

Shri Shahu Mandir Mahavidyalaya ,Parvati Pune -009

Department of BBA & BBA (C.A)

Name of Programme : Bachelor of Business Administration (Computer Application)

Introduction:

The degree shall be titled as Bachelor of Business Administration (B.B.A.)(Computer Application) under the Faculty of Commerce and Management. First Year B.B.A.(CA) . Choice based credit system is implemented w.e.f. the academic year 2019-2020 , Second Year B.B.A.(CA) II will be implement w.e.f. 2020-2021 and Third Year B.B.A.(CA) III w.e.f. 2021-2022

Programme Objectives:

- To produce skill oriented human resource.
- To impart practical skills among students.
- To make industry ready resource.

Sr.No.	Course Code	Course Name	Objective	Outcomes
1	CA – 101	Business Communication	1 To understand what is the role of communication in personal and business world 2. To understand system and communication and their utility 3. To develop proficiency in how to write business letters and other communications in required	1. Understand the different channels that are functional at the work place. 2. Learn the importance of verbal and non-verbal communication in the professional world along with its uses. 3. Learning the uses and application of RP to improve pronunciation.
2	CA – 102	Principles of Management	1.To understand basic concept regarding org. Business Administration 2. To examining how various management principles 3. To develop managerial skills among the students	1. Evaluate approaches to addressing issues of diversity. 2. Integrate management principles into management practices. 3. Specify how the managerial tasks of planning, organizing, and controlling can be executed in a variety of circumstances.
3	CA – 103	C Programming	1. Enables student to understand basic programming concepts. 2. Enables student to understand use of function, 3pointers and structure.	1. Develop a C program 2. Control the sequence of the program and give logical outputs 3. Implement strings in your C program 4. Store different data types in the same memory 5. Manage I/O operations in your C program 6. Repeat the sequence of instructions and points for a memory location 7. Apply code reusability with functions and pointers 8. Understand the basics of file handling mechanisms 9. Explain the uses of pre-processors and various memory models.
4	CA – 104	Database Management System	1.The objective of the course is to present an introduction to database management systems, with an emphasis on how to	1. Describe fundamental elements of DBMS. 2. Explain the basic concepts of relational data model, relational database design, relational algebra and database language

			organize, maintain and retrieve - efficiently, and effectively - information from a DBMS. 2. Database design theory and methodology: Functional dependencies and normalization of relations, Normal Forms, Properties of relational decomposition, Algorithms for relational database schema design.	SQL. 3. Design E-R diagram to represent simple database applications scenarios.
5	CA – 105	Statistics	1. To understand role and importance of statistics in various business situations 2. To develop skills related with basic statistical technique 3. Develop right understanding regarding regression, correlation and data interpretation	1. Understand the concept of graph theory and how to make various types of graphs. 2. Understand the concept of relation and types of relations, graph of relations, properties of relations and matrix representation
6	CA – 107	Add on-PPA	1. Enables student to understand problem and how to generate solution. 2. Enables student to understand algorithms and flowcharts.	1. Student can solve programming problems. 2. Better problem solving capabilities are developed.
7	CA – 201	Organization Behavior & Human Resource Management	1.To understand basic concept of HRM & OB 2. To make aware students about traditional & modern methods of procurement & development in organization. 3.To know the major trends in HRM & OB	1. Understanding the need, basic guidelines, content and process for value education. 2. Understanding happiness and prosperity correctly. 3. Methods to fulfill the above human aspirations. 4. Understanding the needs of self and body & the harmony in nature. 5. Ability to utilize the professional competence for augmenting universal human order.
8	CA – 202	Financial Accounting	1.To develop right understanding regarding role and importance of monetary and financial transactions in business 2.To cultivate right approach towards classifications of different transactions and their implications 3. To develop proficiency preparation of basic financial as to how to write basis accounting statement - Trading and P&L	Understand the features of single entry system, difference between single entry and double entry system, need for departmental accounts, basis for allocation of expenses, difference between wholesale profit and retail profit, different methods of depreciation, features of hire purchase and installments system and difference between hire purchase and installment system.
9	CA – 203	Business Mathematics	1.To understand role and importance of Mathematics in various business situations and while developing software's. 2.To develop skills related with basic mathematical technique	1. Learn fundamental mathematical concepts of matrix and determinant and how to apply them for finding the solution of equations. 2. Understand the concepts of differential calculus and how to apply them for finding the maxima and minima.

				3. Learn the concepts of integral calculus in which they find integration by parts, By partial fraction, by substitution and learn about definite, indefinite integrals.
10	CA – 204	Relational Database management system	1. Enables students to understand relational database concepts and transaction management concepts in database system. 2. Enables student to write PL/SQL programs that use: procedure, function, package, cursor and trigger.	1. Understand Basic RDB Definitions – 2. Design a relational database schema for a subject of interest to the student. 3. Understand the relational database design principles. 4. Familiar with the basic issues of transaction processing and concurrency control. 5. Familiar with database storage structures and access techniques.
11	CA – 205	Web Technology HTML-JS-CSS	1. To know & understand concepts of internet programming. 2. To understand how to develop web based applications using JavaScript.	1. Understand, analyze and apply the role of languages like HTML, DHTML, CSS, and Java Script. 2. Analyze a web page and identify its elements and attributes in comparison to traditional projects. 3. Create dynamic web pages using Javascript. 4. Create web pages using HTML, DHTML, CSS. 5. Description of Web Services its Uses & Types.
12	CA – 207	Add-on Advance c	1. To know file handling concepts. 2. To understand graphic concepts in programming.	1. Student can implement graphics in projects. 2. Student can learn to design user interfaces.
13	CA – 301	Digital Marketing	1. The aim of this syllabus is to give knowledge about using digital marketing in and as business. 2. To make SWOT analysis, SEO optimization and use of various digital marketing tools.	1.Critical Thinking and Problem Solving 2.Leadership and Team Collaboration 3.Comprehension and Application of New Media Synthesis and the 4.Foundational Knowledge of Business Disciplines
14	CA – 302	Data Structure	1. To understand the concepts of ADTs 2. To learn linear data structures – lists, stacks, and queues 3. To understand sorting, searching and hashing algorithms 4. To apply Tree and Graph structures	1. Understanding of data structure. its objectives , time and space complexity 2. Understanding of various linear data structure , like stack ,queue and their implementation 3. Understand the concept of linked list. 4. Understanding of non-linear data structure , tree and its implementation 5. Implement searching and sorting algorithms in solving larger problems
15	CA – 303	Software engineering	1. To understand System concepts. 2. To understand Software Engineering concepts. 3. To understand the applications of Software Engineering concepts and Design in Software	1. Students will be able to decompose the given project in various phases of a lifecycle. 2. Students will be able to choose appropriate process model depending on the user requirements. 3. Students will be able perform various life cycle activities like Analysis, Design, Implementation, Testing and Maintenance.

			development	<p>4. Students will be able to know various processes used in all the phases of the product.</p> <p>5. Students can apply the knowledge, techniques, and skills in the development of a software product.</p>
16	CA – 304	PHP	<p>1. Understand how server-side programming works on the web.</p> <p>2. Using PHP built-in functions and creating custom functions</p> <p>3. Understanding POST and GET in form submission.</p> <p>4. How to receive and process form submission data.</p> <p>5. Read and process data in a MySQL database.</p>	<p>Upon successful completion of the course, participants should be able to: List the major elements of the PHP & MySQL work and explain why PHP is good for web development. Learn how to take a static website and turn it into a dynamic website run from a database using PHP and MySQL.</p>
17	CA – 305	Big data	<p>1. To enable learners to develop expert knowledge and analytical skills in current and developing areas of analysis statistics, and machine learning</p> <p>2. To enable the learner to identify, develop and apply detailed analytical, creative, problem solving skills.</p> <p>3. Provide the learner with a comprehensive platform for career development, innovation and further study.</p>	<p>1 Understand Big Data and its analytics in the real world</p> <p>2 Analyze the Big Data framework like Hadoop and NOSQL to efficiently store and process Big Data to generate analytics</p> <p>3 Design of Algorithms to solve Data Intensive Problems using Map Reduce Paradigm</p> <p>4 Design and Implementation of Big Data Analytics using pig and spark to solve data intensive problems and to generate analytics</p> <p>5 Implement Big Data Activities using Hive</p>
18	CA – 307	Environment Awareness	<p>1.Understand current concern about our impact on the environment.</p> <p>2.Recognize the things they do affect the environment.</p> <p>3.Promote green practices at home and at work.</p> <p>4.Describe what is being done and what we all can do to help prevent harm to the environment.</p>	<p>1. Measure environmental variables and interpret results.</p> <p>2. Evaluate local, regional and global environmental topics related to resource use and management</p> <p>3. Propose solutions to environmental problems related to resource use and management.</p>
19	CA – 401	Networking	<p>1. To gain knowledge about Computer Networks concepts.</p> <p>2. To know about working of networking models, addresses, transmission medias and connectivity devices.</p> <p>3. To acquire information about network security and cryptography.</p>	<p>1. Recognize the technological trends of Computer Networking.</p> <p>2. Discuss the key technological components of the Network.</p> <p>3. Evaluate the challenges in building networks and solutions to those.</p>
20	CA – 402	Object Oriented Concepts Through CPP	<p>1. Acquire an understanding of basic object-oriented concepts and the issues involved in effective class design.</p>	<p>1. Creating class and objects in C++.</p> <p>2. Basic of Structures and Unions, Functions.</p> <p>3. Implementing inheritance, polymorphism and object relationship in C++.</p>

			2. Enable students to write programs using C++ features like operator overloading, constructor and destructor, inheritance, polymorphism and exception handling.	4. Designing methods and procedures, Constructor and destructor programs. 5. Data manipulation through file in C++.
21	CA – 403	Operating System	1. To know the services provided by Operating System 2. To know the scheduling concept 3. To understand design issues related to memory management and various related algorithms. 4. To understand design issues related to File management and various related algorithms	1. Identify the role of Operating System. To understand the design of control unit. 2. Understanding CPU Scheduling, Synchronization, Deadlock Handling and Comparing CPU Scheduling Algorithms. Solve Deadlock Detection Problems. 3. Describe the role of paging, segmentation and virtual memory in operating systems. 4. Description of protection and security and also the Comparison of UNIX and Windows based OS. 5. Defining I/O systems, Device Management Policies and Secondary Storage Structure and Evaluation of various Disk Scheduling Algorithms.
22	CA – 404	Advance PHP	1. To know & understand concepts of internet programming. 2. Understand how server-side programming works on the web. 3. Understanding How to use PHP Framework (Joomla / Druple)	Upon successful completion of the course, participants should be able to: List the major elements of the PHP & MySQL work and explain why PHP is good for web development. Learn how to take a static website and turn it into a dynamic website run from a database using PHP and MySQL.
23	CA – 501	Cyber Security	1. To understand the fundamentals of cyber security. 2.To understand various categories of Cybercrime, Cyber-attacks on mobile, tools and 3. Techniques used in Cybercrime and case studies. 4. To have an overview of the Cyber laws and concepts of Cyber forensics.	1. Have a good understanding of Cyber Security and the Tools. Identify the different types of Cyber Crimes. 2. Have a good understanding of Cyber laws. 3. To develop Cyber forensics awareness. 4. Identify attacks, security policies and credit card frauds in mobile and Wireless Computing Era.
24	CA – 502	OOSE	1. To understand the fundamentals of object modeling 2. To understand and differentiate Unified Process from other approaches. 3. To design with static UML diagrams. 4. To design with the UML dynamic and implementation diagrams. 5. To improve the software design with design patterns. 6. To test the software against its requirements specification.	1. Students will be able to give Design Specifications for Project. 2. Students will acquire Knowledge in Basic Modeling. 3. Students will acquire Project Management Skills.
25	CA – 503	Core Java	To introduce the object	Able to solve real world problems using OOP

			<p>oriented programming concepts.</p> <ol style="list-style-type: none"> 1. To understand object oriented programming concepts, and apply them in solving problems. 2. To introduce the principles of inheritance and polymorphism; and demonstrate how they relate to the design of 3. abstract classes To introduce the implementation of packages and interfaces 4. To introduce the concepts of exception handling and multithreading. 5. To introduce the design of Graphical User Interface using applets and swing controls. 	<p>techniques.</p> <ol style="list-style-type: none"> 1. Able to understand the use of abstract classes. 2. Able to solve problems using java collection framework and I/o classes. 3. Able to develop multithreaded applications with synchronization. 4. Able to develop applets for web applications. 5. Able to design GUI based applications
26	CA – 504	Python	<ol style="list-style-type: none"> 1. To learn and understand Python programming basics and paradigm. 2. To learn and understand python looping, control statements and string manipulations. 3. Students should be made familiar with the concepts of GUI controls and designing GUI applications. 4. To learn and know the concepts of file handling, exception handling. 	<ol style="list-style-type: none"> 1. Define and demonstrate the use of built-in data structures “lists” and “dictionary”. 2. Design and implement a program to solve a real world problem. 3. Design and implement GUI application and how to handle exceptions and files.
27	CA – 507	Add on Course-IOT	<ol style="list-style-type: none"> 1. To understand Technical aspects of Internet of things. 2. To describe smart objects and IoT Architecture. 3. To study and compare different Application protocols of IoT. 4. To understand IoT platform using Arduino Uno. 	<ol style="list-style-type: none"> 1. To explain key technologies, smart objects, IoT Architecture and security in Internet of Things. 2. To illustrate the role of IoT protocols for efficient network communication. 3. To understand IoT platform such as Arduino Uno.
28	CA – 601	Recent Trends in Information Technology	<ol style="list-style-type: none"> 1. To introduce upcoming trends in Information technology. 2. To study Eco friendly software development concepts. 3. To provide a strong foundation of fundamental concepts in Artificial Intelligence. 4. To evaluate the performance of various data mining task. 5. To understand Data analytics using Spark 	<ol style="list-style-type: none"> 1. To discuss the basic concepts AI. 2. To apply basic, intermediate and advanced techniques to mine the data. 3. To provide an overview of the concept of Spark programming.

			Programming.	
29	CA – 602	Software Testing	<ol style="list-style-type: none"> 1. To provide learner with knowledge in Software Testing techniques. 2. To understand how testing methods can be used as an effective tool in providing quality assurance for software. 3. To provide skills to design test case plan for testing software. 	<ol style="list-style-type: none"> 1. Students will be introduced to testing tools. 2. Students will acquire Knowledge of Basic SQA. 3. Students will be able to design basic Test Cases.
30	CA – 603	Advanced Java	<ol style="list-style-type: none"> 1. To know the concept of Java Programming. 2. To understand how to use programming in day to day applications 3. To develop programming logic. 	<ol style="list-style-type: none"> 1. Students will know the concepts of JDBC Programming. 2. Students will know the concepts of Multithreading and Socket Programming. 3. Students will know the concepts of Spring and Hibernate. 4. Students will develop the project by using JSP and JDBC. 5. Students will develop applications in Spring and hibernate.
31	CA – 604	Dot Net Framework	<ol style="list-style-type: none"> 1. To learn Microsoft framework architecture. Understand development of windows application. 2. To learn data access mechanism. 3. Create and consume libraries. 4. Create a web application. 5. To develop the website and application. 	<ol style="list-style-type: none"> 1. Use the features of Dot Net Framework along with the features of VB, C# and ASP Design and develop window based and web based .NET applications. 2. Design and develop a Website. 3. Design and Implement database connectivity using ADO.NET for VB, C# and ASP.
32	CA – 607	Add on Course-Soft Skills Training	<ol style="list-style-type: none"> 1. It helps participants to communicate effectively and to carry themselves confidently. 2. They also learn how to identify and overcome the barriers in interpersonal relationships. 3. To improve oral and written communication, teamwork, leadership, problem-solving and decision-making skills, to gain best results. 4. This course is useful for landing a great job, building a career and also finding employment as soft skills trainers. 	<ol style="list-style-type: none"> 1. Understand the significance and essence of a wide range of soft skills 2. Learn how to apply soft skills in a wide range of routine social and professional settings. 3. Learn how to employ soft skills to improve interpersonal relationships. 4. Learn how to employ soft skills to enhance employability and ensure workplace and career success.

Name of Programme : Bachelor of Business Administration

Objectives:

1. To provide adequate basic understanding about Management Education among the students.
2. To prepare students to exploit opportunities being newly created in the Management Profession.
3. To train the students in communication skills effectively.
4. To develop appropriate skills in the students so as to make them competent and provide themselves self-employment.
5. To inculcate Entrepreneurial skills.

Sr. No	Course code	Course Name	Course Objective	Outcomes
1	101	Principles of Management	<ol style="list-style-type: none"> 1. To understand basic concept regarding org Business Administration 2. To examining how various management principles 3. To develop managerial skills among the students 	<ol style="list-style-type: none"> 1. To develop managerial effectiveness through managerial thinking Knowledge of effective. 2. Learning about the management philosophy over the period of time. 3. To Develop understanding regarding new systems of management
2	102	Business Communication Skills	<ol style="list-style-type: none"> 1. To understand what is the role of communication in personal and business world 2. To understand system and communication and their utility 3. To develop proficiency in how to write business letters and other communications required in business 	<ol style="list-style-type: none"> 1. Ability to understand implication of effective communication 2. To develop an appropriate understanding role and utility of written communication in life 3. To develop proficiency for different purposes for different organizations
3	103	Business Accounting	<ol style="list-style-type: none"> 1. To develop right understanding regarding role and importance of monetary and financial transactions in business. 2. To cultivate right approach towards classifications of different. transactions and their implications TO develop proficiency preparation of basic financial as to how to write basis accounting statement - Trading and 	<ol style="list-style-type: none"> 1. To learn about importance of acc. In business 2. Ability to distinguish between different tractions and its nature 3. Ability to prepare and interpret bank reconciliation statement

			P&L	
4	104	Business Economics – Micro	<ol style="list-style-type: none"> 1. To understand role of economics as it influences society and business 2. To study how different decisions are taken in relation to price demand and supply 3. To develop right understanding regarding Monopoly, perfect competition, revenue Etc 	<ol style="list-style-type: none"> 1. To understand different facets of economics and importance of prudent thinking 2. To understand variation in demand and supply. How it affects the different economic situations and various factors of production 3. To understand how pricing determination is affected by different market players and forces and its impact on market and society
5	105	Business Mathematics	<ol style="list-style-type: none"> 1. To develop appropriate understanding as how to use mathematic like computation interest, profit etc 2. To cultivate right understanding regaining numerical aptitude 3. To develop logical approach towards analytical approach data 	
6	106	Business Demography	<ol style="list-style-type: none"> 1. To give proper understanding regarding concept of demography in modern economic setup 2. To study how population and structure changes affecting quality of life and business 3. To develop clarity of concept regarding social economic process and urbanization and its impact on society 	<ol style="list-style-type: none"> 1. Ability to understand the components of demography. Factors governing of a particular economics and government. Socio economic changes as a outcome of demographic changes 2. Ability to examine how demographic changes - influences different aspects of policy formulation and social development 3. To learn about implications of changes in population and structure of population on economy and society
		Total Credits for the		

		Semester I GC (12)+SC(8)=20		
7	201	Business Organization and System	<ol style="list-style-type: none"> 1. To understand role and functions of modern business 2. To develop right understanding regarding business environment 3. To study how a business institution functions in a given economic set up 	<ol style="list-style-type: none"> 1. Understand how a business functions, Understanding the idea of business as an economic entity, To understand modern commerce performs new business initiatives. 2. Understanding of basic knowledge about how to start a business enterprise, Understanding the determinants of a selection of a business idea, Understanding the factors governing the selection of size of business. 3. Understanding the nature of retail trade and how a retail trade works in business system, different forms of retail trade and their contribution in the economy. Understanding brief introduction to stages of internationalization.
8	202	Principles of Marketing	<ol style="list-style-type: none"> 1. To develop write understanding regarding marketing environment in the country. 2. To develop appropriate conceptual understanding as to develop basic marketing concept. 3. To develop new understanding regarding services , rural marketing and new trends in marketing 	<ol style="list-style-type: none"> 1. Knowledge about functioning of modern Indian Markets 2. To improve understanding regarding marketing environment and segmentation in Indian context. 3. To cultivate an appropriate Product development process launching and pricing of the product To examine the effect of marketing mix and consumer

9	203	Principles of Finance	<ol style="list-style-type: none"> 1. To cultivate right approach towards money, finance , and their role in business 2. To develop right understanding regarding various sources of finance and their role and utility in business 3. 3. To develop basic skills as to concept of capital structure and concept of capital structure 	<ol style="list-style-type: none"> 1. To develop Competence to apply various concept in finance for decision making to 2. To develop rational understanding regarding role and utility of different sources of finance 3. To understand importance of rational and sound financial structure 4. To understand role of capital as a determinant business success
10	204	Basics of Cost Accounting	<ol style="list-style-type: none"> 1. To develop rational understanding regarding concept of cost expenditure in business 2. 2.To develop understanding how overheads influence the cost structure of cost 3. 3. To develop skills for computation of total cost for a particular product 	<ol style="list-style-type: none"> 1. How to use cost of concept 2. Development of basic ability to think about cost as an ingredient of price mechanism 3. To develop competence, to prepare comprehensive cost sheet and understand implication of overheads on total cost structure
11	205	Business Statistics	<ol style="list-style-type: none"> 1. To understand role and importance of statistics in various business situations 2. To develop skills related with basic statistical technique 3. Develop right understanding regarding regression, correlation and data interpretation 	
12	206	Fundamentals of Computers	<ol style="list-style-type: none"> 1. To develop concept of information and their role in modern businesses 2. To develop rational approach as to how computers can be used in data process analysis in business 3. To develop understanding regarding cautions to be taken security, safety and security while using net based service 	<ol style="list-style-type: none"> 1. Proficiency in applying computers in business activities like data processing Tabulation ,data analysis And presentation of data 2. Proficiency in set up of Different structure computer network in business environment. 3. Proficiency in handling of different applications, preparation of power point Presentation.

		Credits for the semester II GC (12)+SC(8) =20		
13	301	Principles of Human Resource Management	<ol style="list-style-type: none"> 1. To introduce the basic concepts of Human Resource Management. 2. To cultivate right approach towards Human Resource and their role in business. 3. To create awareness about the various trends in HRM among the students. 	<ol style="list-style-type: none"> 1. Describe the basic concept of HRM. 2. Develop knowledge about the functions and different roles of HR Manager. 3. Understand the challenges before HRM
14	302	Supply Chain Management	<ol style="list-style-type: none"> 1. To enable the students to have a comprehensive understanding of Supply Chain Management. 2. To understand key concepts and issues of Logistics and Inventory Management. 3. To understand Warehousing and its role in Space Management. 	<ol style="list-style-type: none"> 1. The students must understand the functions of Supply Chain Management. 2. The students must gain 3. practical knowledge of Bull-Whip Effect 4. The students must understand the importance of Space Management. 5. The students must understand different types of Plant layout and their SCM
15	303	Global Competencies and Personality Development	<ol style="list-style-type: none"> 1. To build self-confidence, enhance self-esteem, and improve overall personality of the students. 2. To enhance global and cultural competencies of the students. 3. To groom the students for appropriate behavior in social and professional circles. 	<ol style="list-style-type: none"> 1. To learn various theories of personality development 2. To understand the structure of team as well as to develop ability to work under pressure and flexibility at work place. 3. To develop social empathy and explain social responsibilities of an
16	304	Fundamentals of Rural Development	<ol style="list-style-type: none"> 1. To understand the development issues related to rural society. 2. To find the employment opportunities for rural youth. 3. To create interest among the rural youth to participate in rural development programmes and schemes for sustainable development. 4. To discourage seasonal 	<ol style="list-style-type: none"> 1. Understanding role of internet in rural development. 2. Develop the knowledge & ability of the students about the concepts ICT and e-development in villages. 3. Understanding challenges of rural development.

			and permanent migration to urban areas.	
17	305 A	Management Accounting	<ol style="list-style-type: none"> 1. To impart basic knowledge of management accounting. 2. To understand the implications of various financial ratios in decision making. 3. Application and use of various tools of management accounting in the business 	<ol style="list-style-type: none"> 1. To understand the concept and meaning of management accounting. To understand difference between financial accounting, cost accounting and management accounting. 2. To understand different methods of analysis and classification of various ratios and its application. 3. To calculate contribution and breakeven point to reach profitability level of any business. 4. To learn how to make various types of budgets as per need and requirement of business.
18	305B	Consumer Behavior & Sales Management	<ol style="list-style-type: none"> 1. To develop significant understanding of Consumer behavior in Marketing. 2. To understand the relationship between consumer behavior & Sales Management. 3. To develop conceptual based approach towards decision making aspects & its implementation considering consumer behavior in Sales Management 	<ol style="list-style-type: none"> 1. To have an adequate understanding of consumer behavior, its scope, objectives, opportunities and its challenges. 2. To help students develop an understanding towards Strategy building & its effectiveness. 3. To find out alternatives for Dynamic organization to ensure their success in highly competitive sales environment.
19	306 A	Retail Management	<ol style="list-style-type: none"> 1. To provide basic understanding of forces that shape retail industry 2. To provide understanding of retail operations and strategy 3. To provide understanding of opportunities and challenges in retail industry 	<ol style="list-style-type: none"> 1. To have a clear understanding of the retail concepts, its scope, objectives, opportunities and challenges. 2. To help students understand the planning process behind a retail business. 3. Giving insights to the challenges while implementing a plan, in

				context of retail management.
20	306 B	Banking & Finance	<ol style="list-style-type: none"> 1. Study of banking function and its operations. 2. To study the functioning of Regulatory Authorities in India. 3. To study recent technology in banking industry. 	<ol style="list-style-type: none"> 1. Students will understand structure of banking system in India. 2. Students will understand functions and operations of banks 3. Students will get basic knowledge of function of various regulatory Authorities in India 4. Knowledge of how to use new technology in banking operations along with its cyber security.
21	401	Entrepreneurship and Small Business Management	<ol style="list-style-type: none"> 1. To understand the concept and process of Entrepreneurship. 2. To Acquire Entrepreneurial spirit and resourcefulness. 3. To get acquainted with the concept of Small Business Management. 4. To understand the role and contribution of Entrepreneurs and Small Businesses in the growth and development of individual and the nation. 	<ol style="list-style-type: none"> 1. It enables students to learn the basics of Entrepreneurship and entrepreneurial development which will help them to provide vision for their own Start-up. 2. Development of interest and positive approach towards entrepreneurship and new start ups. 3. Ability to collect relevant data and its analysis and interpretation.
22	402	Production and Operation Management	<ol style="list-style-type: none"> 1. To understand the key concepts of Production and Operation Management. 2. To understand the various manufacturing methods and role in managing business. 3. To create awareness about the various safety measures and ergonomics in industries. 	<ol style="list-style-type: none"> 1. Describe the basic concept of production and operation management. 2. Understanding the manufacturing methods and various plant layouts used in industries. 3. Understanding the importance of product design, production planning and Control. 4. Develop the Problem-solving and decision making skills.
23	403	Decision Making and Risk Management	<ol style="list-style-type: none"> 1. To learn the key topics in decision making and risk management so that they can improve decision making and reduce risk in their 	<ol style="list-style-type: none"> 1. To understand the role and scope of Decision making and Risk management in organizations.

			<p>management activities and organizations.</p> <ol style="list-style-type: none"> 2. Find the best alternative in a decision with multiple objectives and uncertainty. 3. Describe the process of making a decision. 4. Analyze an organization's decision making system. 5. Develop a risk management process. 	<ol style="list-style-type: none"> 2. To understand the importance of Decision making tools and models in business. 3. To understand the role of leadership and its allied aspects while making decisions.
24	404	International Business Management	<ol style="list-style-type: none"> 1. To acquaint the students with emerging trends and issues in International Business. 2. To study the impact of International Business Environment on foreign market operations. 3. To analyze International trade models. 4. To analyze the International Investment and its risks associated 1. 5. To understand financial aspects in world economies, their need and functionality 	<ol style="list-style-type: none"> 1. To understand the basics of International Business concept and its role. 2. To understand the various International trade theories' use and experiments on the world trade. 3. To understand the International trade concepts and various key concepts affecting the terms of trade. 4. To understand how a country can gain through International trade practices.
25	405A	Advertising and Promotion Management	<ol style="list-style-type: none"> 1. To develop knowledge and understanding of importance of advertising. 2. To understand different sales promotion techniques. 3. To know about promotion management. 	<ol style="list-style-type: none"> 1. To learn the effectiveness of advertising on performance and profit. 2. To understand the effectiveness of promotion. 3. To understand the advantages of online advertising.
26	405B	Business Taxation	<ol style="list-style-type: none"> 1. To understand different concepts & definitions under Income Tax Act 1961. 2. To understand the importance of Taxation to the students. 3. To update the students with the latest development in the subject of Taxation. 4. To acquire knowledge about the submission of Income tax returns 1. . 5. To prepare students competent enough to take 	<ol style="list-style-type: none"> 1. Learning will be more practical based on theory, thereby aid students in better understanding. 2. Development of interest in Indian tax regime. Make students aware about different heads of income to understand Income tax act 1961. 3. Understanding of actual online ITR filing. Making students aware about

			<p>up to employment in tax planner.</p> <ol style="list-style-type: none"> 6. To develop ability to calculate taxable income of the person as per Income Tax Act 196 	<p>exemptions u/s 80 of Income tax act 1961.(as per the union budget of every financial year by Government of India).</p> <ol style="list-style-type: none"> Understanding of various types of TDS (From section 192-194 including its sub-sections). Making students aware about different rate of TDS for different sections under Income tax act 1961.
27	406A	Digital Marketing	<ol style="list-style-type: none"> To provide students with the Knowledge about business advantages of the digital marketing and its importance for marketing success. To help students become In demand professional by being acquainted through various Digital channels & their ways of Integration. To get Basic Knowledge of Google Analytics for measuring effects of Digital Marketing & getting Insights of Future trends in marketing. 	<ol style="list-style-type: none"> To have an adequate understanding of Digital Marketing, its scope, objectives, opportunities and its challenges. To use the digital tools effectively for marketing To help students develop an understanding towards Digital Strategy building & its effectiveness.
28	406 B	Financial Services	<ol style="list-style-type: none"> To Study in detail financial services in India. To study & Understand working of Indian financial system. To make the students well acquainted regarding financial markets. 	<ol style="list-style-type: none"> Understanding of Financial system of India. Understanding of the functioning of financial markets of India. Actual functioning of financial institution of India. Understanding new trends of financial market. Making students aware about derivatives & commodity market
29	501	Research Methodology	<ol style="list-style-type: none"> To develop an understanding of the right approach of Research Methodology and its role in Business. To develop an understanding of the basic framework of the identification of various sources of information for 	<ol style="list-style-type: none"> Great gains in content knowledge, skill acquisition, and overall confidence and comfort for major concepts in the understanding concept of research. Formulate and evaluate research questions. To shift towards student-

			<p>data collection.</p> <p>3. To enable the students in conducting Research work and write Research Paper and Research Project Report.</p>	<p>centeredness significantly enhanced students' learning through the use of interactive small group activities and a high level of discussion and interaction. Knowledge acquisition about Research Design and Sampling Design.</p> <p>3. Gain experience with instrument development and data collection methods. Practical understanding of data processing and Data Analysis.</p> <p>4. Understanding about Changing Environment of HRM and its effects. A better understanding of Report and Research Paper writing.</p>
30	502	Database Administration and Data Mining	<ol style="list-style-type: none"> 1. To understand the Database Management System 2. To understand the Data Mining Concepts 3. To understand the current trends in Data Management 	<ol style="list-style-type: none"> 1. Understanding of the DBMS concepts. 2. Understanding of the working of the transaction management in the DBMS. 3. Understanding Data Warehousing and its scope and limitations
31	503	Business Ethics	<ol style="list-style-type: none"> 1. To provide a comprehensive understanding of the concepts of Business Ethics 2. To develop theoretical tools to understand current ethical issues and their impacts on business. 3. To analyze the role of Ethics in business, Government and Society. 4. To analyze the Ethical scenario concerning to Environment and consumer protection. 	<ol style="list-style-type: none"> 1. To understand the basics of Business Ethics and its role. 2. To understand the Government and societal concepts of ethical behavior 3. To understand the various corporate and stakeholder ethics policies and their use. 4. To understand workplace ethics and its importance. 5. To understand the importance of Legal acts framed by the government.
32	504	Management of Corporate Social	<ol style="list-style-type: none"> 1. To understand the concept and process of CSR 	<ol style="list-style-type: none"> 1. Need and application of CSR with help of various

		Responsibility	<ol style="list-style-type: none"> To Understand the industrial contribution for CSR Policy To Understand the context of CSR of present-day Management To Understand the contribution of CSR for the development of Society 	<ol style="list-style-type: none"> models Understanding the concept of CSR and its history It will help students to understand how corporate is responsible for contributing to the society
33	505A	Marketing Environment Analysis and Strategies	<ol style="list-style-type: none"> To develop students' understanding of the factors shaping Marketing Environment To develop students' ability to analyze the Business Environment 3.To develop students' understanding of the strategies for sustaining the forces in Marketing Environment 	<ol style="list-style-type: none"> Understanding of basic Marketing Environment Concepts Understanding the parameters of Business Analysis Understanding the concept of Marketing Research Understanding the real-time scenario of marketing strategies
34	505B	Analysis of Financial Statements	<ol style="list-style-type: none"> To develop the conceptual framework of financial analysis and provide practical exposure to apply various tools of Financial Statement Analysis. To enable to use of various types of ratios for financial and investment decisions. To impart knowledge about Cash Flow and Fund Flow Statements and their importance in financial analysis. 	<ol style="list-style-type: none"> To understand different tools of analysis & interpretation of financial statements. To enable to use of various types of ratios for financial & investment decisions. To manage the cash flow arrangement of any business corporation To make available & manage various sources and application of funds for day-to-day business operations
35	506A	Legal Aspects in Marketing Management	<ol style="list-style-type: none"> To understand the application of different legal aspects in Marketing Management 	<ol style="list-style-type: none"> To understand the legal aspect of Marketing Management and law related to sales, home delivery, telesales and Direct Mail Sales To Understand the gist of the case study and way of attempt or solution To understand rules and laws related to broadcasting ads via different forms and claims for misled adv campaign. To study price-related laws and

				<p>consumer rights for surcharge payment</p> <p>3. To understand issues and laws related to online marketing and Ts & Cs in CRM</p>
36	506 B	Legal Aspects of Finance & Security Laws	<ol style="list-style-type: none"> 1. To understand the Legal Aspects of Finance & Security Laws. 2. To know the legal provisions to obtain finance from various source of finance. 1. 3. To explore various finance & securities-related laws in India. 	<ol style="list-style-type: none"> 1. To understand the Various Legal Provisions & Norms in the field of Finance. 2. To understand the objectives of Securities market regulators & also understand different Legal Provisions of the same 3. To understand the significance of the Companies Act 2013 in the field of finance & also study its legal norms 4. To Study & understand the significance of Goods & Service Tax & also understand its implications
37	601	Essentials of E-Commerce	<ol style="list-style-type: none"> 1. To understand the importance, role, and activities of E-Commerce. 2. To understand various E-Money and E-Payment systems used in E-Commerce. To understand the concept of E-Marketing and its tools in E-Commerce. 3. To Understand the concept of Cyber Space and Cyber Security in E-Commerce 	<ol style="list-style-type: none"> 1. Understanding of the Role of E-Commerce Industry and the utility of E-Commerce models. 2. Understanding of the working of the E Commerce transactions in E-Commerce and its Utility 3. Understanding the recent e-marketing tools and their utility. Understanding the role of technology in the modern E-Commerce sector 4. Understanding the scope of cyber security and technology. Understanding the need for cyber security and its implementation.
38	602	Management Information System	<ol style="list-style-type: none"> 1. To describe the basic concept of Information Technology and Management Information System. 	<ol style="list-style-type: none"> 1. Great gains in content knowledge, skill acquisition, and overall confidence and comfort for understanding the

			<ol style="list-style-type: none"> 2. To describe the role of information technology and information systems in business. 3. To contrast and compare how MIS support business processes. 4. To introduce the fundamental knowledge of Structured System Analysis and Design 	<ol style="list-style-type: none"> basic concept of MIS. 2. Student's active participation in an understanding of Information Technology and Management Information Technology. 3. Practical Knowledge Acquisition about System Analysis and Design
39	603	Business Project Management	<ol style="list-style-type: none"> 1. To develop a significant understanding of Project Management. 2. To develop a concept based approach towards Management of Business Projects. 3. To develop the relationship between the significance of Businesses Projects & their Management. 	<ol style="list-style-type: none"> 1. To have an adequate understanding of the subject their various perspectives. 2. To help students develop a cognizance towards Project-specific strategy building & its effectiveness. 3. To develop the hands-on training mindset amongst the students. 4. To develop the solution-based approach amongst the management students towards problem-solving.
40	604	Management of Innovations and Sustainability	<ol style="list-style-type: none"> 1. To understand the concepts of Innovation and Sustainability in a practical sense. 2. To better know the significance of organizational sustainable development and the economic implications of sustainable development. 3. To learn about the most common errors made when handling sustainable growth. 4. To understand the concept of Sustainability Innovation. Understand socio-political aspects of sustainable development – social responsibility aspect. 	<ol style="list-style-type: none"> 1. It enables students to learn the basics of Entrepreneurship and entrepreneurial development which will help them to provide the vision for their Start-up 2. Development of interest and positive approach towards entrepreneurship and new start-ups. 3. Ability to collect relevant data and its analysis and interpretation.
41	605 A	International Brand Management	<ol style="list-style-type: none"> 1. To develop students' understanding of the concept of developing brands 2. To develop students' understanding of the 	<ol style="list-style-type: none"> 1. Understanding of basic Brand Concepts 2. Understanding the process of Brand Development 3. Understanding the

			<p>concept of brand equity</p> <p>3. To develop students' understanding of the strategies in managing brand portfolios</p>	<p>concept and process of Brand Evaluation</p> <p>4. Understanding Brand Management</p>
42	605 B	Financial Management	<p>1. To know various sources of finance of business</p> <p>2. To study and understand the capital structure of the company and its cost of capital</p> <p>3. To study optimum capital mix & concept of over capitalization & undercapitalization.</p>	<p>1. To understand various sources of finance for raising capital /funds required for the business.</p> <p>2. To understand the proportion of borrowed capital & owned capital, considering their cost of capital.</p> <p>3. To understand the process of undercapitalization & overcapitalization</p> <p>4. To understand the process of undercapitalization & overcapitalization</p>
43	606A	Cases in Marketing Management + Project	<p>1. To understand the application of theory into practice.</p>	<p>1. Students shall understand the challenges faced by the people and organizations in the day to day work life. They shall understand the techniques and solutions to overcome those challenges.</p>
44	606 B	Cases in Finance	<p>1. To Study & understand the core areas of finance.</p> <p>2. To study the practical applications of finance.</p> <p>3. To prepare project reports based on the internship & understanding of core areas of finance</p>	<p>1. To understand the fundamentals of fundraising.</p> <p>2. To understand the practical applications of capital budgeting.</p> <p>3. To understand the practical applications of Cost of Capital</p> <p>4. To understand the research-based outcomes of core areas of finance based on internship.</p>