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

Branch Name:	Management
Program Code:	MS101
Course Title:	International Business
Course Code:	15-BAM301-3C
Pre-requisite Course:	Managerial Economics-1, Managerial Economics-2

Course Objectives:

1. To introduce students to the essential concepts, frameworks, and theories in international business.
2. To understand the stages of internationalization, including how companies expand internationally and navigate foreign markets.
3. To comprehend how tariff and non-tariff barriers impact international trade.
4. To understand the importance of FDI in the global economy and the factors influencing investment decisions.
5. To analyze the impact of economic integration on international business decisions.
6. To explore the role of international entrepreneurship, born-global firms, and the rise of digital platforms and e-commerce.
7. To foster an understanding of multilateral trade negotiations and the functioning of trade instruments like FDA (Foreign Direct Assistance), Custom Unions, and more.

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 International Business**: Introduction to International Business Stages of Internationalization-EPRG Framework- International Trade Theories: Theories of International Trade Mercantilists, Absolute Cost and Comparative Advantage, Factor Proportions, Neo-Factor Proportions Theories, Country Similarity theory, Intra-industry Trade, Tariff and Non-Tariff Barriers in Global Businesses.	**17**	**25%**
2	**Introduction of Foreign Direct Investment:** Introduction Foreign Direct Investment in the world Economy, Trends in FDI, Theories of Foreign Direct Investment, Greenfield and Brownfield FDI, Benefits and Costs of FDI, International Institutions and the Liberalization of FDI, CAGE Model.	**15**	**25%**

3	**Economic Integration**: Economic Indicators and their Impact on International Business Decisions, Regional Economic Integration and Trade Blocs, Basic Principles of Multilateral Trade Negotiations, Instruments of Trade Regulation, FDA, Custom Union, Common Market Economic Union, Emerging Markets and Developing Economies.	**13**	**25%**
4	**Emerging Trends in International Business:** International Entrepreneurship and Born Global Firms, Ethical Considerations- CSR Framework and Approaches and Ethical Considerations, ESG investing and Reporting Standards, Corporate Response to Climate Change and Justice issues, Rise of Digital Platforms, and E-commerce. Re-shoring and Nearshoring Trend, Impact of Pandemic on International Business	**15**	**25%**
	Total Hours	**60**	**100%**

Text Books:

- International Business: Competing in the Global Marketplace by Charles W.L Hill
- International Business: Concept, Environment and Strategy, 3e by Vyuptakesh Sharan Pearson Education
- International Business: The Challenges of Globalization by john J. wild and kenneth L. Wild.

Reference Books:

- Global Business Today" by Charles W. L. Hill and G. Tomas M. Hult
- International Business: Environments and Operations" by John D. Daniels, Lee H. Radebaugh, and Daniel P. Sullivan

List of Open-Source Software/learning website

- https://nptel.ac.in/
- https://www.coursera.org/learn
- https://swayam.gov.in/

Course Learning Outcomes (CLO):

1. Understand key concepts, frameworks, and theories in international business.
2. Analyze the stages of internationalization and strategies for expanding into foreign markets.
3. Assess the impact of tariff and non-tariff barriers on trade.
4. Evaluate the importance of Foreign Direct Investment (FDI) and its influencing factors.
5. Analyze the effects of economic integration on business decisions.
6. Explore the role of international entrepreneurship, born-global firms, and digital platforms in global expansion.
7. Understand multilateral trade negotiations and key trade instruments like FDA and customs unions.

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
CLO2						M		
CLO3			L					
CLO4								M
CLO5	H			M				
CLO6		M			H			M
CLO7							L	

H: High, M: Medium, L: Low

Branch Name:	Management
Program Code:	MS101
Course Title:	Taxation
Course Code:	15-BAM302-3C
Pre-requisite Course:	Tally Accounting

Course Objectives:

1. Provide foundational knowledge of the taxation system in India, covering all key aspects as defined by the Government of India.
2. Students are able to calculate taxable income under the head "Salary" by understanding its components and applicable provisions.
3. Develop a thorough understanding of Goods and Services Tax (GST) in India, including the registration process, GST rates, and the various types of GST.

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 Income Taxation** History - Background of Income Tax Act, 1961, Objectives - Definitions : Meaning of Assessment year, Previous year, Person, Assessee, Income, Gross Total Income, Taxable Income, Agricultural Income, Tax Evasion, Tax Avoidance, Tax Planning, Income-tax slabs for Individuals, Residential Status of Assessee (With Example)	**12**	**20%**
2	**Determination of Income under the head Salaries:** Introduction, Heads of Income under Income Tax Act, Basic Salary, Bonus, Commission, Allowances, Pension, Gratuity, Provisions regarding Provident Fund, Deduction Under Section 80C & 80CCC,	**18**	**30%**
3	**Basic knowledge about following heads of Income:** A. Income from House Property. (Only Theory) B. Income from Profits and Gains from Business or Profession. (Only Theory) C. Income from Capital Gains. (Only Theory)	**18**	**30%**

	D. Income from Other Sources. (Only Theory)		
4	**Goods and Service Taxes (GST) – Overview and Concepts** Introduction, Need, Meaning, Features, One Nation One Tax, GST Act (CGST, SGST, IGST, UTGST), Goods and Service Tax Network (GSTN), GST Council. Dual Model of GST – GSTN. Process of Registration, Compulsory Registration, Exemption from Registration, Liability for Registration, Deemed Registration, Cancellation of Registration and Revocation of Registration. GST Unique Identification Number (GSTIN). Important Definitions: Aggregate Turnover, Agent, Business, Place of Business, Goods, Capital Goods, Services, Person, Supply, Place of Supply, Composite Supply, Mixed Supply, Input Tax, Input Tax Credit.	**12**	**20%**
	Total Hours	**60**	**100%**

Text Books:(Latest Edition)

- Datey, V. S.; Indirect Taxes. Taxmann Publications Pvt. Ltd.
- Balachandran, V. ; Indirect Tax Laws. Sultan Chand & Sons.
- Datey, V. S.; GST and Customs Law. Taxmann Publications Pvt. Ltd.

Reference Books:

- Singhania, V. K., & Singhania, K.; Indirect Taxation. Taxmann Publications Pvt. Ltd.
- Sahay, B. S., & Ranjan, R. ; Goods and Services Tax (GST). Cengage Learning India.
- Sury, M. M.; Indirect Taxes. New Century Publications.
- T.N. Manoharan - Direct Tax Law – Snowwhite Publications(P) Ltd.

List of Open-Source Software/learning website:

- https://nptel.ac.in/
- https://www.coursera.org/learn
- https://swayam.gov.in/

Course Learning Outcomes (CLO):

1. Develop a comprehensive understanding of the Indian Income Tax System, including its historical evolution, residential status of individuals and the key terminology related to taxation.
2. Acquire the ability to calculate taxable income under the head "Salaries."
3. Gain theoretical knowledge about different heads of income under the Income Tax Act,
4. Understand the concept of GST, basic terminology and Demonstrate knowledge of GST registration processes, exemptions, cancellation, and revocation of registration.

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			M
CLO2			M	H			M	
CLO3	H			M				M
CLO4	H				L	M		M

H: High, M: Medium, L: Low

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

Branch Name:	Management
Program Code:	MS101
Course Title:	Business Research Methodology
Course Code:	15-BAM303-3C
Pre-requisite Course:	Business Mathematics

Course Objectives:

1. To grasp the fundamentals of research methodology and apply them in various research or project works.
2. To identify and utilize appropriate research methods aligned with research objectives.
3. To master the techniques of data collection, editing, and analysis to prepare for advanced studies and professional requirements.
4. To learn the intricacies of interpreting data and writing comprehensive research reports.

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	Definition, history, evolution, and types of scientific inquiry and research. The ethical considerations in research, the process of research, and the characteristics and components of good research work.	**18**	**30%**
2	How to identify and formulate research problems, conduct literature reviews, and develop research questions and objectives. The process of creating effective research designs.	**12**	**20%**
3	Measurement and scaling, discussing different types of data, sources of measurement error, and scale construction techniques. Various data collection methods, including questionnaires, interviews, and observations.	**12**	**20%**
4	Sampling methods, data preparation (editing and coding), and hypothesis testing Chi square, t test, Z test, Correlation Analysis, Tools and techniques for data visualization like charts, tables, and box plots.	**18**	**30%**
	Total Hours	**60**	**100%**

Text Books:

- Research Methods for Business by Uma Sekaran.
- Methodology of Research by C.R. Kothari.

Reference Books:

- Malhotra, N. K., Nunan, D., & Birks, D. F. , Marketing research. Pearson UK.
- Research Methodology by Ranjit Kumar.

List of Open-Source Software/learning website:

- https://onlinecourses.nptel.ac.in/
- https://onlinecourses.nptel.ac.in/noc23_ge36/preview

Course Learning Outcomes (CLO):

1. Prepare a detailed research plan covering all essential aspects of a research project.
2. Construct and administer effective research instruments like questionnaires.
3. Execute data collection strategically to gather relevant information.
4. Apply advanced statistical techniques for data interpretation.
5. Draft comprehensive research reports tailored to specific audience needs.

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							H
CLO2			M			L		
CLO3				H			H	
CLO4	M		H			L	M	M
CLO5		L					L	

H: High, M: Medium, L: Low

Branch Name:	Management
Program Code:	MS101
Course Title:	Advance Marketing Management
Course Code:	15-BAE351-3C
Pre-requisite Course:	Fundamental of Marketing Management

Course Objectives:

1. Understand the fundamental Principles and Importance of marketing in the 21st century.
2. Understand competitive forces and their influence on market dynamics.
3. Learn competitive strategies for various market roles, including market leaders, challengers, followers, and nichers.
4. Understand the 4P's (Product, Price, Place, Promotion) and 4A's (Acceptability, Affordability, Accessibility, Awareness) frameworks and their role in designing effective marketing strategies.
5. Understand promotion strategies, including managing mass communications and creating effective advertising programs.

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 Marketing:** Defining marketing for 21st Century. Importance of marketing. **Identifying Market Segments and Targets :** Level of Market Segmentation **Bases of Consumer Markets:** Geographic, Demographic, Psychographic and Behavioural Segmentations Bases of segmentation for business markets **Market Targeting:** Effective segmentation criteria, Evaluating and selecting the market segments.	**16**	**27%**
2	**Competitive Analysis and Framework:** Competitive forces, Competitive strategies for market leaders, Market challenger, Market-follower, Market-niche. **Creating Brand Equity:** What is a brand? What is brand equity? Building brand equity, measuring and managing brand equity. **Crafting the Brand Positioning:** Competitive frame of reference, points-of-parity and	**14**	**23%**

	points-of-difference, differentiation strategies, Product life cycle strategies. 4P's and 4A's of marketing and framework.		
3	**Setting Product Strategies:** Product characteristics and classifications, product differentiations, Product and brand relationships (Product line, length, width and consistency) **Setting Service Strategies:** the nature and definition of service, characteristics of services and categories of service mix. **Setting Pricing Strategies:** understanding pricing : five steps of setting the price. **Setting Place Strategies:** Marketing channels and value networks and the role of marketing channels, channel function and flows, channel levels.	**16**	**27%**
4	**Promotion Strategies:** Managing Mass Communications, Developing and managing an advertising program, 6 M's advertising, definitions and objectives of sales promotion and public relations. Stages of a New Product Introduction. **Tapping to the Global Marketplace.** Marketing Ethics: Definitions, characteristics of Marketing Ethics. Socially responsible marketing, Contemporary examples from the marketing world.	**14**	**23%**
	Total Hours	**60**	**100**

Text Books:

- Kotler, Philip, Gary Armstrong, and Prafulla Agnihotri. Principles of Marketing (17th Edition), Pearson Education.
- "Global Marketing Management" by Warren J. Keegan and Mark C. Green (9th Edition)

Reference Books:

- "Strategic Brand Management" by Kevin Lane Keller (4th Edition)
- "Marketing Communications: A Brand Narrative Approach" by Micael Dahlen, Fredrik Lange, and Terry Smith
- "Service Marketing: People, Technology, Strategy" by Christopher Lovelock, Jochen Wirtz, and Payal Mehta

List of Open-Source Software/learning website:

- https://nptel.ac.in/
- https://www.coursera.org/learn
- https://swayam.gov.in/

Course Learning Outcomes (CLO):

1. Demonstrate an understanding of the fundamental principles of marketing and its significance in the 21st-century business environment.
2. Analyze competitive forces and their impact on market dynamics to develop informed marketing strategies.
3. Formulate competitive strategies tailored for market leaders, challengers, followers, and niche players.
4. Apply the 4P's and 4A's frameworks to design comprehensive and effective marketing strategies.
5. Develop and manage promotion strategies, including mass communication efforts and advertising programs, aligned with organizational goals.

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	M			H				
CLO2		H			M			H
CLO3			L			L		
CLO4								
CLO5			M				L	M

H: High, M: Medium, L: Low

SANKALCHAND PATEL UNIVERSITY

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

Branch Name:	Management
Program Code:	MS101
Course Title:	Advance Financial Management
Course Code:	15-BAE352-3C
Pre-requisite Course:	Fundamental of Financial Management

Course Objectives:

1. To familiarize students with the concepts, tools and practices of financial management.
2. To understand the decisions to be taken by financial managers of business firms

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	**Working Capital Management :** Overview: Concepts, Significance, Factors Affecting Working Capital Requirement, Computation of Operating Cycle, Estimation of Working Capital Requirements, Sources of Working Capital. Trade Credit, Bank Finance, Commercial Paper.	**15**	**25%**
2	**Management of Cash:** Facts of Cash Management, Motives for Holding Cash, Cash Planning, Cash Budgeting (Including Examples) Managing the Flow, Investment in Marketable Securities.	**15**	**25%**
3	**Time Value of Money:** Concept of Time Value of Money, Rational of Time Preference For Money, Simple Interest, Compound Interest, Future Value, Present Value, Effective Rate, Sinking Fund Factor, Loan Amortization	**15**	**25%**
4	**Leverage Analysis:** Concept, Significance, Operating Leverage, Financial Leverage and Combined Leverage and Their Implications.	**15**	**25%**
	Total Hours	**60**	**100%**

Text Books:

- Prasanna Chandra: Financial Management 2011-Tata McGraw-Hill publishing company
- M.Y. Khan &P.K Jain: Financial Management 2012-Tata McGraw-Hill publishing company

Reference Books:

- Financial Management by P.V. Kulkarni & B.G. Satya Prasad, Himalaya Publishing House, Bombay.
- Financial Management-Principles & Practice by S. N. Maheshwari, Sultan Chand & Sons, New Delhi.
- Financial Management by I. M. Pandey, Vikas Publication, New Delhi.

List of Open-Source Software/learning website:

- https://nptel.ac.in/
- https://www.coursera.org/learn
- https://swayam.gov.in/

Course Learning Outcomes (CLO):

1. Students will learn how to manage a company's current assets and liabilities to improve cash flow, earnings quality, and profitability.
2. Students will learn about opportunity cost, which is the benefits lost when choosing one option over another
3. They will also learn how to consider the real cost of their choices when making investment decisions.
4. Students will learn how to manage a company's cash, marketable securities, accounts receivable, and inventory.
5. They will also learn how to conserve cash by stretching payment to suppliers and making the most of available credit.
6. They will also learn how to ensure liquidity, which is the ability to meet obligations as they come due

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				M				L
CLO2	H					L		
CLO3		L			H			H
CLO4				L				
CLO5			M				M	M
CLO6		M						

H: High, M: Medium, L: Low

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

Branch Name:	Management
Program Code:	MS101
Course Title:	Advance Human Resource Management
Course Code:	15-BAE353-3C
Pre-requisite Course:	Fundamental of Human Resource Management

Course Objectives:

1. To understand the foundational concepts and principles of Human Resource Management (HRM)
2. To explore the challenges and strategies in managing a global workforce through International Human Resource Management
3. To analyze the role of Industrial Relations (IR) and Employee Welfare in promoting a harmonious and productive work environment

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 Human Resource Management: Introduction of Human Resources Management, Nature and Need of Human Resources Management Evolution of Human Resources Management Human resource Responsibilities Challenges to Human Resources Management	**14**	**20%**
2	International Human Resource Management: Introduction of International human resource Management. Differences between Domestic HRM and International Human Resource Management Need of International Human Resource Management, International Activities Recent trend in International Human Resource Management	**16**	**30%**
3	Industrial Relations: Meaning of Industrial Relations Parties of Industrial Relations Nature of Industrial Relations Approaches of Industrial Relations Key Issues in International Industrial Relations	**14**	**25%**

4	Employee Welfare: Meaning and Definition of Employee welfare Types of Welfare Activities, Welfare Activities by the Government, Welfare Activities by the Trade Unions Merits and Demerits of Welfare Measures Approaches of Labour Welfare: Philanthropic Theory, Placating Theory, Policing Theory	**16**	**25%**
	Total Hours	**60**	**100%**

Text Books:

- Human Resource Management, K.Aswathappa, Tata Mc Graw Hill.

Reference Books:

- Human Resource Management, C.B. Memoria, Himalaya Publishing House, Mumbai.
- Human Resource Management (Text and Cases), Dr. Ram Kumar Balyan & Dr. Jayshree Thakore.
- Personnel and Human Resource Management, P.Subha Rao- Himalaya Publishing
- Human Resource Management – S S Khanka

List of Open-Source Software/learning website:

- https://www.udemy.com/course/international-human-resource-management
- International Human Resource Management, IHRM, Approach to recruitment in IHRM, HCN, PCN, TCN (youtube.com)
- https://nptel.ac.in/
- https://www.coursera.org/learn
- https://swayam.gov.in/

Course Learning Outcomes (CLO):

1. Demonstrate a comprehensive understanding of Human Resource Management (HRM) principles and practices
2. Analyze and differentiate between Domestic HRM and International Human Resource Management (IHRM) practices
3. Evaluate the role of Industrial Relations (IR) in fostering a positive work environment
4. Assess the impact of employee welfare programs on organizational performance and employee satisfaction
5. Apply theoretical frameworks to address HRM challenges and formulate strategies for effective HR management

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		M		
CLO2							L	M
CLO3		M				H		
CLO4	M			L	H			H
CLO5			L					L

H: High, M: Medium, L: Low

Branch Name:	Management
Program Code:	MS101
Course Title:	Service Marketing
Course Code:	15-BAE354-3C
Pre-requisite Course:	Fundamental of Marketing Management

Course Objectives:

1. To enable students to differentiate between goods and services marketing, understand the unique challenges of services marketing, and explore the role of internal and interactive marketing in delivering superior services.
2. To equip students with knowledge of the factors influencing service quality, customer expectations, and perceptions, using models such as the Gap Model and Servqual instrument to measure and enhance service quality.
3. To familiarize students with pricing strategies, promotional techniques, and communication approaches tailored to service industries, addressing challenges such as price competition and aligning service promises with delivery.
4. To cultivate an understanding of customer-oriented service delivery, internal marketing, and building long-term customer relationships through concepts like customer lifetime value, customer equity, and customer loyalty.

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	**Understanding Services:** Difference between goods and services marketing; Challenges of Services Marketing; Role of internal and interactive marketing in services; Services Marketing Myopia, Expanded Services Marketing mix; Levels of service expectations; Factors influencing Consumers' perception of service; Different types of Service Quality; Determinants of Service Quality; Gap Model of Service Quality; Servqual instrument to measure service quality; Service Quality Research.	20	30%
2	**Service as Product, Service Delivery Process:** Distinction between core, Facilitating, and support Services; Different levels of customer participations in the creation of service and the strategies to enhance the customer participation in service production and delivery	10	20%
3	**Service Price and Communication:** Management in specific service industries; Pricing concepts- price bundling, captive pricing, Two-part pricing, loss-leadership pricing and result-based pricing; Price competition challenges. Strategies for matching service promises with delivery; Services advertising; Role of promotion in marketing of services	20	30%

4	**Managing People and Customer Relationship:** Human resource strategies for customer oriented service delivery; Internal marketing in delivering the promise made to customers (through external marketing); Customer Lifetime Value ; Customer Equity; Framework for Building Customer Loyalty	10	20%
	Total Hours	60	100%

Text Books:

- S.M. Jha, Services marketing, Himalaya Publishers,India
- Baron, Services Marketing , Second Edition. PalgraveMacmillan
- Dr. L. Natarajan Services Marketing, Margham Publications,Chennai.
- Dr. B. Balaji , Services Marketing and Management ,S. Chand & Co , New Delhi

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
- Wirtz Jochen, Lovelock Christoper, Services Marketing: People Technology Strategy, PearsonEducation,9e,2022.
- Valarie A. Zeithaml, Mary Jo Bitner, Dwanye D. Gremler , Ajay Pandit, Services Marketing - Integrating Customer Focus Across the Firm, McGraw Hill Education ,2018.

List of Open-Source Software/learning website:

- https://nptel.ac.in/
- https://www.coursera.org/learn
- https://swayam.gov.in/

Course Learning Outcomes (CLO):

1. Students will be able to differentiate between goods and services marketing, identify the challenges in services marketing, and analyze the roles of internal and interactive marketing in delivering exceptional service experiences.
2. Students will demonstrate the ability to assess service quality, understand consumer expectations and perceptions, and apply tools such as the Gap Model and Servqual instrument to improve service quality.
3. Students will be able to develop and implement pricing strategies, promotional techniques, and communication plans suitable for service industries while addressing challenges like price competition and ensuring consistency between service promises and delivery.
4. Students will gain the skills to design and manage customer-oriented service delivery systems, apply internal marketing strategies, and foster long-term customer loyalty using concepts like customer lifetime value and customer equity.

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			M		H
CLO2		M			H			
CLO3							M	L
CLO4				M		L		

H: High, M: Medium, L: Low

Branch Name:	Management
Program Code:	MS101
Course Title:	Banking and Financial Services
Course Code:	15-BAE355-3C
Pre-requisite Course:	Fundamental of Financial Management

Course Objectives:

1. The module an understanding and overview of banking, functions, and importance. It covers types of banks, the role of the RBI, and various banking systems, including digital banking and financial inclusion.
2. The module Students will explore different types of bank deposits and loans, characteristic between secured and unsecured options. It also focuses on modern banking services like cards, payment systems (NEFT, RTGS, UPI), and digital banking platforms.
3. The module Introduces the basics of finance, its role in business, and key sources of finance such as equity and debt. It also provides insights into financial markets, including money and capital markets, and the role of SEBI and stock exchanges.
4. The module focuses on advancements like blockchain, cryptocurrency, and digital banking, It also highlights sustainable banking practices, including green banking, CSR, and financial literacy.

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	**Module 1: Introduction to Banking** Overview of Banking: Definition, Functions., Types of Banks: Commercial, Cooperative, and Central Banks (Role and Functions of RBI)., Banking Systems in India: Branch Banking, Unit Banking, Digital Banking, Financial Inclusion	**13**	**22%**
2	**Module 2: Banking Products and Services** Deposits: Types of Bank Accounts (Savings, Current, Fixed, Recurring), Loans: Types (Secured, Unsecured), Other Services: Cards (Credit/Debit), Payment Systems (NEFT, RTGS, UPI), Digital Banking	**17**	**28%**
3	**Module 3: Introduction to Finance** Basic Concepts: Definition, Scope, Role of Finance in Business., Sources of Finance: Equity, Debt, Venture Capital, Angel Funding., Financial Markets: Overview of Money Market, Capital Market, Role of SEBI, Stock Exchanges	**18**	**30%**

4	**Module 4: Emerging Trends in Banking and Finance** Digital Banking and FinTech: Innovations, Blockchain, Cryptocurrency, Cybersecurity. Sustainable and Ethical Banking: Green Banking, CSR, Financial Literacy	**12**	**20%**
	Total Hours	**60**	**100%**

Text Books:

- Banking and Financial Systems by Indian Institute of Banking and Finance
- Principles and Practices of Banking by N. S. Toor
- Financial Markets and Institutions by Frederic S. Mishkin
- Banking Theory and Practice by K.C. Shekhar & Lekshmy Shekhar

Reference Books:

- Modern Banking by Shelagh Heffernan
- Digital Transformation in Financial Services by Alan McIntyre
- Financial Services and Markets by Dr. S. Gurusamy
- The Basics of Bitcoins and Blockchains by Antony Lewis

List of Open-Source Software/learning website:

- RBI's Official Website (https://www.rbi.org.in)
- Investopedia (https://www.investopedia.com)
- National Institute of Securities Markets (NISM) (https://www.nism.ac.in)

Course Learning Outcomes (CLO):

1. Understand the fundamental concepts of banking and its role and Function
2. Differentiate between various banking products and services.
3. Explain the sources of finance and the functioning of financial markets.
4. Analyze the emerging trends in banking, including digital and ethical banking.

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
CLO2			L		H		L	
CLO3	L			M				M
CLO4		M				M		

H: High, M: Medium, L: Low

Branch Name:	Management
Program Code:	MS101
Course Title:	Human Resource Planning
Course Code:	15-BAE356-3C
Pre-requisite Course:	Planning, recruitment, Forecasting, Analysis

Course Objectives:

This course aims to equip students with a comprehensive understanding of human resource planning and the ability to forecast an organization's HR needs. It covers key issues and strategies for selecting and developing manpower resources, along with the tools necessary for effective manpower planning and evaluation.

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 Planning – Meaning, Features, Scope, Approaches, levels of HRP, types, tools, activities for HRP, requirements for effective HR planning, HRP as a tool to enhance organizational productivity, barriers in effective implementation of HRP and ways to overcome, job analysis and design, factors influencing job design methods, job analysis techniques, assessing job analysis methods HRP Management Process: establish HRP department goals and objectives, creating HRP department structure, resolving conflicts, communicating, planning for needed resources	15	25%
2	Manpower Forecasting: concept, factors affecting HRP, integration of strategic planning and HRP, Process of HRP – steps in HRP, HR demand forecasting – factors, techniques – managerial judgement, ratio trend analysis, regression analysis, work study technique, delphi technique. HR Supply Forecasting – factors, techniques –skills inventories, succession plans, replacement charts, staffing tables. HRP Evaluation – meaning, need, process, issues to be considered during HRP evaluation. Selected Strategic Options and HRP Implications: restructuring and its impact on HRP, outsourcing and its impact on HRP.	18	30%

3	Employee Recruitment: Nature, Recruitment Challenges, Recruitment sources, Methods of Recruitment, Legal compliances in recruitment and selection, Pre-employment testing, background and reference checks, selection process. Selection methods- types of tests and interviews. Ethical issues in the selection process. Role of HR analytics in effective R&S, influences on recruitment and selection Trends in Recruitment: corporate talent network, building an end-to-end talent brand, use of applicant tracking system (ATS), predictive analysis, gamification in recruitment, application of AI and VR in recruitment.	15	25%
4	Retention of Manpower- models of retention. Succession Planning. Retention Strategies - Executive Education, Flexi Timing, Telecommuting Quality of work, Work life balance, participative management, employee empowerment, employee involvement, autonomous work teams	12	20%
	Total Hours	**60**	**100%**

Text Books:

- Dessler, G. (2023). Human Resource Management (17th edition). Pearson.
- Mondy, R. W. (2016). Human Resource Planning (6th edition). Pearson.

Reference Books:

- Ivancevich, J. M. (2017). Fundamentals of Human Resource Management (12th edition). McGraw-Hill Education.
- A, R. E. P. (2015). Workforce Planning and Employment. Wiley.

List of Open-Source Software/learning website:

- https://nptel.ac.in/
- https://www.coursera.org/learn
- https://swayam.gov.in/

Course Learning Outcomes (CLO):

1. Develop HR plan
2. Analyze various job analysis methods in different organizational contexts
3. Assess the effectiveness of different HR demand forecasting techniques
4. Evaluate the effectiveness of various recruitment and selection methods
5. Design appropriate retention strategies for different types of organizations

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				H		L
CLO2	H							M
CLO3			M				M	
CLO4				M				H
CLO5					L			

H: High, M: Medium, L: Low

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

Branch Name:	Management
Program Code:	MS101
Course Title:	Stress and Time Management
Course Code:	15-SEC116-3C
Pre-requisite Course:	Human Values and Ethics

Course Objectives:

1. To understand the nature and consequences of stress.
2. To understand the impact of stress on work.
3. Understand the cognitive variables of stress.
4. The Course is designed to understand the importance of Time Management.
5. It also exposes the students to analyse and evaluate how they spend their time.

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**	
2	-	-	2	25	25	-	-	50

Course Contents:

Unit No	**Topic**	**Total Hours**	**Weightage (%)**
1	Meaning and Nature of Stress: Difference between eustress and distress; frustration, conflict and pressure; Meaning of stressors; common stressors at workplace: stressor unique to age and gender. Source of stress-across the lifespan: college and occupational stress.	**15**	**50%**
2	Introduction to Time Management Meaning, characteristics, objectives of Time Management Importance of Time Management Benefits of Time Management Basic Principles of Time Management	**15**	**50%**
	Total Hours	**30**	**100%**

Text Books:

- Dutta,P,K,(2010)Stress management Himalaya, Himalaya Publishing House.
- Graham Roberts- Phelps, Handbook of Time Management Working Smarter, New Delhi, Crest Publishing Huuse, 2003

Reference Books:

- Clayton,M, (2011).Brilliant stress management How to manage stress in any situation's 1st
- edition, Greart Britain Pearson Education.

- The seven habits of effective people by Stephen R. Covey Simon , Schuster Publishers,1990
- Graham Roberts- Phelps, Handbook of Time Management Working Smarter, New Delhi, Crest Publishing Huuse,2003
- Dutta, P,K, (2010) Stress management Himalaya, Himalaya Publishing House.
- Roy,S (2012) Managing stress, Sterling Publication.
- Clayton,M, (2011).Brilliant stress management How to manage stress in any situation's 1st edition, Greart Britain Pearson Education

List of Open-Source Software/learning website:

- http://web-app.usc.edu.>soc>syllabus
- http://www.nobledesktop.com

Course Learning Outcomes (CLO):

1. To understand the nature and consequences of stress.
2. To understand the impact of stress on work, understand the cognitive variables of stress.
3. The students will understand the concept of Time Management, objectives, importance, Benefits and principles of Time Management.
4. The students will be able to identify ways to overcome time wasters and will learn About time management planning components, strategies, Time Tech System and Explore Time Management tools.
5. The students will acquire knowledge regarding different time wasters and will be able to identify typical time wasters and its causes.

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
CLO2		L		H			M	
CLO3			M			H		
CLO4					M			M
CLO5		L						L

H: High, M: Medium, L: Low