

SHRI VISHWAKARMA SKILL UNIVERSITY

(Enacted by the Act No. 25 of 2016, State of Haryana)

DUDHOLA, PALWAL



Scheme and Syllabus

BBA (BPM & Analytics)

(Honours/Honours with Research)-NSQF Level 6.0

Batch 2023-24 Onwards

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Chairperson (SDMS)

Dr. Pinki
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Scheme for Program

Bachelor of Business Administration (BPM & Analytics) Honours/ Honours with Research NSQF Level 6

1. Introduction

The National Education Policy (NEP) 2020 (hereafter referred to as NEP or the policy) envisages a new and forward-looking vision for India's higher education system. It recognizes that higher education plays an extremely important role in promoting human as well as societal well-being and in developing India as envisioned in its Constitution - a democratic, just, socially conscious, cultured, and humane nation upholding liberty, equality, fraternity, and justice for all. The NEP 2020 notes that "higher education significantly contributes towards sustainable livelihoods and economic development of the nation" and "as India moves towards becoming a knowledge economy and society, more and more young Indians are likely to aspire for higher education."


The National Higher Education Qualifications Framework (NHEQF) envisages increased flexibility and choice of courses of study by students, particularly at the undergraduate level. A wide choice of subjects and courses, from year to year, will be the new distinguishing feature of undergraduate education. Students who wish to change one or more of the opted courses within the programme (s) of study that they are pursuing may do so at the beginning of each year, as long as they are able to demonstrate the required prerequisites and the capability to attain the defined learning outcomes after going through the chosen programme and course (s) of study.

The structure and duration of undergraduate programmes of study proposed by the NEP 2020 include:

- Undergraduate programmes of either 3 or 4-year duration, with multiple entry and exit options, with appropriate certifications:
- a certificate after completing 1 year (2 semesters) of study in the chosen discipline or field, including vocational and professional areas;
- a diploma after 2 years (4 semesters) of study;
- a Bachelor's degree after a 3-year (6 semesters) programme of study;
- a Bachelor's degree with honours after a 4-year (eight semesters) programme of study;
- a Bachelor's degree 'Honours with research' after a 4-year (eight semesters) programme of study if the student completes a rigorous research project in her/his major area(s) of study as specified by the University.

2. Levels of Awards


Awards	Duration	Corresponding NSQF Level	Credit requirements	Entry requirements
UG Certificate in BPM & Analytics	1 year	4.5	The successful completion of the first year (two semesters) of the undergraduate programme of minimum 44 credit hours followed by an exit 4credit skills-enhancement course	<ul style="list-style-type: none">• Certificate obtained after successful completion of Grade 12 or equivalent state of education.• Admission to the first year of the undergraduate programme will be open to those who have met the requirements, including specified levels of attainment, in the programme admission regulations.


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Diploma in BPM & Analytics	2 year	5.0	The successful completion of the first two years (four semesters) of the undergraduate programme involving a minimum of 88 credit hours followed by an exit 4-credit skills-enhancement course.	Continuation of study or lateral entry in the second year of the undergraduate programme will be possible for those who have met the requirements, including specified levels of attainment, specified in the programme regulations.
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BBA (BPM & Analytics)	3 year	5.5	The successful completion of the first three years (six semesters) of the undergraduate programme involving a minimum of 132 credit hours	Continuation of study or lateral entry into the third year of the undergraduate programme will be possible for those who have met the specified levels of attainment, specified in the programme admission regulations.
BBA (BPM & Analytics) (Hons./ Hons. With Research)	4 year	6.0	Successful completion of the 4-year (eight semesters) undergraduate programme involving a minimum of 176 credits, with a minimum of 44 credits each at level 4.5, 5, 5.5, and 6 of the NHEQF.	<p>An individual seeking admission to the bachelor's degree (Honours/ Honours with Research) in a specified field of learning would normally have completed all requirements of the relevant 3-year Bachelor's degree.</p> <p>(After completing the requirements of a 3-year bachelor's degree, candidates who meet a minimum 75% marks or its equivalent grade will be allowed to continue studies in the fourth year of the undergraduate programme leading to the bachelor's degree (Honours with Research).</p>

Note: Lateral entry into the programme of study at level 5.0, 5.5, 6.0 will be based on the validation of prior learning outcomes achieved, including those achieved outside of formal learning or through learning and training in the workplace or in the community, through continuing professional development activities, or through independent/self-directed learning activities.

3. About the Programme

Business Process Management and Analytics can be used to deliver true personalization of the customer experience. By leveraging the dynamic case management and predictive analytics present in BPM software, it is possible to create differentiated processes. The BPM sub-sector of IT/ITeS industry changes the way enterprises are interacting with their customers. By leveraging BPM software to provide tailored offerings at the right time, and right channel, organizations see an increase in uptake of customer sentiment.

The NSQF Level -6 Bachelor of Business Administration (BPM & Analytics) (Dual Vocational Education System) at HVSU in association with Concentrix enables students to realise complexity of processes handled at Business Process Outsourcing Organisation and the importance and application of data analytics in IT/ITeS Industry. The programme will prepare students to access, analyze, manage, and present data to an organization's decision makers. The focus of this programme is to prepare students to get familiar with the environment of business process services and also effectively use the tools for data mining and visualization. An essential skill within BPM and analytics sector is the ability to effectively communicate analysis, which includes providing a recommendation to decision makers. The programme will include courses like communication & life skills, introduction to information technology and business analytics, organisational behaviour, environment science, business analytics model, corporate communication, basics of computer, spreadsheet modelling, Process in Business process management, fundamentals of banking and insurance in business process services, etc.

Business processes have become increasingly important in many enterprises, because they determine the procedure for developing value and distributing it to customers. Furthermore, such processes are the key drivers behind three critical success factors—cost, quality, and time. After completion of the programme, the student will be able to communicate effectively with the customers and handle their queries with voice, chat or e-mail method. The students will be made acquaint with the data analytics techniques that are used across industries for decision making.

The BPM sub-sector has contributed immensely to build India's position as a global player in providing world class technology solutions and business services today. NASSCOM estimates that the BPM sub-sector, which is potentially pegged as a \$ 65 billion industries by 2020, will contribute up to 9 % of India's GDP and 30 million employment opportunities (direct and indirect). As per report by NASSCOM 2023, the current BPM industry is growing at a rate of 13.5%, with an existing workforce of 1.4 million individuals. 1.4 lakh

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are hired annually, of which 50% are fresh industry graduates with 0-2 years' experience.

Shri Vishwakarma Skill University (SVSU) in collaboration with Concentrix has designed BBA in BPM & Analytics with Hons./Hons. with Research which is aligned with National Skills Qualifications Framework (NSQF) Level-6 based on the Dual Education Model. This programme shall enable students to realize the complexity of processes handled in Business Process Outsourcing Organizations and the importance and application of data analytics in IT/ITeS industry. It will prepare them to access, analyze, manage, and present data to enable effective decision-making in the organization.

4. Course Name: BBA (Business Process Management & Analytics) – Hons./Hons. with Research

5. Course Duration: 3/4 Years (6/8 Semesters)

6. Seats: The total students will be 60 in each year for the course

7. Programme Fee

Total Fee for the Course: Rs. /-1,69,860

On Time of Fee: /-

Admission Fee: Rs 500/- Security

Fund: Rs 1000/-

Registration Fee: Rs. 360/- **Fee and other funds per Semester: 21500/-**

Item	Amount
Tuition fee	Rs 15000/-
Examination fee	Rs 3000/-
Student Activity Fund	Rs 800/-
Misc. funds	Rs 1200/-
Development Fund	Rs. 1500/-

*Assessment and Certification Fees: Rs 800 shall be paid by the students per job role in a Semester as applicable.

Hostel / Mess / Transportation Charges are as Applicable: The hostel/mess/transportation may be provided to the students during the classroom training only as per availability and charges will be as per norms of the University.

During the On-Job Training (OJT) period students need to make self-accommodation as per their feasibility in the shifts of the organization where they will seek their OJT.

8. Eligibility

Eligibility and Criteria for Admission in NSQF Level 6- BBA (BPM & Analytics) Hons./Hons. with Research

The Skill Department of Management Studies will offer the following programme:

1. BBA (BPM & Analytics)- Hons./Hons. with Research

Course Duration: 3/4 Years (6/8 Semesters)

The applicant who have passed 10+2 OR 10th plus (2 Years or 3 Years) Diploma OR 10th plus I.T.I. (2 Years) with one language subject (Hindi or English)

Note: Candidate who is placed under compartment is not eligible for admission.

Minimum Age: 17 years


Candidate needs to apply against the advertisement and meet minimum requirement as per the guidelines as

Step 1. Academic Merit based on qualifying examination (50%)

Step 2. CUET/Professional Test (30%)

Step 3. Group Discussion & Personal Interview (20%)

Step 4. Combined Merit List (100 Marks)


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Step 5. Counselling based on the marks obtained in Combined Merit List

Step 6 List of admitted candidates mentioned on university website www.svsu.ac.in.

Personal Interview/Aptitude Test/Professional Test/Group Discussion is an essential component for admission to various programmes for which a list of short-listed candidates shall be prepared keeping in view the reservation policy and number of seats in each category. This list of short-listed candidates shall be displayed on the Notice Board of the University and also on the website.

No separate communication will be sent to the candidate. Information regarding location and time of Personal Interview/Aptitude Test/Professional Test/Group Discussion of the short-listed candidates will be available on University website.

Candidates must bring the relevant original documents and two sets of self-attested photocopies of documents/certificates/testimonials for verification at the time of Personal Interview/Aptitude Test/Professional Test/Group Discussion.

Note:


1. Candidates must qualify in personal interview, aptitude test, professional test, group discussion, and other tests independently, if applicable, in order to be considered for the programme. Merely, Clearing the test or Personal Interview, the student cannot claim for admission, the right to admission is reserved to the University.
2. Candidates in multiples of seven times the sanctioned intake will be contacted for personal interviews/group discussion in the first round, based on the merit of the qualifying examination (step.1).
3. Regardless of merit prepared based on the qualifying examination, candidates who were rejected in personal interviews/group discussions will not be considered for the next stage of the selection process (Step no.1).
4. There will be an assessment tools at the enrolment (personal Interview) stage. English writing and speaking skills to be evaluated using automated tools.

OJT/Classroom Duration

Semester	Activity
I	Classroom
II	Classroom
III	Classroom
IV	Classroom
V	Class/OJT
VI	Class/OJT
VII	Classroom
VIII	Classroom and Dissertation

Details: Scheme of the Programme

Semester 1:	22 Credits
Semester 2:	22 Credits
Semester 3:	24 Credits
Semester 4:	22 Credits
Semester 5:	23 Credits
Semester 6:	23 Credits
Semester 7:	22 Credits
Semester 8:	22 Credits


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Details of BBA (BPM & Analytics) Hons. /Hons with Research Programme

SEMESTER I

Code	Subject	Category	T	Tu	P	To	In	Ex	To	TH	TuH	PrH	ToH	NH
24UBPM01	Communication Skill-I	DSC	2	2	0	4	30	70	100	30	30	0	60	120
24UBPM02	Business Process Management-I	DSC	2	2	0	4	30	70	100	30	30	0	60	120
24UBPM03	Principles of Management & Organisational Behaviour	DSC	3	1	0	4	30	70	100	45	15	0	60	120
24UBPM04	Career Preparation & Talent Management	AEC	1	1	0	2	30	70	100	15	15	0	30	60
24UBPM05	Fundamental of Computer Applications(P)	SEC	0	0	3	3	70	30	100	0	0	90	90	90
24UBPM06	Information Technology /Information Technology enabled Services	DSE	2	1	0	3	30	70	100	30	15	0	45	90
24UYHS01	Yoga and Health Skills-II	VAC	2	0	0	2	30	70	100	30	0	0	30	60

SEMESTER II

Code	Subject	Category	T	Tu	P	To	In	Ex	To	TH	TuH	PrH	ToH	NH
24UBPM07	Introduction to Marketing	DSC	3	1	0	4	30	70	100	45	15	0	60	120
24UBPM08	Accounting & Finance for BPS	DSC	2	2	0	4	30	70	100	30	30	0	60	120
24UBPM09	Business Statistics	DSC	3	1	0	4	30	70	100	45	15	0	60	120
24UBPM10	Entrepreneurship	AEC	1	1	0	2	30	70	100	15	15	0	30	60
24UBPM11	Spread Sheets Modelling (P)	SEC	0	0	3	3	70	30	100	0	0	90	90	90
24UBPM12	Soft Skill	MD	2	1	0	3	30	70	100	30	15	0	45	90
24UUI01	Understanding India <i>SKO</i>	VAC	2	0	0	2	30	70	100	30	0	0	30	60

SEMESTER III

Code	Subject	Category	T	Tu	P	To	In	Ex	To	TH	TuH	PrH	ToH	NH
24UBPM13	Human Resource Management	DSC	3	1	0	4	30	70	100	45	15	0	60	120
24UBPM14	Communication Skill-II	DSC	2	2	0	4	30	70	100	30	30	0	60	120
24UBPM15	Business Process Management-II	DSC	2	2	0	4	30	70	100	30	30	0	60	120
24UBPM16	Introduction to Operations Research	DSC	2	2	0	4	30	70	100	30	30	0	60	120
24UBPM17	Banking & Insurance for BPS	DSC	3	1	0	4	30	70	100	45	15	0	60	120
24UEVS01	Environmental <i>Studies Science</i>	VAC	2	0	0	2	30	70	100	30	0	0	30	60
24UHPE01	Human Values and Professional Ethics	AEC	2	0	0	2	30	70	100	30	0	0	30	60

SEMESTER IV

Code	Subject	Category	T	Tu	P	To	In	Ex	To	TH	TuH	PrH	ToH	NH
24UBPM18	Customer Relationship Management	DSC	3	1	0	4	30	70	100	45	15	0	60	120
24UBPM19	Business Environment	DSC	3	1	0	4	30	70	100	45	15	0	60	120
24UBPM20	Supply Chain Management	DSC	3	1	0	4	30	70	100	45	15	0	60	120
24UBPM21	Research Methodology	DSC	2	2	0	4	30	70	100	30	30	0	60	120
24UBPM22	Business Economics	DSE	3	1	0	4	30	70	100	30	15	0	45	90
24UENG03	Employability Skills (T)	AEC	1	0	0	1	15	35	50	15	15	0	30	30
24UENG04	Employability Skills (P)	AEC	0	0	1	1	35	15	50	15	15	0	30	30

SEMESTER V

Code	Subject	Category	T	Tu	P	To	In	Ex	To	TH	TuH	PrH	ToH	NH
24UBPM23	E-Commerce	MD	2	1	0	3	30	70	100	30	15	0	45	90
24UBPM24	OJT	SEC	0	0	16	16	280	120	400	0	0	480	480	480
24UBPM25	Internship	SEC	0	0	4	4	100	100	200	0	0	0	120	120

SEMESTER VI

Code	Subject	Category	T	Tu	P	To	In	Ex	To	TH	TuH	PrH	ToH	NH
24UBPM26	Industrial Psychology	MD	2	1	0	3	30	70	100	30	15	0	45	90
24UBPM27	OJT	SEC	0	0	16	16	280	120	400	0	0	480	480	480
24UBPM28	Project	SEC	0	0	4	4	100	100	200	0	0	0	120	120

Job Roles

Advisor Customer Service (Voice)	Advisor Customer Service (Non-Voice)	Advisor Technical Support (Voice)
This role involves providing a delightful Customer Service experience to customers of the world's biggest brands	This role involves providing a delightful Customer Service experience to customers of the world's biggest brands	This role involves providing technical support for some of the world's biggest brands
The job requires to handle inbound/outbound calls for our customers.	The job requires to handle e-mails/chats for our customers.	The job requires to handle inbound/outbound calls for our customers.
Eligibility:	Eligibility:	Eligibility:
Fresher/experienced graduates/undergraduates can apply. (BPO experience is preferred)	Fresher/experienced graduates/undergraduates can apply. (BPO experience is preferred)	Graduates/undergraduates with Technical Knowledge & prior experience
Should be flexible to work in a 24/7 work environment	Should be flexible to work in a 24/7 work environment	Should be flexible to work in a 24/7 work environment.
Excellent Communication Skills	Excellent Communication Skills	Excellent Communication Skills
Must be 18 years of age or older	Must be 18 years of age or older	Must be 18 years of age or older.

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SEMESTER VII

Code	Subject	Category	T	Tu	P	To	In	Ex	To	TH	TuH	PrH	ToH	NH
24UBPM29	Business Analytics	DSC	3	1	0	4	30	70	100	45	15	0	60	60
24UBPM30	Project Management	DSE	3	1	0	4	30	70	100	45	15	0	60	60
24UBPM31	Industry Project	DSE	0	0	4	4	30	70	100	0	0	120	120	120
24UBPM32	Basic Econometrics	DSE	3	1	0	4	30	70	100	45	15	0	60	60
24UBPM33	SQL	DSE	0	0	3	3	70	30	100	0	0	90	90	90
24UBPM34	Social Networking and Digital Marketing	DSE	3	1	0	4	30	70	100	45	15	0	60	60

SEMESTER VIII

Code	Subject	Category	T	Tu	P	To	In	Ex	To	TH	TuH	PrH	ToH	NH
24UBPM35	Literature Review & Report Writing	DSC	0	0	4	4	70	30	100	0	0	120	120	120
24UBPM36	Dissertation*	DSC	0	0	12	12	140	60	200	0	0	360	360	360
24UBPM37	SPSS & E-Views	DSE	0	0	3	3	70	30	100	0	0	90	90	90
24UBPM38	R Programming	DSE	0	0	3	3	70	30	100	0	0	90	90	90

*In case students do not go for dissertation

Code	Subject	Category	T	Tu	P	To	In	Ex	To	TH	TuH	PrH	ToH	NH
24UBPM39	HR Analytics	DSC	3	1	0	4	30	70	100	45	15	0	60	120
24UBPM40	Financial Analytics	DSC	3	1	0	4	30	70	100	45	15	0	60	120
24UBPM41	Marketing Analytics	DSC	3	1	0	4	30	70	100	45	15	0	60	120

Total notional hours (NH) during year should be 1200 hrs. To maintain the notional hours (NH) in a year, following criterion need to be adopted by individual instructors for the course. The total outcome-based learning hours for credits shall, subject to assessment, include:

- Classroom teaching/ learning hours/ tutorials
- Lab work/ practical/ innovation labs/ projects/ incubation labs
- Yearly and half-yearly examinations/ class tests/ quiz/ other assessments including formative assessments
 - Activities as part of the curricular structure leading to experiential learning like relevant experience and proficiency/ professional levels, Performing arts/ fine arts, music, handicraft, traditional, heritage work,
 - Debate and Discussion/ Essay Writing / Recitation/Story Writing etc.
 - Celebration of festivals in institutes, music performance, Drama etc.
 - Self-defense classes, value education classes, Career Counselling sessions etc.
 - Other Contests/ Events/ Competitions like Hackathons & Olympiads etc.
- Sports/ games / physical activity / yoga
- Life skills-based education like employment skills, basic operational skills like learning to fix a bulb, basic carpentry, classes on morals/etiquettes, constitutional values, environmental sensitivity etc.
- Social/ community work (like adult education, teaching in NGOs or Out of school students, environment related, gender sensitization), NCC/ shramdan (School cleaning, building, decoration)
- Bag less days, field visits organized by the institution.
- vocational education/ training, skilling, minor/ major project work, assignments
- Field visits/ Projects/ Industry attachment by institutions
- Internship and apprenticeship hours, on the job training (OJT), and experiential learning including relevant experience and proficiency/ professional levels acquired
- Programs offered through blended/ online/ digital learning.

Guidelines for On-the-Job Training (OJT):

Objective of OJT:

The purpose of On-the-Job Training (OJT) is to bridge the gap between theoretical knowledge and real-world business operations. This 16-hour practical component enables students to:

- Gain hands-on experience in business process operations and analytics.
- Understand professional workplace behavior and communication.
- Apply academic knowledge to solve business-related problems.
- Build employability skills relevant to the BPM industry.

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Eligibility

- Only students enrolled in the current semester of the BBA BPM and Analytics program are eligible.
- Minimum attendance and performance in regular coursework is required prior to OJT assignment.

Objective of the Internship:

The internship is designed to provide:

- Early exposure to the functioning of Business Process Management (BPM) and analytics operations.
- Understanding of professional behavior and basic process orientation.
- Insight into real-time workflows and team structure in the corporate or departmental environment.

Internship Activities

Internship sessions may include:

- Orientation by HR or team manager
- Office/process walkthrough
- Interaction with process executives or analytics team
- Demonstration of tools/software used (CRM, ERP, Excel dashboards, etc.)
- Observation of real-time operations
- Q&A with employees on career roles, skills, and workflows

Eligibility

- All first-year or new-semester BBA BPM and Analytics students
- No prerequisites; participation is mandatory for course progression

Objective of the Project Work

The project aims to:

- Enable students to apply theoretical knowledge to solve real-world business problems.
- Develop critical thinking, data analysis, and process optimization skills.
- Promote self-learning, research aptitude, and professional report writing.
- Prepare students for future employment or higher studies by simulating workplace tasks.

Types of Projects Allowed

Students can choose from the following categories:

1. Industry-Based Projects

- Business process analysis
- Business analytics/reporting solutions
- Customer support/HR/Finance process improvement
- Market or process survey

Evaluation of OJT and Internship and Project

Viva-Voce Panel Composition

- **Internal Examiner:** Faculty Supervisor or Programme Faculty
- **External Examiner:** Appointed by the university or department from an approved panel
- **Panel Chair (optional):** HOD or Project Coordinator may moderate



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SEMESTER I

Course Title - Communication Skills -I

Course No. 24UBPM01

Course Credit: 04(2-2-0)
Max. Marks: 100(30I+70E)

Objective: To develop effective communication skills among the students for the business world.

Learning Outcome

LO	Statement
1	Differentiate vowels and consonants that can help the students to pronounce words better
2	Make the correct usage of punctuation marks and comprehend the articles
3	Frame sentences properly with the correct formation
4	Write paragraphs on different topics with the correct vocabulary
5	Draft formal & informal emails

Unit	Contents
I LO1, 2	Communication: Effective Communication, Consonant Sounds, Vowel Sounds, Syllables & Syllabic Stress,
II LO 2	Speech Correction: MTI reduction, bag of words to practice pronunciation, intonation & modulation for free speech as well as for reading
III LO 3	Grammar: Parts of Speech, Articles, Subject Verb Agreement, Tenses, Prepositions, Framing Question Right
IV LO 4	Vocabulary: Correct Word usage - Homonyms, Antonyms and Synonyms, practice exercises, Paragraph Translation - Précis, Translation (from Vernacular to English and English to Vernacular)
V LO 5	Creative Writing: Email Etiquette, Punctuation, Reading and Comprehension, Basics of writing, Paragraph Writing, Precise Writing, Paraphrasing and Summarising

Suggested Activities: List of Practical and Activities (60 Hours)

- Identify various sounds based on the principles of Phonetics and practice the same along with the software
- Pronunciation of each word with the correct syllable
- Prepare and submit a report file on Parts of Speech, Tenses, Articles, Prepositions, Correct usage of the Homonyms, Antonyms and Synonyms, Writing E-mails and paragraphs
- Students will share their experiences on different stories, topics and their visits through submission of a project report.
- Practice exercise on topics in syllabus
- Reading and Comprehending paragraphs
- Encourage active participation by initiating class discussions on relevant topics. Teach students how to ask thoughtful questions, provide constructive feedback, and engage in respectful debates.
- Conduct impromptu speaking sessions where students are given a random topic and have a limited time to prepare a short speech.
- Provide listening exercises where students practice active listening by summarizing or paraphrasing what they hear, asking clarifying questions, and demonstrating understanding.
- Assign group presentations where students collaborate to research a topic, divide the presentation segments, and deliver a cohesive and engaging presentation.
- Any other practical decided from time to time.
- Role-Playing Exercises: Assign roles to students and create scenarios that reflect common workplace situations. For example, you can simulate a conflict between a manager and an employee, and ask students to act out the roles and demonstrate effective communication and conflict resolution techniques. After the role-play, facilitate a debriefing session to discuss the behaviors and strategies used.
- Assign students various speech topics and formats, such as informative speeches, persuasive speeches, or storytelling.
- Quiz and Internal Examinations
- Assignments
- Presentations

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- Participation in extra, co-curricular and cultural activities

Books Recommended

Text Books

1. SIZZLERS Board of Editors Publishers: Manimekala Publishing House 39, North Chitrai Street, Madurai-625001 (Lt. Ed)
2. Essentials of Business Communication - Rajendra Pal and J. S. Korlhalli - Sultan Chand & Sons, New Delhi. (Lt. Ed)
3. Essential English Grammar with Answers by Raymond Murphy (Cambridge University Press) (Lt. Ed)
4. English Grammar by Annie Brinda (Cambridge University Press) (Lt. Ed)

Reference Books

1. Business Communication (Principles, Methods and Techniques) Nirmal Singh - Deep & Deep Publications Pvt. Ltd., New Delhi. (Lt. Ed)
2. Business Communication - Dr. S.V. Kadvekar, Prin. Dr. C. N. Rawal and Prof. Ravindra Kothavade - Diamond Publications, Pune. (Lt. Ed)
3. Business Correspondence and Report Writing - R. C. Sharma, Krishna Mohan - Tata McGraw-Hill Publishing Company Limited, New Delhi. (Lt. Ed)
4. Modern Business Correspondence - L. Gartside - The English Language Book Society and Macdonald and Evans Ltd. (Lt. Ed)
5. Business Communication - M. Balasubrahmanyam - Vani Educational Books. (Lt. Ed)
6. Creating a Successful CV - Simon Howard - Dorling Kindersley. (Lt. Ed)
7. Business Communication - K. K. Sinha - Galgotia Publishing Company, New Delhi. (Lt. Ed)
8. Media and Communication Management - C. S. Rayudu - Himalaya Publishing House, Bombay. (Lt. Ed)
9. Communicate to Win - Richard Denny - Kogan Page India Private Limited, New Delhi. (Lt. Ed)
10. English for Polytechnics by Dr Papori Rani Barooah (Eastern Book House Publishers) (Lt. Ed)

Web Links

<http://learnenglish.britishcouncil.org/en>
<https://www.duolingo.com/>
<http://www.bbc.co.uk/learningenglish>
<https://www.slideshare.net/FurrukhAliBaig/importance-of-communication-in-business>
<https://www.youtube.com/watch?v=MdiHHyYZ6eU>

Course Title – Business Process Management-I

Course No. 24UBPM02

Course Credit: 04(2-2-0)
Max. Marks: 100(30I+70E)

Objective: To develop an understanding about the BPO Industry, its management and control.

Learning Outcome

LO	Statement
1	Narrate the basics of various business processes
2	Understand the challenges and working of BPO sector
3	Explain principles of team work and time management,
4	Illustrate handling of customers' queries across time
5	Demonstrate the culture differences of the BPO industry.

Unit	Contents
I LO1	Overview of Business Process Outsourcing - Basic Benefits of the BPO, Growth Drivers, BPO Models and Types of Vendors, Offshore BPO, Evolution Destinations, Challenges of offshoring BPO Companies in India
II LO2	BPO Industry: BPO Industry, Employment Opportunities, Employee Structure, Skill Set Required, Compensation Levels, Contact Centre BPO, Types of Call Centres, Technology, Components and working of a Call Center - Issues and Problems
III LO3	Control & Management: Personal Grooming, Corporate Etiquette, Principles of Teamwork, Dos and Don'ts while working in a team, learning to keep emotions under control (Human Psychology, Study of Perceptual Images), Time Management, Conflict Management, Stress Tolerance
IV LO4	Life in BPO: Understand concept of working across time, Staying healthy while working in shifts, Managing time; Managing clients, customers & targets
V LO5	Culture: Tools to understand Culture, Brief about American & UK Culture to bring about differences

Suggested Activities: List of Practical and Activities (60 Hours)

- Prepare a list of BPO Companies in India and their operations and various job roles requirements and submit the same information in form of report
- Participate in various types of team work activities in class room and with your friends, family members and present



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- a report on same.
- Prepare and submit a report file on BPO Models, Types of Call Centers, Personal Grooming, Corporate Etiquette, Stress Tolerance, Time Management, Conflict Management
- Explore the tools to Understand Culture and prepare a report on same
- Any other practical decided from time to time.
- Role-Playing Exercises: Assign roles to students and create scenarios that reflect common workplace situations. For example, you can simulate a conflict between a manager and an employee, and ask students to act out the roles and demonstrate effective communication and conflict resolution techniques. After the role-play, facilitate a debriefing session to discuss the behaviors and strategies used.
- Quiz and Internal Examinations
- Assignments
- Participation in extra, co-curricular and cultural activities

Books Recommended

Text Book

1. Fundamentals of Business Process Management (2013). Marlon Dumas, Marcello La Rosa, Jan Mendling, Hajo Reijers. Springer-Verlag Berlin Heidelberg <http://www.springer.com/us/book/9783642331428> (Lt. Ed.)
2. Business Process Management: Practical Guidelines to Successful Implementations. John Jeston, Routledge (Lt. Ed.)

Reference Books

1. Concentrix Material
2. BPMN Method and Style with BPMN Implementer's Guide. Bruce Silver (Lt. Ed)
3. Improving Business Processes (Pocket Mentor). Harvard Business Review
4. The Process: Business Process Modeling using BPMN. Alexander Grosskopf, Gero Decker, Mathias Weske
5. Fundamentals of Business Process Management. Marlon Dumas, Marcello La Rosa, Jan Mendling, Hajo A. Reijers. Springer (Lt. Ed.)
6. Business Process Outsourcing BPO A Complete Guide. Gerardus Blokdyk. 5starcooks (Lt. Ed.)

Web Links

1. <http://www.what-is-bpm.com/videos/bpm-videos-and-tutorials.html>
2. <https://www.youtube.com/watch?v=2ZkavRvY32U>
3. https://www.youtube.com/watch?v=Ee_2dMBBW74
4. <https://www.youtube.com/watch?v=udulPzRXI2Q>
5. <https://www.youtube.com/watch?v=LBymsMb4MMA>

Course Title- Principles of Management & Organizational Behaviour

Course No. 24UBPM03

Course Credit: 04 (3-1-0)

Max. Marks: 100 (30I+70E)

Objectives

To purpose of the course is to provide fundamental knowledge and exposure to the concepts, theories and practices in the field of management. It aims to understand individual and group behaviour at work place

Learning Outcomes

LO	Statement
1	Understand the nature of management and describe the theories of management
2	Outline the notion of managerial skills and functions.
3	Explain the determinants of behaviour and the emerging concepts in organizational behaviour
4	Identify the areas to control and selecting the appropriate controlling methods/Techniques
5	Evaluate leadership styles and the process of personality

Unit	Content
I LO1	Basic of Management: Concept, Nature, Process and Significance of management; Managerial levels, Skills, Functions and Roles; Management Vs. Administration; Contingency Management theories by - F. W. Taylor, Henry Fayol and Elton Mayo
II LO2	Managerial Skill and Functions: Level of Management- Functions of Management; Centralization - decentralization Organization structures - Line & Staff - functions, Leading and Staffing; Controlling - Definition, Nature, Importance, Steps, Techniques
III LO3	Introduction to OB: Organisation Behaviour - Definition, Scope, Importance, Concepts of Organisation Behaviour; Motivation- Definition, Theories of motivation, Mc Gregor, A.H. Maslow, Herzberg Learning- Meaning & Theories.

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IV LO4	Perception & Conflict Management: Perception-process; Conflict – Definition, traditional Vs Modern view of conflict – Types of conflict - intra personal, interpersonal, organizational
V LO5	Leadership & Personality: Definition, Importance, qualities of leaders, types of leaders – autocratic, democratic, free – rein; Personality- Attributes of personality, Type, Ego state, Johari window.

Suggested Activities: List of Activities (60 Hours)

- Case studies
- Students are expected to attend class and participate in the class activities, including the online activities (e.g., discussion forums, etc.).
- Other activities might include watching a video, pop-quizzes, role-playing, group exercises, discussions, and expressing ideas about certain questions raised in class.
- Short quizzes designed to check preparation for the class may be given periodically
- Each student will be assigned to a small group. This group will participate and complete three specific assignments together over the course of the semester.
- Invite professionals from various industries to share their experiences and insights on management and organizational behavior. Guest speakers can provide real-world examples, practical advice, and answer students' questions. This activity enhances students' understanding of how management principles are applied in different organizational contexts.
- Assign research projects to individual students or groups, focusing on specific management theories or concepts. For example, students can investigate the impact of leadership styles on employee motivation or analyze the effects of organizational culture on employee satisfaction. This activity encourages students to delve deeper into the subject matter and develop their research and analytical skills.
- Video Analysis: Select relevant videos or movie clips that portray management or organizational behavior concepts. After watching the videos, facilitate a discussion where students analyze the depicted behaviors, identify management principles or theories, and reflect on the effectiveness of the demonstrated practices.
- Quiz and Internal Examinations
- Assignments
- Presentations
- Participation in extra, co-curricular and cultural activities

Books Recommended

Text Books

1. Fundamentals of Management, Stephen P. Robbins, Pearson Education, (Lt. Ed).
2. Organisational behaviour by Stephen Robbins. Pearson Education, (Lt. Ed).
3. Management: Concept, Theory and Practices. S.N. Chand. Atlantic Publishers & Distributors (P) Ltd. (Lt.Ed.)

Reference Books

1. Essentials of Management, Koontz Kleirich, Tata McGraw Hill (Lt.Ed.)
2. Principles and Practices of Management by T. N. Chabra. Dhanpat Rai & Co. (P) Limited. (Lt.Ed.)
3. Organizational Behaviour: An Evidence Based Approach (Lt. Ed). Luthans, F. McGraw-Hill Irwin.
4. Organisational behaviour by K. Ashwatthapa. Himalaya Publication House. (Lt.Ed.)
5. Management Fundamentals, Robert N Lussier, (Lt Ed.), Cengage Learning, 2013.

Web Links

1. <https://www.swayamprabha.gov.in/index.php/program/archive/16>
2. <https://www.swayamprabha.gov.in/index.php/program/archive/5>
3. Business Organisation and Management - Course (swayam2.ac.in)
4. Organisation Behaviour - Course (swayam2.ac.in)

Course Title-Career Planning and Talent Management

Course No. 24UBPM04

Course Credit: 02 (1-1-0)
Max. Marks: 100 (30I+70E)

Objective: The aim of the course is to enable and empower students to take right decisions without fear and to remove

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the state of uncertainty.

Learning Outcomes

LO	Statement
1	Identify skills sets influencing employees and their careers across sectors
2	Outline the contents of preparation of Interview
3	Articulate awareness and insights about importance of aptitude assessment
4	Define Talent Management and its significance
5	Identify factors influencing employees and their career choice and development.
Unit	Content
I LO1	Skill Set Requirement: Skill set requirement at entry level careers in various service sectors like IT, ITES, Private Education, Banking, Insurance, Logistics, Health services.

II LO2	Career preparation: Assessing relevant education and skills, Self-awareness and Personality types, CV Preparation, Job description and Job specifications, Preparing for interviews- types of interviews, Acing the Interview
III LO3	Aptitude assessment: Aptitude Testing, Types, Analytical, Mental, English and Domain knowledge, Importance.
IV LO4	Talent management: Meaning and process, Source and pre-adjustment, Talent acquisition strategy, key performance indicators, SRM Model.
V LO5	Career development task: Personal values and goals, understanding world of work, Career alternatives, career planning & development, succession planning, profile creation on job portals, linkedin, etc.

Suggested Activities: List of Activities (30 Hours)

- Provide students with self-assessment tools or questionnaires to help them understand their skills, interests, values, and personality traits. Discuss the results as a class and encourage students to reflect on their strengths, weaknesses, and areas of potential career interest and submit a report for same.
- Assign students to research and present on different career paths or industries that align with their interests. They can provide an overview of the job roles, required qualifications, growth opportunities, and potential challenges in those fields. This activity helps students broaden their understanding of various career options. The students need to submit a report for same.
- Organize mock interview sessions where students can practice their interview skills and receive feedback. You can either conduct the interviews yourself or invite professionals from the industry to act as interviewers. Afterward, discuss common interview questions, appropriate responses, and effective interview techniques.
- Students may participate in workshop personal development topics, such as effective communication, time management, leadership skills, and emotional intelligence and submit a report on same
- Resume and Cover Letter Workshops: Conduct workshops on resume and cover letter writing.
- Create profile on networking site and other job portals
- Quiz and Internal Examinations
- Assignments
- Presentations
- Participation in extra, co-curricular and cultural activities

Recommended Books

TextBook

1. Career Preparation and Talent Management, Oviya Publication, Coimbatore, Dr. Vimala, A., (Lt. Ed.).
2. Talent Management Hand Book, Lance A Berger, Dorothy R Berger, McGraw-Hill, (Lt. Ed.)

Reference Books

1. Falling Forward: Turning Mistakes into Stepping Stones for Success by John C Maxwell. (Lt. Ed.)
2. Career Planning and Succession Management: Developing Your Organization's Talent-for Today and Tomorrow by William J. Rothwell, Robert D. Jackson, Shaun C. Knight, John Lindholm. Praeger Publishers Inc. (Lt. Ed.)
3. 3. Talent management in India: Challenges and opportunities, Hasan, & Singh, Atlantic Publication. (Lt. Ed.)

Web Links

- <https://shrm.org/learningandcareer/career/pages/career-preparation-and-planning.aspx>
- <http://www.en.synerion.co.il/qanda>
- <https://www.thebalance.com/what-is-talent-management-really-1919221>
- https://www.novascotia.ca/psc/pdf/hrCentre/resources/talentManagement/TM_Process_Guide.pdf
- http://www.en.synerion.co.il/download_case_studies
- <https://www.bing.com/videos/search?q=talent+management+videos&qvpt=talent+management+videos&view=detail&mid=E279E17F7753BDD88047E279E17F7753BDD88047&&FORM=VRDGR>
- <https://www.bing.com/videos/search?q=talent+management+videos&qvpt=talent+management+videos&view=d>

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etail&mid=55405E5BB7C2FE37F6A255405E5BB7C2FE37F6A2&&FORM=VRD GAR
https://www.youtube.com/watch?v=R7MYMVTQ_rg https://onlinecourses.nptel.ac.in/noc23_mg29/previe

Course Title-Fundamentals of Computer Applications

Course No. 24UBPM05

Course Credit: 03 (0-0-3)
Max. Marks: 100 (70I+30E)

Objective: The syllabus introduces students to basic information and communication technology and proper paradigms that need to be implemented to develop any kind of computer applications. The course will help in developing the basic technical skills by hands on experience.

Learning Outcomes

LO	Statement
1	Understand the working and application of computer system
2	Outline the working of different operating system
3	Use word processing software to create and edit official documents and reports
4	Use software to create, edit presentations, maintain database & compile data
5	Sending E-mails and internet surfing using various search engines

Unit	Content
I LO1	Introduction to Computer System: Basic Applications of Computer; Computer Memory, Concepts of Hardware and Software, Data and Information; Applications of IECT; Computer Virus: Definition, Types of viruses, Characteristics of viruses, Anti-virus software, Introduction to number system
II LO2	Operating System: Definition, Functions of operating system, Need and its services, Types of operating system, Batch Processing, Spooling, Multiprocessing, Multiprogramming, Time-Sharing, On-Line Processing, Real-Time Processing, Basics of window operating system, Switching between DOS and windows, Comparison between Unix and Windows.
III LO3	Understanding Office Applications: Introduction to MS Word, Introduction to MS Excel and its applications, Introduction to MS PowerPoint, Menus, Shortcuts, Document types, Formatting documents, spread sheet and presentations, Working with Spreadsheets, Different templates, Macros, Mail merge.
IV LO4	Networking: Network Technologies, Introduction to Internet and protocols: TCP/ IP, Network connecting devices, Topologies, HTTP, HTTPS DNS, Hub, Switches, Router, Repeater, Firewalls, Digital Signature.
V LO5	Introduction to World Wide Web: WWW and Web Browsers Introduction, Objectives, Concept of internet, Overview of search engines, Popular search engines in use, Surfing the web and websites, Hosting your websites, Planning and Developing the websites, Internet service provider, introduction about AI Tools, ChatGpt

Suggested Activities: List of Practical and Activities (90 Hours)

- Practical based on to be exposed/shown various components and supposed how to switch on a computer.
- Handling the computer system,
- Installation of Operating System,
- Connecting your client to server,
- User and Workgroup Handling, General Operating system handling and related topics.
- Various Editing Tools: Wordpad, Notepad,
- Sticky Note, Snipping tool, Paint
- Ms Word
- Introduce students to data analysis using spreadsheet software. Provide them with a dataset and guide them through tasks such as sorting, filtering, creating formulas, generating charts and graphs, and analyzing trends.
- Assign students to create multimedia presentations using presentation software. They can choose a topic of interest and incorporate text, images, videos, and animations to deliver an engaging and informative presentation.
- MS-Outlook
- Case study on Operating systems (Windows/ Ubuntu/ Android/ IoT)
- Networking Troubleshooting
- Software: Preparatory and open domain
- Collaborative Document Editing: Divide students into small groups and assign them a collaborative document editing task. For example, they can work together to create a shared document using a word processing software, where each group member contributes to the content, formatting, and editing.
- Web Design Basics: Introduce students to the basics of web design and development. Teach them HTML and CSS, and guide them in creating simple web pages or websites.
- Canva

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- Any other practical decided from time to time.
- Divide students into group and let them prepare some reports and presentations using AI tools.
- Quiz and Internal Examinations
- Assignments
- Presentations
- Participation in extra, co-curricular and cultural activities

Books Recommended Text

Books

1. Computers and Beginners by Jain, V.K. Pustak Mahal - New Delhi (Lt. Ed.)
2. Computer Fundamentals by Anita Goel, Pearson. (Lt. Ed.)

Reference Books

1. Introduction to Information Technology, Leon Tech World by Leon and Leon, Vijay Nicole Publishers. (Lt. Ed.)
2. Foundations of Computing, BPB Publication by Sinha, Kr. Pradeep and Preeti Sinha; (Lt. Ed.)
3. Word Processing and Typing by Sharon Spencer, Heinemann. (Lt. Ed.)
4. MS Office by S.S. Srivastava, Firewall Media. (Lt. Ed.)
5. Microsoft Office 2010 by Bittu Kumar, V & S Publications. (Lt. Ed.)
6. Data Communication and Networking by Behrouz.A. Forouzan, McGraw Hill. (Lt. Ed.)

Web Links

https://www.youtube.com/watch?v=eEo_aacpwCw
<https://www.youtube.com/watch?v=DzTCFsdMP4>
https://onlinecourses.swayam2.ac.in/nos23_sc27/prview
https://onlinecourses.swayam2.ac.in/nou23_cs01/prview
<http://egyankosh.ac.in/youtubevideo.jsp?src=gGXVSnTIXDo&title=Introduction%20to%20Personal%20Compute>

Course Title- Information Technology /Information Technology enabled Services

Course No. 24UBPM06

Course Credit: 03(2-1-0)
Max. Marks: 100(30I+70E)

Objective: The aim of the IT/ITeS is to enhance the learning activities and the required knowledge of students by hands-on-experience to various dimensions of the sector.

Learning Outcomes

LO	Statement
1	Outline the self-introduction and ITeS sector
2	Prepare schedule and dashboard and reports
3	Create various Templates
4	Outline the working profile of customer service representatives
5	Explain the importance of Metric Management in industry

Unit	Content
I LO1	Introducing Oneself, Talking about One's family; Describing the weather, Narrating a story, Dress and Hygiene, The IT-ITeS Industry, Benefits of IT-ITeS, BPO Services,
II LO2	Preparing a Daily and Weekly Work Plan, Locating Products, Complaint Handling, User Manual, Cross-Selling, Merchandizing via Technology, Product Promotion, Closing a Deal, Stock Count, Writing a Customer Service report
III LO3	Creating Templates, Creating Envelopes, Creating Labels, Creating Macros and Automating Tasks, Linking Word Documents to Data in a Worksheet, Linking worksheets, Saving a Document Outline as a Presentation, Save and Share a Document for Review, Adding hyperlinks
IV LO4	Customer Service Representatives, Describing Your job, Applying for Leave, Being a Good Team Player, Process Mapping Techniques, Process Levels, Kano Model
V LO5	Metrics Management, Service Level Agreements, Business Metrics Vs Operations Metrics, Target Setting, Process Mapping Techniques, introduction to cyber security, Introduction about Systems, Applications, and Products (SAP)

Suggested Activities: List of Practical and Activities (45 Hours)

Introducing Oneself
Narrating a story

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- Preparing report on ITes industry
- Writing a Customer Service report
- Preparing a Daily and Weekly Work Plan
- Creating Templates
- Linking worksheets
- Creating Macros
- Online documents creation
- Team management
- Business Metrics Management
- Any other practical decided from time to time.
- Assign students to research and present on different segments of the IT and ITES industry. They can explore areas such as software development, cybersecurity, data analytics, cloud computing, digital marketing, customer support services, and more. Encourage them to investigate industry trends, job roles, skills required, and career opportunities in each segment.
- Present students with case studies related to IT and ITES challenges or projects. Divide them into groups and ask them to analyze the case, identify issues, and propose solutions using appropriate IT tools or systems.
- Conduct cybersecurity awareness sessions to educate students about online threats, best practices for data protection, and safe internet usage. Teach them about password management, phishing scams, malware, and the importance of personal and organizational cybersecurity. Divide them into groups and ask them to submit a report on cybersecurity threats prevailing in India.
- Invite professionals from the IT and ITES industry to share their experiences, insights, and career journeys with the students.
- Students can visit to ITes companies and look into various facilities. Prepare a report of report of visit and submit the same to instructor.
- Quiz and Internal Examinations
- Assignments
- Presentations
- Participation in extra, co-curricular and cultural activities

Books Recommended Text

Book

1. Information Technology, NVEQ Level 3 – Class XI, IT301-NQ2012-Functional English (Advanced) Student's Handbook
2. Sector IT-ITes, NSQF Level 4, Student Workbook – Vol. 1, PSS Central Institute of Vocational Education, Bhopal
3. Sector IT-ITes, NSQF Level 4, Student Workbook – Vol. 2, PSS Central Institute of Vocational Education, Bhopal

Web Links

1. <https://www.centralacademy.ac.in/introduction-to-it-ites-industry>
2. <https://www.youtube.com/watch?v=0COFMTYsf9I>
3. https://www.youtube.com/watch?v=GTtMoZ7K_YY
4. <https://www.youtube.com/watch?v=xj4Ebysk5d8>
5. <https://www.youtube.com/watch?v=mgpTXshCeI8>

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Course Title – Yoga and Health Skills –II

Course Credit: 02 (L02-T0-P0)

Course code: 24UYHS01

Max. Marks: 100(30I+70E)

Objective: Students will get information about the origin, history and development of Yoga along with different streams of yoga, literature and meditation.

Learning Outcome: After the completion of the course, the learners will be able to

1. To make aware of the definition, history and nature of yoga.
2. Telling information about different school of yoga.
3. Giving information about cleansing technique and yogic diet.
4. Explaining the importance of health.
5. Yogic management of various diseases and the utility of meditation.


Unit	Statement
1	Introduction to Yoga: Meaning and Definition of Yoga, Aim and Objectives of Yoga, Misconceptions of Yoga; Brief knowledge about Streams of Yoga-Ashtanga and HathaYoga. Yogic Prayer Mantra. Importance of Yoga in modern era.
2	Yoga practices: Raja Yoga (AshtangaYoga), GyanYoga, Bhakti Yoga, Karma Yoga, Hatha Yoga.
3	Introduction to cleansing technique: Meaning, Definition, Objectives and Classification. Yogic diet: Diet, Yogic Diet, Anti-diet, Balanced diet.
4	Health: Meaning, Definition, aim and objectives, Dincharya (Daily regimen): Meaning, definition and sequential elements, Application of Dincharya, Ritucharya (Seasonal Regimen): Meaning, Definition, Types with their salient features, Season wise Does and Don'ts.
5	Yogic Management in Health Problems: cervical, back pain, diabetes and stress. Meditation: Meaning, types, importance, general instructions and suggestions for meditation, physical, mental and spiritual effects of meditation.

TEXT BOOKS

1. Yoga & yogic chikitsa - Singh Prof. Ramharsh ,Chaukhamba Sanskrit pratishthan, Edition 2011
2. Swami Vivekananda: Jnana Yoga, Bhakti Yoga, Karma Yoga, Raja Yoga, Advaita Ashrama, Calcutta, 2002.
3. Prof. Ramharsh Singh -SwasthavrittaVigyan, Chaukhambha Sanskrit Prakashan, Varanasi, 1998.
4. Sriram Sharma Acharya- JivemSharadahShatam, AkhandJyoti Mathura 1998.
5. Prof. Ramharsh Singh-Yogewam Yogic Chitksha, Chaukhambha Sanskrit Prakashan, Varanasi, 1998.
6. SwasthaVrittaVigyanewam Yogic Chiktsha- Dr. RakeshGiri, SikhshaBharti, Utrakhhand.

References Books

1. Swami Kuvalyananda : Asana, Kaivalyadhama, Lonavla, 1993
2. Swami Satyananda Saraswati: Asana, Pranayama, Bandha, Mudra, Bihar School of Yoga, Munger, 2006
3. Basavaraddi, I.V. & others: YOGASANA: A Comprehensive description about Yogasana, MDNIY, New Delhi, 2011.
4. Basavaraddi, I.V. & others: Yogic Sukshma Evam Sthula Vyayama, MDNIY, New Delhi, 2011.


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SEMESTER II

Course Title-Introduction to Marketing

Course No. 24UBPM07

Course Credit: 04 (3-1-0)
Max. Marks: 100 (30I+70E)

Objective: To develop an overview about concepts underlying in the marketing management process.

Learning Outcomes

LO	Statement
1	Understanding of various facets of Marketing management
2	Equip students with knowledge that help them perform product planning and product management.
3	Demonstrate the ability to plan strategies for product pricing, distribution and promotion.
4	Understand the dynamics of marketing in services
5	To communicate unique marketing mixes and selling propositions for specific products and services through physical and digital medium

Unit	Contents
I LO1	Introduction: Nature, Scope and Importance of Marketing, Evolution of Marketing; Core marketing concepts; Company orientation - Production concept, Product concept, Selling concept, Marketing concept, Holistic marketing concept. Marketing Environment: Demographic, Economic, Political, Legal, Socio cultural, Technological environment (Indian context), Marketing Mix.
II LO2	Segmentation, Targeting and Positioning: Concept; Levels of Market Segmentation, Basis for Segmenting Consumer Markets; Product decisions: Concept of Product Life Cycle (PLC), PLC marketing strategies, Product Classification, Product Line Decision, Product Mix Decision, Branding Decisions, Packaging & Labelling.
III LO3	Pricing Decisions: Determinants of Price, Pricing Methods (Non-mathematical treatment), Adapting Price. Marketing Channel Decision: Channel functions, Channel Levels, Types of Intermediaries: Wholesalers and Retailers.
IV LO4	Marketing of Services: unique characteristics of services, marketing strategies for service firms - 7Ps, Marketing Ethics.
IV LO5	Promotion - Advertising - Personal Selling - Sales Promotion - Publicity- Recent Trends in Marketing: E-Marketing, Relationship marketing, Mobile marketing.

Suggested Activities: List of Activities (60 Hours)

- Divide students into small groups and ask them to select a product or service. Instruct them to analyze its features, target market, positioning, pricing strategy, and promotional activities. Encourage them to present their findings, submit report and discuss the marketing strategies employed by the selected product.
- Provide students with a fictional product or service and ask them to develop a comprehensive marketing mix strategy. Instruct them to determine the product features, pricing strategy, distribution channels, and promotional activities. Encourage them to think critically about the target market, competition, and consumer needs. Ask them to present, submit report on their marketing mix strategies and explain their rationale.
- Assign students to analyze and compare different brands within the same industry. Instruct them to research brand positioning, brand image, target audience, and marketing communications of each brand. Encourage them to identify the unique selling propositions and competitive advantages of each brand. Ask them to present their findings in form of report and suggest ways to improve or differentiate the brands.
- Engage students in discussions about ethical considerations and social responsibility in marketing. Present case studies or scenarios that highlight ethical dilemmas faced by marketers.
- Short quizzes designed to check preparation for the class may be given periodically
- Case studies discussion
- Quiz and Internal Examinations
- Assignments
- Participation in extra, co-curricular and cultural activities

Books Recommended Text Book

1. Kotler, P. & Keller, K. L.: Marketing Management, Pearson (16th Ed)

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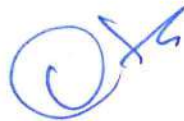


Reference Books

1. Kotler, P., Armstrong, G., Agnihotri, P. Y., Haq, ul Ehsan: Principles of Marketing: A South Asian Perspective, Pearson. (Lt. Ed)
2. Marketing Management - Text & Cases, by Gupta C.B. Nair N. Rajan, Sultan Chand & Sons, New Delhi . (Lt. Ed)
3. Marketing Management, by V S Ramaswamy & S Namakumari, Om Books International, New Delhi. (Lt. Ed)
4. Modern Marketing Management, by Rustom S. Davar, Ubs Publishers' Distributors Pvt.Ltd, New Delhi. (Lt. Ed) 5. Principles of Marketing, by S.A. Sherlekar & R. Krishnamoorthy, Himalaya Publishing House Pvt. Ltd. Mumbai. (Lt. Ed)

Web Links

1. <https://www.youtube.com/watch?v=sR-qL7QdVZQ>
2. https://onlinecourses.nptel.ac.in/noc23_mg122/preview
3. https://onlinecourses.swayam2.ac.in/nou23_cm04/preview
4. https://onlinecourses.swayam2.ac.in/cec23_mg12/preview



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Course Title-Accounting & Finance for Business Process Services

Course No.24UBPM08

Course Credit: 04 (2-2-0)

Max. Marks: 100 (30I+70E)

Objective: The objective of this course is to expose the learner to the concept and methods of financial and management accounting. Focus will be on developing the understanding of accounting norms and principles.

Learning Outcomes

LO	Statement
1	Record and report the financial transactions of the business
2	Recognize the accounting principles and conventions
3	Prepare accounting entries using double entry system
4	Analyse and perform fundamental depreciation entries in accounting operations.
5	Create final statements in accordance with appropriate standards

Unit	Contents
I LO1	Introduction: Financial Accounting-definition and Scope, objectives of Financial Accounting, Accounting v/s Bookkeeping Terms used in accounting, users of accounting information and limitations of Financial Accounting.
II LO2	Conceptual Framework: Accounting Concepts, Principles and Conventions, Accounts payable and receivable, Emerging trends in F&A technology, XBRL reporting.
III LO3	Recording of transactions: Accounting Process, Journals, Subsidiary Books, Ledger, Cash Book, Trial Balance.
IV LO4	Depreciation: Meaning, need & importance of depreciation, methods of charging depreciation, Bills of Exchange – entries in the books of drawer and acceptor
V LO5	Preparation of final accounts: Preparation of Trading and Profit & Loss Account, Understanding of final accounts of a Company, BPO specific Financial Metrics and Budgeting.

Suggested Activities: List of Practical and Activities (60 Hours)

- Prepare Journal entries in excel
- Prepare ledger entries in excel
- Assign students to prepare financial statements, including the income statement, balance sheet, and statement of cash flows
- Provide students with financial statements of real companies and ask them to analyze and interpret the data.
- Introduce students to financial modeling using spreadsheets like Microsoft Excel.
- Mat ask students to research and present on specific financial reporting standards, such as International Financial Reporting Standards (IFRS) or Generally Accepted Accounting Principles (GAAP).
- May Introduce students to some free accounting software and assign them tasks to record transactions, generate financial reports.
- Provide students with a list of assets and their relevant information (initial cost, useful life, and salvage value). Instruct them to calculate depreciation using different methods such as straight-line, declining balance, or units of production. Ask them to explain their calculations and compare the results obtained using different depreciation methods.
- Students may prepare dashboard of budget for dummy departments for a company
- Short quizzes designed to check preparation for the class may be given periodically
- Case studies discussion
- Quiz and Internal Examinations
- Assignments
- Any other Practical/Practice as decided from time to time
- Short quizzes designed to check preparation for the class may be given periodically
- Presentations
- Participation in extra, co-curricular and cultural activities

Books Recommended

TextBook

1. E-Book: <http://www.textbooksonline.tn.tn.in/Books/11/Std11-Acct-EM.pdf>
2. E-Book: <http://www.targetpublications.org/download/11-commerce/std-11-book-keeping-and-accountancy.pdf>

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3. Book Keeping and Accounting by Aggrawal, Sanjay Sahitya Bhawan (SBPD Publishing House), (Lt. Ed)

Reference Books

1. Fundamentals of Accounting & Financial Analysis: By Anil Chowdhry, Pearson Education. (Lt. Ed)
2. Financial accounting: By Jane Reimers, Pearson Education. (Lt. Ed)
3. Accounting Made Easy By Rajesh Agarwal & R Srinivasan, Tata McGraw –Hill. (Lt. Ed)
4. Financial Accounting For Management: By Amrish Gupta, Pearson Education. (Lt. Ed)
5. Financial Accounting For Management: By Dr. S. N. Maheshwari, Vikas Publishing House. (Lt. Ed)
6. Financial Accounting, By Mohan Juneja C, Kalyani Publishers. (Lt. Ed)
7. Financial Accounting, By S P Jain and Narang, Kalyani Publishers. (Lt. Ed)

Web Links

1. <https://schools.aglasem.com/15181>
2. <https://www.swayamprabha.gov.in/index.php/program/archive/16>
3. <https://www.swayamprabha.gov.in/index.php/program/archive/5>
4. https://onlinecourses.nptel.ac.in/noc23_mg80/preview
5. https://onlinecourses.swayam2.ac.in/nou23_cm02/preview

Course Title-Business Statistics

Course No. 24UBPM09

Course Credit: 04 (3-1-0)
Max. Marks: 100 (30I+70E)

Objective: To acquaint the students with important statistical techniques for managerial decision-making.

Learning Outcomes

LO	Statement
1	Understanding of application of statistics in business for effective decision making
2	Critically evaluate the underlying assumptions of analysis tools
3	Solve a range of problems using the techniques covered
4	Conduct statistical analysis of data.
5	Apply concepts of index number and probability to solve problems

Unit	Contents
I LO1	Statistics: Meaning, evolution, scope, limitations and applications; data classification; tabulation and presentation, types of classification, Tabulation and Graphs: formation of frequency distribution, types and construction of tables, significance, types and construction of diagrams and graphs
II LO2	Measures of Central Tendency: Meaning and objectives of measures of central tendency, different measure viz. arithmetic mean, median, mode, geometric mean and harmonic mean, characteristics, applications and limitations of these measures.
III LO3	Measures of Dispersion: Measure of variation viz. range, quartile deviation mean deviation and standard deviation, co-efficient of variation; Skewness and Kurtosis
IV LO4	Correlation & Regression: Meaning of correlation, types of correlation, Karl Pearson's coefficient of correlation, Spearman's Rank correlation coefficient, Regression Analysis: Meaning and significance. Regression vs. Correlation, Regression lines.
IV LO5	Index Numbers: Methods of constructing index numbers., Introduction to probability theory, Probability rules and concepts, Probability distributions (discrete and continuous), Analysis of Time Series – Methods of Measuring Trend and Seasonal Variations., Introduction to testing of Hypothesis.

Suggested Activities: List of Activities (60 Hours):

- Assign students a project where they need to collect data on a specific business-related topic, analyze the data using appropriate statistical techniques, and present their findings. This can include survey design, data collection, data cleaning, and analysis using descriptive statistics, probability, and hypothesis testing.
- Provide students with a dataset and ask them to create meaningful visualizations using software tools like Excel, SPSS or R. Instruct them to present their visualizations and discuss the insights gained from the data.
- Present students with case studies or real-world examples where they need to apply statistical concepts and techniques to solve business problems. Encourage them to analyze the data, make inferences, and draw conclusions based on their statistical analysis.
- Allocate dedicated class time for students to practice using statistical software packages like Excel, SPSS, or R. Provide them with datasets and guide them through the process of performing statistical calculations, creating charts, and interpreting the results.

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- Conduct lab sessions where students can practice using statistical software such as Excel or SPSS. Assign specific tasks, such as data entry, calculation of descriptive statistics, hypothesis testing, or regression analysis, to familiarize students with the software's functionality and data analysis capabilities.
- Invite professionals from industry or academia who have expertise in business statistics to deliver guest lectures.
- Provide students with various datasets or statistical reports and ask them to interpret the findings.
- Short quizzes designed to check preparation for the class may be given periodically
- Case studies discussion
- Quiz and Internal Examinations
- Assignments
- Any other Practical/Practice as decided from time to time
- Short quizzes designed to check preparation for the class may be given periodically
- Case studies discussion
- Quiz and Internal Examinations
- Assignments
- Participation in extra, co-curricular and cultural activities

Books Recommended

Text Book

1. Business Statistics, by Vohra, N. D., Tata McGraw Hill Publishing Company, New Delhi. (Lt. Ed)
2. Statistical Methods, by S.P.Gupta, Sultan Chand & Sons, New Delhi, (Lt. Ed)

Reference Books

1. Statistics for Management, by Levin, R.I. and D.S. Rubin, Prentice-Hall of India. (Lt. Ed)
2. Complete Business Statistics, by Aczel, Amir D., and Sounderprandian, J., Tata McGraw Hill Publishing. (Lt. Ed)
3. Statistics for Business and Economics, by Anderson, Sweeny and Williams, Cengage Learning, New Delhi, (Lt. Ed)
4. Business Statistics, by J.K.Sharma, Pearson Education, New Delhi. (Lt. Ed)
5. Elements of Business Statistics, by S.P. Gupta, Sultan Chand & Sons, New Delhi. (Lt. Ed)
6. Statistics for Management, by Kellar, Cengage Learning. (Lt. Ed)
7. Statistics for Business (Decision making and Analysis). By Stine, R. and Foster. (2014). New Delhi: Pearson. (Lt. Ed)

Web Links

1. <https://www.swayamprabha.gov.in/index.php/program/archive/16>
2. <https://www.swayamprabha.gov.in/index.php/program/archive/5>
3. https://onlinecourses.nptel.ac.in/noc23_ma83/preview
4. https://onlinecourses.swayam2.ac.in/nou23_cm08/preview
5. https://onlinecourses.nptel.ac.in/noc23_mg22/preview

Course Title-Entrepreneurship

Course No. 24UBPM10

Course Credit: 02 (1-1-0)
Max. Marks: 100 (30I+70E)

Objective

The objective of this course is to expose the learner to the fields of entrepreneurship development. Focus will be to train the students to develop new projects and encouraging them to start their own ventures.

Learning Outcome

LO	Statement
1	Understand the importance of feasibility report
2	Outline the skills that are required to be needed to start new ventures
3	Develop Business Plans
4	Demonstrate leadership skills and effective resource management techniques
5	Distinguish between fixed and working capital requirements

Unit	Content
I LO1	Introduction to Entrepreneurship: Entrepreneurial Mindset, Characteristic of an Entrepreneur; Types of Entrepreneurial organizations, Conception & Ideation: Business Plan and its elements; Roles and Responsibilities of Entrepreneurs, Identify Your Customer: Customer segmentation, Criteria for selling customer value proposition, Customer Lifecycle, Introduction to Intrapreneurship

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II L02	Self Confidence and Resilience: 4 Ps of Entrepreneurship, Importance of Business Networking and its advantages; Competition Analysis: Factors affecting competition strategies, Prerequisites of successful enterprise; Business Risk, Getting Money for Business: Concept of Funding, Types of Funding
III L03	Dream and Achieve: Vision, Mission and Goals, Business Ethics, SMART goals, entrepreneurial work ethics Leadership and Team Spirit, Embracing diversity, Role of Emotional Intelligence; Roles of Entrepreneurs in society, Effective Ways to Build Entrepreneurial Skills.
IV L04	Taking Ownership: Taking control over the business; Porters competition strategies, Factors affecting business; Introduction to Critical Thinking, Model of Critical Thinking; Importance and benefits of Creative thinking, Decision making, Effective decision-making process
V L05	Regulatory Issues: 4Ps of Marketing, Costs in Entrepreneurship, Introduction to Accounting, Working capital; Regulatory and statutory rules, for an Entrepreneur, Business Loans for startups and MSMEs, Legal Issues Intellectual Property Rights, patents, trademarks, copyrights, trade secrets, licensing, franchising.

Suggested Activities: List of Activities (30 Hours)

- Discuss Success and Failure Stories of Famous Entrepreneurs like Steve Jobs Success Story, Mumbai Dabbawala delivery success Story, etc.
- Create a group of students and provide them inputs to develop a business plan. The students will submit the report on same and will make presentations for their respective plan.
- Collect the information about successful entrepreneurs of India and globe and submit a report of their success stories.
- Instruct may Organize pitch competitions where students can present their business ideas or business plans to a panel of judges.
- Engage students in activities such as ideation exercises, role plays, team-building exercises, and pitch competitions to enhance their entrepreneurial skills.
- Assign individual or group projects where students have to pitch their business ideas, outlining the problem they aim to solve, target market, value proposition, and competitive advantage.
- Encourage students to identify problems or opportunities in the market and come up with innovative solutions or business concepts.
- Short quizzes designed to check preparation for the class may be given periodically
- Case studies discussion
- Quiz and Internal Examinations
- Assignments
- Presentations
- Participation in extra, co-curricular and cultural activities

Books Recommended

Text Books

1. Arora M., Natarajan K. and Gordan E., Entrepreneurship Development, 1st ed; Himalaya Publishing House Pvt Ltd, (Lt. Ed)

Reference Books

1. Hisrich, Robert D., Michael Peters and Dean Shepherd, Entrepreneurship, Tata McGraw Hill, New Delhi. (Lt. Ed)
2. Barringer, Brace R., and R. Duane Ireland, Entrepreneurship, Pearson Prentice Hall, New Jersey (USA). (Lt. Ed)
3. Lall, Madhurima, and Shikha Sahai, Entrepreneurship, Excel Books, New Delhi
4. Charantimath, Poornima, Entrepreneurship Development and Small Business Enterprises, Pearson Education, New Delhi. (Lt. Ed)
5. Forbat John, "Entrepreneurship", New Age International, (Lt. Ed)
6. Havinal, Veerbhadrappa, "Management and Entrepreneurship", New Age International Publishers, (Lt. Ed).
7. John S.M., rural women Entrepreneurship, 6th ed; Discovery Publishing House, (Lt. Ed)
8. Janakiram B., Management & Entrepreneurship, Excel Books India, (Lt. Ed)
9. Prahlad, CK., Fortune at the Bottom of the Pyramid: Eradicating Poverty Through Profits, 1st Edition; Dorling Kindersley Ltd, (Lt. Ed)

Web Links

1. https://www.tutorialspoint.com/entrepreneurship_development/entrepreneurship_development_tutorial.pdf
2. <https://www.bing.com/videos/search?q=entrepreneurship+development+videos&qpv=entrepreneurship+development+videos&view=detail&mid=2F136B2E6941D1F8DB4E2F136B2E6941D1F8DB4E&FORM=VRDGAR>
3. <https://www.bing.com/videos/search?q=entrepreneurship+development+videos&qpv=entrepreneurship+development+videos&view=detail&mid=01D578B93003F888E6DF01D578B93003F888E6DF&FORM=VRDGAR>
4. <https://www.bing.com/videos/search?q=entrepreneurship+development+videos&qpv=entrepreneurship+development+videos&view=detail&mid=2E714CA0963D221569E52E714CA0963D221569E5&FORM=VRDGAR>
5. <https://www.bing.com/videos/search?q=entrepreneurship+development+videos&qpv=entrepreneurship+development+videos&view=detail&mid=D72A5948DCB34F0684C0D72A5948DCB34F0684C0&FORM=VRDGAR>

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Course Title-Spreadsheet Modelling (P)

Course No. 24UBPM11

Course Credit: 03(0-0-3)
Max. Marks:100 (70I+30E)

Objective: To handle volume of data in an effective manner, improve their analytical skills and help them understand about the role of data in a business.

Learning Outcomes

LO	Statement
1	Work with spreadsheets and save them in different formats for developing proper formats
2	Choose, create and format charts to communicate information meaningfully.
3	Create mathematical and logical formulas using standard spreadsheet functions
4	Understand the ways to collect the data (Online Surveys & Business tools).
5	Work with tables and lists to analyze, filter and sort data to analyse the results for different data sets.

Unit	Content
I LO1	Introduction to MS-Excel: Introduction to Electronic Spreadsheets, Feature of MS-Excel, Entering Data, Entering Series, Editing Data, Cell Referencing, Ranges
II LO2	Functions & Formulae: Date and time Functions, AutoSum, Copying Formula, Formatting Data, Creating Charts, formatting charts, Creating Database, Sorting Data, Filtering, Coding of Data in Excel,
III LO3	Functions & Formulae: Statistical functions (Sum, Min, Max, Average, SD, variance, count, sumif, averageif, countif, countblank, rank), Text functions (left, right, mid, trim, concatenate, upper, lower, proper), Financial functions (pv, fv, pmt, etc), Lookup functions (hlookup, vlookup, xlookup), Two-level nested functions
IV LO4	Data Visualisation: Creating dashboard in excel, Using Tables, Pivot Table, Pivot Chart, Create and Modify a pivot table/data pilot, Filter, Sort data in a pivot table/data pilot, Use one-input, two-input data tables/multiple operations tables, Conditional Formatting
V LO5	Analysis: Sorting and filtering: Sort data by multiple columns at same time, Create a customized list and perform a custom sort, macros, Customer feedback analysis using Google Doc., Google form creation, encryption of worksheets

Suggested Activities: List of Practical and Activities (90 Hours)

- Assign exercises where students practice writing basic formulas to perform calculations, such as addition, subtraction, multiplication, and division.
- Assign tasks where students create various chart types (e.g., bar, line, pie) to visually represent data and interpret trends and patterns.
- Demonstrate how to use AutoFill to quickly fill a series or replicate formulas across a range of cells and then make students practice for same.
- Assign tasks like creating simple budgets, organizing data, and performing basic calculations using formulas.
- Provide students with datasets and ask them to analyze and interpret the data using spreadsheet functions and tools.
- Introduce students to PivotTables and guide them through creating PivotTables to summarize and analyze data.
- Instruct them to create charts, graphs, and pivot tables to visualize the data and identify trends, patterns, and insights.
- Encourage students to write summaries or reports based on their analysis.
- Instruct students to apply conditional formatting rules to highlight specific data points based on certain criteria
- Provide exercises where students practice using nested functions to perform complex calculations or conditional operations.
- Assign tasks that require students to use functions like VLOOKUP or INDEX/MATCH to search for and retrieve specific data from a table.
- Guide students through the process of protecting worksheets or workbooks by applying password protection, restricting editing, or hiding formulas.
- Introduce students to macro recording and guide them through recording simple macros to automate repetitive tasks.
- Share a list of Excel shortcuts and productivity tips with students, and encourage them to practice using these shortcuts to improve their efficiency
- May prepare students how to use the Scenario Manager to analyze the impact of different scenarios on a model by changing input values.

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- Make use of Google Suite that offers a range of cloud-based productivity tools, including Google Docs, Google Sheets, Google Slides and Google Forms. These tools allow real-time collaboration and easy sharing of documents.
- Any other Practical/Practice as decided from time to time
- Short quizzes designed to check preparation for the class may be given periodically
- Case studies discussion
- Quiz and Internal Examinations
- Assignments
- Presentations
- Participation in extra, co-curricular and cultural activities

Books Recommended

Text Books

1. Excel Data Analysis: Modeling and Simulation 2010. Springer, by Hector Guerrero. (Lt. Ed.)
2. Excel 2019 Bible, by Michael Alexander, Richard Kusleika, John Walkenbach, Wiley. (Lt. Ed.)
3. Excel Data Analysis for Dummies, by Stephen L. Nelson, E. C. Nelson. John Wiley & Sons. (Lt. Ed.)

Reference Books

1. Excel Formulas and Functions for Dummies, by Ken Bluttman, Peter G. Aitken. John Wiley & Sons. (Lt. Ed.)
2. Excel VBA Programming for Dummies, by Michael Alexander and John Walkenbach. John Wiley & Sons. (Lt. Ed.)
3. Power Pivot and Power BI: The Excel User's Guide to DAX, Power Query, Power BI & Power Pivot in Excel 2010/2016, by Rob Collie and Avi Singh. Holy Macro Books. (Lt. Ed.)
4. Microsoft Excel 2016 Step by Step" by Curtis Frye, Microsoft Press. (Lt. Ed.)

Web Links

1. <https://www.youtube.com/watch?v=-ujVQzTtxSg&list=PLWPirh4EWFpEpO6NjjWLbKSCb-wx3hMqI>
2. <https://www.youtube.com/watch?v=6cV3OwFrOkk&t=1194s>
3. <https://www.youtube.com/watch?v=gTK5rNhWjyA>
4. <https://www.youtube.com/watch?v=XeWfLNe3moM>

Course Title -Soft Skills

Course No. 24UBPM12

Course Credit: 03 (2-1-0)
Max. Marks: 100 (30I+70E)

Objective: Courses on soft skills are intended to improve the communication skills, enrich personality development and knowledge of the students.

Learning Outcomes

LO	Statement
1	Make use of the important elements of Soft Skills in the workplace
2	Make use of verbal and non-verbal communication wherever required at the workplace.
3	Demonstrate behaviours that promote professionalism in the learning environment
4	Handle customers over telephone and direct them on the phone
5	Outline the various procedures for developing body language and teamwork.

Unit	Content
I LO1	Importance of Soft Skills: Soft Skills, Active Listening, Empathy, Building Assertiveness, Service No, Types of Customers/Dealing with Irate Customers, Apology, Building Rapport
II LO2	Transactional Analysis: Attention Grabber, Verbal and Non-Verbal Communication, workplace Communication, Ego States, Role Play
III LO3	Demonstrate behaviours: Assertive Behavior, Handling Different Types of Customers, Giving and Receiving feedback, Importance of Communication skills, Effective listening skills, Emotional Intelligence
IV LO4	Handling customers: Dos and Don'ts, communicating effectively, Opening and Closing a Customer Service call, Paraphrasing, Directing a Customer Over The Phone, Handling an Angry Customer, Handling Customer Queries, The Call Flow, Business Meetings
V LO5	Personal Outlook: Dress and appearance, problem-solving in intercultural communication, Character building, Teamwork

Suggested Activities: List of Practical and Activities: (60 Hours)

Presentation Skill: Assign students regular presentation tasks where they can practice delivering information

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- clearly, using visual aids, and engaging their audience.
- Role Plays: Conduct role-playing activities that simulate real-life scenarios, such as customer interactions or team meetings, to help students improve their verbal and non-verbal communication skills. □ Effective listening skill
 - Call Flow
 - Directing a Customer Over the Phone
 - Handling an Angry Customer
 - Business Meetings
 - Team work
 - Dress and appearance
 - Assign group projects that require students to work together, delegate tasks, communicate effectively, and resolve conflicts to achieve common goals.
 - Incorporate opportunities for students to provide constructive feedback to their peers on their work, presentations, or group projects.
 - Assign rotating leadership roles within group projects or classroom activities, allowing students to take turns leading discussions, organizing tasks, and guiding their peers. The students will submit their experiences in form of report.
 - Encourage students to initiate and participate in community service or extracurricular activities, where they can develop leadership skills, take initiative, and make a positive impact on society.
 - Encourage students to reflect on their time management habits and set personal goals for improvement.
 - Provide students with multiple assignments or projects and teach them techniques to prioritize tasks based on urgency and importance.
 - Introduce mindfulness techniques and stress management strategies to help students develop resilience, emotional intelligence, and self-care practices.
 - Conduct brainstorming activities where students generate ideas to solve a specific problem or improve a process.
 - Any other Practical/Practice as decided from time to time
 - Short quizzes designed to check preparation for the class may be given periodically
 - Case studies discussion
 - Quiz and Internal Examinations
 - Assignments
 - Presentations
 - Participation in extra, co-curricular and cultural activities

Books Recommended

Text Book

1. Sector IT-ITeS, NSQF Level 4, Student Workbook – Vol. 1, PSS Central Institute of Vocational Education, Bhopal
2. Concentrix Material

Reference Books

1. The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change by Stephen R. Covey
2. Soft Skills Training: A Workbook to Develop Skills for Employment by Frederick H. Wentz
3. The Ace of Soft Skills: Attitude, Communication and Etiquette for Success by Gopalaswamy Ramesh (Author)
4. Sizzling Soft Skills For Spectacular Success by Ameer Ali.

Web Links

1. <https://www.youtube.com/watch?v=5tqu6r4Bmj8>
2. <https://www.youtube.com/watch?v=PlumypOgAfE>
3. https://www.youtube.com/watch?v=_tG9YHe



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Course Title- Understanding India Skills (VAC)

SUBJECT	Understanding India	Credit	Hours	I	E	T
CODE	24UUI01	2	30	30	70	100
CATEGORY	Value Added Course					
COURSE OBJECTIVE	This course aims to provide students with a comprehensive understanding of India by examining its geographical, historical, cultural, social, and political dimensions.					
COURSE OUTCOMES	On completion of this course, students will be able to:					
	CO1: Critically analyze India's geographical position on the world map, including its neighboring countries, and articulate the diverse geographical features of India.					
	CO2: Demonstrate an understanding of the concept of Bharatvarsha and evaluate the key elements of ancient Indian literature and religious philosophies, including Vedic traditions, Buddhism, and Jainism.					
	CO3: Assess the significance of oral narratives such as myths, tales, and folklore, and examine the cultural richness of tribal communities within India.					
	CO4: Students will be able to Analyze the continuity and transformation of India' over time, with a focus on caste, community, class, and gender dynamics.					
	CO5: Students will able to explain the importance of India's freedom struggle, the making of the Indian Constitution, and the key features of the Constitution, such as Fundamental Rights and Duties.					
Course Content						
Unit I	Geography of India <ul style="list-style-type: none">India on the map of the world and its neighboring countriesGeographical diversities					
Unit II	History of India <ul style="list-style-type: none">The idea of Bharatvarsha, Ancient Indian literature- Sanskrit, Pali, Prakrit, TamilReligions and philosophies of ancient India: Vedic, Buddhism, Jainism					
Unit III	Communicating Culture <ul style="list-style-type: none">Oral narratives: Myths, tales and folkloreIntroduction to the Tribal Cultures of India					
Unit IV	Indian Social Structure <ul style="list-style-type: none">Continuity and Change of the Indian Social Structure: Caste, Community, Class, and Gender					
Unit V	Understanding Indian Polity <ul style="list-style-type: none">India's Nationalism and Freedom StruggleMaking of the Indian ConstitutionBasic features of the Indian constitution: Fundamental rights and Duties, Directive Principles					

Reading List

Unit I: Geography of India

1. Tirtha, Ranjit 2002: Geography of India, Rawat Publs., Jaipur & New Delhi.
2. Tiwari, R.C. (2007) Geography of India. Prayag Pustak Bhawan, Allahabad

Unit II: History of India

1. <https://iksindia.org>
2. Husain, S. Abid. (2003). *The National Culture of India*, National Book Trust, New Delhi.
3. *The Cultural Heritage of India Series*, 8 Volumes (2002), Ramakrishna Mission Institute, Calcutta.

Unit III: Communicating Culture: Tellings, Representations, and Leisure

1. Kanak Mital, "A Santhal Myth, Five Elements" & M.D. Subash Chandran, "Peasant Perception of Bhutas, Uttara Kannada" in *Prakriti, The Integral Vision*, Vol. 1 (Primal Elements – The Oral Tradition, edited by Baidyanath Saraswati), pp. 119-125; 151-166.
2. K. Ramanujan, "'A Flowering Tree': A Woman's Tale," *Oral Tradition*, 12/1 (1997): 226-243.
3. Stuart H. Blackburn, "The Folk Hero and Class Interests in Tamil Heroic Ballads," *Asian Folklore Studies*, Vol. 37, No. 1 (1978), pp. 131-149.
4. Beatrix Hauser, "From Oral Tradition to 'Folk Art': Reevaluating Bengali Scroll Paintings," in *Asian Folklore Studies*, Vol. 61, No. 1 (2002), pp. 105-122.

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5. Komal Kothari, "Myths, Tales and Folklore: Exploring the Substratum of Cinema" pdf.



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10/01/2024

(For Batch 2023/24 and 2024/25 onwards)
Semester III

Course Title- Human Resource Management

Course No. 24UBPM13

Course Credit: 04 (3-1-0)
Max. Marks: 100 (30I+70E)

Objective: To introduce the concepts, theoretical frameworks, issues in HRM and make participants understand the role of HRM in organisations.

Learning Outcomes

LO	Statement
1	Gain a comprehensive understanding of the fundamental concepts of HRM, including its nature, scope, functions, and objectives
2	Able to outline the Recruitment & Selection Processes in Business Process Services (BPS)
3	Apply the knowledge of Development & Career Management to real-world scenarios
4	Analyze the impact of remunerations and benefits on organizational effectiveness and employee well-being.
5	Evaluate contemporary issues in Human Resources Management that promote organizational effectiveness and employee well-being.

Unit	Contents
I LO 1	Introduction: Understanding the nature and scope of Human resource management (HRM), Functions and objectives of HRM, Role of HR, HR department structure & HR strategy, Models of HRM
II LO2	Human Resource Planning, Recruitment & Selection: Nature and importance of Human resource planning, Job Analysis, Job Design, Recruitment & Selection process in Business Process Services, Meaning and importance of placement and induction.
III LO3	Development & Career Management- Training & Development, Performance appraisal & Performance Management, Career Development, Employee Empowerment & Engagement
IV LO4	Remunerations & Benefits: Managing basic remunerations, Basic concepts & Importance of compensation plan, Job Evaluation, Fringe benefits, Incentives, and Social Security Schemes
V LO5	Contemporary Issues in Human Resources: Work Life Balance, Human Resource Information System, Managing Workforce Diversity, Ethical Issues in Human Resource Management

Suggested Activities: (60 Hours)

- Students will share their experiences on different stories, topics and their visits through submission of a project report.
- Practice exercise on topics in syllabus
- Encourage active participation by initiating class discussions on relevant topics.
- Teach students how to ask thoughtful questions, provide constructive feedback, and engage in respectful debates.
- Assign group presentations where students collaborate to research a topic, divide the presentation segments, and deliver a cohesive and engaging presentation.
- Any other practical decided from time to time.
- Quiz and Internal Examinations
- Assignments
- Presentations
- Participation in extra, co-curricular and cultural activities

Books Recommended

Text Books

1. Dessler, G. (2020). Human resource management (16th ed.). Pearson.
2. Rao, V. S. P., & Rao, T. V. (2018). Human resource management: Text and cases. Excel Books.

Reference Books

1. Denisi, A., & et al.). (Latest edition). HR: A South Asian Perspective. Cengage Learning.
2. Ivancevich J.M., (Latest edition) Human Resource Management, McGraw Hill Education

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3. Aswathappa, (Latest edition). Human Resource Management, McGraw Hill Education
4. Milkovich, G. T., Newman, J. M., & Gerhart, B. (2017). Compensation (12th ed.). McGraw-Hill Education.
5. Berger, L. A., & Berger, D. R. (2018). The talent management handbook: Creating a sustainable competitive advantage by selecting, developing, and promoting the best people (3rd ed.). McGraw-Hill Education.

Web Links

<https://www.swayamprabha.gov.in/index.php/program/archive/16>
<https://www.swayamprabha.gov.in/index.php/program/archive/5>
<http://cec.nic.in/E-Content/Pages/default.aspx>
<https://www.youtube.com/watch?v=f60dheI4ARg>
<https://www.youtube.com/watch?v=7wnpfZRPkNU>

Course Title- Communication Skills –II

Course No. 24UBPM14

Course Credit: 04 (2-2-0)
Max. Marks: 100 30I+70E)

Objective: To make students well versed with at the business communication skills and enhance the ability of interaction with others

Learning Outcomes

LO	Statement
1	Draft professional and persuasive business applications
2	Effectively participate in group discussions and be equipped with strategies in various interpersonal communication contexts.
3	Demonstrate proficiency in creating, interpreting, and utilizing various forms of official documentation
4	Exhibit a comprehensive understanding of customer care and public relations principles
5	Improve linguistic abilities to communicate effectively and confidently in various contexts.

Unit	Content
I LO1	Business Writing: Writing applications for Business (e.g. applying for a Loan, Salary advance, Refund etc.); Job application; Leave applications; Proposals in business writing; Importance and purpose of effective business writing; Characteristics of good business writing
II LO2	Group Discussions - Conflict and Negotiations; Presentation and Interviews, Framing questions and answers; Practice Sessions on current topics using Mock Discussions, Types of Group Discussions, Do and Don't in a Group Discussion.
III LO3	Documentation - Sentence Structure and Length; Paragraph Structure and Length - Final Draft Notices, Agenda, Minutes, Handbooks, Manual; Digital Literacy: Copyright, Trademark & patents; Leveraging technology for efficient and impactful business writing.
IV LO4	Client Relations - Customer Care/Customers Relations; Public Relations (Concept, Principles, Do's and Don'ts etc); Client management, Consultative selling; Client relationship management
V LO5	Linguistic Mosaic - Idioms and Phrases, Reading Comprehension, Passages, Neuro Language, Videos Moderation

Suggested Activities: List of Practical and Activities (60 Hours)

- Presentations, Mock Interviews, Mock Discussions
- Developing Notices, Agenda, Minutes of Meeting, Manuals
- Paragraph Writing, Reading Comprehensions
- Passages, Neuro Language
- Applying for Leave, Job Application
- Make use of Presentations, Mock Interviews, Mock Discussions for improving communication skill
- Developing Notices, Agenda, Minutes of Meeting, Manuals
- Able to read, write and interpret the Paragraph, Reading Comprehensions
- Make use of Passages and Neuro Language
- Prepare and submit a report file on Parts of Speech, Tenses, Articles, Prepositions, Correct usage of the Homonyms, Antonyms and Synonyms,
- Writing E-mails and paragraphs
- Writing Assignments: Regular business writing tasks covering different document types.

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- Business Proposal Project: Crafting a comprehensive business proposal for a hypothetical scenario.
- Reports and Presentations: Preparing formal reports and presenting findings to the class.
- Practice exercise on topics in syllabus
- Reading and Comprehending paragraphs
- Encourage active participation by initiating class discussions on relevant topics. Teach students how to ask thoughtful questions, provide constructive feedback, and engage in respectful debates.
- Conduct impromptu speaking sessions where students are given a random topic and have a limited time to prepare a short speech.
- Provide listening exercises where students practice active listening by summarizing or paraphrasing what they hear, asking clarifying questions, and demonstrating understanding.
- Assign group presentations where students collaborate to research a topic, divide the presentation segments, and deliver a cohesive and engaging presentation.
- Any other practical/activity decided from time to time.
- Quiz and Internal Examinations
- Assignments
- Presentations
- Participation in extra, co-curricular and cultural activities

Books Recommended

Text Books

1. Roman, K., & Raphaelson, J. (2016). Writing That Works: How to Communicate Effectively in Business. Harper Business.
2. Stone, D., Patton, B., & Heen, S. (2010). Difficult Conversations: How to Discuss What Matters Most. Penguin Books

Reference Books

1. Garner, B. A. (2012). HBR Guide to Better Business Writing. Harvard Business Review Press.
2. Carnegie, D. (1936). How to Win Friends and Influence People. Simon & Schuster.
3. Business Correspondence and Report Writing - R. C. Sharma, Krishna Mohan – Tata McGraw-Hill Publishing Company Limited, New Delhi.
4. Gallo, C. (2015). Talk Like TED: The 9 Public-Speaking Secrets of the World's Top Minds. St. Martin's Griffin.
5. Ready, R., & Burton, K. (2010). Neuro-Linguistic Programming For Dummies. For Dummies.

Web Links

<http://learnenglish.britishcouncil.org/en>
<https://www.duolingo.com/>
<http://www.bbc.co.uk/learningenglish>
<https://www.slideshare.net/FurrukhAliBaig/importance-of-communication-in-business>
<https://www.youtube.com/watch?v=l6IAhXM-vps>
<http://www.espressoenglish.net/wp-content/uploads/2012/02/Free-English-Grammar-eBook Beginner.pdf>
<https://www.youtube.com/watch?v=tG9YHeZT2A>
<https://www.youtube.com/watch?v=5tqu6r4Bmj8>
<https://www.youtube.com/watch?v=PlumypOgAfE>

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Course Title - Business Process Management -II

Course No. 24UBPM15

Course Credit: 04(2-2-0)
Max. Marks: 100 (30I+70E)

Objective: The aim of the course is to enable students to develop the concept of processes in BPM industry. It shall also provide understanding of various front and back-office procedures at the BPM sector of IT/ITeS Industry.

Learning Outcomes

LO	Statement
1	Understand and prepare the process of workflow management at BPOs
2	Explain the various functions of back-office management in the ITeS sector.
3	Prepare the workflow of various Accounting Systems used in BPM sector.
4	Outline the safety measures required in the BPM sector.
5	Demonstrate the technical support provided to the customers.



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Unit	Content
I LO1	Workflow Management: Benefits of Outsourcing, Contact Center Classification categories, Workforce management, Workforce management existence in other industries, Business Process Outsourcing (BPO): BPO Industry Components, Workforce management in BPO industry, Solutioning, Forecasting, Capacity Planning, Scheduling, Real time management, Reporting/analytics
II LO2	Back Office: ITES and Back Office function; Text Processing, claim processing, assets management, Transcription & translation, document management; Accounting System: Billing Services, accounting, transactions, general accounting, tax consultancy & compliance.
III LO3	Risk management: Benefits at the station, recruiting & staffing, payroll services, hiring administration, records management, team building, etc.
IV LO4	Front office management & Safety: What is a Call Center, According to location of process- International & Domestic; According to process: Inbound, outbound & blended; According to characteristic: Voice Based & Web Based; According to functionality: Real Call Center & Virtual Call center; Key Technical Support
V LO5	Provide technical support to customers within and outside the organization: Troubleshooting for Customers using products & services like PCs, Printers, internet, Office Safety Checklist, handling and lifting techniques, health and safety management system, PP equipment, safety signs, and workplace safety.

Suggested Activities: List of Activities (60 Hours):

- Accounting System: Billing Services, accounting, transactions, general accounting
- Conduct a Team Building activity with the students and tell student to submit their report of learning from the activity.
- Back-Office function
- Document Management
- Conduct a session on Call Center Functionality and tell student make a report and present the same in the class.
- Provide students information about Health and safety management system in an organisation and make them to develop a report
- Record Management
- Workplace Safety
- Risk assessment
- Safety signs activity
- Any other Practical/Practice as decided from time to time
- Short quizzes designed to check preparation for the class may be given periodically
- Case studies discussion
- Quiz and Internal Examinations
- Assignments
- Participation in extra, co-curricular and cultural activities

Books Recommended

Text Book

1. Fundamentals of Business Process Management (2013). Marlon Dumas, Marcello La Rosa, Jan Mendling, Hajo Reijers. Springer-Verlag Berlin Heidelberg <http://www.springer.com/us/book/9783642331428> (Lt. Ed.)
2. Business Process Management: Practical Guidelines to Successful Implementations. John Jeston, Routledge (Lt. Ed.)

Reference Books

1. Concentrix Material
2. BPMN Method and Style with BPMN Implementer's Guide. Bruce Silver (Lt. Ed)
3. Improving Business Processes (Pocket Mentor). Harvard Business Review
4. The Process: Business Process Modeling using BPMN. Alexander Grosskopf, Gero Decker, Mathias Weske
5. Fundamentals of Business Process Management. Marlon Dumas, Marcello La Rosa, Jan Mendling, Hajo Reijers. Springer (Lt Ed.)
6. Business Process Outsourcing BPO A Complete Guide. Gerardus Blokdyk. 5starcooks (Lt. Ed.)

Web Links

<http://www.what-is-bpm.com/videos/bpm-videos-and-tutorials.html>
<https://www.youtube.com/watch?v=2ZkavRvY32U>
https://www.youtube.com/watch?v=Ee_2dMBBW74
<https://www.youtube.com/watch?v=udulPzRXI2Q>
<https://www.youtube.com/watch?v=LBymsMb4MMA>



Course Title- Introduction to Operations Research

Course No. 24UBPM16

Course Credit: 4(2-2-0)
Max. Marks: 100 (30I+70E)

Objective

The objective of this course is to acquaint the learner with the applications of some important Operations Research techniques. Focus will be on understanding the use of these techniques in solving business problems.

Learning Outcomes

LO	Statement
1	Identify and develop operational research models from the verbal description of the real system
2	Formulate linear programming models and describe the theoretical workings of the graphical and simplex method.
3	Outline and test for optimality using different methods of solving transportation problems.
4	Analyze projects to construct network analysis by minimizing time to maximize outcomes.
5	Develop the model under decision theory and simulations and propose solutions

Unit	Contents
I	Operations Research: Evolution, methodology and role in managerial decision making; Linear programming: Meaning, assumptions, advantages, scope and limitations;
II	Graphical and Simplex Methods: Formulation of problem and its solution by graphical and simplex methods
III	Transportation and Assignment Problems: Transportation problems, assignment problems including traveling salesman's problem
IV	PERT/CPM: Difference between Program evaluation and review technique (PERT) and Critical Path method (CPM), network construction, calculating earliest start times (EST), earliest finish time (EFT), latest start times (LST), latest finish times and float
V	Decision Theory and Simulation: decision making under uncertainty and risk, decision trees, Simulation; meaning, process, advantages, limitations and applications.

Suggested Activities: List of Activities (60 Hours):

- Provide students with a dataset and ask them to create meaningful models using software tools like Excel, instruct them to present their models and discuss the insights gained from the data.
- Present students with case studies or real-world examples where they need to apply OR concepts and techniques to solve business problems. Encourage them to analyze the data, make inferences, and draw conclusions based on their analysis.
- Conduct lab sessions where students can practice using statistical software such as Excel. Assign specific tasks, in solver to familiarize students with the software's functionality and data analysis capabilities.
- Invite professionals from industry or academia who have expertise in management science to deliver guest lectures.
- Provide students with various datasets or reports or case studies and ask them to interpret the findings and draw inferences for the cases.
- Any other Practical/Practice as decided from time to time
- Short quizzes designed to check preparation for the class may be given periodically
- Case studies discussion
- Quiz and Internal Examinations
- Assignments
- Participation in extra, co-curricular and cultural activities

Books Recommended

Text Books

1. Quantitative Techniques in Management; Tata McGraw Hill Publishing Company Ltd., New Delhi. By Vohra, N.D. (Lt. Ed.)
2. Operations Research: Theory and Applications, Macmillan India Ltd, New Delhi. Sharma, J.K., (Lt. Ed.)

Reference Books

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1. Operations Research, Prentice Hall of India, N.Delhi.by Paneerselvam, (Lt. Ed.)
2. Operations Research: An Introduction, Prentice Hall of India, N.Delhi. by Taha, (Lt. Ed.)
3. Operations Research, Vikas Publishing House, New Delhi. By Kalavathy, (Lt. Ed.)
4. Introduction to Management Science. Prentice Hall. By Cook TM & Russell RA. 1989.
5. Principles of Operation Research. Prentice Hall. By Wagner HM. 2005.
6. Operations Research; Sultan Chand & Sons, New Delhi. By Kapoor, V.K., (Lt. Ed.)

Web Links

<https://www.swayamprabha.gov.in/index.php/program/archive/16>

<https://www.swayamprabha.gov.in/index.php/program/archive/5>

Course Title- Banking & Insurance for BPS

Course No. 24UBPM17

Course Credit: 04 (3-1-0)

Max. Marks: 100 (30I+70E)

Objective

To provide an overview of banking functions and retail banking products & give detailed understanding of insurance types and non-life insurance processes.

Learning Outcomes

LO	Statement
1	Classify and explain key aspects of the banking sector
2	Analyze the essential functions of banking in the economy within the Indian financial market
3	Categorize insurance types, analyze company structures, compare regulators in India, UK, and USA, and evaluate reinsurance concepts
4	Classify and explain life insurance policies, terminology, parties involved, and individual plans
5	Analyze concepts related to property and casualty insurance

Unit	Contents
I	Introduction: Overview of banking sector; Reserve Bank of India: Functions, Monetary and Credit Policy- its evaluation; Indian Money Market- Constituents; Commercial Banks- functions; Central Banking Functions
II	Essentials of Banking: Banking Functions- Role in the Economy, Products & Services; Deposits & Assets-Deposits, Loans and advances; Payments and Financial Markets - Indian Financial Market Overview, Regulatory Landscape
III	Overview of Insurance: Types of Insurance; Insurance Companies and Business Units; Insurance Regulators- Regulatory Bodies in India, UK, and USA; Reinsurance Concept.
IV	Life Insurance -Insight to Insurance; Important terminologies in a Life Insurance Policy; Parties in a Life Insurance Policy; Individual Life Insurance Plans. Health Care Insurance; Key challenges of Health Care Industry; Health Care Eco System-Health Care regulations and standards;
V	Property and Casualty Insurance -Non-Life Insurance Concepts; Hazards, Perils, Catastrophe, Property Damage & Business Interruption

Suggested Activities: List of Activities (60 Hours):

- Provide students with a dataset and ask them to create meaningful models using software tools like Excel, instruct them to present their models and discuss the insights gained from the data.
- Present students with case studies or real-world examples where they need to apply OR concepts and techniques to solve business problems. Encourage them to analyze the data, make inferences, and draw conclusions based on their analysis.
- Conduct lab sessions where students can practice using statistical software such as Excel. Assign specific tasks, in solver to familiarize students with the software's functionality and data analysis capabilities.
- Invite professionals from industry or academia who have expertise in management science to deliver guest lectures.
- Provide students with various datasets or reports or case studies and ask them to interpret the findings and draw inferences for the cases.
- Any other Practical/Practice as decided from time to time
- Short quizzes designed to check preparation for the class may be given periodically
- Case studies discussion



- Quiz and Internal Examinations
- Assignments
- Participation in extra, co-curricular and cultural activities

Books Recommended

Text Books

1. Mohan Prakash, N. R. (latest ed.). *Banking, Risk and Insurance Management*. Vikas Publishing.
2. Agrawal, O. P. (latest ed.). *International Banking And Finance*. Himalaya Publishing House.
3. Rao, P. M. (latest ed.). *Financial Services: Text, Cases and Strategies*. Deep & Deep Pvt. Ltd.

Reference Books

1. Schaffer, R., Agusti, F., & Earle, B. (latest ed.). *International Business Law: A Comprehensive Approach*. Cengage Learning.
2. Kumar, S. (latest ed.). *Insurance and Risk Management*. Galgotia Publishing Company.
3. Rejda, G. E., & McNamara, M. (latest ed.). *Principles of Risk Management and Insurance*. Pearson.
4. Ganguly, A. (latest ed.). *Insurance Management*. New Age International Publishers.
5. Tyndale, W. (latest ed.). *Fundamentals of Offshore Banking: How To Open Accounts Almost Anywhere* (1st ed.). Pratzen Publishing.
6. Arondekar, A. M., Agarwal, O. P., Nath, D. K., & Khandelwal, P. S. (latest ed.). *Principles & Practices of Banking*. Macmillan India Limited.

Web Links

<https://www.bing.com/videos/search?q=banking+videos&qvvt=banking+videos&view=detail&mid=38591D9144EA8D481D6E38591D9144EA8D481D6E&&FORM=VRD GAR>

<https://www.bing.com/videos/search?q=banking+vedios&view=detail&mid=04287CF1B2EFEB6CBE3404287CF1B2EFEB6CBE34&FORM=VIRE>

<https://www.bing.com/videos/search?q=banking+vedios&&view=detail&mid=A122FAAB5E0BB247FB9AA122FAA>

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Science
Course Title- Environmental Studies (VAC)


Course Title	Environmental Science	Course No. :	24UEVS01		
Specialization	Value Added	Structure (LTP)	2	0	0
Offered for	UG (Vocational Courses)	Status	Core √	Elective	
Faculty	SFASH	Type	New √	Modification	
Credits	2	Marks	Internal	50	
Hours	30		External	50	
Pre-requisite	Nil	To take effect from	2024-2025		
Submission date	23-07-2024	Date of approval by BoS	23-07-2024		
Course Objective	To develop foundation on principles of environmental studies and concept of structure and function of different compartments of the environment.				
Course Outcome	<p style="text-align: center;">On completion of this course, students will be able to:</p> <p style="text-align: center;">CO1: Understand the fundamentals of environmental studies.</p> <p style="text-align: center;">CO2: Comprehend ecosystems and their dynamics.</p> <p style="text-align: center;">CO3: Implement corrective measures for the abatement of pollution.</p> <p style="text-align: center;">CO4: Understand the waste management techniques.</p> <p style="text-align: center;">CO5: Grasp environmental policies, legislation, and issues.</p>				
Contents of the course	<p>Unit:1 Indian Knowledge System- Indigenous Practices, Air & Environment</p> <p>Environment: Nature, Scope and Importance, Need for Public Awareness. Renewable and Non-Renewable Resources, Atmosphere: Introduction, layers of the atmosphere, Traditional agricultural practices - Organic farming, Crop rotation, Intercropping), Water management techniques - Stepwells, Tankas, Baolis, Forest management and conservation methods - Sacred groves, Agroforestry</p> <p>Unit:2 Ecosystems</p> <p>Concept, Structure and Function of an Ecosystem, Energy Flow in the Ecosystem, Bio-geochemical Cycles, Types of Ecosystem: Forest Ecosystem, Grassland Ecosystem, Desert ecosystem, Aquatic Ecosystems.</p> <p>Unit-3: Environmental Pollution</p> <p>Environmental Pollution: Definition, Causes, Effects and Control Measures, Different Types of Pollutions, Air Pollution, Water Pollution, Soil Pollution, Marine Pollution, Noise Pollution, Thermal Pollution, Environmental issues: Climate change, global warming, acid rain, ozone layer depletion</p> <p>Unit-4: Waste Management, Environmental policies and legislation</p>				

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	<p>Solid waste management Municipal solid waste management techniques: Bio Composting, Vermicomposting, Incineration, Landfill sites, Liquid waste management: Waste water and Standards for its discharge given by CPCB, Waste water treatment: Effluent Treatment Plant and Sewage treatment plant (STP), Wildlife Protection Act 1972, Forest Conservation Act 1980, Water (Prevention and control of Pollution) Act 1974, Air (Prevention and Control of Pollution) Act, 1981, Environment Protection Act, 1986</p>
Field Work	<ul style="list-style-type: none"> • Visit to a local area to document environmental assets river/forest/grassland/hill/mountain • Visit to a local polluted Site-Urban/Rural/Industrial/Agricultural • Participation in plantation drive and nature camps. • Campus environmental management activities such as solid waste disposal, water Management and sanitation, and sewage treatment.
References	<ol style="list-style-type: none"> 1. Deevedi M. (2021). Environment and ecology in the Indian knowledge system. Vidyandhi prakashan. 2. Melissa K. Nelson and Daniel Shilling. (2018). Traditional Ecological Knowledge: Learning from Indigenous Practices for Environmental Sustainability. Cambridge University Press. 3. Odum, E.P., Odum, H.T. & Andrews, J. (1971). Fundamentals of Ecology. Philadelphia: Saunders. 4. Singh, J.S., Singh, S.P. & Gupta, S.R. (2006). Ecology, Environment and Resource Conservation. Anamaya Publications. 5. Gilbert M. Masters and W. P. (2008). An Introduction to Environmental Engineering and Science, Ela Publisher (Pearson). 6. Krishnamurthy, K.V. (2003) Textbook of Biodiversity, Science Publishers, Plymouth, UK. 7. Manahan, S.E. (2022). Environmental Chemistry (11th ed.). CRC Press. 8. Central Pollution Control Board Web page for various pollution standards. https://cpcb.nic.in/standards/ 9. Ahluwalia, V. K. (2015). <i>Environmental Pollution, and Health</i>. The Energy and Resources Institute (TERI).




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Course Title- Human Values and Professional Ethics (AEC)

Course Code: 24UHPE01

Course Credit: 02(0-1-0)

Max. Marks: 100(30I+70E)

Objectives: The course aims to inculcate core human values and professional ethics in the learners to guide them in developing a strong sense of ethics and values that can help them navigate their chosen profession with integrity and responsibility.

Learning Outcomes: After completing this course, the learners will be able to

- Understand of Human values to interact and connect with the outer world in a peaceful manner (Yama).
- To exhibit Professional Ethics at working place.
- Ability to work in team with human values and professional ethics.
- Appreciate the essential complementarity between 'VALUES' and 'SKILLS' to ensure sustained happiness and prosperity.

• **UNIT I**

- **Human Values-1:** Values: Understanding values, Types of values, Role of tracking values for individual & social wellbeing.
- Integrity, Trustworthiness, Honesty, Courage, Love and Compassion, non-violence, Renunciation, Righteousness
- Co-operation: -Understanding cooperation and significance of cooperation, Teamwork, Cohesion of Self-Family-Society.

• **UNIT II**

- **Human Values-2:** Empathy, Emotional Intelligence– Emotional Competencies – Conscientiousness.
- Self-confidence, Spirituality, Character.
- Truthfulness: Understanding truthfulness, need for truthfulness and role of truthfulness in relationship and social interaction.
- Customs and Traditions -Value Education – Human Dignity – Human Rights –Fundamental Duties.

• **UNIT III**

- **Professional Ethics aiming at excellence and Harmony:** Value Based Life and Profession, Professional Ethics and Right Understanding, Competence in Professional Ethics, Issues in Professional Ethics.
- Integrity, Trusteeship, Harmony, Accountability, Inclusiveness, Commitment, Respectfulness, Belongingness, Sustainability

• **UNIT IV**

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Professional Ethics: Global Prospective:

- Globalization and MNCs –Cross Culture Issues,
 - Business Ethics, Media Ethics, Environmental Ethics, Bio Ethics, Computer Ethics, War Ethics
- UNIT V

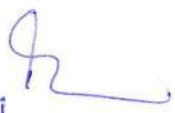
Duties and Rights in Profession:

- Concept of Duty, Professional Duties, Consensus and Controversy
- Professional and Individual Right,
- Conflict of Interest-Ethical egoism,
- Gifts and Bribes, Plagiarism

Recommended Readings:

1. Alavudeen, A, R. Kalil Rahman, and M. Jayakumaran. *Professional Ethics and Human Values*. Laxmi Publications, 2015.
2. Banerjee, B P. *Foundation of Ethics and Management*. Excel Books, 2005.
3. Gaur, R, R, R. Sangal, and G.P. Bagaria. *A Foundation Course in Human Values and Professional Ethics*. Excel Books, 2010.
4. Hugman, Richard. *New Approaches in Ethics for the Caring Professions: Taking Account of Change for Caring Professions*. Red Globe Press, 2005.
5. Hugman, Richard, and Carter Jan. *Rethinking Values and Ethics in Social Work*. New York: Red Globe Press, 2017.
6. Titus, Smith and Nolan. *Living Issues in Philosophy*. Oxford University Press, 1995.




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Semester IV

Course Title-Customer Relationship Management

Course No. 24UBPM18

Course Credit: 04 (3-1-0)

Max. Marks: 100 (30I+70E)

Objective: To provide a thorough understanding of customer-retailer relationship and the ways to manage it.

Learning Outcomes

LO	Statements
1	Understand the principle of marketing and the business environment required for operating in the market



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2	Aware of the nuances of customer relationship and analyze the CRM link with the other aspects of marketing
3	To make the students aware of the different CRM models in service industry
4	Familiarization with different CRM technology solutions and gain Knowledge of the lifecycle of CRM as applied to customer interactions
5	Make the students aware and analyze the different issues in CRM in recent marketing environment.

Unit	Contents
Unit-I LO1	Introduction to Customer Relationship Management (CRM): Marketing, Difference between marketing and selling; core concepts of marketing; Four and Seven P's of marketing, marketing mix; marketing process; marketing environment
Unit-II LO2	CRM: Evolution, Meaning, Definition, Objectives, and Benefits- Relationship between CRM & Technology, Creating a CRM culture, Building blocks of CRM, CRM Strategies, Types of CRM.
Unit-III LO3	Planning CRM Project: General Business Goals and Objectives, Framework of Successful CRM, CRM: Implementation Steps, Role of CRM and Employees, HCRM Model, Overview of ERP and SAP, Survey tools.
Unit-IV LO4	Sales Force Automation (SFA): Overview, SFA at Inception and Today, Call centre, Objectives, Classification, Functionality, Developments, CRM & Data Warehousing, barriers to successful, technological aspect of SFA, ACD (Automatic Call Distribution), IVR (Interactive Voice Response), CTI (Computer Telephony Integration)
Unit-V LO5	CRM Marketing Initiatives: ECRM Tools, Difference between CRM and E-CRM- CRM: Opportunities, Challenges and Ways to avoid Pitfalls, Importance of CRM in B2B Markets, Emerging channel trends that impact CRM, Use of Artificial Intelligence tool in CRM.

Suggested Activities: List of Activities (60 Hours):

- Students work in teams to design their own pizza store and compete with other student groups.
- Allocate one of the pizza store designs to the student group and they design their own marketing mix – and then have a class discussion on how the marketing mix differs between the offerings.
- Students are presented with three scenarios where large brands or industries are expected to be more socially responsible. But is that the essence of marketing? Indeed, do we need to rethink the definition of modern-day marketing? This is a discussion task variation of the debate task of the same name.
- Students will work in pairs to research companies and their use of one-to-one marketing. These can be an online retailer or a bricks and mortar retailer. They will write a paper that discusses how the company gathers information about the customer and then how they use that information to communicate with the customers. They will include how they communicate with the customers, whether it be email, social networking, text messages or applications that customers can load onto their cell phones.
- Students will work with small groups to research companies who are known for the customer -oriented mind set. They will create digital presentation that details at least three companies, they will state why they are known for the exceptional customer service, how their employees are empowered and what type of training the companies put their employees through.
- Students will work in small groups to find five companies brand promises. They will create a poster board that shows the company, their brand promise and they will list ways in which they think the company has lived up to their brand promise
- Interactive Marketing (Trading) Games
- Active engagement in discussions, peer reviews, and activities.
- Any other Practical/Practice as decided from time to time
- Short quizzes designed to check preparation for the class may be given periodically
- Case studies discussion
- Quiz and Internal Examinations
- Assignments
- Participation in extra, co-curricular and cultural activities

Recommended Books

Text Books

1. Customer Relationship Management, Himalaya Publishing House, 2010 edition. By Dr. K. Govinda Bhat
2. Marketing Management, Pearson Education, New Delhi by Kotler, Philip, Kevin Lane Keller, Abraham Koshy

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& Mithileshwar Jha, (Lt. Ed.)

Reference Books

1. Paul Green Berg – CRM, Tata McGraw hill, by S. Shajahan (Lt. Ed.)
2. Marketing Management, McGraw Hill, New Delhi by Sakena, Rajan, (Lt. Ed.)
3. Marketing, Cengage Learning, New Delhi by Zikmund, William G, (Lt. Ed.)
4. Marketing Management, Excel Books, New Delhi by Panda, Tapan K, (Lt. Ed.)
5. CRM at the speed of light by Paul Greenberg, YMH, 2nd edition.
6. Customer Relationship Management by V Kumar, Werner J Reinartz, WILRY India edition. (Lt. Ed.)
7. Customer Relationship Management by Kristin Anderson and Carol Kerr, TM. (Lt. Ed.)

Web Links

[https://archive.mu.ac.in/myweb_test/MCA%20study%20material/M.C.A.\(Sem%20-%20IV\)%20Customer%20Resource%20Management%20\(Elective%20-%20I\).pdf](https://archive.mu.ac.in/myweb_test/MCA%20study%20material/M.C.A.(Sem%20-%20IV)%20Customer%20Resource%20Management%20(Elective%20-%20I).pdf)
<http://elearning.nokomis.in/uploaddocuments/CRM/ch%2012%20HRM%20in%20CRM/PPT/CRM-12.pdf>
customer relationship management - Bing video
CRM-Customer Relationship Management.pdf - Google Drive
Customer Relationship Management (ku.ac.ke)
<https://www.swayamprabha.gov.in/index.php/program/archive/16>
<https://www.swayamprabha.gov.in/index.php/program/archive/5>
<http://cec.nic.in/E-Content/Pages/default.aspx>
Band, W. (2008). "CRM Best Practices", Forrester Research. Retrieved December 26, 2009 from
<http://business.bt.com/assets/pdfs/CRM-best-practices-adoption-paper.pdf>
"Customer Relationship Management: The Winning Strategy in a Challenging Economy". (2009). Microsoft.
Retrieved December 26, 2009 from
http://crm.dynamics.com/docs/CRM_Investment_in_a_Down_Economy_FINAL.pdf
Wardley, M. (2008). "Oracle Vertical CRM Applications: Realizing Business Benefit Through Industry Best Practices". IDC. Retrieved December 26, 2009 from
<http://www.oracle.com/applications/crm/siebel/resources/industry-best-practices-white-paper.pdf>
"Social CRM Comes of Age". (2009). Oracle. Retrieved December 26, 2009, from
<http://www.oracle.com/ocom/groups/public/@ocompublic/documents/webcontent/036062.pdf>
"CRM and Social Networking: Engaging the Social Customer". (2009). Microsoft. Retrieved December 26, 2009
from http://crm.dynamics.com/docs/CRM_and_Social_Networks.pdf
"Analytical CRM". SAP. Retrieved December 26, 2009 from http://www.sap.com/solutions/business-suite/crm/pdf/AnalyticalCRM_50046585.pdf
"CRM at a Glance: Salesforce.com vs. Siebel". (2007). TSG Retrieved December 26, 2009 from
<http://www.tsgonestop.com/sfcdvssiebel.pdf>


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Course Title- Business Environment

Course No. 24UBPM19

Course Credit: 04 (3-1-0)

Max. Marks: 100 (30I+70E)

Objective: To make students understand various factors that shape the business environment in which organizations operate.

Learning Outcomes

LO	Statement
I	Understand the components and significance of the business environment.
II	Analyze the influence of economic factors on business operations and strategy.
III	Examine the impact of political, legal, and social factors on business decision-making.
IV	Evaluate the role of technology in shaping the business environment and driving innovation.
V	Apply analytical tools to assess the business environment and develop strategic responses.

Unit	Contents
I LO	Introduction to Business Environment: Definition and scope of the business environment, Components of the business environment, business environment and strategic decision-making, Process and limitations of environmental analysis.
II LO2	Economic Environment: Basic economic concepts, Macroeconomic factors affecting business, Microeconomic factors affecting business, Nature of the Economy, Structure of Economy, Economic Policies & Planning the Economic Condition, NITI Ayog, National Development Council, Five Year Plans.
III LO3	Unit 3: Political, Legal, and Social Environment: Role of government in business regulation and policy-making, Impact of political stability and instability on business operations, Legal framework for business operations, Influence of societal values and norms on consumer behaviour. Corporate social responsibility (CSR) and its impact on business strategy.
IV LO4	Unit 4: Technological Environment: Role of technology in driving innovation and change, Impact of digitalization on business models and processes, Challenges and opportunities of emerging technologies.
V LO5	Unit 5: Global Business Environment: Globalization and its effects on businesses, international trade and investment, Cross-cultural management and global strategies.

Suggested Activities (60 Hours)

- Students will submit an assignment on different business setup various challenges faced by different business segments operational in India
- Students will submit a report in a group regarding various political challenges faced by business segment in India
- Students will make a group presentation on the on new trends in technology and the different business models in classroom.
- Invite someone from the local community to come and speak to your class about the sustainability work that they do.
- Group discussion on recent changes in the business environment
- Students can write and submit different components of the economic environment can influence management practices in a business enterprise and gives an example of how inflation increases the cost of raw materials and human resources in an organisation.
- Writes that the social environment includes customs, traditions, and values. Gives an example of how the celebration of festivals influences the business of cardmakers, confectionary shops and other retail outlets. Submit a report on same.
- Debate on the impact of economic policies on businesses
- Mock legislative session on passing a new business law
- Group project on CSR initiatives of different companies
- Make presentation that highlights changes in the technological environment can have a huge impact on businesses and the economy. Gives an example of how easy access to the internet has helped in the emergence of e-commerce businesses which in turn has increased the availability of goods to places which were earlier considered to be inaccessible.
- Explore the economic environment of another country and analyze risks faced by companies involved in international business, submit a report on same.

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- Group discussion for various industrial policies initiated by government over the period of time in India.
- Make an individual report on the topic highlighting the internal and external stakeholder analysis.
- The student must make an SWOT and PESTLE analysis for any business unit described to understand the present situation of the organization.
- Active engagement in discussions, peer reviews, and activities.
- Any other Practical/Practice as decided from time to time
- Short quizzes designed to check preparation for the class may be given periodically
- Case studies discussion
- Quiz and Internal Examinations
- Assignments
- Participation in extra, co-curricular and cultural activities

Books Recommended

Text Books

1. Aswathappa, K.; (Latest edition). Essentials of Business Environment, Himalaya Publishing House, New Delhi.
2. Ahmed, F., & Alam, M. A. (2021). Business Environment: Indian and Global Perspective. PHI Learning Pvt. Ltd.

Reference Books

1. Rangarajan, C.A. (Latest edition). Perspective in Economics, S.Chand & Sons, New Delhi
2. Cherunilam, F. (2021). Business environment. Himalaya Publishing House Pvt. Ltd.
3. Fernando, A. C. (Latest edition). Business Environment. Pearson Education.
4. Palmer, A., & Hartley, B. (Latest edition). The business environment. McGraw-Hill.
5. Worthington, I., & Britton, C. (Latest edition). The business environment. Pearson education.

Course Title- Supply Chain Management

Course No. 24UBPM20

Course Credit: 04 (3-1-0)

Max. Marks: 100 (30I+70E)

Objective: The course introduces students to the concepts and processes of supply chain management, framework for structuring supply chain drivers; network designs, demand forecasting, inventory planning, sourcing decisions, and IT enablement of supply chain.

Learning Outcomes

LO	Statement
I	Understand and enumerate the supply chain and explain how supply chain should be managed.
II	State the main drivers of supply chain success, summarize the key concepts and identify, analyze business models and strategies.
III	Outline the critical role of relationship management for supply chain performance.
IV	Provide analytical support for supply chain management and formulate best practices and Strategies
V	Maintain master data records for supply chain management and plan Warehouse and Logistics operations for optimum utilization of resources

Unit	Contents
I LO1	Introduction: Development of Supply Chain Management concepts and Definitions, key decision areas – strategic; Supply Chain Management and Key components, External Drivers of Change. Dimensions of Logistics, The macro perspective and the macro dimension, Logistic system analysis.
II LO2	Sourcing strategy: Manufacturing management, make or buy decision, capacity management, Materials Management, choice of sources, procurement planning, Sales and operations planning (S&OP)
III LO3	Distribution strategy: Choice of Market, network design, warehouse designed operation and distribution planning, transportation, packaging, Supplier relationship management, supplier selection and evaluation
IV LO4	Inventory Strategy and Forecasting: Demand forecasting, Qualitative and quantitative forecasting methods, inventory planning, planning of stocking facilities, warehouse location allocation, Lean manufacturing and Six Sigma, Just-in-time (JIT) and economic order quantity (EOQ)
V LO5	Warehousing: Warehouse design and operations – inventory norms; Distribution: Channels of Distribution – Customer Service Strategy: Identification of Service needs, cost of services, revenue Management, Global logistics and trade regulations, Role of information technology in SCM, Emerging technologies: IoT, blockchain, AI

Suggested Activities (60 Hrs)

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- Case study discussion on a successful supply chain model
- Group activity to map out a basic supply chain
- Class discussion on different supply chain designs
- Hands-on exercise with forecasting software/tools
- Role-playing scenario for S&OP meetings
- Create a supplier evaluation scorecard
- Visit to a local manufacturing facility (virtual or in-person)
- Lean process improvement project
- Research project on emerging technologies in SCM
- Research presentation on future trends in SCM
- Guest lectures from an industry expert
- Active engagement in discussions, peer reviews, and activities.
- Any other Practical/Practice as decided from time to time
- Short quizzes designed to check preparation for the class may be given periodically
- Quiz and Internal Examinations
- Assignments
- Participation in extra, co-curricular and cultural activities

Books Recommended

Text Books

1. Supply Chain Management: Concepts and Cases. Prentice Hall of India. By Altekhar RV. 2006.

Reference Books

1. Purchasing and Supply Chain Management. Thomson Asia. By Monczka R, Trent R & Handfield R. 2002.
2. Purchasing and Supply Chain Management Analysis, Planning and Practice. Vikas Publ. House. Van Weele AJ. 2000.
3. Designing and Managing the Supply Chain, Concepts, Strategies and Case Studies, 3rd Edition, Irwin/McGraw Hill. By Simchi-Levi, David, Kaminsky, Philip, and Simchi-Levi, Edith (2008)
4. Essentials of supply chain management (2005), Jaico Publishing House by Dr. R.P. Mohanty and Dr. S. G. Deshmukh
5. Supply Chain management (2008), Pearson Prentice Hall, ISBN: 978 -0-13-608040-4. By Chopra, Sunil, P. Meindl, 4th edition
6. Supply Chain Management: Strategy, Planning, and Operation" by Sunil Chopra and Peter Meindl (Lt. Ed.)
- "Designing and Managing the Supply Chain" by David Simchi-Levi, Philip Kaminsky, and Edith Simchi-Levi (Lt. Ed.)
7. Demand-Driven Forecasting: A Structured Approach to Forecasting" by Charles W. Chase (Lt. Ed.)
8. Purchasing and Supply Chain Management" by Robert M. Monczka, Robert B. Handfield, Larry C. Giunipero, and James L. Patterson (Lt. Ed.)
9. The Goal: A Process of Ongoing Improvement" by Eliyahu M. Goldratt and Jeff Cox (Lt. Ed.)

Web Links

<https://www.swayamprabha.gov.in/index.php/program/archive/16>
<https://www.swayamprabha.gov.in/index.php/program/archive/5>

Course Title-Research Methodology

Course No. 24UBPM21

Course Credit: 04 (2-2-0)

Max. Marks: 100 (30I+70E)

Objective

The objective of this course is to develop an understanding of research methodology. The focus will be on process and techniques of research.

Learning Outcomes

Learning Outcomes
Develop understanding on various kinds of research, objectives of doing research, and research process
Examine the use of various research design and concept of variables
Develop and solve hypotheses and evaluate aptness of research conclusions, and generalize them appropriately.
Make use of measurement & scaling techniques for the quantitative data analysis



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	e research data to formulate or evaluate new research questions, using reason and persuasion in a logical argument along with reports.
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Unit	Contents
I LO1	Introduction to Research: Meaning, Objectives, Understanding the language of research - Concept, Construct, Definition, Variable. Research Process
II LO2	Research Design: Features of a good research design, Exploratory Research Design –concept, types and uses, Descriptive Research Designs - concept, types and uses. Experimental Design: Causal relationships, Concept of Independent & Dependent variables
III LO3	Qualitative and quantitative research: Qualitative research, Quantitative research, Concept of measurement, causality, generalization, replication, Hypothesis testing; parametric and non-parametric tests
IV LO4	Measurement: Concept of measurement; Validity and Reliability; Levels of measurement - Nominal, Ordinal, Interval, Ratio; Attitude Scaling Techniques, Concept of Scale, Rating Scales viz. Likert Scales, Semantic Differential Scales, Constant Sum Scales, Graphic Rating Scales; Ranking Scales; Paired Comparison & Forced Ranking.
V LO5	Questionnaire Construction, Personal Interviews, Telephonic Interview, Mail Survey, Email/Internet survey, Interpretation of Data and Report Writing; Layout of a Research Paper; Data Analysis: Data Preparation – Concept of Univariate analysis, Bivariate analysis; Plagiarism and Self-Plagiarism.

Suggested Activities (60 Hours)

- Prepare an assignment highlighting the Distinguishing feature between Primary and Secondary Sources with an illustration
- Students will be engaged in discussions on the different types of sampling. They will be stated with the important features of the sampling techniques as well as their differences. The instructor may guide the discussion systematically by asking simulated questions.
- Perform literature reviews using print and online databases
- Prepare a literature review (10 to 12 pages in length) and PowerPoint Presentation on a topic of interest to you.
- design a quantitative and a qualitative study (3-4 pages each) of interest to you. Include in your design of each study (if appropriate) an introduction to the problem, the problem statement, purpose, research question(s), hypotheses, and methodology. Students will use Times New Roman 12-point font for each design. The format will include 1-inch margins on the top, bottom, and sides, and fully comply with APA guidelines.
- Development of the Student Engagement Questionnaire using different measurement scales and submitting the report on same.
- Collect data from students in campus and compile the same in excel. Prepare a basic analysis of the data and submit the report along with presentation.
- Identify, explain, compare, and prepare the key elements of a research proposal/report
- Any other Practical/Practice as decided from time to time
- Short quizzes designed to check preparation for the class may be given periodically
- Case studies discussion
- Quiz and Internal Examinations
- Assignments
- Participation in extra, co-curricular and cultural activities

Books Recommended

Text Books


1. Research Methodology - C.R.Kothari, New Age International Publishers. (Lt. Ed)
2. Naresh Malhotra, John Hall, Mike Shaw & Peter, Market Research, Second Edition, Prentice Hall (Lt. Ed.)

Reference Books

1. Business Research Methods, Thomson Learning, Bombay. By Millian G. Zikmund, (Lt. Ed.)
2. Business Research Methods, Tata McGraw Hills, New Delhi. By Donald R-Cooper and Pamela Schindler, (Lt. Ed.)
3. Millian J. Geode & Paul K. Hatl, Methods in Research, McGraw Hills, New Delhi. (Lt. Ed.)
4. Business Research Methods - Donald Cooper & Pamela Schindler, TMGH, 9th edition.
5. Business Research Methods – Alan Bryman & Emma Bell, Oxford University Press. (Lt. Ed.)
6. Panneerselvam, R. (2005), Research Methodology, Prentice Hall, New Delhi

<https://www.swayamprabha.gov.in/index.php/program/archive/16>
<https://www.swayamprabha.gov.in/index.php/program/archive/5>
<http://www.apa.org/education/ce/4210701.aspx> \$80
<https://owl.english.purdue.edu/owl/resource/560/01/> -- everything you need to know in manageable chunks, by topic
<https://owl.english.purdue.edu/owl/resource/560/24/> --APA6th edition changes
<https://karenbrooks.wikispaces.com/file/view/APA+6th+Edition+Tutorial+from+Purdue+Owl.pdf> -Ppt on APA formatting and style
<http://www.youtube.com/watch?v=EF5eFeJMplA>
<https://owl.english.purdue.edu/owl/resource/589/1/>
<http://www.youtube.com/watch?v=9z3EHloa9HI>
<http://www.youtube.com/watch?v=sgMJ16WUEPg> *basic but helpful (8 mins)
<http://www.youtube.com/watch?v=nSGzuxbdheI>
<https://owl.english.purdue.edu/owl/resource/619/1/>
https://owl.english.purdue.edu/media/pdf/20110928111055_949.pdf




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Course Title – Business Economics

Course No. 24UBPM22

Course Credit: 04 (3-1-0)
Max. Marks: 100(30I+70E)

Course Objective:

The objective of this course is to familiarize the students with the concepts and techniques used in micro-economic theory.

Learning Outcomes

LO	Statement
1	Examine the nature and scope of business economics and basic concepts of economics.
2	Understand the elasticity of demand and their applications.
3	Analyse how consumers try to maximize their satisfaction by spending on different goods.
4	Evaluate the relationship between inputs used in production and the resulting outputs and costs.
5	Interpret various facets of and pricing under different market situations.

Unit	Contents
I LO1	Introduction: Nature and Scope of Business Economics; Introduction to microeconomics and macroeconomics; Contemporary Issues and applications of Indian economy
II LO2	Elasticity of Demand: concept of Demand and Supply; law of demand, determinants of demand, elasticity and types of elasticity. Measurement of elasticity of demand.
III LO3	Consumer Behaviour: Cardinal Vs Ordinal Utility, Indifference curves: features, budget line, consumers equilibrium, Income consumption curve .
IV LO4	Production and Cost: theory of production, Production Function; input-output combination, short run production law's, and law of returns to scale, economies and diseconomies of scale, Isoquant curve, Isocost curve.
V LO5	Market Structure: Concept of market, Market Structures, Perfect Competition, Monopoly, Monopolistic Competition, Models of oligopoly, price determination.

Suggested Activities (60 Hrs)

- Provide students with data sets from real businesses and ask them to analyze pricing strategies. They can use concepts like elasticity of demand, cost analysis, and competitor analysis to recommend pricing changes that optimize profitability.
- Ask students to prepare budgets and allocate resources for hypothetical companies or projects.
- Invite professionals from different industries to speak about their experiences with managerial decision-making.
- Assign students various case studies that involve real-world business scenarios.
- Organize debates or discussions on current economic policies and their potential effects on businesses.
- Short quizzes designed to check preparation for the class may be given periodically.
- Case studies discussion
- Quiz and Internal Examinations
- Assignments
- Any other Practical/Practice as decided from time to time
- Participation in extra, co-curricular and cultural activities

Books Recommended

Text Book

1. Managerial Economics, D N Dwivedi. Vikash Publishing House Pvt. Ltd. (9th edition)
2. Managerial Economics, H L Ahuja and Amit Ahuj, S Chand Publishing, Pvt. Ltd. (9th edition)

Reference Books

1. Managerial Economics, T.R. Jain and O.P. Khanna, V K Publication Pvt. Ltd. (Lt. Ed.)
2. Microeconomics, Robert Pindyck and Daniel runinfeld, Pearson (8th edition)
3. Microeconomics, McConnell Brue Flynn, McGraw Hill, Indian Edition (20e)
4. Dictionary of Economics, Oxford University Press.
5. H. L. Bhatta, Micro Economic Theory; Modern Publisher, Gulab Bhawan, 6, Bahadurshah Zafar Marg, New Delhi.

Web Links

[www.icsi.edu/media/website/Business%20Economics%20\(FndProg\).pdf](http://www.icsi.edu/media/website/Business%20Economics%20(FndProg).pdf)

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https://www.youtube.com/watch?v=wTuXmjmOQOs&list=PLsh2FvSr3n7cjVNULjFnVvI_DMVoMYG9o <https://www.indiabudget.gov.in/economicsurvey/>
<https://www.indiabudget.gov.in/>
<https://economictimes.indiatimes.com/news/economy?from=mdr>
<https://www.bbc.com/news/world-asia-india-68823827> <https://business-standard.com/topic/indian-economy>
<https://www.investopedia.com/economic-news-5218422>

Course: Employability Skills (AEC)

Course Code: 24UENG03

Course Credit: 01(1-0-0)

Max. Marks: 50 (15I+35E)

Objective: This course will introduce students to Basics of Employability Skills with a focus on Attitude, Communication, Etiquettes etc. to enable them practice or showcase professional behavior in formal context.

Learning Outcomes:


1. Learners will be able to use soft skills effectively.
2. Learners will demonstrate a professional behaviour at workplace.
3. Learners will learn Interview skills with ability to prepare for interviews and perform well in the same.
4. Learners will be able to deal with various types of customers in an effective manner.

Unit Name	Contents
Soft Skills	<ul style="list-style-type: none"> • Soft Skills- Introduction to soft skills, Aspects and importance of soft skills. • Personality Development: Types of personality; • SWOT Analysis, Goal Setting
Organizational Behavior	<ul style="list-style-type: none"> • Types of Behavior, • Emotional Intelligence, • Time Management, • Decision Making • Critical Thinking • Team Intelligence and Leadership
Interview Skills	<ul style="list-style-type: none"> • Interview- Types, and Process, • Resume Writing • Job Application; • Research about Industry and • Mapping of Job Competencies with Personal Skills
Interpersonal Skills	<ul style="list-style-type: none"> • Workplace communication • Active listening, • Positive Attitude • Negotiation Skills

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Suggested Readings:

- Bovee, C., & Thill, J.V., and Raina, R.L. *Business Communication Today*. New York: Pearson, 2016.
- Lata, Pushp, and Sanjay Kumar. *Communication Skills*. 2nd ed. New Delhi: OUP, 2019.
- Lehman, C. M., Dufrene D. D., and Sinha, M. *BCOM: The South Asian Perspective on Business Communication*. New Delhi: Cengage Learning, 2016.
- Monippally, Matthukutty, M. *Business Communication: From Principles to Practice*. New Delhi: McGraw Hill Pub., 2018.
- Mukerjee, H. S. *Business Communication: Connecting at Workplace*. New-Delhi: Oxford University Press, 2012.
- Murphy, H. A., Hildebrandt, H.W., and Thomas, J.P. *Effective Business Communication*. Boston: McGraw-Hill Companies, 1997.
- Post, Emily. *The Etiquette Advantage in Business*. New York: Collins, 2005.
- Ramesh, Gopalswamy, and Mahadevan Ramesh. *The Ace of Soft Skills: Attitude, Communication and Etiquette for Success*. Noida: Pearson, 2019.
- Sandra, M. O. *Handbook of Corporate Communication and Strategic Public Relations: Pure and Applied*. New Delhi: Routledge, 2004.
- Sinha, K. K. *Taxmann's Business Communication*. 4th Revised ed. New Delhi: Taxmann's Pub., 2018.
- Taylor, Grant. *English Conversation Practice*. Indian ed. Chennai: McGraw Hill Education Pvt. Ltd., 2017.



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Employability Skills (Practical)

Course Code: 24UENG04

Course Credit: 01(0-1-0)

Max. Marks: 50(35I+15E)

Course Objective: This course is designed to strengthen the communication abilities of the learners by providing them hands-on practice.

Learning Outcomes: After completing this course, the learners will be able to

- 1) Demonstrate knowledge and understanding of a range of professional or public communication situations.
- 2) Perform effectively in diverse professional and public communication situations like interviews and negotiations, drafting emails and resume etc.

Details:

1. Role Play in Business Affairs
2. Group Discussion
3. Resume writing
4. Listening Skills
5. Telephone etiquettes
6. Team building
7. Presentation skills
8. SWOT
9. Goal Setting

Note: The teacher should play the role of the facilitator and allow the learners maximum time to practice these activities. The focus should be primarily on helping the learners overcome the LSWR barrier and gradually move towards honing these skills to enable the learners use them in professional communication situations.

Compulsory Note for each year:

Total notional hours during year should be 1200 hrs. To maintain the notional hours in a year, following criterion need to be adopted by individual instructors for the course. The total outcome-based learning hours for credits shall, subject to assessment, include:

- i. Classroom teaching/ learning hours/ tutorials
- ii. Lab work/ practical/ innovation labs/ projects/ incubation labs
- iii. Yearly and half-yearly examinations/ class tests/ quiz/ other assessments including formative assessments
 - a. Activities as part of the curricular structure leading to experiential learning like relevant experience and proficiency/ professional levels, Performing arts/ fine arts, music, handicraft, traditional, heritage work,
 - b. Debate and Discussion/ Essay Writing / Recitation/Story Writing etc.
 - c. Celebration of festivals in institutes, music performance, Drama etc.
 - d. Self-defence classes, value education classes, Career Counselling sessions etc.
 - e. Other Contests/ Events/ Competitions like Hackathons & Olympiads etc.
- iv. Sports/ games / physical activity / yoga
- v. Life skills-based education like employment skills, basic operational skills like learning to fix a bulb, basic carpentry, classes on morals/etiquettes, constitutional values, environmental sensitivity etc.
- vi. Social/ community work (like adult education, teaching in NGOs or Out of school students, environment related, gender sensitization), NCC/ shramdan (School cleaning, building, decoration)
- vii. Bag less days, field visits organised by the institution
- viii. vocational education / training, skilling, minor/ major project work, assignments
- ix. Field visits/ Projects/ Industry attachment by institutions



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x. Internship and apprenticeship hours, on the job training (OJT), and experiential learning including relevant experience and proficiency/ professional levels acquired xi. Programs offered through blended/ online/ digital learning

Semester V

Course Title – E-Commerce

Course No. 24UBPM23

Course Credit: 03 (2-1-0)
Max. Marks: 100 (30I+70E)

Course Objective: Objective To highlight the growing importance of e-commerce for the area of direct marketing as well as to explain the relationship between direct marketing and e-commerce, and factors that affect marketers while achieving marketing objectives.

Learning Outcome

1. Will be elucidating the conceptual Framework of e business Demonstrate an understanding of the foundations and importance of E-commerce.
2. Explain various e-business models and strategic options. Demonstrate an understanding of retailing in E-commerce. Assess electronic payment systems. Describe the infrastructure for E commerce.
3. Discuss legal issues and privacy in E-Commerce. Aware of the ethical, social, and security issues of information systems
4. Analyze the impact of E commerce on business models and strategy • Understand global e-marketing and e-services models.
5. Understand the processes of developing and implementing information systems.

Unit I - Conceptual Framework of E-business: E Commerce and M-Commerce; Web Based Tools for e Commerce; E-Enabled Business Process Transformations and Challenges; E-Business Technology and Environment; E-Business Applications.

Unit II - E-Business Models: Business Models and Revenue Models over Internet; Emerging Trends in E-Business; E-Governance; Digital Commerce; Mobile Commerce; Strategies for E-Commerce, Internet based Business Models; Legal, ethical and Societal Impacts of E Commerce

Unit III - Security Issues in E-Business: Electronic Commerce Threats; Encryption, Cryptography, Public Key and Private Key Cryptography, Digital Signatures, Digital Certificates; Security Protocols and Public Key Infrastructure (PKI) for Security.

Unit IV - Global E-Marketing: Global E-Services; Electronic Processing of International Trade Documents; Policy Framework for Global E-Business

Unit V - Case study: Applications in E-commerce and M-commerce.

Books Recommended

Text Books

1. Electronic Commerce – Framework, Technologies and Applications, 3rd Edition, Tata McGraw Hill. By Bharat Bhaskar , 2009. 2. E-Business and E-Commerce Management – Strategy, Implementation and Practice, 3rd Edition, Pearson Education. By Dave Chaffey.

Reference Books

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2. 1. International Business, 6th Edition, Oxford University Press. By Joshi 2. Electronic Commerce Strategy, 1st Edition, Cengage Learning. By Schneider Gary P. and Perry, James T. 2007. 3. Information Technology: Best Practices and Applications in Business, 5th ed; Prentice Hall. By Adikesavan T. 4. Computer Applications in Management, 3rd ed; Dreamtech Press, New Delhi. By Srivastava N.

Web Links

1. <https://www.swayamprabha.gov.in/index.php/program/archive/16>
2. <https://www.swayamprabha.gov.in/index.php/program/archive/5>
3. <https://www.youtube.com/watch?v=AhgtoQIfuQ4>
4. <https://www.youtube.com/watch?v=OnqFpeAqr3M>

Course Title: ON-THE-JOB TRAINING (OJT)

Course Credit: 20 (0-0-20)

Course No. 24UBPM24

Max. Marks:400 (280E+120I)

Course Objective:

To provide BBA students with hands-on experience in real business environments where they can apply academic knowledge, understand corporate functioning, participate in operational tasks, and gain exposure to customer handling, product knowledge, and business applications. The training aims to bridge the gap between theory and practice.

Course Content and Training Components:

During the OJT period (minimum 10–12 weeks), students will be exposed to the following industry-integrated training modules:

- ❖ Company overview and business model
- ❖ Product/service portfolio
- ❖ Competitor comparison and market position
- ❖ Sales & Customer Engagement Process
- ❖ Customer interaction and retail communication
- ❖ Operations and Service Management
- ❖ Exposure to departments like front desk, logistics, operations, finance, HR
- ❖ Participation in tasks like inventory checks, billing, vendor coordination, etc.
- ❖ Digital & Technological Tools
- ❖ Use of mobile apps, ERPs, CRMs, POS systems (as applicable)
- ❖ Exposure to digital record keeping, attendance, and report submissions
- ❖ Value-Added Services
- ❖ Evaluation of service quality through simulated customer audits
- ❖ Fieldwork for studying customer satisfaction benchmarks
- ❖ Workplace Behavior
- ❖ Corporate communication, Time Management
- ❖ Maintaining training diaries, reporting, teamwork

Every student is required to submit a structured report after completion of the training. The report will be evaluated by the internal and external examiner. The tentative structure of the OJT report will be as follows:

- ❖ Cover Page
- ❖ Acknowledgement

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- ❖ Certificate from organisation/company
 - ❖ Introduction
 - ❖ Company profile
 - ❖ Literature Review (if any)
 - ❖ Research Methodology (Objective of the Research, Type of data, Sample design, Hypothesis, Analytical Tools and Limitations of Study)
 - ❖ Data Analysis
 - ❖ Conclusions
 - ❖ References
- Appendices – to include questionnaire etc. (if any)

Course Title: Internship

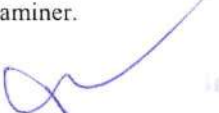
Course No. 24UBPM25

Course Credit: 04 (0-0-4)
Max. Marks: 100 (1000E+100I)

At the end of fourth semester, every student will undergo 4-6 weeks training. During the course of training, the organisation (where the student is undergoing training) will assign a problem/project to the student. After completion of training, the student will submit a report to the university, which will form the part of fifth semester examination. The tentative content of the report is given below:

1. Cover Page
2. Acknowledgement
3. Certificate from organisation/company
4. Introduction
5. Company profile
6. Literature Review (if any)
7. Research Methodology (Objective of the Research, Type of data, Sample design, Hypothesis, Analytical Tools and Limitations of Study)
8. Data Analysis
9. Conclusions
10. References
11. Appendices – to include questionnaire etc. (if any)

The report must be submitted within two months from commencement of fifth semester. One chapter must be included about history of the organization, its structure, products and services offered. The average size of report will be 40 to 60 typed pages in standard font size 12 and one half spacing on A4 size papers. It is mandatory that student will make presentation in presence of teachers and students. For external evaluation, Presentation / Viva voce will be conducted by the external examiner.


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Semester VI

Course Title – Industrial Psychology

Course No. 24UBPM26

Course Credit: 03 (2-1-0)
Max. Marks: 100(30I+70E)

Course Objective:

- To understand the psychology of an individual
- To understand the behavior of employee in the organization

Learning Outcome

By the end of the course the student will be able to understand the psychology of the employees in the organization and the kind of behavior that is required for self and organizational objectives

Unit I - Introduction to IO Psychology: Meaning and Historical overview of I-O Psychology. Introduction: Nature, Scope, and Problems & Objectives. Science of psychology applies to work and organization.

Unit II - Individual Differences: Individual Differences and their Evaluation, Types of Individual Differences, Role of Heredity, Environment, Psychological tests in industries, their Utility, Reliability and Validity.

Unit III - Types of Psychology: Types and characteristics of psychology, Factors responsible; mental psychology – its impact on behavior; Difference between male and female psychology – its impact on behavior, efficiency, productivity, etc.

Unit IV - Motivation: Meaning, Types. Applications in industry- MBO, Job design. Work Environment: The Arousal Hypothesis- Noise, Illumination, Color.

Unit V - Industrial Morale: Meaning, Characteristics, Factors Influence Morale, Measures of Improving Morale.

Suggested Books and Readings:

1. **"Work Psychology: Understanding Human Behaviour in the Workplace"**
By John Arnold et al.
2. **"Industrial Psychology"** By T.N. Chhabra
3. **"Organizational Behaviour"** By Stephen P. Robbins and Timothy A. Judge
4. **Industrial Psychology"** By Ghosh and Ghorpade
5. **Industrial and Organizational Psychology"**
By Paul E. Spector

Suggested Activities

Case Study Analysis

- Analyze real-world case studies on employee motivation, burnout, or leadership styles in industries.

Role Plays

- Conduct mock interviews, conflict resolution sessions, and performance appraisal discussions.

Psychometric Testing Workshop

- Students create or administer basic personality and aptitude tests and interpret the results.

Group Discussion & Debate

Topics: "Monetary vs Non-monetary Motivation", "Work-Life Balance," "Is Job Satisfaction

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Overrated?"

Industrial Visits

Visit local manufacturing units or corporate offices to understand the application of psychology in HR practices.

Mini Research Projects

Survey employees from small businesses or organizations to assess stress levels, motivation, or satisfaction.

Create Posters/Infographics

On topics like the Hawthorne Studies, Maslow's Hierarchy, or Ergonomics at the workplace.

Course Title: ON-THE-JOB TRAINING (OJT)

Course Credit: 20 (0-0-20)

Course No. 24UBPM27

Max. Marks:400 (280E+120I)

Course Objective:

To provide BBA students with hands-on experience in real business environments where they can apply academic knowledge, understand corporate functioning, participate in operational tasks, and gain exposure to customer handling, product knowledge, and business applications. The training aims to bridge the gap between theory and practice.

Course Content and Training Components:

During the OJT period (minimum 10–12 weeks), students will be exposed to the following industry-integrated training modules:

- ❖ Company overview and business model
- ❖ Product/service portfolio
- ❖ Competitor comparison and market position
- ❖ Sales & Customer Engagement Process
- ❖ Customer interaction and retail communication
- ❖ Operations and Service Management
- ❖ Exposure to departments like front desk, logistics, operations, finance, HR
- ❖ Participation in tasks like inventory checks, billing, vendor coordination, etc.
- ❖ Digital & Technological Tools
- ❖ Use of mobile apps, ERPs, CRMs, POS systems (as applicable)
- ❖ Exposure to digital record keeping, attendance, and report submissions
- ❖ Value-Added Services
- ❖ Evaluation of service quality through simulated customer audits
- ❖ Fieldwork for studying customer satisfaction benchmarks
- ❖ Workplace Behavior
- ❖ Corporate communication, Time Management
- ❖ Maintaining training diaries, reporting, teamwork

Every student is required to submit a structured report after completion of the training. The report will be evaluated by the internal and external examiner. The tentative structure of the OJT report will be as follows:

- ❖ Cover Page
- ❖ Acknowledgement

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- ❖ Certificate from organisation/company
 - ❖ Introduction
 - ❖ Company profile
 - ❖ Literature Review (if any)
 - ❖ Research Methodology (Objective of the Research, Type of data, Sample design, Hypothesis, Analytical Tools and Limitations of Study)
 - ❖ Data Analysis
 - ❖ Conclusions
 - ❖ References
- Appendices – to include questionnaire etc. (if any)

Course Title- Project

Course No. 24UBPM28

Course Credit: 4 (0-0-4)
Max. Marks: 100 (100I+100)

Objective: This course attempts to expose students to real life learning through projects where they can apply conceptual learning across different domain of the industry. The course also attempts to expose students to societal problems in the form of social emersion project that may contribute to society at large.

Every student will be assigned a project topic in the sixth semester and it will be pursued by him/her under the supervision of a supervisor. The student is required to interact with supervisor regularly. The tentative content of the project report is as follows:

- ❖ Cover Page
- ❖ Acknowledgement
- ❖ Certificate from the Supervisor
- ❖ Introduction
- ❖ Literature Review
- ❖ Research Methodology (Objective of the Research, Type of data, Sample design, Hypothesis, Analytical Tools and Limitations of Study)
- ❖ Data Analysis
- ❖ Findings and Suggestions
- ❖ Conclusions
- ❖ References
- ❖ Appendices – to include questionnaire etc. (if any)

The report must be submitted the report two weeks before the session end. The average size of report will be 40 to 60 typed pages in standard font size 12 and one half spacing on A4 size papers. It is mandatory that student will make presentation in presence of teachers and students. For external evaluation, Presentation / Viva voce will be conducted by the external examiner.

The evaluation will be done as per examination ordinance of the university.

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