

**B.B A REGULAR**

Semester V								
Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours/ Week (L + T + P)	SEE	CIE	Total Marks	Credits
37	BBA 5.1	Production and Operations Management	DSC-13	3+0+2	60	40	100	4
38	BBA 5.2	Income Tax -I	DSC-14	3+0+2	60	40	100	4
39	BBA 5.3	Banking Law and Practice	DSC-15	3+0+2	60	40	100	4
40	BBA 5.4	<b>Elective Group I - paper I</b>	DSE-1	3+0+2	60	40	100	3
41	BBA 5.5	<b>Elective Group II - paper I</b>	DSE-2	3+0+2	60	40	100	3
42	BBA 5.6	Information Technology for Business <b>OR</b> Digital Marketing	Vocational-1 (Anyone to be chosen)	3+0+2	60	40	100	4
43	BBA 5.7	Cyber Security <b>OR</b> Employability Skills	SEC - SB	2+0+2	60	40	100	3
<b>Sub –Total (E)</b>					<b>420</b>	<b>280</b>	<b>700</b>	<b>25</b>

**Elective Groups and Courses**

Discipline-Specific Electives –V Semester (5.4/5.5)			
Groups	Paper	COURSE CODE	Title of the Paper
Finance	I	FN1	Advanced Corporate Financial Management
Marketing	I	MK1	Consumer Behavior and Market Research
Human Resource Management	I	HRM1	Human Resource Development and Leadership
Business Data Analytics	I	BDA1	Financial Analytics
Logistics and Supply Chain Management	I	LSCM1	Fundamentals of Supply Chain Management

**Note:**

- Under DSE, Dual Specialization to be offered, students should choose two elective groups from the above elective groups. The same elective groups should be continued in the 6<sup>th</sup> Semester also.

**Name of the Program: Bachelor of Business Administration (BBA)**

**Course Code: BBA 5.1**

**Name of the Course: Production and Operations Management**

**Course Credits**

**No. of hours per week**

**Total No. of Teaching hours**

**4 Credits**

**4 hours**

**56 hours**

**Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc.,**

**Course Outcomes: On successful completion of the course, the students' will be able to**

- a) Understand ever growing importance of Production and Operations Management in an uncertain business environment.
- b) Gain an in-depth understanding of Plant Location and Layout
- c) Appreciate the unique challenges faced by firms in Inventory Management.
- d) Understand the subject of Production Planning and Control.
- e) Develop skills to operate competitively in the current business scenario.

**Syllabus:**

**Hours**

**Module No.1: Introduction to Production and Operations Management**

**12**

Introduction -Meaning of Production and Operations, differences between Production and Operations Management, Scope of Production Management, Production System. Types of Production, Benefits of Production Management, Responsibility of a Production Manager, Decisions of Production Management. Operations Management: Concept and Functions.

**Module No. 2: Plant Location and layout**

**10**

Meaning and definition of Plant Location and Layout – Factors affecting location- Plant layout: Principles of plant layout- Space requirement – Different types of facilities – Organization of physical facilities – Building, Sanitation, Lighting and Ventilation, Air Conditioning and Safety.

**Module No. 3: Production Planning and Control**

**12**

Meaning and Definition, Characteristics, Objectives, Stages, Scope, and Factors affecting Production Planning and Control. Quality Management - Quality Concepts, Difference between Inspections, Quality Control, Quality Assurances. Total Quality Management- Meaning and Principles of TQM. Quality Control Charts- Meaning and Types of Charts.

**Module No. 4: Inventory Management**

**12**

Inventory Management – Concepts, Classification: Objectives: Factors Affecting Inventory Control Policy. Inventory handling principles and practice. Inventory Management Technique - EOQ Model, ABC Analysis.

**Module 5: Maintenance and Waste Management**

**10**

Introduction – Meaning – Objectives – Types of maintenance and their relative advantages, Maintenance Scheduling, Equipment reliability and Modern Scientific Methods of Maintenance. Waste Management- Meaning and Types of waste, meaning of waste management, methods of waste disposal; Salvage and recovery.

**Skill Development Activities:**

1. Visit any industry and list out the stages of its automation and artificial intelligence with as many details as possible.
2. List out the factors which are important while selecting a plant layout and draw a chart on Plant layout.
3. Draw quality control charts.
4. List out the Functions of Inventory Management in an organization.

**Books for Reference:**

- Ashwathappa K & Sridhar Bhatt: Production & Operations Management, HPH.
- Gondhalekar & Salunkhe: Productivity Techniques, HPH.
- SN Chary, Production & Operations Management, McGraw Hill.
- U. Kachru, Production & Operations Management, Excel Books.
- Alan Muhlemann, John Oaclank and Keith Lockyn, Production & Operations Management, PHI.
- K K Ahuja, Production Management, CBS Publishers.
- S.A. Chunawalla & Patel: Production & Operations Management, HPH.
- Everett E Adam Jr., and Ronald J Ebert, Production & Operations Management, Sage Publishing.
- Dr. L. N. Agarwal and Dr. K.C. Jain, Production Management.
- Thomas E. Morton, Production Operations Management, Southwestern College.

**Name of The Program: Bachelor of Business Administration (BBA)****Course Code: BBA 5.2****Name of the Course: Income Tax – I**

Course Credits	No. of hours per week	Total No. of Teaching hours
4 Credits	4 hours	56 hours

**Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field work etc..****Course Outcomes:** On successful completion of the course, the students will be able to:

- Comprehend the procedure for computation of Total Income and tax liability of an individual.
- Understand the provisions for determining the residential status of an individual.
- Comprehend the meaning of Salary, Perquisites, Profit in lieu of salary, allowances and various retirement benefits.
- Compute the income house property for different categories of house property.
- Comprehend TDS & advances tax Ruling and identify the various deductions under section 80.

Syllabus:	Hours
<b>Module-1: Basic Concepts of Income Tax</b>	<b>08</b>
Introduction – Meaning of tax-, types of taxes and canons of taxation, Important definitions, assessment year, previous year including exceptions, assessee, person, income, casual income, Gross total income, Total income, Agricultural income, Tax Rates (Old and New Regimes). Exempted incomes of individuals under section 10.	
<b>Module -2: Assessment Procedure and Income Tax Authorities</b>	<b>08</b>
Meaning of Assessment - Types of Assessment– Regular Assessment- Self Assessment – Best Judgement Assessment- Summary Assessment – Scrutiny Assessment – Income Escaping Assessment - Permanent Account Number -Meaning, Procedure for obtaining PAN and transactions where quoting of PAN is compulsory. Income Tax Authorities their Powers and functions. CBDT, CIT and AO.	
<b>Module- 3: Residential Status and Incidence of Tax</b>	<b>10</b>
Introduction – Residential status of an individual. Determination of residential status of an individual. Incidence of tax or Scope of Total income. Problems on computation of Gross total Income of an individual (Deductions U/S 80 excluded)	
<b>Module -4: Income from Salary</b>	<b>18</b>
Introduction - Meaning of Salary -Basis of charge Definitions–Salary, allowances, Perquisites, and profits in lieu of salary - Provident Fund - Retirement Benefits – Gratuity, pension and Leave salary. Deductions U/S 16 and Problems on Computation of Taxable Salary.	
<b>Module No.-5: Income from House Property</b>	<b>12</b>
Introduction - Basis of charge - Deemed owners -House property incomes exempt from tax, Vacancy allowance and unrealized rent. Annual Value –Determination of Annual Value- Deductions U/S 24 from Net Annual Value - Problems on Computation of Income from House Property.	

**Skill Development Activities:**

1. Prepare slab rates chart for different Individual assesses (Old Regime).
2. List out any 6 Incomes exempt from tax under section 10 of an Individual.
3. Draw an organization chart of Income Tax Authorities.
4. Prepare the chart of perquisites received by an employee in an organization.
5. Prepare the chart of Computation of Income under House Property.

**Books for References:**

- Mehrotra H.C and T.S.Goyal, Direct taxes, Sahithya Bhavan Publication, Agra.
- Vinod K. Singhanian, Direct Taxes, Taxman Publication Private Ltd, New Delhi.
- Gaur and Narang, Law and practice of Income Tax, Kalyani Publications, Ludhiana.
- Bhagawathi Prasad, Direct Taxes.

**Name of the Program: Bachelor of Business Administration (BBA)****Course Code: BBA 5.3****Name of the Course: Banking Law and Practice**

Course Credits	No. of hours per week	Total No. of Teaching hours
4 Credits	4 hours	56 hours

**Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Casestudies & field work etc.,**

**Course Outcomes:** On successful completion of the course, the students will be able to:

- Understand the legal aspects of banker and customer relationship.
- Open the different types of accounts.
- Describe the various operations of banks.
- Understand the different types of crossing of cheques and endorsement.
- Understanding of different types of E-payments.

<b>Syllabus:</b>	<b>Hours</b>
<b>Module No. 1: Banker and Customer</b>	<b>16</b>
<p>A) Banker and Customer Relationship: Introduction – Meaning of Banker &amp; Customer; General and Special relationships between Banker &amp; Customer, (Rights and Obligations of Banker &amp; Customer).</p> <p>B) Customers and Account Holders: Types of Customer and Account Holders – Procedure and Practice in opening and operating the accounts of different types of customers – Minor, Joint Account Holders, Partnership Firms, Joint Stock Companies, Clubs, Non-Resident Account – NRI &amp; NRE Accounts.</p>	
<b>Module No. 2: Banking Operations.</b>	<b>08</b>
<p>Meaning – Duties and Responsibilities of Collecting Banker, Holder for Value, Holder in Due Course; Statutory Protection to Collecting Banker.</p>	
<b>Module No. 3: Paying Banker</b>	<b>12</b>
<p>Meaning – Precautions – Statutory Protection to the Paying Banker; Cheques – Crossing of Cheques – Types of Crossing; Endorsements - Meaning, Essentials and Kinds of Endorsement; Dishonor of Cheque - Grounds for Dishonor of cheque.</p>	
<b>Module No. 4: Lending Operations</b>	<b>12</b>
<p>Principles of Bank Lending, Kinds of lending - Loans, Cash Credit, Overdraft, Bills Discounting, Letters of Credit. Types of securities and Methods of creation of charge, Secured and Unsecured Advances; Procedure - Housing, Education and Vehicle loan's; Non-Performing Asset (NPA): Meaning, circumstances &amp; impact; Government Regulations on Priority lending for commercial banks.</p>	
<b>Module No. 5: Banking Innovations</b>	<b>8</b>
<p>New technology in Banking – E-services – plastic cards . Internet Banking, ATM based services, ECS, MICR, RTGS, NEFT, DEMAT, IMPS UPI , AADHAR enabled payment system, USSD, E-Valet and application based payment systems, Role of artificial intelligence in banks, Block Chain – Meaning and features.</p>	

**Skill Development Activities:**

1. Collect and paste pay in slip for SB A/c and Current a/c.
2. Draw a specimen of a crossed cheque.
3. List out different types of customers and collect KYC documents required for loan
4. List out various fee-based services offered by a bank in your locality
5. List out application-based payment systems provided by a commercial bank.

**Books for References:**

- Gordon & Natarajan: Banking Theory Law and Practice, HPH.
- Maheshwari. S.N.: Banking Law and Practice, Vikas Publication.
- Kothari N. M: Law and Practice of Banking.
- Tannan M.L: Banking Law and Practice in India, Indian Law House
- S. P Srivastava: Banking Theory & Practice, Anmol Publications.
- Sheldon H.P: Practice and Law of Banking.
- Neelam C Gulati: Principles of Banking Management.
- Dr. Alice Mani: Banking Law and Operation, SB.

**Name of the Program: Bachelor of Business Administration (BBA)****Finance Elective****Course Code: FN1****Name of the Course: Advanced Corporate Financial Management**

<b>Course Credits</b>	<b>No. of hours perweek</b>	<b>Total No. of Teaching hours</b>
<b>3 Credits</b>	<b>4 hours</b>	<b>56 hours</b>

**Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & field worketc.,****Course Outcomes:** On successful completion of the course, the students will be able to:

- Understand and determine the overall cost of capital.
- Comprehend the different advanced capital budgeting techniques.
- Understand the importance of dividend decisions and dividend theories.
- Understand current asset management.

<b>Syllabus:</b>	<b>Hours</b>
<b>Module No. 1: Cost of Capital</b>	<b>12</b>
Cost of Capital: Meaning and Definition – Significance of Cost of Capital – Types of Capital Computation of Cost of Capital – Specific Cost – Cost of Debt – Cost of Preference Share Capital – Cost of Equity Share Capital – Weighted Average Cost of Capital (Book Value and Market Value Weights) – Problems.	
<b>Module No. 2: Capital Structure Theories</b>	<b>08</b>
The Net Income Approach, The Net Operating Income Approach, Traditional Approach and MM Hypothesis – Problems on all the approaches.	
<b>Module No. 3: Risk Analysis in Capital Budgeting</b>	<b>12</b>
Meaning of Risk and Risk Analysis – Types of Risks – Risk and Uncertainty – Techniques of Measuring Risks – Risk adjusted Discount Rate Approach – Certainty Equivalent Approach –Probability Approach - Standard Deviation and Co-efficient of Variation- Theory and Problems. Sensitivity Analysis and Decision Tree Analysis (theory only).	
<b>Module No. 4: Management of Current Assets</b>	<b>14</b>
Introduction – Significance of Current Assets – Meaning of Cash and Cash Management – Objectives, Motives of Holding Cash – Meaning and Definition of Receivables – Cost of Maintaining Receivables – Factors influencing the size of Receivables - Objectives of Receivables Management – Problems on Debtors Turnover Ratio, Average Collection Period, Creditors Turnover Ratio, Average Payment Period. Inventory Management – Meaning and Definition of Inventory – Elements of Inventory- Motives of holding the Inventory – Costs associated with Inventory – Techniques of Inventory Management (Concepts Only)	
<b>Module No. 5: Dividend Decision and Theories</b>	<b>10</b>
Introduction - Dividend Decisions: Meaning - Types of Dividends – Types of Dividends Polices – Significance of Stable Dividend Policy - Determinants of Dividend Policy; Dividend Theories: Theories of Relevance – Walter’s Model and Gordon’s Model and Theory of Irrelevance – The Miller-Modigliani (MM) Hypothesis - Problems.	

**Skill Development Activities:**

1. List any Six inventory techniques.
2. Compute the specific cost and weighted average cost of capital of an organization, with imaginary figures.
3. Prepare imaginary data relating to dividend policies practiced by any two companies.
4. Calculate the different ratios under receivable management using imaginary figures.
5. Compare Net Income Approach and Net Operating Income Approach.

**Books for References:**

- I M Pandey, Financial management, Vikas publications, New Delhi.
- Abrish Guptha, Financial management, Pearson.
- Khan & Jain, Basic Financial Management, TMH, New Delhi.
- S N Maheshwari, Principles of Financial Management, Sulthan Chand & Sons, New Delhi.
- Chandra & Chandra D Bose, Fundamentals of Financial Management, PHI, New Delhi.
- Ravi M Kishore, Financial Management, Taxman Publications
- Prasanna Chandra, Financial Management, Theory and Practice, Tata McGraw Hill.

**Name of the Program: Bachelor of Business Administration (BBA)****Marketing Elective****Course Code: MK 1****Name of the Course: Consumer Behaviour and Market Research**

<b>Course Credits</b>	<b>No. of hours per week</b>	<b>Total No. of Teaching hours</b>
<b>3 Credits</b>	<b>4 hours</b>	<b>56 hours</b>
<b>Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies &amp; field work etc.,</b>		
<b>Course Outcomes:</b> On successful completion of the course, the students will be able to:		
<ul style="list-style-type: none"> <li>a) Understanding of Consumer Behavior towards products, brands, and services.</li> <li>b) Establish the relevance of consumer behavior theories and concepts to marketing decisions.</li> <li>c) Implement appropriate combinations of theories and concepts.</li> <li>d) Understanding of market research process</li> <li>e) Understanding of Data Analysis and reporting in market research.</li> </ul>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module -1: Introduction to Consumer Behavior</b>		<b>12</b>
Introduction to Consumer Behaviour - A managerial & consumer perspective; Need to study Consumer Behaviour; Applications of consumer behaviour knowledge; Models of Consumer Behaviour- Engel-Kollat-Blackwell (EKB) Model, Howard Sheth Model, Nicosia Model; consumer's decision-making process.		
<b>Module -2: Consumer Buying Behaviour</b>		<b>14</b>
Individual determinants - Consumer needs & motivation; personality and self-concept; consumer perception; learning & memory; nature of consumer attitudes; consumer attitude formation and change. Environmental determinants- Cultural influences - Social class - Reference groups and family influences - Opinion leadership and the diffusion of innovations.		
<b>Module-3: Market Research</b>		<b>08</b>
The nature of marketing research and its applications, types of Market Research - Exploratory, Descriptive and Causal; The Market Research process – Defining the problem, Developing the plan, Collection and Analysis of data, Findings and Conclusion.		
<b>Module -4: Data Collection</b>		<b>12</b>
Types of Data- Primary and Secondary Data, Collecting data – Census and Sampling method. Research Methods – Qualitative Research Method – Interview, Focus Group and Observations. Quantitative Research Methods – Survey and Experiment Tools for Data Collection- Questionnaire and Schedules – Difference between questionnaire and Schedules.		
<b>Module -5: Data Visualization, Analysis and Reporting</b>		<b>10</b>
Data Visualisation using excel (bar diagram and pie chart). Preparation of Data Tables for Descriptive Statistics. Data analysis techniques - average, t-test, z-test, Chi-Square, and ANOVA (only meanings). Reports: Types of reports, Layout of reports.		

**Skill Development Activities:**

1. Prepare a diagram showing anyone model of consumer behaviour.
2. Design a questionnaire to collect information on consumer satisfaction on a specific product of your choice
3. Prepare a market survey report with imaginary information.
4. Write a report on the marketing problem faced by an organization.
5. Prepare a chart showing the Diffusion of Innovation

**Books for References:**

- Leon. G. Schiffman & Leslve Lazer Kanuk; Consumer behaviour; 6thEdition; PHI, New Delhi, 2000.
- Suja.R.Nair, Consumer behaviour in Indian perspective, First Edition,Himalaya Publishing House, Mumbai, 2003.
- Batra/Kazmi; Consumer Behaviour.
- David. L. Loudon & Albert J. Bitta; Consumer Behaviour; 4th Edition,Mcgraw Hill, Inc; New Delhi,1993.
- K. Venkatramana, Consumer Behaviour, SHBP.
- Assael Henry; Consumer behaviour and marketing action; Asian Books(P)Ltd, Thomson learning, 6th Edition; 2001.
- Jay D. Lindquist & M. Joseph Sirgy, Shopper, Buyer and ConsumerBehaviour, 2003.
- Blackwell; Consumer Behaviour, 2nd Edition.
- S.A.Chunawalla : Commentary on Consumer Behaviour, HPH.
- Sontakki; Consumer Behaviour, HPH.
- Schiffman; Consumer Behaviour, Pearson Education.

**Name of the Program: Bachelor of Business Administration (BBA)**

**Human Resource Elective**

**Course Code: HRM1**

**Name of the Course: Human Resource Development and Leadership**

<b>COURSE CREDITS</b>	<b>NO. OF HOURS PER WEEK</b>	<b>TOTAL NO. OF TEACHING HOURS</b>
<b>3 CREDITS</b>	<b>4 HOURS</b>	<b>56 HOURS</b>
<b>Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Casestudies &amp; field work etc.,</b>		
<b>Course Outcomes:</b> On successful completion of the course, the students will be able to: a) Understand the need of HRD. b) Comprehend the framework of HRD. c) Understand the models for evaluating the HRD. d) Analyse different leadership styles, types, patterns and functions. e) Demonstrate an understanding of various leadership approaches for effective management of people.		
<b>SYLLABUS:</b>		<b>HOURS</b>
<b>Module No. 1: Introduction to HRD</b>		<b>12</b>
Introduction – Meaning and Definition of HRD, objectives of HRD, Need for HRD, Function of HRD – Development function, Maintenance Function, control function. HRD strategies, Roles & Responsibilities of HRD Manager, Qualities of HRD Manager		
<b>Module No. 2: Training and Development</b>		<b>14</b>
Objectives, Assessing HRD needs, Difference between Training and Development, Method of training (on the job and off the job training), Training Process – Need Assessment, Deriving the instructional objectives, designing the training and development program, Implementation of the Training Program, Evaluation of Training Program. Obstacles to effective training.		
<b>Module No. 3: Evaluating HRD Program</b>		<b>10</b>
Introduction – Models and Frame work of Evaluation, Purpose of HRD evaluation, Data Collection for HRD programs. Career Management & Development – defining career concept, stages of life and career development, process of career management, career development practices and activities, Issues in career development.		
<b>Module No. 4: Leadership from Managerial Perspective</b>		<b>10</b>
Leadership: Nature and Significance of leadership, Qualities of an effective leader, Personal Values and Ethical behaviour in leadership; Leader v/s Manager; Authority v/s Leadership; Formal v/s Informal leadership; Different roles of leaders; Different levels of leadership. Leadership Skills.		
<b>Module No. 5: Leadership Theories and Styles</b>		<b>10</b>
Leadership Theories – Great man Theory, Trait Theory, Situational Leadership Theory, Transactional Leadership, Transformational Leadership Theory, Blake and Mouton’s Managerial Grid. Leadership styles: a) Autocratic leadership, b) Bureaucratic leadership, c) Democratic leadership, d) Laissez faire leadership e) Transformational Leadership, f) Charismatic Leadership - merits and demerits of each leadership style.		

**Skill Development Activities:**

1. Prepare a training schedule for a company with imaginary details.
2. List the role and responsibilities of HR trainer.
- 3 Draw managerial grid as given by Blake and Mouton.
4. List the possible challenges for career development for Women.
5. List out the traits of an autocratic leader.

**Books for References:**

- Werner & Desimone, Human Resource Development, Cengage Learning.
- William E. Blank, Handbook for Developing Competency Based Training Programmes, Prentice - Hall, New Jersey
- Uday Kumar Haldar, Human Resource Development, Oxford University Press.
- Srinivas Kandula, Strategic Human Resource Development, PHI Learning.
- Nadler, Leonard: Corporate Human Resource Development, Van Nostrand Reinhold, ASTD, New York.
- Rao, T.V and Pareek, Udai: Designing and Managing Human Resource Systems, Oxford IBH Pub. Pvt. Ltd., New Delhi, 2005.
- Rao, T.V: Readings in HRD, Oxford IBH Pub. Pvt. Ltd., New Delhi, 2004.
- Viramani, B.R and Seth, Parmila: Evaluating Management Development, Vision Books, New Delhi.
- Drucker Foundation (Ed.), Leading Beyond the Walls, San Francisco: Jossey Bass. 10. Al Gini and Ronald M. Green, Virtues of Outstanding Leaders: Leadership and Character, John Wiley & Sons Inc.
- S Balasubramanian, The Art of Business Leadership – Indian Experiences, Sage Publications.
- Gary Yukl and Nishant Uppal, Leadership in Organisation, Eight Edition, Pearson Publication.
- 13. Andrew Durbin , Leadership -Research findings, practice and skills , biztantra

**Name of the Program: Bachelor of Business Administration (BBA)****Business Data Analytics Elective****Course Code: BDA 1****Name of the Course: Financial Analytics**

<b>Course Credits</b>	<b>No. of hours perweek</b>	<b>Total No. of Teaching hours</b>
<b>3 credits</b>	<b>4 hours</b>	<b>56 hours</b>

**Pedagogy: Classroom lectures, tutorials, Group discussion, Seminar, Case studies & fieldwork etc.**

**Course Outcomes:** On successful completion student will demonstrate:

- Analyze and model financial data.
- Access the different open-source domains.
- Evaluate and build model on time series data.
- Execute the statistical analysis using python.

<b>Syllabus:</b>	<b>Hours</b>
<b>Module No. 1: Introduction to Financial Analytics</b>	<b>08</b>
Introduction: Meaning-Importance of Financial Analytics Uses-Features-Documents used in Financial Analytics: Time value of money – Discounted and Non-discounted (computation using Excel).	
<b>Module No. 2: Access to Financial Data Using Latest Technology</b>	<b>10</b>
Public domain data base (RBI, BSE, NSE, Google finance), Prowess, downloading data from NSE and Yahoo finance. IMF and World Bank data base, Kaggle, Bloomberg, FINTECH companies (ROBO, ALGO trade).	
<b>Module No. 3: Introduction to Time Series Modeling</b>	<b>12</b>
Meaning of Data- types of data- time series, panel, cross sectional-components of Time series data. Simple time series concepts – moving average, exponential moving, WMA (Theory and Practices), data - differencing, logarithm, lagging, stationary v/s nonstationary data (detailed explanation with examples) computing return series data (simple returns and logarithmreturns) (using Excel).	
<b>Module No. 4: Introduction to Python</b>	<b>12</b>
Installation of Python, types of data and structures, basic analysis using NUMPY and PANDAS (financial examples), and data preparation for time series data.	
<b>Module No. 5: Python for Finance</b>	<b>14</b>
Descriptive statistics, Time series graphs in Python, understanding between correlation and covariance, basics of regression and its assumptions, Stationary and non-stationary data, basics of Time series using Python. Credit default using binary logistic regression.	

**Skill Development Activities:**

1. Explain the Different types of trends in time series data.
2. Explain the assumptions of regressions.
3. List out public domain database.
4. List out recent FINTECH companies.

**Books for References:**

- Python for finance: Yves hil pisces
- Hands on Data analysis with Pandas: Stefanie molin.
- Hands on Python for finance, Krish Naik, Packt
- Python For Finance, Yuxing Yan, Packt
- Mastering Python for Finance, James Ma Weiming ,Pack Publishing
- Financial Reporting and Financial Statement Analysis, M Hanif , A Mukherjee, McGraw Hill
- Haskell Financial Data Modelling and Predictive Analytics, Pavel Ryzhov, PACKT

**Name of the Program: Bachelor of Business Administration (B B A)**

**Logistics And Supply Chain Management Elective**

**Course Code: BBA SCM 1**

**Name of the Course: Fundamentals of Supply Chain Management**

<b>Course credits</b>	<b>No. of hours per week</b>	<b>Total no. Of teaching hours</b>
<b>3 credits</b>	<b>4 hours</b>	<b>56 hours</b>
<b>Pedagogy: Classroom lectures, Case studies, Group discussion, Seminar &amp; field work etc.</b>		
<b>Course Outcomes:</b> On successful completion of the course, the students will be able to		
<ul style="list-style-type: none"> <li>a) Understand the fundamentals of Logistics and Supply Chain Management</li> <li>b) Comprehend the relationship between competitive strategies and supply chain strategies</li> <li>c) Analyse the latest trends and challenges in the field of Logistics and Supply chain management</li> <li>d) Understand the best practices in SCM</li> </ul>		
<b>SYLLABUS:</b>		<b>HOURS</b>
<b>Module: 1 Introduction to Supply Chain Management:</b>		<b>14</b>
Concept of Supply Chain and Supply Chain Management, Importance of SCM, Focus areas in Supply Chain Management, Functions of SCM, Decision phases in Supply chain Management, Process view of Supply Chain - Cycle view and push-pull view, Drivers of SCM, Enablers in Supply Chain Management, Concepts of Integrated supply chains, Autonomous Supply Chain. Supply chain model and Value chain model; Supply Chain trends and challenges in India		
<b>Module: 2 Introduction to Logistics Management:</b>		<b>12</b>
Meaning of logistics and Logistics Management, Logistics management and Supply Chain management, Elements of Logistic Management, Types of Logistics; Seven R's of Logistics; Key Players in Logistics; Benefits of Logistics; Role of Logistics in Supply Chain; Role of Government in Logistics.		
<b>Module: 3 Demand Management in Supply Chain</b>		<b>10</b>
Concept of demand in SCM, Types of demand, Role of demand forecasting in supply chain, Forecasting methods, Basic approach to Demand Forecasting; Collaborative planning, forecasting and replenishment (CPFR), Aggregate Planning in a Supply Chain, CODP( Customer order decoupling point) – Concepts only		
<b>Module: 4 Operations management in Supply chain</b>		<b>10</b>
<p><b>Role of production in Business;</b> Concepts of Mass production, Lean manufacturing, Agile manufacturing, Quick Response manufacturing; Differences between Mass production and Lean production;</p> <p><b>Key concepts in Lean manufacturing,</b> Basic elements of Lean manufacturing, Benefits of Lean manufacturing (case study Toyota Production System) Lean manufacturing and Supply chain management.</p>		
<b>Module: 5 Strategic Fit in Supply Chain Management</b>		<b>10</b>
Competitive Strategies and Supply chain Strategies- Strategic Fit between competitive strategy and supply chain strategy, Steps in achieving strategic fit, Obstacles to achieving Strategic Fit.		

**Skill Development Activities:**

1. Draw a flow chart showing the basic supply chain and extended supply chain for a FMCG Company
2. Draw a chart showing the Cycle view of supply chain
3. Discuss the case of the Dabba walas of Mumbai and their supply chain success story
4. Study the Toyota Production system and highlight their special SCM practices.
5. Discuss the risks in the management of the supply chain.

**Books for Reference:**

- Sunil Chopra & Peter Meindl, Supply Chain Management-Strategy, Planning and Operation, PHI
- R.B. Handfield and E.L. Nichols, Jr. Introduction to Supply Chain Management. Prentice Hall, 1999.
- Dr.R.P. Mohanty & Dr.S.G. Deshmukh, Essentials of Supply Chain Management, Jaico Publishing House
- D.K. Agarwal, Supply Chain Management- Strategy, Cases and Best Practices, Cengage
- David Simchi-Levi, Philip Kaminsky, Edith Simchi-Levi, Designing & Managing the Supply Chain, McGraw Hill
- Rahul V Altekar, Supply Chain Management–Concepts and Cases, PHI
- Sridhara Bhat, Supply Chain Management, HPH
- Milind M Oka, Supply Chain Management, Everest Publishing House.
- Donald. J. Bowersox & Donald. J. Closs, Logistical Management-The integrated Supply Chain Process, TATA Mc-Graw Hill

**Name of the Program: Bachelor of Business Administration (BBA)**

**Course Code: BBA 5.6(A) Vocational**

**Name of the Course: INFORMATION TECHNOLOGY FOR BUSINESS**

<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>4 Hrs.</b>	<b>56 Hrs.</b>

**Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies.**

**Course Outcomes: On successful completion Student will demonstrate ;**

- a) Understand the fundamentals of information technology
- b) Understand usage of information science in business.
- c) Learn core concepts of Database Management systems
- d) Understanding the usage of MS Excel in Business.
- e) Awareness about latest trends in IT.

<b>Syllabus</b>	<b>Hours</b>
<b>Module No. 1: Information Technology and Information System</b>	<b>10</b>
Introduction to IT, Introduction to IS, Difference between IS and IT, Need for Information System, Information Systems in the Enterprise, Impact of Information Technology on Business (Business Data Processing, Intra and Inter Organizational communication using network technology, Business process and Knowledge process outsourcing), Managers and Activities in IS, Importance of Information systems in decision making and strategy building, Information systems and subsystems.	
<b>Module No. 2: Subsystems of Information System</b>	<b>12</b>
Transaction Processing Systems (TPS), Management Information System (MIS), Decision Support Systems (DSS), Group Decision Support System (GDSS), Executive Information System (EIS), Expert System (ES), Features, Process, advantages and Disadvantages, Role of these systems in Decision making process.	
<b>Module No. 3: Database Management System</b>	<b>14</b>
Introduction to Data and Information, Database, Types of Database models, Introduction to DBMS, Difference between file management systems and DBMS, Advantages and Disadvantages of DBMS, Data warehousing, Data mining, Application of DBMS, Introduction to MS Access, Create Database, Create Table, Adding Data, Forms in MS Access, Reports in MS Access.	
<b>Module No. 4: Microsoft Excel in Business</b>	<b>14</b>
Introduction to MS Excel, features of MS Excel, Cell reference, Format cells, Data Validation, Protecting Sheets, Data Analysis in Excel: Sort, Filter, Conditional Formatting, Preparing Charts, Pivot Table, What if Analysis (Goal Seek, Scenario manager), Financial Functions: NPV, PMT, PV, FV, Rate, IRR, DB, SLN, SYD. <b>Logical Functions:</b> IF, AND, OR, Lookup Functions: V Lookup, H Lookup, Mathematical Functions, and Text Functions.	
<b>Module No. 5: Recent Trends in IT</b>	<b>05</b>
Virtualization, Cloud computing, Grid Computing, Internet of Things, Green Marketing, Artificial Intelligence, Machine Learning.	

**Skill Developments Activities:**

1. Steps in Creating Database Tables, Forms and Reports in MS Access.
2. Steps in Creating different types of charts in MS Excel
3. Steps in Creating What if analysis in Excel
4. Steps in summarizing data using Pivot Table
5. Steps to create V Lookup and H Lookup functions
6. List the financial functions with syntax and examples.
7. Steps in validating Data in Ms Excel
8. Steps in creating Conditional Formatting in Excel.

**Books for Reference:**

- Lauaon Kenneth & Landon Jane, "Management Information Systems: Managing the Digital firm", Eighth edition, PHI, 2004.
- Uma G. Gupta, "Management Information Systems – A Management Prespective", Galgotia publications Pvt., Ltd., 1998.
- Louis Rosenfel and Peter Morville, "Information Architecture for the World wide Web", O'Reilly Associates, 2002.
- C. S. V. Murthy: Management Information Systems, HPH
- Steven Alter, "Information Systems – A Management Perspective", Pearson Education, 2001.
- Uma Gupta, "Information Systems – Success in 21st Century", Prentice Hall of India, 2000.
- Robert G. Murdick, Joel E. Ross and James R. Claggett, "Information Systems for Modern Management", PHI, 1994.
- Introduction to Database Systems, CJ Date, Pearson
- Database Management Systems, Raghurama Krishnan, Johannes Gehrke, TATA McGrawHill 3rd Edition.
- The Database Systems – The Complete Book, H G Molina, J D Ullman, J Widom Pearson
- Database Systems design, Implementation, and Management, Peter Rob & Carlos Coronel 7th Edition.
- Fundamentals of Database Systems, Elmasri Navrate Pearson Education
- Introduction to Database Systems, C.J.Date Pearson Education
- Microsoft Access 2013 Step by Step by Cox, Joyce, Lambert, Joan.
- Excel 2019 All-In-One: Master the new features of Excel 2019 / Office 365 (English Edition) by Lokesh Lalwani
- Microsoft Excel 2016 - Data Analysis and Business Modeling by Wayne L. Winston (Author)

Name of the Program: Bachelor of Business Administration (BBA)		
Course Code: BBA 5.6 (B) Vocational		
Name of the Course: Digital Marketing		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.
<b>Pedagogy: Classrooms lecture, Case studies, Tutorial Classes, Group discussions, Seminar &amp; field work etc.,</b>		
<b>Course Outcomes: On successful completion of the course, the students' will be able to</b>		
<ul style="list-style-type: none"> <li>a) Gain knowledge on Digital Marketing , Email marketing and Content marketing.</li> <li>b) Understand Search Engine Optimization tools and techniques</li> <li>c) Gain skills on creation of Google AdWords &amp; Google AdSense</li> <li>d) Gain knowledge on Social Media Marketing and Web Analytics.</li> <li>e) Gain knowledge on YouTube Advertising &amp; Conversions.</li> </ul>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: Introduction to Digital Marketing</b>		<b>12</b>
Introduction - Meaning of Digital Marketing, Need for Digital Marketing, Digital Marketing Platforms. Digital Marketing students, professional and Business Email Marketing :Importance of e-mail marketing, e-mail Marketing platforms, Creating e-mailers, Creating a Contact Management and Segmentation Strategy, Understanding e-mail Deliverability & Tracking e-mails, How to create Effective & Unique e-mail Content, Outlining the Design of Your Marketing e-mails, Open rates and CTR of e-mail, Drive leads from e-mail, What are opt-in lists , Develop Relationships with Lead Nurturing & Automation Content Marketing: Understanding Content Marketing, Generating Content Ideas, Planning a Long-Term Content Strategy, Building a Content Creation Framework, Becoming an Effective Writer , Extending the Value of Your Content through Repurposing, How to Effectively Promote Content, Measuring and Analyzing Your Content.		
<b>Module No. 2: Search Engine Optimization (SEO)</b>		<b>10</b>
Search Engine Optimization (SEO):Meaning of SEO, Importance and Its Growth in recent years, Ecosystem of a search Engine, kinds of traffic, Keyword Research & Analysis (Free and Paid tool & Extension), Recent Google Updates & How Google Algorithms works On Page Optimization (OPO), Off-Page Optimization Misc SEO Tools: Google Webmaster Tools, Site Map Creators, Browser-based analysis tools, Page Rank tools, Pinging & indexing tools, Dead links identification tools, Open site explorer, Domain information/who is tools, Quick sprout, Google My Business.		
<b>Module No. 3: Google AdWords &amp; Google AdSense</b>		<b>12</b>
<p>Google AdWords: Google Ad-Words Fundamentals, Google AdWords Account Structure, Key terminologies in Google AdWords, How to Create an AdWords account, Different Types of AdWords and its Campaign &amp; Ads creation process, Ad approval process, Keyword Match types , Keyword targeting &amp; selection (Keyword planner), Display Planner, Different types of extensions , Creating location extensions, Creating call extensions, Create Review extensions, Bidding techniques – Manual / Auto , Demographic Targeting / Bidding, CPC-based, CPA based &amp; CPM-based accounts., Google Analytics Individual Qualification (GAIQ).</p> <p>Google AdSense: Understanding ad networks and AdSense's limitations, Learning which situations are best for using AdSense, Setting up an AdSense account, Creating new ad units, Displaying ads on a website, Configuring channels and ad styles, Allowing and blocking ads , Reviewing the AdSense dashboard, Running AdSense reports and custom reports, Exporting data, Reviewing payee and account settings.</p>		

<b>Module No. 4: Social Media Marketing (SMM) &amp; Web Analytics</b>	<b>12</b>
Social Media Marketing (SMM) Facebook Marketing, Twitter Marketing, LinkedIn Marketing, Google plus Marketing, YouTube Marketing, Pinterest Marketing, Snapchat Marketing, Instagram Marketing, Social Media Automation Tools, Social Media Ad Specs The ROI in Social Media Marketing, Tools and Dashboards, Reputation management Web Analytics: The need & importance of Web Analytics, Introducing Google Analytics, The Google Analytics layout , Basic Reporting, Basic Campaign and Conversion Tracking, Google Tag Manager, Social Media Analytics, Social CRM & Analytics, Other Web analytics tools, Making better decisions, Common mistakes analysts make.	
<b>Module No. 5: YouTube Advertising (Video Ads) &amp; Conversions</b>	<b>10</b>
YouTube Advertising (Video Ads): YouTube advertising? ,Why should one advertise on YouTube? , Creating YouTube campaigns, Choose the audience for video ads, Instream ads, In video ads, In-search ads, In-display ads, Measuring your YouTube ad performance, Drive leads and sales from YouTube ads Conversions: Understanding Conversion Tracking, Types of Conversions, Setting up Conversion Tracking, Optimizing Conversions, Track offline conversions, Analyzing conversion data, Conversion optimizer.	

**Skill Development Activities:**

1. Explain the key digital marketing activities needed for competitive success.
2. Examine the concept of Digital Media and benefits to be derived.
3. Recognise the core features of CRM and retention programmes
4. Identify the metrics used in digital marketing.
5. Organise how we can limit the marketing materials we get through e-mail.

**Books for Reference:**

- Understanding DIGITAL Marketing, Marketing strategies for engaging the digital generation  
Damian Ryan & Calvin Jones
- The Art of Digital Marketing: The Definitive Guide to Creating Strategic by Ian Dodson
- Internet Marketing: a practical approach By Alan Charlesworth
- Social Media Marketing: A Strategic Approach By Melissa Barker, Donald I. Barker, Nicholas
- F. Bormann, Krista E Neher