Faculty of Management Studies
Bachelor of Business Administration (Semester - IV)
In Effect from Academic Year 2023-24

Branch Name:	Management
Program Code:	MS101
Course Title:	Strategic Management
Course Code:	14-BAM208-2C
Pre-requisite Course:	Strategic Management, PEST Analysis, Strategic Groups, Strategic Changes

Course Objectives:

1. To understand the concepts & familiarity with the basics of strategy planning
2. To understand the complete process of strategic management- Planning, implementation and control
3. To comprehend various models of strategic choice.
4. To identify and understand different types of strategy and its applicability in corporate world.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				**Evaluation Scheme (Marks)**				
Lecture (L)	**Tutorial (T)**	**Practical (P)**	**Credit**	**Theory (Marks)**		**Practical (Marks)**		**Total (Marks)**
				University Assessment	**Continuous Assessment**	**University Assessment**	**Continuous Assessment**	
4	-	-	4	50	50	-	-	100

Course Contents:

Unit No	Topic	Total Hours	Weightage (%)
1	**Strategy**: concept, role and basic framework; Strategic planning, process of strategy and decision making, business and corporate strategies, development of strategic ideas, Overview of Strategic Management, Traditional approaches of Strategy, Levels of Strategy, Scope and importance of Strategic management	15	25%
2	**Business Environment**: External analysis, Competitive dynamics, Dynamic Competition: Hyper competition, and Competitor Analysis Resource based view, Competitive advantages, Segmentation and Strategic Groups, PEST analysis, Porter Analysis, Environmental Scanning, Environmental Threat and Opportunity Profile	15	25%
3	**Diversification strategy**: Meaning, objective, competitive advantage; Cost and differentiation strategy, Innovation, Balanced Scorecard, Strategic Choice: Concept, Process of Strategic Choice, BCG Matrix, GE Nine Cell Matrix,	15	25%
4	**Strategic Implementation**: The process of strategy implementation, resource allocation – Strategy and structure –Supportive culture – Implementing strategies in functional areas Strategic evaluation and control: Evaluation of strategy and strategic control, Evaluation process, Strategic control process, Types of external controls, Managing Strategic Change.	15	25%
	Total Hours	60	100%

Text Books:

- Gupta, Gollakota and Srinivasan, Business Policy and Strategic Management –Concepts and Applications, PHI, New Delhi.
- Kazmi, Azhar, Strategic Management and Business Policy, Tata McGraw Hill Publishing Company Ltd., New Delhi
- R.M.Srivastava: Business Policy & Strategic Management, Himalaya Publication.
- Barnard Taylor and John R.Sparket: Corporate Strategy & Planning
- Strategic Management, A Dynamic Perspective -Concepts and Cases – Mason A. Carpenter, Wm. Gerard Sanders, Prashant Salwan, Published by Dorling Kindersley (India) Pvt Ltd, Licensees of Pearson Education in south Asia

Reference Books:

- Pearce and Robinson, Strategic Management–Formulation, Implementation and Control, McGraw Hill Publishing, New Delhi.
- Y.N.Chang & Filemon: Business Policy and Strategy, Goodyear Publishers

List of Open-Source Software/learning website:

- https://onlinecourses.nptel.ac.in
- https://archive.nptel.ac.in/courses/110/108/110108047

Course Learning Outcomes (CLO):

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

1. Students will possess a solid comprehension of strategic planning fundamentals. They will demonstrate familiarity with essential concepts, frameworks, and principals involved in devising strategic plans for organizations.
2. Students will demonstrate a deep understanding of strategic planning methodologies, the nuances of effective implementation strategies, and the mechanisms involved in controlling and evaluating strategic initiatives. Students will be adept at applying these concepts to real-world scenarios, showcasing the ability to develop, execute, and monitor strategic plans
3. Students will demonstrate a comprehensive understanding of diverse models and frameworks related to strategic choice. They will be able to evaluate, analyze, and apply these models in different business contexts, effectively interpreting and justifying strategic decisions.
4. Upon completion of this course, students will possess the ability to recognize and comprehend various types of strategies employed in the corporate landscape. They will adeptly differentiate between different strategic approaches, including but not limited to differentiation, cost leadership, innovation, growth, and alliance strategies.

Mapping of CLO with PO and PSO

Course Learning Outcomes	Program Outcomes (POs)							Program Specific Outcomes (PSOs)
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1
CLO1		L			M			L
CLO2	H			H		M		H
CLO3			M				L	M
CLO4					L			

H: High, M: Medium, L: Low

Faculty of Management Studies
Bachelor of Business Administration (Semester - IV)
In Effect from Academic Year 2023-24

Branch Name:	Management
Program Code:	MS101
Course Title:	Business Ethics
Course Code:	14-BAM209-2C
Pre-requisite Course:	Ethics, Corporate, Governance, Business

Course Objectives:

1. To enable students to recognize and analyze ethical dilemmas and issues that arise in business settings, encouraging critical thinking and ethical decision-making.
2. To explore the concept of CSR and its significance in business, emphasizing the responsibilities that organizations have toward stakeholders and society.
3. To examine ethical considerations in various business functions, including marketing, finance, human resources, and operations, aiming to develop an understanding of ethical behavior in each area.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
				Theory (Marks)		Practical (Marks)		
Lecture (L)	Tutorial (T)	Practical (P)	Credit	University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	Total (Marks)
4	-	-	4	50	50	-	-	100

Course Contents:

Unit No	Topic	Total Hours	Weightage (%)
1	Introduction to Business Ethics: Introduction, Ethics and Morals, Business Ethics, Need for Business Ethics, Benefits of Business Ethics, Principles of Business Ethics, Factors affecting Business Ethics, The three components of business-Economics, Legal and Ethical Organisational Ethics Introduction, Ethical Corporate Behaviour, Development of ethical corporate behaviour, Ethical Leadership, Ethical Decision Making, Ethical Dilemmas in Organisation, Social Responsibility of Business	15	25%
2	Workplace Ethics: Introduction, Factors Influencing Ethical Behaviour at work Ethical Issue: Business Relationships, Conflicts of Interest, Fairness and Honesty, Communications, Discrimination, Harassment, Importance of ethical Behaviour at workplace	15	25%
3	Ethical Issues in the Functional Area Introduction, Ethics in functional area, Ethics in Marketing, Ethics in Finance, HR, Production and Information	15	25%

	Technology: Introduction, Potential Conflicts, Creating ethical Environmental Ethics, Gender Ethics		
4	Overview of CSR and Corporate Governance: Evolution, Need for CSR; theoretical perspectives; Corporate citizenship; business practices; strategies for CSR; challenges and implementation; Evolution of corporate governance; Governance practices and regulation; structure and development of boards; role of capital market and government; Governance ratings; future of Governance – Innovative practices; Good corporate governance.	**15**	**25%**
	Total Hours	**60**	**100%**

Text Books:

- Business Ethics and Corporate Governance: B.N. Ghosh- McGraw-Hill

Reference Books:

- Subhas Palekar, 2000, How to practice Natural Farming, Pracheen(Vaidik) Krishi Tantra Shodh, Amravati.
- A.N. Tripathy, 2003, Human Values, New Age International Publishers.

List of Open-Source Software/learning website:

- https://swayam.gov.in/
- https://nptel.ac.in/

Course Learning Outcomes (CLO):

4. Students will develop the ability to make reasoned and ethical decisions in complex business scenarios, considering multiple perspectives and stakeholder interests.
5. Gain an understanding of corporate social responsibility and the ability to evaluate and implement strategies that address stakeholders' diverse interests ethically.
6. Analyze and assess the ethical implications of various business practices, understanding the consequences of ethical and unethical behavior on businesses and society.

Mapping of CLO with PO and PSO

Course Learning Outcomes	**Program Outcomes (POs)**							**Program Specific Outcomes (PSOs)**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PSO1**
CLO1		L				M		L
CLO2	H			L				
CLO3			M				L	H
CLO4					H			M

H: High, M: Medium, L: Low

Faculty of Management Studies
Bachelor of Business Administration (Semester - IV)
In Effect from Academic Year 2023-24

Branch Name:	Management
Program Code:	MS101
Course Title:	Management Accounting
Course Code:	14-BAM210-2C
Pre-requisite Course:	Accounts, Cost Volume analysis, Budget, Decision making

Course Objectives:

1. This course helps in planning and formulation of future policies.
2. It helps in the interpretation of financial information, helps in controlling performance.
3. It also helps in the solution of strategic business problems, helps in coordinating operations, helps in motivating employees, communicating up-to date information,
4. It also helps in evaluating the efficiency and effectiveness of policies.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)		Practical (Marks)		Total (Marks)
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	-	-	4	50	50	-	-	100

Course Contents:

Unit No	Topic	Total Hours	Weightage (%)
1	**Introduction To Management Accounting**: Meaning, Definition, Characteristics, Scope, and Functions of Management Accounting **Cost Volume Profit Analysis:** Introduction, Objectives, Assumptions and Limitations of Cost Volume-Profit Analysis, Marginal Costing and Absorption Costing Examples: Break-Even analysis, Profit Volume Ratio, Variable Cost Ratio, Margin of Safety, Desire Income Level	15	25%
2	**Budgets and Budgetary Control:** Introduction, Definitions, Characteristics, Objectives, Advantages and Limitations of Budget and Budgetary Control, Procedure for Budget Formulation, Zero Base Budget **Examples:** Sales Budget, Production Budget, Raw Material Requirement Budget, Purchase Budget, Flexible Budget	15	25%
3	**Decision Making:** Meaning of Marginal Costs, Relevant Costa, Differential Costs, Sunk Costs and Opportunity Cost **Examples:** Decision Making on Make or Buy, Lease or Buy, Determining the Optimum Product-Mix, Equipment Replacement, Acceptance of an Offer at a Lower Selling Price, Dropping a Product, Close Down Business Activities, Introducing New Product	15	25%

4	**Responsibility Accounting (Theory Only):** Introduction, Definitions, Requirements, Essentials of Effectiveness, Advantages and Limitations of Responsibility Accounting, Types of Responsibility Centres, Transfer Price	**15**	**25%**
	Total Hours	**60**	**100%**

Text Books:

- Cost and Management Accounting: Principles & Practice by M. N. Arora, Vikas Publishing House
- Cost and Management Accounting by Ravi M. Kishore, Taxman Publication

Reference Books:

- Cost and Management Accounting by Nigam and Sharma, Himalaya Publishing House Pvt. Ltd
- Cost Accounting by J. Made Goda, Himalaya Publishing House
- Problems And Solution In Adv Accounting, S. N. Maheshwari and S. K. Maheshwari, Vikas Publishing House

List of Open-Source Software/learning website:

- https://swayam.gov.in/
- https://nptel.ac.in/

Course Learning Outcomes (CLO):

1. With the help of the course student understands planning and formulation of future policies.
2. Student will interpret financial information, helps in controlling performance.
3. Student will learn how to solve strategic business problems, helps in coordinating operations, helps in motivating employees, communicating up-to date information,
4. Student will learn evaluating the efficiency and effectiveness of policies.

Mapping of CLO with PO and PSO

Course Learning Outcomes	Program Outcomes (POs)							Program Specific Outcomes (PSOs)
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1
CLO1	H			L				L
CLO2		L					L	H
CLO3			M		H			
CLO4						M		M

H: High, M: Medium, L: Low

Branch Name:	Marketing Management
Program Code:	MS101
Course Title:	Fundamental of Marketing Management
Course Code:	14-BAE253-2C
Pre-requisite Course:	Marketing Management, Segmentation, Consumer behaviour, Advertising

Course Objectives:

1. To familiarize students with the marketing management
2. To equip the students with understanding of the Marketing Mix elements and sensitize them to certain emerging issues in Marketing.
3. Understand consumers' requirements and their behaviors.
4. Develop effective marketing strategies to achieve organizational objectives

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
				Theory (Marks)		Practical (Marks)		
Lecture (L)	Tutorial (T)	Practical (P)	Credit	University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	Total (Marks)
4	-	-	4	50	50	-	-	100

Course Contents:

Unit No	Topic	Total Hours	Weightage (%)
1	**Marketing Concept:** Definitions Nature and Scope of Marketing, customer needs, wants and demand. Various Marketing Concepts: production, product, selling, marketing and societal marketing, Analysing marketing environment: micro, macro environment	**15**	**25%**
2	**Product & Pricing:** **Product** definition, new product development process, and product life cycle, Segmentation, Target, Positioning, branding, packaging and labeling decisions, product-mix, product-line, **Product Pricing**-Concept, nature and scope of product pricing decisions, objectives and strategies of Pricing.	**15**	**25%**
3	**Consumer Behaviour:** Concept of consumer behaviour, buying motives, study of consumer behaviour and motivational research – its types, nature, scope and role, factors influencing consumer behavior	**15**	**25%**
4	**Promotion Mix:** **Promotion Mix:** Advertising: Advertising Objectives, AIDA model, Promotion: Sales, Kinds of promotion, Tools and Techniques of sales promotion, Push-pull strategies of promotion, Personal Selling: Concept, Features, Functions, Steps/process involved in Personal Selling. **CRM:** Meaning, Relationship Marketing Vs. Relationship Management, Significance of Customer Relationship Management Marketing- Green Marketing, Agile Marketing	**15**	**25%**

		Total Hours	**60**	**100%**

Text Books:

- Kotler,P., Keller, K.L. Koshy, A. and Jha, M., Marketing Management: A South Asian Perspective, Pearson Education.
- Etzel, M., Walker, B., Stanton, W. and Pandit, A Marketing Management, Tata McGraw Hill.
- Ramaswamy, V.S and Namakumari, S. Marketing Management: Global Perspective Indian Context, Macmillan Publishers India Ltd.
- Saxena, Rajan, Marketing Management, Fourth Edition, Tata McGraw Hill Education Pvt. Ltd.

Reference Books:

- Marketing Management - Ramaswamy V. S. & Namakumari S, 6/e, Sage Publication India Pvt Ltd., 2018.
  Kumar, A & Meenakshi, N. Marketing Management (Latest Edition) New Delhi; Vikas Publishing House.
- TapanPanda: Marketing Management, (Excel Books).

List of Open-Source Software/learning website:

- https://archive.nptel.ac.in/courses/110/104/110104068/
- https://onlinecourses.nptel.ac.in/noc22_mg57/preview

Course Learning Outcomes (CLO):

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

1. Student will demonstrate a robust understanding of key marketing concepts, including market analysis, segmentation, targeting, positioning, and the marketing mix (product, price, place, promotion)..
2. Students will possess a comprehensive understanding of the Marketing Mix elements—product, price, place, and promotion—and their interplay in creating effective marketing strategies.
3. Students will demonstrate a comprehensive understanding of consumer requirements and behaviors. They will be able to analyse factors influencing consumer decision-making processes, including psychological, social, cultural, and situational determinants.
4. Students will possess the ability to develop comprehensive and effective marketing strategies aligned with organizational objectives. They will demonstrate proficiency in analysing market trends, assessing competitive landscapes, and leveraging consumer insights to design and implement strategic marketing plans.

Mapping of CLO with PO and PSO

Course Learning Outcomes	Program Outcomes (POs)							Program Specific Outcomes (PSOs)
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1
CLO1		L						L
CLO2	H			M	L		M	
CLO3			M			H		H
CLO4								M

H: High, M: Medium, L: Low

Faculty of Management Studies
Bachelor of Business Administration (Semester -IV)
In Effect from Academic Year 2023-24

Branch Name:	Management
Program Code:	MS101
Course Title:	Fundamental of Financial Management
Course Code:	14-BAE254-2C
Pre-requisite Course:	Financial Decisions, Financial system, budgeting, capitalisation

Course Objectives:

1. To make students understand about the different functions and decision of financial management
2. To make students understand about the Indian Financial system.
3. This will help student to understand financial planning
4. This will help student to know about the budgeting and different cash flow techniques

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)		Practical (Marks)		Total (Marks)
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	-	-	4	50	50	-	-	100

Course Contents:

Unit No	Topic	Total Hours	Weightage (%)
1	**Financial Management: An Overview (Only Theory):** Concept, Meaning, Scope & Importance. **Finance Functions:** Executive Functions Financial Decisions: Investment Decisions, Financing Decisions Dividend Decisions, Routine Finance Functions, Risk Return Trade Off. Goals of Finance Management: Profit Maximization, Wealth Maximization, Position of Finance Function in India Companies	**15**	**25%**
2	**Introduction to Indian Financial System & Corporate Financing (Only Theory):** Overview of Indian Financial System Financial Markets, Functions of Financial system, Capital Market – Concept, Structure, Players in The Market, Stock Market Intermediaries. Money Market - Concept, Instruments - Treasury Bills, Certificate of Deposits, Call Money Market. Sources of Long-term Instruments – Equity Shares, Preference shares and Debentures, Term Loans	**15**	**25%**
3	**Financial Planning & Capitalization (Only Theory):** Financial Planning: Meaning, Characteristics, Factors affecting Financial Planning, Limitations. Capitalization: Meaning, Theories of Capitalization- Cost & Earning Theory,	**15**	**25%**

	Overcapitalization & Undercapitalization: Meaning, Causes, Effects & Remedies		
4	**Capital Budgeting [Theory 20% and Examples 80%]** Basics of Capital Budgeting: Meaning, Features, Significance, Types, Process, Rationale, Factors. Appraisal Methods: Accounting Rate of Return Technique, Payback Period Technique, Discounted Cash Flow Techniques: NPV, IRR, PI, Estimation of Benefits (Cash Flow) Under Each Technique **NOTES:** **(1) Examples should be based only on SLM methods of depreciation.** **(2) Examples related to Replacement decisions are not covered.**	**15**	**25%**
	Total Hours	**60**	**100%**

Text Books:

- Financial Management by P.V. Kulkarni & B.G. Satyaprasad, Himalaya Publishing House, Bombay
- Financial Management-Principles & Practice by S. N. Maheshwari, Sultan Chand & Sons, New Delhi.

Reference Books:

- Financial Management by I. M. Pandey, Vikas Pubication, New Delhi
- Financial Management by Prasana Chandra, Tata Mcgrawhill Publishing Company, New Delhi.
- Financial Management by M. Y. Khan and P. K. Jain, Tata Mcgrawhill Publishing Company, New Delhi.

List of Open-Source Software/learning website:

- https://swayam.gov.in/
- https://nptel.ac.in

Course Learning Outcomes (CLO):

1. Students will understand about the different functions and decision of financial management.
2. Students will understand about the Indian Financial system.
3. Students will understand about financial planning
4. Students will know about the budgeting and different cash flow techniques

Mapping of CLO with PO and PSO

Course Learning Outcomes	**Program Outcomes (POs)**							**Program Specific Outcomes (PSOs)**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PSO1**
CLO1	H			M		L		M
CLO2		L					H	
CLO3			M		L			H
CLO4						H		L

H: High, M: Medium, L: Low

Branch Name:	Management
Program Code:	MS101
Course Title:	Fundamental of Human Resource Management
Course Code:	14-BAE255-2C
Pre-requisite Course:	Basics concept of Management, Communication Skills

Course Objectives:

1. Understand the foundational concepts and principles of human resource management, including its role within organizations and its impact on business success.
2. Explore the key functions of HRM, such as recruitment, selection, training, performance evaluation, compensation, and employee relations.
3. Analyze the legal and ethical considerations that guide HRM practices and policies in diverse workplace environments.
4. Apply theoretical HRM concepts to real-world scenarios through case studies, discussions, and practical exercises.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
				Theory (Marks)		Practical (Marks)		
Lecture (L)	Tutorial (T)	Practical (P)	Credit	University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	Total (Marks)
4	-	-	4	50	50	-	-	100

Course Contents:

Unit No	Topic	Total Hours	Weightage (%)
1	Human Resource Management: Meaning, Features, Difference between Personal Management and Human resource Management, Objectives of HRM, Importance of HRM, Operative functions of HRM, Importance of HRM, Qualities of H.R. Manage, Roles of H.R. Manager.	**15**	**25%**
2	Recruitment: Meaning and Sources of Recruitment. Modern selection procedure and its advantages. Common mistake in group Discussion and Interview. Placement and Induction: Conceptual Framework, Training: Meaning, Need, Importance and Method (on the job training and off the job training). Human Resource Development: Meaning, Characteristics, need for HRD, functions of HRD.	**15**	**25%**
3	Executive Development Programme: Meaning, Significance, Contents and Methods; Performance Appraisal: Concept, Need, Objectives, Methods of Performance Appraisal; Promotion: Meaning, basis of Promotion, Transfer: Meaning, causes and guiding principles. Demotion: Meaning, causes and	**15**	**25%**

	guiding principles. Morale: Meaning, Sign of low morale and its preventive measures – Factors contributing High Morale.		
4	Wage & Salary Administration - Wage Boards and Pay Commission - Wage Incentive - Fringe Benefits - Employees Welfare - Safety and Health Measures - Grievance Procedures - Redressal of Grievances.	**15**	**25%**
	Total Hours	**60**	**100**

Text Books:

- Human Resource Management - Dr. C.B. Gupta - Sultan and Sons.
- Personnel & Human Resource Management - P. Subba Rao - Himalaya Publishing House.
- Human Resource and Personnel Management - K. Aswathappa - Tata Mc Graw Hill Publishing Co. Ltd.

Reference Books:

- Human Resource Management by Pravin Durai, Pearson Publication, Delhi.
- Personnel Management by R.J. Reddy, APH Publishing, New Delhi.
- Personnel Management by C. B. Mamoria, Himalaya Publishing House, New Delhi

List of Open-Source Software/learning website:

- https://nptel.ac.in/
- https://swayam.gov.in/
- http://www.hrvillage.com
- https://en.wikibooks.org/wiki/Management_Concepts_and_Applications/Management
- http://www.managementconcepts.com

Course Learning Outcomes (CLO):

1. Explain the foundational principles and concepts of HRM, illustrating its significance in organizational success.
2. Apply the core functions of HRM, such as recruitment, selection, training, performance management, compensation, and employee relations, within simulated and real-world contexts.
3. Evaluate the legal and ethical frameworks that guide HRM practices, demonstrating an understanding of their implications on decision-making.
4. Analyze and discuss current trends and challenges in HRM, including technological advancements, globalization, and their impact on modern workplaces.

Mapping of CLO with PO and PSO

Course Learning Outcomes	Program Outcomes (POs)							Program Specific Outcomes (PSOs)
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1
CLO1	H					M		L
CLO2		M	H	M	H		M	H
CLO3			L			L	H	
CLO4		L						M

H: High, M: Medium, L: Low

Branch Name:	Management
Program Code:	MS101
Course Title:	Public Speaking
Course Code:	14-AEC113-2C
Pre-requisite Course:	Communication, Basic English,

Course Objectives:

This course provides instruction and experience in preparation and delivery of speeches within a public setting and group discussion. Emphasis is on research, preparation, delivery, and evaluation of informative, persuasive, and special occasion public speaking. Upon completion, students should be able to prepare and deliver well-organized speeches and participate in group discussion with appropriate audiovisual support. Students should also demonstrate the speaking, listening, and interpersonal skills necessary to be effective communicators in academic settings, in the workplace, and in the community.

Teaching and Examination Scheme:

<table>
<tr><th colspan="4">Teaching Scheme
(Hours per week)</th><th colspan="5">Evaluation Scheme (Marks)</th></tr>
<tr><th rowspan="2">Lecture (L)</th><th rowspan="2">Tutorial (T)</th><th rowspan="2">Practical (P)</th><th rowspan="2">Credit</th><th colspan="2">Theory (Marks)</th><th colspan="2">Practical (Marks)</th><th rowspan="2">Total (Marks)</th></tr>
<tr><th>University Assessment</th><th>Continuous Assessment</th><th>University Assessment</th><th>Continuous Assessment</th></tr>
<tr><td>2</td><td>-</td><td>-</td><td>2</td><td>25</td><td>25</td><td>-</td><td>-</td><td>50</td></tr>
</table>

Course Contents:

Unit No	Topic	Total Hours	Weightage (%)
1	**Public Speaking** Process - Overcoming Fears - Selection of Topic - Preparation of Speech - Collection of Information - Style of Humour - Speech Format - Importance of Good Memory - Setting the Stage - Presentation Skills - Personal Presence and Impression - Practice and Rehearsal of Delivery - Taking Questions - Use of Visual Aids	**15**	**50%**
2	**Types of Speeches** Introducing the Chief Guest at A Function - Speech at A College Student Well-Come Programme- - Speech at A Farewell Function (college students, colleague) -Speech of Introducing New Product -Opening of new plant-Inauguration of NNS Init- Opening of an Exhibition- Chairperson speech in Seminar or workshop- vote of thanks at the Seminar or workshop - Canvassing at A Union Election Meeting - Speech at A Condolence Meeting	**15**	**50%**
	Total Hours	**30**	**100%**

Text Books:

- Rhoda A. Principles and practice of Business Communication: S P Sheth Publication

Reference Books:

- "Talk Like TED: The 9 Public-Speaking Secrets of the World's Top Minds" by Carmine Gallo
- "Speak Like Churchill, Stand Like Lincoln: 21 Powerful Secrets of History's Greatest Speakers" by James C. Humes
- "Resonate: Present Visual Stories that Transform Audiences" by Nancy Duarte

List of Open-Source Software/learning website:

- https://swayam.gov.in/
- https://nptel.ac.in/

Course Learning Outcomes (CLO):

1. To understand how to apply principles of composition to the development of oral presentations, such as effective organization, outlining and time expectations.
2. Identify principles and theories of effective oral communication as it relates to public speaking
3. To understand basic of Develop ideas with credible forms of support and appropriate documentation
4. To understand and develop verbal and nonverbal oral communication skills through delivery of prepared and impromptu oral presentations
5. To understand basic, utilize critical thinking and listening skills to evaluate oral presentations

Mapping of CLO with PO and PSO

Course	**Program Outcomes (POs)**							**Program Specific Outcomes (PSOs)**
Learning Outcomes	**PO 1**	**PO 2**	**PO 3**	**PO 4**	**PO 5**	**PO 6**	**PO 7**	**PSO1**
CLO1	H		M			L		L
CLO2		L			H	M		H
CLO3				H				
CLO4			L				L	

H: High, M: Medium, L: Low

Faculty of Management Studies
Bachelor of Business Administration (Semester - IV)
In Effect from Academic Year 2023-24

Branch Name:	Management
Program Code:	MS101
Course Title:	Tally Accounting
Course Code:	14-SEC114-2C
Pre-requisite Course:	Basic Account, ERP 9, GST, Tally Entry, Banking.

Course Objectives:

1. Introduce students to the software and its pivotal role in accounting and business management.
2. Develop a comprehensive understanding of the software's menus, options, and navigation tools.
3. Handling account information, ledger entries, and generating financial statements using the software.
4. Providing a foundational understanding of using Tally. ERP 9 for GST compliance.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				**Evaluation Scheme (Marks)**				
Lecture (L)	**Tutorial (T)**	**Practical (P)**	**Credit**	**Theory (Marks)**		**Practical (Marks)**		**Total (Marks)**
				University Assessment	**Continuous Assessment**	**University Assessment**	**Continuous Assessment**	
1	-	2	2	-	25	25	-	50

Course Contents:

Unit No	**Topic**	**Total Hours**	**Weightage (%)**
1	**Introduction to Tally. ERP 9:** Familiarize students with the software interface and its purpose in accounting and business management. **Basic Navigation:** Understanding the various menus, options, and navigation within Tally. **Creating Company Data:** Learning to set up and configure company profiles and data in the software.	**15**	**50%**
2	**Recording Transactions:** Understanding the process of entering and managing different types of transactions. **Managing Accounts:** Handling account information, ledger entries, and financial statements. **Generating Reports:** Learning to generate different types of reports like balance sheets, profit and loss statements, etc. Introduction to GST (Goods and Services Tax): Basic understanding of using Tally. GST compliance.	**15**	**50%**
	Total Hours	**30**	**100%**

Text Books:

- "Tally. ERP 9 in Simple Steps" by Kogent Learning Solutions Inc.

Reference Books:

- "Tally. ERP 9 Reference Manual" by Tally Solutions
- "Tally. ERP 9 - Beyond Basics" by Mahendra Sharma

List of Open-Source Software/learning website:

- https://swayam.gov.in/
- https://nptel.ac.in/

Course Learning Outcomes (CLO):

1. To Understanding the purpose and significance in accounting and business management.
2. To Navigating menus, options, and various features within Tally. ERP 9.
3. To Ledger creation, modification, and management.
4. Basic understanding of GST concepts and its implementation in Tally. ERP 9.

Mapping of CLO with PO and PSO

Course Learning Outcomes	Program Outcomes (POs)							Program Specific Outcomes (PSOs)
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1
CLO1	L					M		M
CLO2				M				L
CLO3		L	H		M		L	
CLO4				L		H		H

H: High, M: Medium, L: Low

Branch Name:	Management
Program Code:	MS101
Course Title:	Environmental Studies & Climate Change
Course Code:	14-VAC115-2C
Pre-requisite Course:	Basic knowledge of Environment, Management, Disaster

Course Objectives:

1. Understand the basic principles, concepts, and interdisciplinary nature of environmental studies, including ecology, conservation, and sustainability.
2. Identify and analyze key environmental challenges, such as pollution, resource depletion
3. Recognize the impact of human activities on the environment, including the role of technology, industry, urbanization, and agriculture in shaping environmental conditions.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
				Theory (Marks)		Practical (Marks)		
Lecture (L)	Tutorial (T)	Practical (P)	Credit	University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	Total (Marks)
2	-	-	2	25	25	-	-	50

Course Contents:

Unit No	Topic	Total Hours	Weightage (%)
1	**Introduction of Environment** Definition and Components of Environment, Relationship Between the Different Components of Environment, Impact of Technology on Environment, Environmental Degradation and Importance of Environmental Issues in Current Scenario, Natural Resources Renewable and Non-renewable Resources.	**12**	**40%**
2	Environmental Pollution, Definition, types of Pollution, Cause, effects and control measures of: - Air pollution, Water pollution, Soil pollution, Noise pollution.	**06**	**20%**
3	**Global Environmental Issues**: Climate Change, Global Warming and Green House Effect, Acid Rain, Depletion of Ozone Layer, Environment Protection Act, Environmental Awareness and Ethics. Social issues and the Environment: Sustainable development, Water conservation, rain water harvesting, watershed management, Consumerism and waste products,	**12**	**40%**
	Total Hours	**30**	**100%**

Text Books:

1. Environmental Studies: R. Rajagopalan, Oxford University Press
2. Environmental Pollution: Causes, Effects & Control by K.C Agrawal
3. Environmental Sciences by Daniel B Botkin & Edward A Keller Publisher: John Wiley & Sons.
4. Environmental Studies by Dr. Suresh K Dhameja, Published by : S K Kataria & Sons New Delhi

Reference Books:s

1. Basics of Environmental Studies by Dr. N S Varandani, Publisher: LAP -Lambert Academic Publishing ,Germany
2. Textbook of Environmental Studies for Undergraduate Courses by Erach Bharucha Second edition,2013 Publisher: Universities Press (India) Private Ltd, Hyderabad.
3. Environmental Studies by Anindita Basak, Publisher: Drling Kindersley(India)Pvt. Ltd Pearson
4. Textbook of Environmental Studies by Deeksha Dave & S S Kateva , Cengage Publishers.

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Course Learning Outcomes (CLO):

1. Develop critical thinking skills to assess and evaluate environmental issues, policies, and solutions by integrating scientific, socio-economic, and ethical perspectives.
2. Apply principles of sustainability to propose and assess solutions for mitigating environmental degradation and promoting sustainable practices in various contexts.
3. Integrate knowledge from diverse disciplines, including natural sciences, social sciences, economics, and ethics, to address environmental challenges comprehensively.

Mapping of CLO with PO and PSO

Course Learning Outcomes	Program Outcomes (POs)							Program Specific Outcomes (PSOs)
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1
CLO1	H				L		H	M
CLO2			H	M		M		H
CLO3		L					L	

H: High, M: Medium, L: Low