joint replenishment

- Demonstrate the understanding of HR analytics to enhance organizational performance

- Discover the relationship between various HR matrices and trends

Prerequisite(s):

Basic knowledge of the excel& HR

Pedagogy: A mix of pedagogy would be adopted consisting of lecture, problem based learning practicals and class test and certificate exam.

Syllabus:

Unit-1

Introduction- .

Introduction to Supply Chain Analytics – Components of Supply Chain Analytics, Big Data in Supply Chain Analytics, Strategic goal, Demand Analytica, Forecasting, unbiased forecast, forecasting stable products, forecasting new replacement and non-replacement products, measure forecast accuracy

Unit-2

Sales and Operation Analytics –

Introduction, newsvendor problem, analyzing demand variability, Supply and resource constraints, excess supply.

Unit- 3

Inventory and Supply Analytics –

Introduction to inventory management problem, lot size restrictions, volume discount and joint replenishment, lead time variability, Dynamic Inventory control.

Unit- 4

HR Analytics –

Importance of HR Analytics, changing world of man power, HR Analytics Framework, Workforce planning analytics, sourcing analytics, acquisition/hiring analytics, onboarding, culture fit, and engagement analytics, performance assessment analytics, employee lifetime value and cost modeling, Employee wellness and health analytics, HR Metrices and LMAP Framework.

Unit- 5

Trends. Turnover trends, labor turnover index, correlation, predictive forecasting for growth, analyze the actual number of employees to work in a company, analyze prime working days, analyze employee standard unit cost, analyze appraisal cost.

Textbook:

1. StadlerHartmut and Kilger Christoph (2005),"Supply Chain Management and Advanced Planning: Concepts, Models, Software and Case Studies", Third Edition, Springer, ISBN-3-540-22065-8
2. Edwards Martin R, Edwards Kirsten (2016),"Predictive HR Analytics: Mastering the HR Metric", Kogan Page Publishers, ISBN-0749473924

Reference Books:

1. Márquez Adolfo Crespo (2010) "Dynamic Modelling for Supply Chain Management: Dealing with Front-end, Back-end and Integration Issues", Springer
2. Simchi-Levi, David, Chen, Xin, Bramel, Julien (2014), "The Logic of Logistics Theory, Algorithms, and Applications for Logistics Management", Third Edition, Springer, ISBN-978-1- 4614-9149-1
3. Fitz-enzJac (2010), "The new HR analytics: predicting the economic value of your company's human capital investments", AMACOM, ISBN-13: 978-0-8144-1643-3
4. Fitz-enzJac, Mattox II John (2014), "Predictive Analytics for Human Resources", Wiley, ISBN- 1118940709

Links to websites:

Evaluation Scheme:

- Class participation and attendance 05 marks
- Mid Term Exam 20 marks
- Assignment 05 marks
- Professional Activities 10 marks
- Term-End Exam 60 marks

Total   100 marks

Program Name : BBA (Analytics)			Semester: V		
Course: Production & Operations Management			Code: 06170516		
Teaching Scheme			**Evaluation Scheme**		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60

Course Rationale:

Production/Operation is an integral management function, which is instrumental in building of a company's sustainable competitive advantage. It is imperative for a budding manager to understand the theoretical concepts and practical application of production and operation management to develop a holistic approach whilst managing the organizations.

Course Objectives:

1. The course is designed to make the students familiar with different types of Production, plant layout and material handling, operations planning and control, inventory management, quality management etc.
2. It also seeks to acquaint them with appropriate tools and techniques needed for understanding the operational situation.

Learning Outcomes:

After completion of the course students would be able to :

1. Understand the significance of operations and its integration with other management functions.
2. Understand the qualitative factors and quantitative models which can facilitate the facilities location in the context of globalization.
3. Understand different types of production processes and the respective layouts used for manufacturing different types of products.
4. Learn about the activities of production planning and control and familiarity with the tools of PPC.
5. Develop an understanding and suitability of the different inventory control models.
6. Develop an understanding of different techniques and tools used in work study.

Prerequisite(s):

Basic knowledge of the functions of management.

Pedagogy: Lectures, Case Studies & Quiz

Syllabus:

Unit-1

Production/Operations Management- Introduction, evaluation, objectives, difference between products and services (from POM view point), difference between manufacturing and operation.

Production Systems- Types, production to order and production to stock, role of production manager.

Unit-2

Plant location- Factors affecting locations and evaluating different locations.

Plant layout- Meaning, objectives, characteristics and their types, materials handling.

Unit-3

Production Planning and Control- Meaning, objectives, advantages and PPC elements, Production planning techniques- sequencing and assignment problems.

Work study- meaning, objectives, prerequisites and procedure and tools of work study, Procedure and techniques of work measurement.

Unit-4

Inventory Control- Objective, advantages and techniques (EOQ model and ABC analysis). Quality control - meaning and importance, inspection, quality control charts for variables and attributes and acceptance sampling.

Textbook:

1. Bedi, K. (2014).*Production and Operations Management*, Oxford University Press, New Delhi.
2. Aswathappa, K., G. Sudarsana Reddy, B. Krishna Reddy, *Production & Operation Management*, Himalaya Publishing House.

Reference Books:

1. Mahadevan, B. (2015). *Operations Management* (3rd edition). Pearson Education, Delhi
2. Chase, R. B., Shankar, R., and Jacobs, R. F. (2019). *Operations and Supply Chain Management (15th ed.),* Mc Graw Hill, Chennai

3. Samson, D. and Singh (2010), J. P. *Operations Management-An integrated approach*, Cambridge University Press.
4. Evans R. James, Collier A. David (2007).*Operations Management*, Cengage Learning.
5. Everett. Adam, Jr. and Ronald J. Elbert (2003), Production and Operations Management Concepts, Models and Behaviour, 5th Edition Prentice Hall of India.
6. Gaither, N. and Frazier G. (2011).Operations Management (9th ed.), Cengage Learning, New Delhi.
7. Kachru, U. (2010).*Production and Operations Management: Text and Cases*, Excel Books
8. Singh, S.P. (2014). *Production and Operations Management.*Vikas Publishing.
9. Stevenson J. William (2009), Operations Management (9th Edition), Tata McGraw-Hill.

Links to websites:

- https://www.iso.org/standards.html
- https://global.toyota/en/company/vision-and-philosophy/production-system/
- https://www.qualitygurus.com/performance-excellence-models-quality-awards/

Evaluation Scheme:

- Class participation and attendance   05 marks
- Mid Term Exam   20 marks
- Assignment   05 marks
- Team Project Presentation   10 marks
- Term-End Exam   60 marks

Total   **100 marks**

Program Name : BBA (Analytics)				Semester: V		
Course: Financial Statement Analysis & Reporting				Code: 06170507		
Teaching Scheme			Evaluation Scheme			
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)	
40	-	-	4	40	60	

Course Rationale:

This course combines theoretical concepts underlying the presentation of financial statements with the practical techniques of financial analysis. Topics include accounting processes; examination of the components of the balance sheet, the income statement and the statement of cash flows; application of the various quantitative techniques of financial analysis, such as ratio interpretation.

Course Objectives:

1. To analyze financial statements using knowledge of the underlying accounting principles, and financial analysis techniques.
2. To recognize the impact of operating, investing, and financing decisions on financial statements.
3. To be able to present the financial results and position of a company relative to its industry and peer group in oral and written format.

Learning Outcomes:

After completion of the course students would be able to :

1. To differentiate between Indian Accounting standards and International accounting standards.

2. To analyse and interpret different financial statements.

3. To value tangible and intangible assets.

Prerequisite(s):

1. Good Communication skills

2. Basic knowledge of financial accounting.

Pedagogy:

A mix of pedagogy would be adopted Consisting lecture, discussion, presentation, quizzes, homework and class test. Conceptual inputs will be given through short lectures. The extent, quality of learning will depend on the quality &; depth of discussion in the class. This in turn depends on the preparation and thinking that has been put in by the students for each session. Readings and ; Assignments, whenever given, are a means of focusing on central issues, concepts or knowledge. Students who are aloof to the class-room proceedings or do not read the pre-reading will miss a significant segment of the course. A student's ability to solve problems is also a reflection of the extent to which concepts have been understood. The course is a hands-on course and requires the participant to work out multiple examples to gain confidence.

Syllabus:

Unit I

Nature & objectives of Financial Statement Analysis, Uses & Limitations of Financial Statements, Stakeholders of financial statements, Income Statement. Comparative Statement, Common Size Statement.

Unit II

Overview of International Accounting Standards , International Financial Reporting standards(IFRS), Significant difference between International standards and Indian Accounting Standards, Understanding of US GAAP, Corporate Financial Reporting- Issues and problems with special reference to published financial statements.

Unit III

Tools and techniques of financial statement analysis, Balance Sheet, Cash Flow Statement- Meaning, Types of activities, preparation of Cash flow statement through Direct and Indirect Method. Ratio Analysis- Meaning,Advantages,Limitations, Types of ratios-Liquidity, Activity, Profitability, Capital structure ratio.

Unit IV

Concept of valuation, Valuation of tangible fixed assets, Valuation of intangible assets, Valuation of liabilities,valuation of shares,valuation of business.

Unit V

Financial reporting by Mutual Funds, Non-Banking financial companies,Window dressing, Recent scandals in financial reporting, Developments in Financial Reporting- Value Added statement, Economic Value Added, Market value Added, Inflation Accounting.

Textbook:

3. Wild, John J., K.R. Subramanyam, and Robert F. Halsey. Financial Statement Analysis. New York: McGraw-Hill Irwin, 2001. The new 10th Assignment and problems are from the 10th Edition.

Reference Books:

1. R Narayanasamy "Financial accounting a Managerial perspective" PHI Learning Private limited, New Delhi.
2. Gerald I White, Sondhi C Ashwinpaul, Fried Dov. "The Analysis and Use of Financial Statements" Wiley India 2007.
3. Stice K Earl, Stice D James, "Financial Accounting Reporting And Analysis" South Western 2006.
4. CHARLES H. GIBSON (2013) Financial Statement Analysis, International Edition. Cengage Learning.
5. Gupta, Ambrish, Narayanaswamy, R "Financial Accounting for Management - An Analytical Perspective", 4th Edition, Pearson Education.2012

Journals:

- *Journal* of *Financial Reporting* and Accounting

Case Study:

- Financial Statements Examples – Amazon Case Study An in-depth look at Amazon's financial statements.
- How to analyze an income statement - Walmart example

Links to websites:

- https://www.mca.gov.in/content/mca/global/en/acts-rules/ebooks/accounting-standards.html

Evaluation Scheme:

- Class participation and attendance 05marks
- Mid Term Exam20marks
- Assignment05marks
- Professional Activities   10marks
- Term-End Exam60marks

Total   100marks

Program Name : BBA (Analytics)			Semester: V		
Course: Income Tax			Code: 06170508		
Teaching Scheme			**Evaluation Scheme**		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	0	40	60

Course Rationale:

The course aims to help students to gain basic understanding of principles and law governing the taxation statute. It will provide them knowledge of structure of direct tax, system, procedure and functioning of income tax related matters.

Course Objectives:

 The Course aims to:

1. Provide the participants a broad understanding of direct tax law as applicable in India.
2. Provide practical knowledge of computation of total income, assessable value, tax liability, assessment procedures and functioning of taxation related matters

Learning Outcomes:

After completion of the course, students would be able to:

1.Understand the provision of Income Tax law as applicable in India

2.Apply their understanding about income tax in business related decisions

3.Compute the different sources of income with respect to specific heads of earning

4.Compute the total income earned and tax liability arising there on

5. Make the tax management and tax planning.

Prerequisite(s):

Working knowledge of Microsoft excel for computing total income and tax liability, and payment there of

Pedagogy:

A mix of pedagogy would be adopted;

- Conceptual inputs will be given through the short lectures and problem solving method
- Wherever applicable "real life" cases will be used for providing the base for application of concepts.
- Projects/Assignments will be used for experiential learning.

Syllabus:

Unit-I:
Basic concepts of income tax, Definitions: Person, Assessee, Previous year, Assessment year, bill, Finance ActFinance , Residential status and tax incidence of an individual, scope of total income, income exempted from tax under section 10.

Unit-II:
Income from **salaries**: Basic salary, allowances, perquisites, provident funds, retirement benefits,, income from **house property:** GAV, NAV, Deductions, profits and gains of **business and profession:** Expenses allowed as deduction, Inadmissible expenses

Unit-III:
Income from **capital gains:** Capital assets, Transfer, STCG, LTCG, Exemption under section 54/54B/54EC/54F, income from **other sources**, set off and carry forward of losses, clubbing of income

Unit-IV:
Provisions of deductions under chapter VI-A, meaning of gross total income, total taxable income, assessment of individuals & Hindu Undivided Family

Unit- V:
Deduction of tax at source, Collection of tax at source, advanced payment of tax

Text Books: 4. Pearson, Harold Koontz, & Heinz Weihrich, Essentials of Managerial Tata Mcgraw Hill.

1. Dr. Vinod Kumar Singhania, Corporate Tax Planning, Taxmann's Publication
2. Dr. Girish Ahuja & Dr. Ravi Gupta, Simplified approach to Corporate Tax Planning & Management, Wolters Kluwer

Reference Books:

1. Dr. H.C. Mehrotra, Corporate Tax Planning and Management, SahityaBhawan Publication, Agra
2. Mr. Sandeep K Sahu, A summarised notes on income tax law
3. CA Raj kumar Agarwal, Handbook on income tax, Bharat's Publication

4. Dr. YogendraBangar, a comprehensive guide to Taxation, Bangar's Publication
5. Dr. Girish Ahuja & Dr. Ravi Gupta, Systematic approach to income tax, Wolters Kluwer

Journals:

Case Study:

Links to websites:

- www.incometax.gov.in

Evaluation Scheme:

- Class participation and attendance 05marks
- Mid Term Exam20marks
- Assignment05marks
- Professional Activities   10marks
- Term-End Exam60marks

Total   100marks

Program Name : BBA (Analytics)			Semester: V		
Course: Insurance and Risk Management			Code: 06170509		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60

Course Rationale:

This course introduces students the concepts and basic principles of risk management in insurance business. They will acquire skills to identify measure and manage risk. The course also helps students understand how insurance companies are incorporated and operated. Accordingly, the course covers-risk management and its objectives, risk identification and measurement, pooling arrangement and diversification of risk, insurability of risk, contractual provisions and legal doctrines, and analysis tools used in corporate risk management.

Course Objectives:

The aim of this course is to enable students to organize and manage insurance business with a focus on risk management of insurance business. At the end of the course the students will have basic understanding of ownership and operational aspects of insurance companies along with knowledge and skill to identify measure and manage risk related to insurance business.

Learning Outcomes:

After completion of the course students would be able to :

1.Demonstrate a working knowledge of the procedure associated with risk management.

2.Ability to use standard concepts of risk and insurance to perform risk management review for individuals and organizations.

3.Ability to explain the purpose, structure and functions of insurance regulations.

Prerequisite(s):

1. Good Communication skills
2. Basic knowledge of risk management.

Pedagogy:

A mix of pedagogy would be adopted Consisting lecture, discussion, presentation, quizzes, homework and class test. Conceptual inputs will be given through short lectures. The extent, quality of learning will depend on the quality &; depth of discussion in the class. This in turn depends on the preparation and thinking that has been put in by the students for each session. Readings and; Assignments, whenever given, are a means of focusing on central issues, concepts or knowledge. Students who are aloof to the class-room proceedings or do not read the pre-reading will miss a significant segment of the course. A student's ability to solve problems is also a reflection of the extent to which concepts have been understood. The course is a hands-on course and requires the participant to work out multiple examples to gain confidence.

Syllabus:

Unit I

Concept of Risk; Risk vs. Perils and Hazards; Types of Risks-Financial and Non-financial, Static and Dynamic, Fundamental and Particular, Pure and Speculative; Essentials of Insurance Risks. Process of risk management; Identification and Evaluation of risk; Risk control, loss prevention and its importance; Risk financing and transfer of risk; Risk retention and its importance.

Unit II

Insurance- History and Development; Meaning; Importance; Nature; Main principles, Principles of Cooperation, Probability, Utmost Good Faith. Proximate cause, Insurable interest, Indemnity, Subrogation, Warranty.

Unit III

Life Insurance: Main Elements, Importance, Important life Insurance Policies, Annuities, Premium Determination under life Insurance.

Unit IV

General Insurance, Marine Insurance- Main Elements, Marine Losses, Types of Marine Insurance policies. Fire Insurance: Elements, Premium Determination, Types of Policies, **Health Insurance-** Individual Medical Expense Insurance – Long Term Care Coverage – Disability Income Insurance –

Medi-claim Policy – Group Medi-claim Policy – Personal Accident Policy – Child Welfare Policy-Employee Group Insurance – Features of Group Health Insurance – Group Availability Plan.

Unit V

Regulation of Insurance- Insurance Regulations in India- Insurance Act, 1938 – Summary provisions of Insurance Act, 1938 Insurance Regulatory and Development Authority (IRDA) – Introduction – Purpose, Duties, Powers and functions of IRDA – Operations of IRDA – Insurance policyholders' protection under IRDA – Exposure/Prudential norms. Reinsurance

Textbook:

1. Loomba, J. (2014). *Risk Management and Insurance Planning*. PHI.
2. Misra, M. N. and Misra, S. R. (2007). *Insurance Principles and Practice*. S.Chand and Co., New Delhi.

Reference Books:

1.Gupta, P. K. (2015). *Insurance and Risk Management*. Himalaya publishing House.

2.Trieschimam, J. S., Guatarson, S. G. and Houyt, R. E. (2003). *Risk Management and Insurance.* Thomson Sowlla Western Singapore.

3.Black, J. K., Skipper, H. D., and Black, K. *Life and Health Insurance, 14th Edition.* Pearson Education, New Delhi.

4.Ganguly, A. (2007). *Insurance Management*. New Age International, New Delhi.

5. Insurance Theory and Pratice , NaliniPravaTripathy&Prabir Pal, Prentice – Hall of India , Pvt Ltd, New Delhi

Journals:

1. International Journal of Risk Assessment and Management

2. The Journal of Risk Finance

3. Indian Journal of Finance

4. Journal of Risk and Financial Management

Case Study:

- Case Study in Risk Management-Private Wealth

Links to websites:

- https://www.irmi.com/free-resources/authoritative-reports/e-books

Evaluation Scheme:

- Class participation and attendance 05marks
- Mid Term Exam20marks
- Assignment05marks
- Professional Activities   10marks
- Term-End Exam60marks

Total   100marks

Program Name : BBA (ANALYTICS)			Semester: V		
Course: Training & Development			Code: 06170510		
Teaching Scheme			**Evaluation Scheme**		
Classroom Session/ Lectures	**Practical/ Group work**	**Tutorials**	**Credit**	**Continuous Evaluation**	**Term End Examination (TEE)**
40	**-**	**-**	**4**	**40**	**60**

Course Rationale: This course offers you a multidisciplinary, theoretical and practical introduction to some key concepts, processes, practices and debates associated with industrial relations system – workers, employers, trade unions, employer organisations and the state – and how they interact, sometimes cooperatively and sometimes in conflict.

Course Objectives:

  Student would be able to understand role of training and development for the organizational growth and development. Assess, develop, conduct and evaluate a training program.

Learning Outcomes:

- Apply the knowledge of industrial relations and its legal aspects in organizations.
- Identify grievance handling and relevant punishment for respective grievance in organizations.
- Examine the industrial acts in the light of employee welfare.
- Infer the dispute resolution process.
- Determine the process and challenges of licensing and registration.

Prerequisite(s):

- The students must be familiar with the basic knowledge of Training and Development.
- The students must be familiar with the basic knowledge of Emotional Intelligence.
- The students must be ready to participate in different pedagogy adopted.

- The students must be participative.

Pedagogy:

Lecture, Presentations, and Case study.

Syllabus:

Unit-I

Introduction to Training and Development. Nature, Scope and Role of Training and Development. Forces influencing Working and Learning.

Unit-II

Strategic aspects in Training, Needs Assessment, Designing Effective Training, Determining Training Objectives, Learning: Theories and Program Design, Transfer of Training.

Unit-III

Training Climate and Training Techniques, Selecting Training Strategies, Training- Methods - Traditional, E – Learning and use of technology.

Unit-IV

Training Evaluation. Employee Development & Special Issues in Training and Development. Mentoring, Assessment and Development Centre.

Unit-V

Career planning and Career Management – Special Challenges, The Future of Training and Development.

Text Books:

- R. Noe, *Employee Training and Development* by, McGraw-Hill; 4th edition (January 1, 2007)
- B.Taylor&G.Linnitt, *Management Development and Training Handbook*, McGraw-Hill

Reference Books:

- William E.Blank, *Handbook For Developing Competency Based Training Programmes*, Prentice-Hall, New Jersey,1982.
- Lynton R.P and PareekU(1990). *Training for Development*. Vistaar Publications, New Delhi
- *Effective Training – Systems, Strategies and Practices* by P. Nick Blanchard & James W Thacker, Pearson Custom; 2010.

Case Studies:

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Evaluation Scheme:

- Class participation and attendance   05marks
- Mid Term Exam   20marks
- Assignment   05marks

- Professional Activities   10marks
- Term-End Exam   60marks

Total   **100marks**

Program Name : BBA (ANALYTICS)			Semester: V		
Course: Management of Industrial Relations			Code: 06170511		
Teaching Scheme			**Evaluation Scheme**		
Classroom Session/ Lectures	**Practical/ Group work**	**Tutorials**	**Credit**	**Continuous Evaluation**	**Term End Examination (TEE)**
40	**-**	**-**	**4**	**40**	**60**

Course Rationale:

- This course offers you a multidisciplinary, theoretical and practical introduction to some key concepts, processes, practices and debates associated with industrial relations system – workers, employers, trade unions, employer organisations and the state – and how they interact, sometimes cooperatively and sometimes in conflict.

Course Objectives:

The course focuses on acquainting students with concepts of Industrial Relations and various legislations related to Labour Welfare and Industrial laws

Learning Outcomes:

After completion of the course students would be able to :

1. To gain insights into conceptual knowledge on industrial relations
2. To appraise the extent to which the workers can participate in management
3. To Interpret the mechanism for resolving industrial disputes
4. To realize the provision for payment of wages
5. To discuss the legal framework of factories act

Prerequisite(s):

3. Good Communication skills

4. Basic knowledge of marketing and financial management.

Pedagogy:

Lecture, Presentations, and Case study.

Syllabus:

Unit-1

Introduction to industrial relations: Concept, scope, and components of industrial relations system, Evolution of Industrial Relations in India, brief overview of industrial relations in India. Technological change and industrial relations. Legal Frame Work of Industrial Relations

Unit-2

Grievances and discipline: Meaning, nature and causes of grievances; grievances presentation, procedure for redressal; meaning of discipline, causes of indiscipline in industry; discipline enforcement, code of discipline in industry.

Unit-3

Trade union movement: Immunity granted to Registered Trade Unions, Recognition of Trade Unions. The Industrial Employment (Standing Orders) Act 1946, scope, coverage, certification process, modification, interpretation, and enforcement. The Industrial Disputes Act 1947, forum for settlement of disputes.

Unit-4

Industrial disputes: Concept, Nature & Causes of industrial disputes, Anatomy of industrial Conflicts-Genesis of Industrial Conflicts, Causes and resolution; - mediation, conciliation, arbitration, adjudication (with reference to Industrial Dispute Act, 1947). Classification and Impact of Industrial Disputes

Unit-5

The Factories Act 1948 Definition, approval, licensing and registration, health and welfare measures, employment of women and young persons, leave with wages and weekly holidays.

Textbook:

1. Bray (2004). Industrial relations: a contemporary approach. Australia: McGraw Hills

2. Manoria, Manoria&Ganlear. (2003). Dynamics of industrial relations. New Delhi: Himalaya Publishing House

3. Monappa, A. (2000). Industrial relations. New Delhi: Tata McGraw Hill.

4. Sen (2003). Industrial relations in India: Shifting paradigms. New Delhi: Macmillan India.

5. Uzzaman&Sherwani (2000). Industrial relations in India. Anmol Publication.

Reference Books:

1. Mamoria C.B. and Mamoria. Satish 'Dynamics of Industrial Relations', Himalaya Publishing House, New Delhi, 1998.

2. Dwivedi. R.S. 'Human Relations &OrganisationalBehaviour', Macmillan India Ltd., New Delhi, 1997.

3. Ratna Sen, 'Industrial Relations in India', Shifting Paradigms, Macmillan India Ltd., New Delhi, 2003.

4. Srivastava, 'Industrial Relations and Labour laws', Vikas, 4th edition, 2000.

5. C.S.VenkataRatnam, 'Globalisation and Labour Management Relations', Response Books, 2001.

Journals:

Case Study:

Links to websites:

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Evaluation Scheme:

- Class participation and attendance 05marks
- Mid Term Exam20marks
- Assignment05marks
- Professional Activities   10marks
- Term-End Exam60marks

Total   100marks

Program Name : BBA (ANALYTICS)			Semester: V		
Course: HR Audit			Code: 06170512		
Teaching Scheme			**Evaluation Scheme**		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60

Course Rationale: The course is designed to provide an understanding of the HR Audit process, its role, method and impact on HR and organization.

Course Objectives: The primary objective of course is to develop understanding on importance, need, process and methodologies of HR audit. HR audit as strategic input for Organization Development.

Learning Outcomes:

Students understand the importance of HR audit process in organizations.

Students are aware about the audit process in different HR systems

Students are equipped with the process of auditing the HR competencies.

 Students know the role of team work and trust in organizational culture and audit.

Prerequisite(s): Knowledge of Human resource management and competencies.

Pedagogy: Lecture, Role play, and Case study.

Syllabus:

Unit I: Introduction to Human Resource Audit. Need for Human Resource Audit, Identifying the Human Resource Audit Goal, Defining the Audit Team, Conceptualizing of Human Resource Audit, What you need to know before conducting Human Resource Audit. Limitations of HR Audit.

Unit II:HR Audit Dimensions: HR Strategies, HR Competencies, HR Culture, HR Values. **HR Audit Methods:** Interviews, Group Discussion and Workshops, Observation, Analysis of Records and Documents, Questionnaires.

Unit III: Audit of HR Systems: Competency Mapping, Manpower Planning, Recruitment, Induction and Integration, Performance Management, Potential Appraisal and Assessment Centers, Career Planning and Development, Job Rotation, Training and Learning, Organization Development. **Audit of HR Strategies**

Unit IV: Audit of HR Competencies: Auditing Competencies of the HRD Staff, Auditing Learning Attitude of Line Managers, Auditing Top Management Styles, Auditing, Learning Orientation of Non-Supervisory Staff, Auditing Credibility of the HR Department.

Unit V: Audit of HR Culture and Values: Collaboration and Team Work, Trust and Trustworthiness, Authenticity, Proactivity and Initiative, Autonomy, Confrontation, Experimentation, Organizational Culture. HR Impact and Alignment

Text Books:
1. T V Rao,*HRD Audit: Evaluating the Human Resource Function for Business Improvement,* Sage Publications (2014). Koontz Weihrich *Essential of Management* Tata Mcgraw Hill.

Reference Books:

1. Brian E. Becker, David, Mark A. Huselid, *The HR Scorecard: Linking People, Strategy, and Performance*, Harvard Business Review Press; 1 edition (2001).
2. DurdanaOvaisRajniGyanchandani, *HR Audit*, Everest Publishing House (2017).

Journals:
   https://www.researchgate.net/publication/282607800_HR_Audit_Tribune_First_Annual_HR_Audit_Report

Case Study:

Links to websites:

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Evaluation Scheme:

- Class participation and attendance 05marks
- Mid Term Exam20marks
- Assignment05marks
- Professional Activities 10marks
- Term-End Exam 60marks

Total   100marks

Program Name : BBA (ANALYTICS)			Semester: 5th		
Course: Retail Management			Code: 06170513		
Teaching Scheme			**Evaluation Scheme**		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60

Course Rationale:

This course provides a comprehensive introduction to retail industry, and discusses key concepts, processes, and techniques, as well as their applications. Students gain an appreciation for the breadth and depth of the subject and its significance for a business enterprise, whether a start-up or an established company.

Course Objectives:

The primary objective of course is to develop retail orientation among the students and to acquaint them with fundamentals of retail management. It will equip the students with the concept and methods of retailing.

Learning Outcomes:

After completion of the course students would be able to:

- Analyse the roles, the functions and the processes that surround marketing research.
- Emphasizing the specification, collection and analysis of primary data.
- Examine the research process.
- Hands-on experience with computer application for data analysis.

Prerequisite(s):

5. Good Communication skills

6. Basic knowledge of business and management practices in India.

Pedagogy: Course will be taught using classroom teaching, case studies and multiple different tools of education.

Unit-I

Introduction: Meaning, nature, scope, importance, growth and present size. Career option in retailing; Technology induction in retailing; Future of retailing in India.

Unit-II

Types of Retailing: Stores classified by owners; Stores classified by merchandising categories; Wheel of retailing; Traditional retail formats vs. modern retail formats in India; Store and non-store based formats; Cash and carry business - Meaning, nature and scope; Retailing models – Franchiser franchisee, directly owned; Wheel of retailing and retailing life cycle; Co-operation and conflict with other retailers.

Unit-III

Management of Retailing Operations: Retailing management and "the total performance model; Functions of retail management; Strategic retail management process.

Unit-IV

Retail planning - importance and process; Developing retailing strategies, objectives, action plans, pricing strategies and location strategies.

Unit-V

Emerging trends in retailing: Changing nature of retailing, Organized retailing, Modern retail formats, E-tailing, Challenges faced by the retail sector

Textbook:

1. Pradhan, Swapna; Retaling Management; Tata McGraw Hill; New Delhi

Reference Books:

1. Bajaj, Chetan, Tuli, Rajnish and Srivastava, Nidhi; Retail Management; Oxford University Press; New Delhi
2. Berman, Barry & Evans, Joel R.; Retail Management - A strategic approach; Pearson Education/Prentice Hall of India; New Delhi
3. Levy, Michael &Weitz, Barton A.; Retailing Management; Tata McGraw Hill; New Delhi
4. Gibson G Vedamani. Retail Management: Functional principles and practices. Jaico Publishing House
5. Cullen and Newman. Retailing – Environment and Operations. Cengage Learning EMEA
6. Harjit Singh: Retail Management. S. Chand Publication.

Journals:

1. International Journal of Retail & Distribution Management: https://www.emerald.com/insight/publication/issn/0959-0552
2. Journal of Retailing: https://www.journals.elsevier.com/journal-of-retailing

Case Study: HBR Case on Retailing: https://hbr.org/2015/06/case-study-can-retailers-win-back-shoppers-who-browse-then-buy-online

Links to websites:

- Retail Management System: https://www.trustradius.com/retail-management

Evaluation Scheme:

- Class participation and attendance   05 marks
- Mid Term Exam   20 marks
- Assignment   05 marks
- Professional Activities   10 marks
- Term-End Exam   60 marks

Total   **100 marks**

Program Name : BBA (Analytics)			Semester: V		
Course: Integrated Marketing Communication			**Code: 06170514**		
Teaching Scheme			**Evaluation Scheme**		
ClassroomSession/ Lectures	**Practical/ Group work**	**Tutorials**	**Credit**	**Continuous Evaluation**	**Term End Examination (TEE)**
40	**-**	**-**	**3**	**40**	**60**

Course Rationale: The course seeks to develop campaign development skills on a sound theoretical and conceptual foundation. It provides an insight into global marketing environment and the advertiser decision making in the context of contemporary dynamics of the markets.

Course Objectives:

- To introduce the concept of advertising
- To help students to learn the various strategies used in advertising.

Learning Outcomes:

After completion of the course, students would be able to:

1. Design the strategies related to advertising.
2. Prepare the campaign as per the requirement.

Prerequisite(s): The students should be equipped with the basic terms used in Marketing Management along with the background knowledge of various modes of communication.

Pedagogy: SIS, SS, Case study, Video, Assignments, Quiz

Syllabus:

Unit-I

Integrated marketing communications- evolution, reasons for growth, Situation analysis: Segmentation, Targeting and Positioning. Promotional objectives, determination, types and

approaches, DAGMAR approach, AIDA Model, problems in setting objectives; Advertising budget, establishment and allocation, budgeting approaches.

Unit-II

Advertisement copy, components and types, importance of creativity in advertising, creative strategy and process, implementation and evaluation.

Unit-III

Media Planning, Establishing Media objectives, Media strategies, Media mix, Reach Vs. Frequency, Creative aspects, budget considerations, Evaluation of Broadcast media, Print media, Support media, Internet and interactive media etc.; computers in Media planning. Social media marketing.

Unit-IV

Measuring the effectiveness of the promotional program, Advertising Research, Market testing, Testing via internet, Pre testing, Post testing, Laboratory Tests, Field tests, PACT (Positioning Advertising Copy Testing).

Unit-V

Introduction to Search Marketing: Keyword Analysis, Bidding, Budgeting, Pay Per Click Strategies, monitoring social media campaign and managing brand reputation, Search Engine Optimization, Campaign optimization

Textbook:

- *Advertising and Promotion*, George E. Belch, Michael A. Belch and KeyoorPurani, Tata McGraw-Hill Publication Co.
- *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation*, Damian Ryan, Kogan Page.

Reference Books:

- *Principles of Advertising and IMC*,Tom Duncan, Tata McGrawhill

- *Integrated Advertising, Promotion, and Marketing Communication*,Kenneth E. Clow and Donald Black, Prentice Hall India.

- *Advertising Management*, Rajiv Batra, John G Myers and David Aaker, Pearson Education

- *Marketing Communications: An Integrated Approach*, P.R. Smith and Jonathan Taylor, Kogan Page.
*All books should be of latest edition

Journals:

- International Journal of Advertising

Links to websites:

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Evaluation Scheme:

- Class participation and attendance 05marks
- Mid Term Exam   20marks
- Assignment   05marks
- Professional Activities   10marks
- Term-End Exam   60marks

Total   **100marks**

Cases: *The Faculty shall discuss at least one case per unit.*

Program Name : BBA (ANALYTICS)			Semester: 5th		
Course: Service Marketing			Code: 06170515		
Teaching Scheme			**Evaluation Scheme**		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60

Course Rationale:

Content and pedagogy of Services Marketing course aim at developing the same. Case studies, readings and exercises place participants in multiple industry settings and equip them with concepts and tools to make effective marketing decisions.

Course Objectives:

1. To acquaint the students to the uniqueness of the services characteristics and its marketing implications.

2. To measure and analyze several facets in the area of services marketing essential for the success of a service sector firm.

Learning Outcomes:

After completion of the course, students would be able to:

1. Distinguish between service-based industry and product-based industries.
2. Manage the operations in service organization.
3. Articulate the role of Technology in the marketing of Services.

Prerequisite(s):

Student should have studied the course of Marketing Management.

Pedagogy:

Student's Seminar, Student's Interactive Session, Case Studies

Syllabus:

Unit I

Foundation of Service Marketing - Definition and concept of service marketing, distinctive characteristics, and **classification of services,** service marketing mix.

Unit II

Customer Focus – Consumer behavior in service context: Three-stage model of service consumption, marketing strategies as per services, service encounters , customer loyalty, Identify drivers of customer satisfaction and loyalty., measuring customer satisfaction, Net promoter score, Service Quality and its measurement, SERVQUAL. GAPs model of service quality.

Unit III

Designing and Delivery services - Positioning a service in the market, value addition to service product, planning and creating service product, The flower of service. The branding service product and experience, new service development.

Unit IV

Pricing the service product, Ethical concern in service pricing. Advertising, personnel selling and other communication in the services industry. Distribution in the service context, Place and Time decisions, challenges in distribution of services, customers and intermediaries in the service industry.

Unit V

Managing people for service advantage: service employees, the cycle of failure, mediocrity and success. Service culture and service leadership. Handling complaints and service recovery and guarantee, service performance.

Text Books:
1. Zeithaml, Valarie A, Bitner, Mary Jo, Service Marketing - Integrating Customer Focus Across the Firm, Tata McGraw Hill, New Delhi
2. Lovelock, Christopher, Wirtz, Jocken and Chatterjee, Jayanta, Service Marketing - People, Technology, Strategy, Pearson Education, New Delhi
3. Harold Koontz & Heinz Weihrich, Essentials of Management, Tata McGraw Hill,

Reference Books:
1. Verma, Harsh, Services Marketing - Text and Cases, Pearson Education
2. Apte, Govind, Services Marketing - OUP, New Delhi
3. Jauhari, Vinnie and Kirti Dutta, Services: Marketing, Operations and Management, Oxford University Press, New Delhi

Note: All books should be of latest edition

Journals:

- Journal of Service Research
- Journal of services Management

Case Study:

Links to websites:

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Evaluation Scheme:

- Class participation and attendance 05marks
- Mid Term Exam20marks
- Assignment05marks
- Professional Activities   10marks
- Term-End Exam60marks

Total   100marks

Program Name : BBA (Analytics)			Semester: VI		
Course: Big Data Analytics			Code:06170601		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60

Course Rationale:

The objective big data analytics is to help student gain insights and make more informed decisions. By analyzing large, complex sets of data, student can identify patterns and trends that would not be visible using traditional analytical techniques, helping them to improve efficiency, enhance customer experiences, manage risk, and gain a competitive advantage.

Course Objectives:

1. To identify the necessary tools and infrastructure to collect, store, and process large amounts of data
2. To learn Hadoop ecosystem that provides a wide range of tools and technologies for storing, processing, and analyzing large datasets
3. To understand how GPUs manipulate and alter memory to accelerate the creation of images and graphics in a frame buffer intended for output to a display device.
4. To learn how distributed computing system designed for processing large datasets in parallel across a cluster of computers
5. To know about Spark SQL is a Spark module designed for processing structured data using SQL-like syntax

Learning Outcomes:

After completion of the course students would be able to :

- Examine how by leveraging big data technologies and techniques, businesses can gain valuable insights and competitive advantages, improving operational efficiency, developing new products and services, and creating personalized customer experiences
- Explain the Hadoop ecosystem that provides a wide range of tools and technologies for storing, processing, and analyzing large datasets
- Illustrate the function of GPUs for accelerating data processing and analysis, particularly for tasks that require large amounts of data to be processed in parallel
- Utilize Spark, a powerful framework for distributed computing and data processing, particularly for large-scale data analytics and machine learning applications
- Make use of Spark SQL and GraphX, powerful tools for data processing and analysis, particularly for structured data and graph data, respectively

Prerequisite(s):

Basic knowledge of Analytics.

Pedagogy: Course will be taught using classroom teaching, case studies and multiple different tools of education.

Syllabus:

Unit – I
Introduction To Big Data
Data Storage and Analysis - Characteristics of Big Data — Big Data Analytics - Typical Analytical Architecture — Requirement for new analytical architecture — Challenges in Big Data Analytics — Need of big data frameworks
.

Unit - II
Hadoop Framework & Ecosystem

Hadoop — Requirement of Hadoop Framework - Design principle of Hadoop —Comparison with other system - Hadoop Components — Hadoop 1 vs Hadoop 2 — Hadoop Daemon's — HDFS Commands — Map Reduce Programming: I/O formats, Map side join, Reduce Side Join, Secondary sorting, Pipelining MapReduce jobs
Hadoop Ecosystem: Introduction to Hadoop ecosystem technologies: Serialization: AVRO, Co-ordination: Zookeeper, Databases. HBase, Hive, Scripting language: Pig, Streaming: Flink, Storm

Unit – III

Introduction to GPU Computing, CUDA Programming Model, CUDA API, Simple Matrix, Multiplication in CUDA, CUDA Memory Model, Shared Memory Matrix Multiplication, Additional CUDA API Features.

Unit - IV
Spark Framework

Data Analysis with Spark Shell: Writing Spark Application - Spark Programming in Scala, Python, R, Java - Application Execution.

Unit – V
Spark SQL and GraphX
SQL Context — Importing and Saving data — Data frames — using SQL — GraphX overview — Creating Graph — Graph Algorithms.
Spark Streaming: Overview — Errors and Recovery — Streaming Source — Streaming live data with spark

Textbook:

Mohammed Guller, Big Data Analytics with Spark, Apress,2015 5. Donald Miner, Adam Shook, "Map Reduce Design Pattern", O'Reilly, 2012

Reference Books:

1. Mike Frampton, "Mastering Apache Spark", Packt Publishing, 2015.
2. TomWhite,"Hadoop:TheDefinitiveGuide",O'Reilly,4thEdition,2015.
3. NickPentreath,MachineLearningwithSpark,PacktPublishing,2015.

Journals:

Case Study:

Links to websites:

Evaluation Scheme:

- Class participation and attendance 05marks
- Mid Term Exam20marks
- Assignment05marks
- Professional Activities   10marks
- Term-End Exam60marks

Total   100marks

Program Name :BBA ((Analytics)			Semester: VI		
Course: Predictive and prescriptive analytics			Code: 06170606		
Teaching Scheme			**Evaluation Scheme**		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60

Course Rationale:

Predictive and prescriptive analytics encompass more advanced analytics techniques which are driving the next wave in the business intelligence world. This course examines the key principles of predictive and prescriptive analytics and evaluates methods for applying the techniques encompassed by these methods to core enterprise functions such as marketing, human resources, and logistics. Students use these key concepts to implement and deploy predictive and prescriptive solutions to a variety of business scenarios and develop the technical skills to compile and test various automation and linear programming solutions in Python

Course Objectives:

The course enables students to:

1. To apply predictive analytics techniques, organizations can identify patterns and relationships within data that can be used to make informed decisions and drive better outcomes
2. To understand the business problem and propose a solution
3. To identify likely future outcomes based on historical data and trends, to recommend specific actions that can be taken to achieve desired outcomes.
4. To understand how prescriptive analytics works by using a combination of data analysis, mathematical algorithms, and machine learning techniques to generate recommendations for actions that will optimize business outcomes
5. To assess performance of a classification algorithm

Learning Outcomes:

Students will be able to:

1. Apply predictive analytics techniques to identify patterns and relationships within data
2. Make use of data to understand the business problem and propose a solution
3. Examine likely future outcomes based on historical data and trends
4. Explain how prescriptive analytics works by using a combination of data analysis, mathematical algorithms, and machine learning techniques
5. Analyze performance of a classification algorithm

Prerequisite(s): Basic knowledge of Statistics and Analytics

.

Pedagogy: A mix of pedagogy would be adopted consisting of lecture, problem based learning practicals and class test and certificate exam

Syllabus:

Unit I

Predictive Analytics: What is predictive analytics? important concepts of predictive analytics, The predictive analytics process, Problem understanding and definition, Data collection and preparation, Dataset understanding using EDA, Model building, Model evaluation, Communication and/or deployment, CRISP-DM and other approaches

Unit II

Understanding the business problem and proposing a solution, Practical project – diamond prices, Practical project – credit card default

Unit III

Prescriptive Data Analytics: Defining Prescriptive Analytics, Introduction to prescriptive analytics, optimization, heuristic based decision automation, prescriptive analytics for business leaders, the transformational value of prescriptive analytics in business, Real-Life, Cross-Industry Applications of Prescriptive Analytics,

Unit IV

How prescriptive analytics works: Appropriate approach to prescriptive analytics, How heuristics (rules) works, examples, pros and cons, How optimization works, decisions to be solved for, data to be input, business realities/restrictions that must be adhered to, examples, pros and cons, selecting the right approach

Unit V

Assessing Performance of a classification Algorithm(t-test,McNemar's test,Paired ttest,paired F-test),Analysis of Variance, Creating data for analytics through designed experiments.

Textbook:

Trevor Hastie, Robert Tibshirani, Jerome Friedman , The Elements of Statistical Learning-Data Mining, Inference, and Prediction ,Second Edition , Springer Verlag, 2009.

Reference Books:

- G.James,D.Witten,T.Hastie,R.Tibshirani-An introduction to statistical learning with applications in R,Springer,2013
- E.Alpaydin, Introduction to Machine Learning, Prentice Hall Of India,2010,(Chapter-19)
- C.M.Bishop –Pattern Recognition and Machine Learning,Springer,2006

Journals:

- *The Journal of Financial Markets*
- The Journal of Emerging Market Finance

Case Study:

- The US Housing Market and Subprime Mortgage Crisis
- SEBI and its role in preventing insider trading

Links to websites:

- **www.moneycontrol.com**
- **www.bseindia.com**

Evaluation Scheme:

- Class participation and attendance   05 marks
- Mid Term Exam   20 marks

● Assignment	05 marks	
● Professional Activities	10 marks	
● Term-End Exam	60 marks	
Total	**100 marks**	

Program Name : BBA (Analytics)			Semester: VI		
Course: International Business			Code: 06170617		
Teaching Scheme			**Evaluation Scheme**		
Classroom Session/ Lectures	**Practical/ Group work**	**Tutorials**	**Credit**	**Continuous Evaluation**	**Term End Examination (TEE)**
40	-	-	4	40	60

Course Rationale:

- The present course aims at familiarizing the participants with various aspects of macro and micro-environments that impacts the business enterprises in India in their global business forays. The objective is also to facilitate students with recent business practices and strategies learnt by the students in international markets.

Course Objectives:

- To provide a broad understanding of international business and trade practices with functioning of this practices throughout globe.
- Analyze the framework of various macro and micro environmental factors in Indian business organizations.
- To impart knowledge about actual practices of Indian businesses at play learnt by the students.

Learning Outcomes:

After completion of the course students would be able to :

1. Comprehend and evaluate different micro and macro environments for making informed decisions on international business strategies and offerings.
2. Understand and develop skills for execution of effective environmental scanning and strategies for new frameworks.
3. Analyze and comprehend strategic international business analysis into strategic programs that integrate product/service, pricing, communications and channel decisions in global markets.

Prerequisite(s):

1. Good Communication skills
2. Basic knowledge of business and management practices in India.

Pedagogy: Course will be taught using classroom teaching, case studies and multiple different tools of education.

Syllabus:

Unit - I
Growth of international business: Globalisation, its Effects, Benefits & Costs, Multinationals; Firm-specific and location-specific advantages, Role of MNC's & TNCs in the developing countries.
Environment of international business: Social, economic, political, legal and cultural environment, Scenario analysis & country-wide-risks of investments decisions.

Unit - II
International business Competitive strategies: Porter's model; Prahalad and Do's strategy model, Foreign Direct investment, Joint Ventures, Foreign Institutional Investment.
International organisation and control: Organisational structures; Control procedures; Location of decision-making, Role of Subsidiaries, Organisational Control, Bartlett & Ghoshal's Model of TNCs.

Unit – III
International Trade: Theories of International Trade- Absolute Advantage Theory, Comparative Cost Theory, Opportunity Cost Theory, Hecksher-Ohlin Theory., Vernon's Theory of International Product Life Cycle.

Unit - IV
Balance of trade and balance of payments: Constituents of Capital Account and Current Account, Reasons and remedies for Adverse BOP, Convertibility of Capital Account, Foreign exchange; Theories of Foreign Exchange rate determination-Mint Parity Theory, Purchasing Power Parity Theory, Balance of Payment Theory, Interest Rate Parity Theory.

Unit – V
Role of emerging regional trade association throughout the world in the contemporary times, Role of world bodies like World Bank, IMF, IBRD and WTO in International Trade, Contemporary Critical issues in the international trade.

Textbook:

1. Krugman, Paul R., & Obstfeld Maurice – International Economics, 8th Edition 2013 Pearson.
2. Aswathappa- International Business (Tata McGraw-Hill, 2002).

Reference Books:

1. Daniels- International Business (Pearson Education) 2004.
2. Paul J- International Business (Prentice-Hall, 2004)
3. Deresky H- International Business (PHI, 2003)
4. Hill C W- International Business (Tata McGraw-Hill,2002.)
5. Varma M L- International Trade (Vikas, 2003)
6. Taggart- The Essence of International Business (PHI)
7. Farooque M U & Et al, International Trade, First Edition December 2013 Alphabet Publication.
8. Amin, Samir – Beyond US Hegemony, Zed Books Ltd. First E-book edition 2013

Journals:

3. **FIIB Business Review**
4. **Scholedge International Journal of Business Policy and Governance**
5. **International Journal of Development and Emerging Economics**
6. **Journal of Finance and Marketing**
7. **Journal of marketing**
8. **Economic Development and Cultural Change**

Case Study:

Links to websites:

- **World Bank Publications**
- **https://data.worldbank.org/ (World Bank Open Data)**
- **https://www.mindtools.com/pages/article/newLDR_66.htm (Hofstede Cultural Dimensions)**

Evaluation Scheme:

- Class participation and attendance 05marks
- Mid Term Exam20marks
- Assignment05marks
- Team Project Presentation   10marks
- Term-End Exam60marks

Total   100marks

Program Name : BBA (Analytics)			Semester: VI		
Course: Auditing			Code: 06170608		
Teaching Scheme			**Evaluation Scheme**		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60

Course Rationale:

An audit is a systematic and independent examination of books, accounts, statutory records, documents and vouchers of an organization to ascertain how far the financial statements as well as non-financial disclosures present a true and fair view of the concern. This course attempts to assist the students to ensure that the books of accounts are properly maintained by the concern as required by law. This course is a study of techniques available for gathering, summarizing, analyzing and interpreting the data presented in financial statements and procedures used in verifying the fairness of the information, Also emphasizes ethical and legal aspects and considerations. This course emphasis on skill development in addition to subject matter.

Course Objectives:

- To provide comprehension by the students on ethical principles of audit profession.
- To provide the understanding by the students of general chronology of audit, audit strategy, audit program and audit procedures.
- To provide the view on audit risk assessment, its calculation and importance for audit strategy.
- Express themselves and their ideas better than today in terms of technical points in accounting and auditing.

Learning Outcomes:

After completion of the course, students would be able to:

1. Discuss the duties of auditors and other assurance providers and how these have changed over time.
2. Explain the meaning of concepts that are fundamental to auditing and assurance services, such as 'independence', 'audit evidence', 'audit risk', 'materiality'.
3. Distinguish between compliance and substantive testing and describe various audit tests.
4. Discuss the form, content and importance of auditors' reports provided at the end of the audit.
5. Discuss the issue of legal liability arising from audits and other assurance services.

Prerequisite(s):

Principles of Accounting

Pedagogy:

A mix of pedagogy would be adopted Consisting lecture, discussion, presentation, quizzes, homework and class test. Conceptual inputs will be given through short lectures. The extent & quality of learning will depend on the quality & depth of discussion in the class. This in turn depends on the preparation and thinking that has been put in by the students for each session. Readings & Assignments, whenever given, are a means of focusing on central issues, concepts or knowledge. Students who are aloof to the class-room proceedings or do not read the pre-reading will miss a significant segment of the course. A student's ability to solve problems is also a reflection of the extent to which concepts have been understood.The course is a hands-on course and requires the participant to work out multiple examples to gain confidence.

Syllabus:

Unit-1

Auditing: Meaning, objectives, importance and types of Auditing, Audit Process: internal control, internal check & internal audit, audit programmer.

Unit-2

Audit Procedure: Routine checking, vouching, verification & valuation of assets & liabilities

Unit-3

Audit of Public company: Qualification, Appointment of company Auditors, their powers, duties and liabilities, Audit of depreciation and reserves, Divisible profits & dividends.

Unit-4

Audit Report and Investigation Audit Report: Meaning, objectives, contents and types. Investigation: meaning, Nature and objectives.

Unit-5

Recent trends in auditing, Introduction to EDP Audit; meaning and types, nature and significance of cost audit, tax audit and management audit.

Textbook:

- ArunaJha, Auditing, 3rd Edition Taxmann, New Delhi.
- Ravinderkumar&Virender Sharma, Auditing: principles and practice, 3rd Edition PHI Pvt Ltd, New Delhi.

Reference Books:

- Sharma T.R., Principles of Auditing, 2019 Edition SahityaBhawan Agra.
- Tondon B.N., Principles of Auditing, 14th Edition S. Chand and Co., New Delhi.
- Gupta Kamal, contemporary Auditing, 6th Edition Tata McGraw hill, New Delhi.
- Ray Whittington, principles of auditing & other assurance services, 20th Edition Tata McGraw hill, New Delhi.
- Alvin A. Arens, Auditing and assurance services, 17th Edition pearson.
- S.K. Basu, Fundamentals of Auditing, 1st Edition Pearson
- VijiChandran, Principles and practice of auditing, 2015 Edition vikas publishing

Journals:

- Journal of Accounting, Auditing & Finance
- Accounting, Auditing & Accountability Journal

Links to websites:

- https://na.theiia.org/training/eLearning/Pages/eLearning.aspx
- https://cag.gov.in/

Evaluation Scheme:

- Class participation and attendance 05marks
- Mid Term Exam20marks
- Assignment05marks
- Professional Activities   10marks
- Term-End Exam60marks

Total   100marks

Program Name : BBA (Analytics)	Semester: VI	
Course: Indirect Taxes	Code: 06170609	
Teaching Scheme		**Evaluation Scheme**

Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60

Course Rationale:

The course aims to help students to gain basic understanding of knowledge of principles and provisions of Goods and   Service Tax, and Custom laws. Students will gain a working knowledge regarding computation of tax liability pertaining to these laws.

Course Objectives:

The Course aims to:

1. Provide the participants a broad understanding of indirect tax law as applicable in India.
2. Provide understanding of principles and law governing the indirect taxation statute in India
3. Provide practical knowledge of computation of assessable value, tax liability, assessment procedures and functioning of taxation related matters

Learning Outcomes:

After completion of the course, students would be able to:

1. Understand the provision of Indirect Tax law as applicable in India
2. Apply their understanding about GST in business related decisions
3. Understand the Customs Act and duty applicable.
4. Compute the total income earned and tax liability arising there on
5. Make the tax management and tax planning.

Prerequisite(s):

Working knowledge of Microsoft excel for computing total tax liability, and payment thereof.

Pedagogy:

A mix of pedagogy would be adopted;

- Conceptual inputs will be given through the short lectures and problem solving method
- Wherever applicable "real life" cases will be used for providing the base for application of concepts.
- Projects/Assignments will be used for experiential learning.

Syllabus:

Unit-I:

Conceptual Framework of GST: Definition of Goods and Services; general principles of GST, CGST, SGST, IGST, Charge of goods and service tax and taxable goods and services, Valuation of taxable goods and services,

Unit-II:

Goods and Services Tax Act, 2017 : An Introduction, Cascading Effect of Indirect Taxes, A brief Historical Evolution of GST, VAT Vs. GST; Excise Tax Vs. GST; Service Tax Vs. GST; Types of GST: CGST, SGST, IGST and their procedures. Tax Structure under GST Regime: Various Tax rates under GST; HSN Coding.

Unit-III:

Documentation, Registration, Migration, Return Filing Mechanism: IGSTN, Payment of tax, Refund of Tax, Input Tax Credit, GST audit procedures.

Unit-IV:

Authorities under GST Regime: GST Council, Composition of GST Council, Functions and Powers and functions of GST Council. Central Board of Excise and Customs (CBEC): Officers in the new Regime of GST, Powers, Functions and Responsibilities of GST Officers under GST Regime.

Unit V:

Basic concepts of customs law, Territorial waters, high seas, Types of custom duties – Basic, Countervailing & Anti- Dumping Duty, Safeguard Duty, Valuation, Customs Procedures, Import and Export Procedures, Baggage, Exemptions

Textbook:

- V.S. Datey, Indirect Tax Law and practice, Taxmann Publications Pvt. Ltd., Delhi, Latest edition.
- Sanjeev Kumar, Systematic Approach to Indirect Taxes, Latest edition.
- S. S. Gupta, Service Tax -How to meet your obligation, Taxmann Publications Pvt. Ltd., Delhi, Latest edition.
- Vinod K. Singhania, Element of Service Tax, Taxmann Publications Pvt. Ltd., Delhi, Latest edition.
- Dr. Girish Ahuja, Dr. Ravi Gupta, Indirect taxes, latest edition, Bharat Publishers

Reference Books:

- Bare Act of CGST, SGST and IGST.

Journals:

- https://www.journalpressindia.com/vision-journal-of-indian-taxation

Links to websites:

- www.gst.gov.in

Evaluation Scheme:

- Class participation and attendance   05 marks
- Mid Term Exam   20 marks
- Assignment   05 marks
- Professional Activities   10 marks
- Term-End Exam   60 marks

Total   **100 marks**

Program Name :BBA ((Analytics)			Semester: VI		
Course: Financial Institutions and Markets			Code: 06170610		
Teaching Scheme			**Evaluation Scheme**		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60

Course Rationale:

Financial markets, or markets for financial assets, play an important role in the efficient functioning of a market economy. Financial Institutions are any establishments that make these markets function efficiently. The course studies the fundamental principles that govern financial markets and institutions**.**

Course Objectives:

This course will provide an understanding of the functions, and operations of the financial markets and institutions operating in India. It explains the role of financial system on economic development. Various conceptual issues related to risk and return, the role of regulatory bodies, mechanism of commercial banking, operations of insurance companies and mutual funds are discussed elaborately. It also describes the importance of small savings, provident funds, pension funds and credit rating agencies. The course provides a comprehensive overview and systematic evaluation of the mainstream

markets of various financial instruments such as call money, bond, stock, derivatives and exchange rate.

Learning Outcomes:

Students will be able to:

- Identify the functions of financial markets and institutions and examine their impact on the level of interest rates and interest differentials.
- Use information technology as a tool to do essential business tasks including performing electronic research, and creating documents, presentations and spreadsheets.
- Research and organize written and oral communication.

Prerequisite(s):

The student must have studied financial management and must be aware about financial terminilogies

.

Pedagogy:

Course delivery will focus on ensuring that students are able to:

- Present written and verbal communication in a clear and concise manner.
- Interact with other students and the instructor to demonstrate functional skills, foundational knowledge and application of the theory

Syllabus:

Unit I

An Introduction to Financial System and its Components: and institutions, financial intermediation. Financial system and economic development, an overview of Indian financial system.

Unit II

Money Market: Definition, Money Market vs. Capital Market, Features, Objectives, Importance of Money Market, Composition of money Market, money market Instruments: Treasury bills, Certificate of deposit, Commercial papers, Commercial Bills, Call money.

Unit III

Capital Market: Meaning, Characteristics, Functions- Indian Capital Market-Evolution and Growth, Indian debt market; Indian equity market-Primary and Secondary Market, Instruments of Capital Market, Indian Capital Market- Major Issues, Rebound in Indian Capital market. Role of stock exchanges in India. Merchant Banking: Definition, Origin, Services, Progress in India, Problems, Scope , Qualities required for Merchant Banker, Merchant Banker as lead managers, guidelines.

Unit IV

Financial Institutions: Depository and non-depository institutions, Commercial banking-introduction, its role in project finance and working capital finance. Development Financial Institutions (DFIs)-An overview and role in Indian economy. Life and non-life insurance companies in India; Mutual Funds- Introduction and their role in capital market development. Non-banking financial companies (NBFCs).

Unit V

Venture Capital: Meaning, Concept, Origin, Features, Importance, Activities, Scope, Initiative in India, Guidelines, Methods. Hire Purchase and Leasing: Meaning, Origin, Types, Legal Position, Hire Purchase and Leasing, Problems and Prospects of Leasing Industry in India.

Textbook:

1.Financial Institutions and Markets: Structure, Growth and Innovations by L.M. Bhole and J. Mahakud, 6th Edition, McGraw Hill Education, Chennai, India
2.Financial Markets and Institutions by Frederic Mishkin and Stanley Eakins, 8th Edition, Pearson Education
3. Financial Institutions & Markets by Jeff Madura, 10 edition Cengage

Reference Books:

- G.L.Sharma and Y.P.Singh eds. Contemporary Issues in Finance and Taxation, Academic Foundation, Delhi
- Khan and Jain, Financial Services, Tata McGraw Hill
- J.K.Singh, Venture Capital Financing in India, DhanpatRai and Company, New Delhi.
- Annual Reports of Major Financial Institutions in India.
- Frederic S.Mishkin, Stanley Eakins, Financial Markets and Institutions (8th Edition), Pearson
- Bharati V. Pathak, The Indian Financial System: Markets, Institutions and Services, 3rd Edition, Pearson
- K.Sriram, Handbook of Leasing, Hire Purchasing and Factor, ICFAI Publications
- Gledstone, Venture Capital Investing, NY, Prentice Hall
-

Journals:
- *The Journal of Financial Markets*
- The Journal of Emerging Market Finance

Case Study:

- The US Housing Market and Subprime Mortgage Crisis
- SEBI and its role in preventing insider trading

Links to websites:

- www.moneycontrol.com
- www.bseindia.com

Evaluation Scheme:

- Class participation and attendance   05 marks
- Mid Term Exam   20 marks
- Assignment   05 marks
- Professional Activities   10 marks
- Term-End Exam   60 marks

Total   **100 marks**

Program Name : BBA (Analytics)				Semester: VI	
Course: Labour Welfare & Social Security				Code: 06170611	
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60

Course Rationale:

- Labour Welfare is one of the Important branches of Economics. Labour is being considered as most important productive factor in economy. The study of labour welfare helps in understanding the labour welfare and problems, searching policy means to maximize the labour welfare. The students will understand nature, scope and problems associated with labour welfare with special reference to India.

Course Objectives:

- Students will know the development and the judicial setup of Labour Laws. They will learn the salient features of welfare and wage Legislations also to integrate the knowledge of Labour Law in General HRD Practice. Students will learn the laws relating to Industrial

Relations, Social Security and Working conditions and also learn the enquiry procedural and industrial discipline.

Learning Outcomes:

After completion of the course students would be able to :

- To introduce the Labour Law and Social Welfare in general
- To explain about the various dimensions/aspects of labour laws
- To enhance the understanding of problems arising out of industries and enable them to find solutions
- To clarify the labour problems issues in the industry and the growth and development of the law in this regard
- To educate about the regulation of labour laws at national and international level

Prerequisite(s):

- Good Communication skills
- Basic knowledge of Human Resource Management.

Pedagogy:

Lectures, legal cases, quiz etc

Syllabus:

Unit-1

Introduction to Labour Legislations and Regulatory Laws: Meaning and classification of Labour legislations in India. History & Development of Labour Legislations in India. Laws relating to working conditions – Factories Act, Shops & Establishment Act, Contract Labor   (Abolition & Regulation) Act, The Plantations Act, The Indian Mines Act, Motor Transport Act, The Special Economic Zones Act, 2005. Construction workers.

Unit-2

Legislations related to Wages &Social Security: Laws relating to Wages-The Minimum Wages Act- The Payment of Wages Act-Equal Remuneration Act-Payment of Bonus Act. Laws relating to Social Security-Employees Provident Fund Act- Employees State Insurance Act-Workmen's Compensation Act-Payment of Gratuity Act-Maternity Benefit Act. Unorganized Workers Social Security Act, 2008.

Unit-3

Employment & Service conditions: Laws relating to employment, service conditions, Employee Relations- The Industrial Disputes Act- Trade Unions Act- Industrial Employment (Standing Orders) Act.

Unit-4

Industrial disputes: Concept, Nature & Causes of industrial disputes, Anatomy of industrial Conflicts-Genesis of Industrial Conflicts, Causes and resolution; - mediation, conciliation, arbitration, adjudication (with reference to Industrial Dispute Act, 1947). Classification and Impact of Industrial Disputes

Unit-5

Labour Welfare: Concept, Scope, Types, Theories and Principles, Industrial Health and Hygiene, Industrial Accidents and safety, Occupational Diseases

Social Security: Concept and Scope, Social Assistance and Social assurance.

Textbook:

1. Bare Acts of the relevant Legislations
2. Garg, K.C.; Sharma, Mukesh; Sareen, V.K. (2002). *Commercial and Labour Laws*. Ludhiana: Kalyani Publishers.
3. Kumar H.L.,(2000). *Practical Guide to Labour Management*. New Delhi : Universal Law Publishing.
4. Reshma Arora, (2000). *Labour Law.* New Delhi : Himalaya Publication House.

Reference Books:

1. Kannapon, S.C, (1993), Employment Problems and Urban Labour Markets in Development Economy, Vol-I &II, Macmillan, London
2. Papola, T.S and Sharma A.N. 9Eds) (1999), Gender and Employment in India, Vikas Publishing House, New Delhi
3. Deshpande L.K and Sandesara J.C (Eds), (1970), Wage Policy and wages determination in India, Bombay University Press, Bombay
4. Memoria, C.B. (1966), Labour Problems and Social Welfare in India, KitabMahal, Allahabad
5. Punekar, S.D. (1978), LAbour Welfare, Trade Unionism and Industrial Relations, Himalaya Publishing House, Bombay
6. Singh, V.B. (Ed), Industrial Labour in India, Population Prakashan, Bombay
7. Misra, L (2000), Child Labour in India, Oxford University Press, New Delhi

Journals:

1. Indian Journal of Labour Economics
2. Indian Journal of Human Resources
3. NSSO Reports on Employment and Unemployment

Case Study:

Evaluation Scheme:

- Class participation and attendance 05marks
- Mid Term Exam20marks
- Assignment05marks
- Professional Activities   10marks
- Term-End Exam60marks

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Total	100marks

Program Name : BBA (Analytics)	Semester: VI
Course: Human Resource Information System	Code: 06170612

Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60

Course Rationale: Demonstrate a thorough understanding of the strategic value of HRIS and how it contributes to organizational effectiveness and efficiency.

Course Objectives: Understand and apply the basic concepts and principles of HRIS to human resource situations and decisions. Apply forecasting techniques and data analytics to HR and organizational data. Review and identify the leading HRIS software available in the field. Demonstrate an understanding of ROI for HRIS.

Learning Outcomes:

Students are aware of the development of HRIS over the years

Students have clarity of database application in HRIS

Students are fully equipped with the knowledge on different systems of HRIS

Students are able to create the complete need analysis and cost estimation of HRIS

Students are knowledgeable on the implementation process and integration of HRIS in organizations.

Students understand the security and privacy of information in HRIS.

Prerequisite(s): Basic understanding of human resource management

Pedagogy: Lecture, discussion, role play, case study.

Syllabus:

Unit-1: Introduction to HRIS

Evolution of Human Resource Management and Human Resource Information Systems: The Role of Information Technology, Database Concepts and Applications in Human Resource Information Systems, Steps in implementing an HRIS, Benefits and Limitations of HRIS

Unit-2: Determining HRIS Needs

Human Resource Information Systems Needs Analysis, System Design and Acquisition, Management, Cost Justifying HRIS Investments.

Unit-3: HRIS Implementation & Acceptance

HRIS project Management, Change Management: Implementation, Integration, and Maintenance of the HRIS, Human Resources Administration and HRIS, Job analysis & human resource planning, Recruitment and Selection in an Internet Context.

Unit-4: HRIS Applications & Issues

International Human Resource Management, HRIS Privacy and Information security, future of HRIS: Emerging Trends in HRM and IT

Text Books:
1. Dr. Michael Kavanagh, Dr. Mohan Thite: Human Resource Information Systems- Basics, application, future and directions
2. P.K.Gupta and SushilChaabra: Human Resource Information System
3. Urial Economics, Pearson Education, Delhi

Reference Books:

- Dr.Michael Hammer, The Agenda: What Every Business Must Do to Dominate the Decade, Hammer and Company, One Cambridge Center, Cambridge, MA, 02142.
- Michael Armstrong, A Handbook of Human Resource Management Practice, Kogan page.

Journals:

https://ejournal2.undip.ac.id/index.php/ijb/article/view/2371

Case Study:

Links to websites:

https://www.orangehrm.com

Evaluation Scheme:

- Class participation and attendance 05marks
- Mid Term Exam20marks
- Assignment05marks
- Professional Activities   10marks
- Term-End Exam60marks

Total   100marks

Program Name : BBA (Analytics)				Semester: VI	
Course: Human Resource Planning & Development				Code: 06170613	
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60
Course Rationale: The objective of the course is to make student aware of the concepts, techniques and practices of Human Resource Planning and Development.					
Course Objectives: This course is intended to make students capable of applying the principles and techniques as professionals for developing human resources in an organization.					
Learning Outcomes: To create a conceptual background required to undertake any activity to facilitate and manage the HRD functions in an organization and to acquaint the students about different HRD system, the course is divided into four units					

Prerequisite(s):

Pedagogy:

Syllabus:

Unit I:Human Resource Planning: HRP - objectives, activities, Recruitment & Selection process, Career planning & development, Training methods, Basic concept of performance appraisal and employees compensation.

Unit II:Human Resource Development: Concept, nature, scope, significance, objectives, functions; Relationship between human resource management and human resource development; HRD and outcomes; HRD interventions; Roles and competencies of HRD professionals; Challenges in HRD

Unit III: HRD Process: Assessing need for HRD; HRD culture and climate; Designing and developing effective HRD programs; Implementing HRD programs; Evaluating effectiveness of HRD Programs; HRD audit; HRD Culture and climate.

Unit IV: HRD Activities: Employee development activities- Approaches to employee development, leadership development, action learning, assessment and development centers.
Unit V: HRD mechanisms for workers; HRD in developed countries, HRD in India, HRD in Public Enterprises and small undertakings.

Text Books: Curtis, B., Hefley, W. E., Miller, S. A., The people capability maturity model: Guidelines for improving workforce, Pearson Education.

5. Heinz Koontz & Weihrich, *An Study of Management* Patni McGraw Hill.

Reference Books:

1. Mankin, D., Human resource development, Oxford University Press India.
2. Haldar, U. K., Human resource development, Oxford University Press India.
3. Rao, T.V., Future of HRD, Macmillan Publishers India.
4. Werner J. M., De Simone, R.L., Human resource development, South Western.
5. Rao, T.V., Hurconomics for talent management: Making the HRD missionary business-driven, Pearson Education.

Journals:

Case Study:

Links to websites:

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Evaluation Scheme:

- Class participation and attendance 05marks
- Mid Term Exam20marks
- Assignment05marks
- Professional Activities   10marks
- Term-End Exam60marks

Total   100marks

Program Name: BBA (Analytics)				Semester: VI	
Course: Digital and Social Media Marketing				Code: 06170614	
Teaching Scheme				Evaluation Scheme	
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60
Course Rationale:					
The content of digital marketing course aims at developing the students for making digital marketing plans in order to manage a digital marketing performance efficiently.					

Course Objectives:

- To provide a basic knowledge of various online marketing concepts
- To acquaint the student of operating and managing business through various online channels.

Learning Outcomes: After completion of the course the students will be able to

1. Describe the understanding of Digital Marketing Tools
2. Articulate the online marketing mix in contemporary business scenario
3. Construct the online marketing along with the campaign management concept, its monitoring and reconciliation.

Prerequisite(s):

Student should have studied the course of Marketing Management.

Pedagogy:

Student's Seminar, Student's Interactive Session, Case Studies

Syllabus:

Unit I

Digital Marketing: Introduction, Moving from Traditional to Digital Marketing, Integrating Traditional and Digital Marketing. Introductionto digital marketing communication, different types of digital media channels. Digital marketing applications and benefits, Digital marketing framework.

Unit II

Online Marketing Strategy Development: Online marketing strategy definition, Online marketing strategy groundwork, Defining the online marketing mix, , Offering mix for digital, Digital pricing models, Channels of purchase-reaching the e-consumer, Managing promotional channels , developing the extended Ps-People, Process, Programs and Performance.

Unit III

Online Marketing Planning and Setup: Online marketing communications and channel mix, Online marketing planning development, Understanding digital media planning terminology, Digital media planning stages, Designing the communication mix, Marketing communications from mass market to mass customized, Steps to creating marketing communications strategy, Understanding marketing operations set-up, Understanding digital marketing conversion, Basics of lead generations and conversion marketing, Lead nurturing and lead scoring concepts, Setting up for conversion from web page to landing page.

Unit IV

Online Marketing Execution : Online marketing Campaign Management, Basic elements of digital campaigns, Basic elements of digital campaign management, Campaign planning and budgeting , Campaign set-up and launch, Campaign monitoring and reconciliation. Traffic building: SEO- Search engine optimization fundamentals, Introduction to keywords, definition, importance, Types of Key words, on page SEO and off page SEO. Types of traffic, paid search and organic search. Introduction to Google Adwords.

UNIT V

Introduction to Social Media marketing: Importance of Social Media, Goal Setting, Strategy and Plan, Social Listening, Developing content marketing and engagement strategy for your brand, Social media communication. Introduction to Facebook Marketing, Instagram Marketing, Snapchat Marketing, Affiliate Marketing, E-mail Marketing and Mobile Marketing. Trust, Privacy and Ethics in digital marketing.

Textbook:

- Bhatia Puneet Singh, Digital Marketing, Pearson education

Reference Books:

1. Gupta Seema, Digital Marketing, McGraw Hill Education
2. Das Abhishek, Applications of Digital Marketing for Success in Business, BPB Publications
3. Miller Michael, B2B Digital Marketing, Pearson Publication
4. Dodson Ian, The Art of Digital Marketing, Wiley Publication
Note: Latest edition of the books should be used

Journals:
- Journal of Marketing

Links to websites:

- https://digitalskills.fb.com/en-in/
- https://www.hubspot.com/digital-marketing
- https://www.linkedin.com/learning/

Evaluation Scheme:

- Class participation and attendance   05marks
- Mid Term Exam   20marks
- Assignment   05marks
- Professional Activities   10marks
- Term-End Exam   60marks
 Total   100marks

Program Name : BBA (Analytics)			Semester: VI		
Course: **Sales and Distribution Management**			Code: 06170615		
Teaching Scheme			**Evaluation Scheme**		
Classroom Session/ Lectures	**Practical/ Group work**	**Tutorials**	**Credit**	**Continuous Evaluation**	**Term End Examination (TEE)**
40	**-**	**-**	**4**	**40**	**60**
Course Rationale: This course is meant to make students understand fundamentals of Sales Management and Distribution Management. Since many students with Marketing Specialization start their					

career in sales, business development, retailers, wholesalers and distributors handling, it is essential to study basics of personal selling, sales management, distribution dynamics, various channels of distribution etc. Through this course, students will be equipped with basic skills required in sales and distribution management.

Course Objectives:

1. To provide conceptual understanding of cross functional integration in areas of Sales and Distribution Management with progression & customer orientation focus.
2. To relate this understanding in dissimilar business situations and support in solving business (territory/quota/ budgeting) problems in the field of Sales & Distribution.
3. To understand the Managerial aspects as Sales Manager.

Learning Outcomes:

After completion of the course students would be able to:

1. Comprehend the management functions that go into sales management.
2. Learn how to sell effectively along with designing territories and quotas.
3. Understand the distribution channels and how to manage channel members.
   1.

Prerequisite(s):

The students should be equipped with the basic terms used in Marketing Management

Pedagogy:

Lecture, Lab Practical, Exercise, Case Study, SIS

Syllabus:

Unit 1:

Introduction to Sales Management: The Sales Management Function – Scope and Importance; Personal Selling Process and Approaches; The Evolving Face of Personal Selling; Sales Organization Structure; Sales Forecasting; Sales Territory Design.

Unit 2:

Sales Force Management: Sales Force Job Analysis and Description; Recruiting and Selecting Sales Personnel; Training Sales Personnel; Motivating the Sales Force; Sales Force Compensation;

Unit 3:

Evaluating Sales Performance: Control of sales expenses, Marketing and sales audit process, Evaluation of the effectiveness of sales organization, Sales analysis framework, Marketing cost and

profitability analysis, productivity analysis and Sales force automation. Ethical and Legal Issues in Sales Management.

Unit 4:

Distribution Planning and Control: Role and Function of Intermediaries; Selection and Motivation of Intermediaries; Distribution Analysis; Control and Management; Channel Dynamics – Vertical Marketing Systems; Horizontal Marketing Systems; Multichannel Marketing Systems; Channel Conflict and Management.

Unit 5:

Distribution System and Logistics: Physical Distribution System – Decision Areas; Different Modes of Transport in India; Their Characteristics; Logistics Introduction – Functional Areas of Logistics; Logistics Integration for Customer Satisfaction; Distribution Costs; Control and Customer Service; Supply Chain Management (SCM); Integration of Sales and Distribution Strategy.

Textbook:

1. Sales & Distribution Management (Latest Edition), Panda Tapan K., Sahadev Sunil, Oxford University Press
2. Sales & Distribution Management – Text & Cases (2nd Edition), Krishna K. Havaldar, Vasant M. Cavale, Tata McGraw-Hill

Reference Books:

1. Sales Management: Decisions, Strategies & Cases, Richard R. Still, Edward W. Cundiff, Norman A.P. Govoni, Pearson Education, Latest Edition
2. Sales Management: Concepts Practice, and Cases, Johnson F.M., Kurtz D.L., Scheuing E.E., Tata McGraw- Hill, Latest Edition
3. Selling & Sales Management, David Jobber, Geoffrey Lancaster, Pearson Education, Latest Edition
4. Sales Management, Tanner, Honeycutt, Erffmeyer, Pearson Education, Latest Edition
5. Sales Force Management, Mark W. Johnston, Greg W. Marshall, Tata McGraw-Hill, Latest Edition
6. Sales Management, William L. Cron, Thomas E. DeCarlo, Wiley, Latest Edition
7. Sales & Distribution Management, Dr. S. L. Gupta, Excel, Latest Edition

Journals:

Case Study:

Links to websites:

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Evaluation Scheme:

- Class participation and attendance 05marks
- Mid Term Exam20marks
- Assignment05marks
- Professional Activities   10marks
- Term-End Exam60marks

Total   100marks

Program Name : BBA(Analytics)			Semester: VI		
Course: Product and Brand Management			Code: 06170616		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Cre	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60

Course Rationale:

The course is designed so that students get a practical application in the context of Product development and brand management. This course will deal in the various intricacies pertaining to the challenges faced by industry in the area of Product development and Branding.

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Course Objectives:

1. To acquire the conceptual understanding of Product and Brand Management and its applications for corporate growth and development.
2. To provide a holistic understanding of 'what is a brand'.

3. To end the trajectory of brand models with culture mapping and building Iconic brands.

Learning Outcomes:

After completion of the course, students would be able to;

- Demonstrate the basics of Product and Brand Management, and their social and ethical aspects.

- Articulate the intricacies of new product development.

- Interpret the brand equity and Brand positioning.

Prerequisite(s):

Student should have studied the course of Marketing Management.

Andragogy: Student's Seminar, Student's Interactive Session, Case Studies

Syllabus:

Unit I

Product Planning and Strategies: Proposed Product Planning Model-Setting Objectives, Monitoring the Environment, Situation Analysis, Development of a Product/Market Program, Product Mix Strategy, Defining Competitive set & Competitor Analysis and Developing Product Positioning Strategy.

Unit II

Product Design and New Product Development: Characteristics of Successful Product Development, New Product Development Process and Organizations, Go to Market Strategies, Test Marketing Product Launch and Commercialization: Test Marketing Objectives, Limitations of Test Marketing, Design Consideration in Test Marketing, Alternatives to test Marketing Procedures, Product Launch Tracking, Relaunch, Customer & Messaging, Copying Strategies, Product Patenting.

Unit III

Branding concepts; branding challenges and opportunities; brand equity concept; strategic brand management process; customer based brand equity; building a strong brand and its implications; identifying and establishing brand positioning; defining and establishing brand values; internal branding , Brand Recall, recognition

Unit IV

Choosing brand elements to build brand equity; designing marketing programs to build brand equity: integrating marketing communication to build brand equity: information processing model of communication, marketing communication options

Unit V

Developing a brand equity measurement and management system: establishing brand equity management system; measuring sources of brand equity - capturing customer mindset: qualitative research techniques, quantitative research techniques; measuring outcomes of brand equity; capturing market performance

Textbook:

1. Wind Yoram J., Product Policy: Concepts, Methods and Strategies, Addison-Wesley Pub. Co., Reading USA.
2. Keller, Kevin Lane, Strategic Brand Management, Pearson Education, New Delh

Reference Books:

1. Baker Michael and Hart Susan, Product Strategy and Management, London, Prentice Hall.
2. Kapferer, Jean Noel; Strategic Brand Management; Kogan Page; New Delhi
3. Keller, K.L., Parameswaran, A.M.G. and Jacob, I (2015). Strategic Brand Management: Building, Measuring and Managing Brand Equity (4th Edition). Pearson Education India Kapferer, J N Strategic Brand Management New York, Free Press, 1992
4. Murphy, John A. Brand Strategy Cambsridge, The Director Books 1990
5. Steward,P. Building Brands Directly London, MacMillan, 1996
6. Upshaw, Lyhh B. Building board Identity: A Stratery for success in a hostile market place New York, John Wiley, 1995
7. SubrotoSengupta, Brand Positioning. Tata Mc Graw Hill
8. Fiona Gilmore (Ed) Brand Warriors, profile Books 1999
9. John, Philip Jones, what is in a brand? Tata Mc Graw Hill 1998
10. YLR. Moorthi, Brand Management ñ The Indian context, Vikas Publishing House , 2003

Journals:

- Indian Journal of Marketing
- Journal of Brand Management

- Journal of Product and Brand Management

Links to websites

Evaluation Scheme:

- Class participation and attendance   05marks
- Mid Term Exam   20marks
- Assignment   05marks
- Professional Activities   10marks
- Term-End Exam   60marks

Total   100marks