

### Format-3

#### IIMTU-NEP IMPLEMENTATION Year I / Semester I

<b>Programme:</b> Certificate/Diploma/Degree/ UG(R)/PG/Ph.D. <b>Class: BBA</b>	Year: I  Semester: I	
<b>Credits</b> Theory:4 Practical:0	Subject: <b>PRINCIPLES AND PRACTICES OF MANAGEMENT</b>	
<b>Course Code:</b> NEP BBA 101	<b>Title:</b> <b>PRINCIPLES AND PRACTICES OF MANAGEMENT</b>	
<b>Course Objectives:</b>		
<ol style="list-style-type: none"> <li>1. The objective of the course is to provide an understanding of basic concepts, principles and practices of management</li> <li>2. The aim is to inculcate the ability to apply multifunctional approach to organizational objective.</li> <li>3. To introduce the students to Management and its importance in universal spheres.</li> <li>4. To enable the students to understand the evolution of management.</li> <li>5. To impart knowledge about the role of management in business organizations</li> </ol>		
<b>Nature of Paper: Core</b>		
<b>Minimum Passing Marks/Credits: 40% Marks</b>		
L:40		
T:		
P:(In Hours/Week)		
Theory - 1 Hr. = 1 Credit		
Practical- 2 Hrs.=1 Credit(4Hrs./Week=4Credits)		
Unit	Contents	No. of Lectures Allotted
I	Definition, Functions, Process, Scope and Significance of Management. Nature of Management, Managerial Roles, Managerial Skills and Activities, Difference between Management and Administration. Significance of Values and Ethics in Management.	8
II	Evolution of Management Thought, Approaches of Management Thought, Functions of Management.	8
III	Planning and Organizing Nature, Scope, Objective and Significance of Planning, Elements and Steps of Planning, Decision Making Organizing Principles, Span of Control, Line and Staff Relationship, Authority, Delegation and Decentralization. Effective Organizing, Organizational Structures, Formal and Informal Organizations, Staffing.	8
IV	Directing Effective Directing, Supervision, Motivation, Different Theories of Motivation- Maslow, Herzberg, Mc Clell and, Vroom, Porter and Lawler, Job Satisfaction. Concept of Leadership- Theories and Styles. Communication Process, Channels and Barriers, Effective Communication.	8
V	Controlling and Coordinating- Elements of Managerial Control, Control Systems, Management Control Techniques, Effective Control Systems. Coordination Concept, Importance, Principles and Techniques of Coordination, Concept of Managerial Effectiveness.	8

**Reference / Text Books:**

- Drucker,F.Peter
- Koontz "O'DonnellWeihrich
- Koontz H, "O'DonnellC
- Drucker,F.Peter
- Terryand Franklin
- Stoner
- William H.Newmanand
- E. Kirby Wassen
- Management-Tasks, Responsibilities &Practices.
- Elements ofManagement.
- Management-A Book ofReading.
- The Practice ofManagement.
- Principles ofManagement
- Principles ofManagement
- The Process ofManagement.

If the course is available as Generic Elective then the students of following departments may opt it.

- 1.
- 2.

**Evaluation/Assessment Methodology**

**Max. Marks**

1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	5
3) Assignments	10
4) Research Project Report Seminar On Research Project Report	-
5) ESE	75
<b>Total:</b>	100

Prerequisites for the course:

**Course Learning Outcomes:**

1. Understanding of the role of managers in an organization.
2. Summarize the elementary concepts, principles and theories of management.
3. Identify & analyse the contemporary issues and challenges in management.
4. Describe the Effective plans co-ordinate the organizational work and eliminate unproductive effort.
5. Apply the understanding gained in solving various management issues.
6. To find out good control system that should be easily installed and economically maintained.

### Format-3

#### IIMTU-NEP IMPLEMENTATION Year I / Semester I

<b>Programme:</b> Certificate/Diploma/Degree/ UG(R)/PG/Ph.D. <b>Class: BBA</b>	Year: I  Semester: I	
<b>Credits</b> Theory:4 Tutorial:2 Practical: 0	<b>Subject: APPLIED ACCOUNTING</b>	
<b>Course Code:</b> NEP BBA 102	<b>Title: APPLIED ACCOUNTING</b>	
<b>Course Objectives:</b>		
<ol style="list-style-type: none"> <li>1. To introduce students to Accounting, stressing its importance in today's business world</li> <li>2. Explain and apply accounting concepts, principles and conventions</li> <li>3. Record basic accounting transactions and prepare annual financial statements; and</li> <li>4. Analyze, interpret and communicate the information contained in basic financial statements and explain the limitations of such statements.</li> </ol>		
<b>Nature of Paper: Core</b>		
<b>Minimum Passing Marks/Credits:40% Marks</b>		
L:40		
T:20		
P: (In Hours/Week)		
Theory - 1 Hr. = 1 Credit		
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)		
Unit	Contents	No. of Lectures Allotted
I	<b>Overview of Book Keeping and Accounting</b> Meaning, Process, Importance and Limitations of Book- Keeping and Accounting, Basic terminology of Accounting, Subsidiary Books of Accounts, Difference between Accounting and Book- Keeping, Various Users of Accounting Information, Accounting Principles, Conventions and Concepts.	12
II	<b>Mechanics of Accounting</b> Accounting Equations and their computation, Dual Aspects of Accounting., Golden Rules of Debit and Credit, Preparation of Journal, Cash Book - Types of Cash Book, Ledger Posting and Trial Balance- Methods of Preparation of Trial Balance.	12
III	<b>Financial Statements</b> Income and Position Statement, Preparation of Trading, Profit and Loss Account and Balance Sheet with Adjustment Entries. Classification of Revenue and Capital Expenditures.	12
IV	<b>Accounting Errors</b> Rectification of Errors, Types of Errors, Use of Suspense Account, Bank Reconciliation Statement: Introduction, Need, Importance and Steps.	12
V	<b>Valuation of stocks, Depreciation</b> FIFO and LIFO Method, Depreciation: Meaning, Need, Accounting Treatment of	12

	Depreciation with Written Down Value Method and Straight Line Method.	
<b>Reference / Text Books:</b>		
<ul style="list-style-type: none"> <li>Grewals T.S. &amp; S.C. Gupta (2016), Introduction to Accountancy (<i>7th Edition</i>), New Delhi, India: S.Chand.</li> <li>Jain S.P. &amp; KL Narang (2014), Financial Accounting (<i>6th Edition</i>), Gaziabad, UP, India: Kalyani Pub.</li> <li>Gupta R.L. &amp; Radhaswamy M.(2018), Advance accountancy (<i>13th Edition</i>), New Delhi, India: S.Chand.</li> </ul>		
If the course is available as Generic Elective then the students of following departments may opt it.		
1.		
2.		
<b>Evaluation/Assessment Methodology</b>		
		<b>Max. Marks</b>
1) Class tasks/ Sessional Examination		10
2) Presentations /Seminar		5
3) Assignments		10
4) Research Project Report		-
5) Seminar On Research Project Report		75
6) ESE		
<b>Total:</b>		100
Prerequisites for the course:		
<b>Course Learning Outcome:</b>		
<ol style="list-style-type: none"> <li>Understand and apply accounting concepts, principles for their routine monetary transaction.</li> <li>Able to create financial statements in accordance with Generally Accepted Accounting Principles.</li> <li>Analyze, interpret and communicate the information contained in basic financial statements and explain the limitations of such statements.</li> <li>Recognize circumstances providing for increased exposure to errors and frauds</li> <li>Determine the useful life and value of the depreciable asset</li> <li>Identify and analyze the reasons for the difference between cash book and pass book balances.</li> </ol>		

### Format-3

#### IIMTU-NEP IMPLEMENTATION

#### Year I / Semester I

<b>Programme:</b> Certificate/Diploma/Degree/ UG(R)/PG/Ph.D. <b>Class: BBA</b>	Year: I  Semester: I	
<b>Credits</b> Theory:4 Tutorial:2 Practical: 0	<b>Subject: Micro-economics</b>	
<b>Course Code:</b> <b>NEP BBA 106</b>	<b>Title: Micro-economics</b>	
<b>Course Objectives:</b>		
<ol style="list-style-type: none"> <li>1. To understand the importance of Managerial Economics in management and businesses</li> <li>2. To apply the principles of managerial economics in achieving business objectives</li> <li>3. Be equipped with the tools necessary in forecasting product demand&amp; market structures</li> </ol>		
<b>Nature of Paper: Core</b>		
<b>Minimum Passing Marks/Credits:40% Marks</b>		
L:40 T:20 P: (In Hours/Week) Theory - 1 Hr. = 1 Credit Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)		
Unit	Contents	No. of Lectures Allotted
I	<b>Introduction to Economics:</b> Definition, Nature and Scope of Economics., Role of Economics in Business Decision Making	12
II	<b>Demand Analysis and Supply Analysis:</b> Meaning of Demand, Types of Demand, Law of demand, Determinants of Demand, Demand Function, and Elasticity of demand- price elasticity of demand. Income elasticity of demand, Cross Elasticity of demand, Law of Supply, Supply Schedule, Supply Curve, Price elasticity of supply.	12
III	Production Analysis: Production function, Types of Production Function, Law of Returns, Law of variable proportions, Law of Increasing Returns, Law of Constant Returns, Law of Diminishing returns, Returns to scale	12
IV	<b>Market Structures:</b> Meaning of Market, Classification of markets, Perfect Competition, Imperfect Competition, Monopolistic Market, Oligopoly Market, and Duopoly Market.	12
V	<b>National Income:</b> Concepts and Measurements, instruments of fiscal policy, Tools of monetary policy. Economic Growth and Development, Business Cycle.	12
<b>Reference / Text Books:</b>		
<ol style="list-style-type: none"> <li>1. Managerial Economics, D.N. Dwivedi, Vikas Publication, 7th Ed</li> <li>2. Managerial Economics, GEETIKA, McGraw-Hill Education 2nd Ed.</li> <li>3. Managerial Economics: Concepts and Applications (SIE), THOMAS&amp; MAURICE, McGraw-Hill</li> </ol>		

Education, 9th Ed.

4. Managerial Economics, H.L Ahuja, S.Chand, 8th Ed

If the course is available as Generic Elective then the students of following departments may opt it.

- 1.
- 2.

### **Evaluation/Assessment Methodology**

**Max. Marks**

1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	5
3) Assignments	10
4) Research Project Report	-
5) Seminar On Research Project Report	75
6) ESE	

**Total:** 100

Prerequisites for the course:

### **Course Learning Outcomes:**

1. Understand the concept of microeconomics for better knowledge of economics in business.
2. Understand the various micro economics concepts of production, demand & supply.
3. Able to apply these concepts for better decision making in business operations.
4. Able to apply these concepts for maximum utilization of available resources within organization.
5. Analyze the performance of firms under different market structures,
6. Recognize market failure and the role of government in dealing with those failures

**Format-3**
**IIMTU-NEP IMPLEMENTATION  
Year I / Semester I**

<b>Programme:</b> Certificate/Diploma/Degree/ UG(R)/PG/Ph.D. <b>Class: BBA</b>	Year: I  Semester: I	
<b>Credits</b> Theory:3 Tutorial: 0 Practical:0	<b>Subject: Environmental Science</b>	
<b>Course Code:</b> NHU 112	<b>Title: Environmental Science</b>	
<b>Course Objectives:</b>		
<ol style="list-style-type: none"> <li>1. To create awareness about environmental issues.</li> <li>2. To nurture the curiosity of students particularly in relation to natural environment.</li> <li>3. To develop an attitude among students to actively participate in all the activities regarding environment protection</li> <li>4. Environmental Studies as an academic field is the product of efforts to understand and respond to the variety of changes humans have wrought in our world.</li> <li>5. Students in Environmental Studies are motivated by concern for welfare of the many human and non-human communities that shape this planet.</li> </ol>		
<b>Nature of Paper: Core</b>		
<b>Minimum Passing Marks/Credits:40% Marks</b>		
L:30 , T: P: (In Hours/Week) Theory - 1 Hr. = 1 Credit, Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)		
<b>Unit</b>	<b>Contents</b>	<b>No. of Lectures Allotted</b>
I	Introduction to environmental studies (2 lectures) Multidisciplinary nature of environmental studies; Scope and importance; the need for environmental education. Concept of sustainability and sustainable development.	6
II	Ecosystems, What is an ecosystem? Structure: food chains, food webs and function of ecosystem: Energy flow in an ecosystem, nutrient cycle and ecological succession. Ecological Interactions. Case studies of the following ecosystems: a) Forest ecosystem b) Grassland ecosystem c) Desert ecosystem d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)	6
III	Biodiversity and Conservation a. Levels of biological diversity: genetic, species and ecosystem diversity; Biogeographic zones of India; Biodiversity patterns and global biodiversity hot spots b. India as a mega-biodiversity nation; Endangered and endemic species of India c. Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.	9

	<p>d. Nature reserves, tribal populations and rights (Niyamgiri-Vedanta, POSCO), and human wildlife conflicts in Indian context (Sundarban-Human-Tiger encounters).</p> <p>e. Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value</p>	
IV	<p>Environmental Pollution and Global Environmental Issues</p> <p>a. Environmental pollution: types, causes, effects and controls; Air, water, soil and noise pollution.</p> <p>b. Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture</p> <p>c. Nuclear hazards and human health risks (Chernobyl, 3 mile Island, Daiichi-Fukushima)</p> <p>d. Solid waste management: Control measures of urban and industrial waste, special reference e-waste, and Biomedical waste.</p> <p>e. Pollution Tragedies: Love canal, Bhopal Gas, Endosulfan, Minamata and Flint water</p>	9

**Reference / Text Books:**

1. Fundamental Concepts in Environmental Studies by Dr. D.D Mishra
2. Environmental Studies: Third Edition by R. Rajagopalan
3. Shankar Ias Environment 8th Revised Edition Book 2021 English Medium by N&N Enterprises
4. Young Learners, Environmental Studies, Book 1 by Roma Jain
5. Environmental Studies, 2018 Edition, Book 1 by Zainab H Razavi Neha Sharma

If the course is available as Generic Elective then the students of following departments may opt it.

- 1.
- 2.

**Evaluation/Assessment Methodology**

	<b>Max. Marks</b>
1) Class tasks/ Sessional Examination	5
2) Presentations /Seminar	5
3) Assignments	5
4) Research Project Report	-
5) Seminar On Research Project Report	35
6) ESE	
<b>Total:</b>	50

Prerequisites for the course:

**Course Learning Outcomes:**

1. Understand core concepts and methods from ecological and physical sciences and their application in environmental problem-solving.
2. Appreciate key concepts from economic, political, and social analysis as they pertain to the design and evaluation of environmental policies and institutions.
3. Appreciate the ethical, cross-cultural, and historical context of environmental issues and the links between human and natural systems.
4. Appreciate that one can apply systems concepts and methodologies to analyze and understand interactions between social and environmental processes.
5. Reflect critically about their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world.
6. Understand environmental laws and sustainable development.

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#### IIMTU-NEP IMPLEMENTATION Year I / Semester I

<b>Programme:</b> Certificate/Diploma/Degree/ UG(R)/PG/Ph.D. <b>Class: BBA</b>	Year: I  Semester: I	
<b>Credits</b> Theory:1 Tutorial: 0 Practical:2	<b>Subject: Fundamental of Computer</b>	
<b>Course Code:</b> NEP BBA 103	<b>Title: Fundamental of Computer</b>	
<b>Course Objectives:</b>		
<ol style="list-style-type: none"> <li>1. The objective to acquaint the students with the knowledge and use of computers and simple applications of computers in managerial decisions.</li> <li>2. Also to provide them an orientation about the increasing role of computers in corporate, business world.</li> <li>3. To impart knowledge of adding multimedia in documents.</li> <li>4. To enable students to handle large amount of data and perform calculations.</li> <li>5. To enable students to make presentations.</li> </ol>		
<b>Nature of Paper: Core</b>		
<b>Minimum Passing Marks/Credits:40% Marks</b>		
L:20 you		
T:		
P: (In Hours/Week)		
Theory - 1 Hr. = 1 Credit		
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)		
Unit	Contents	No. of Lectures Allotted
I	Concept of Computers- Brief History of Computers, Generation and Its Evolution, Characteristics of Computers, (Hardware, Software) Criteria for Using the Computers, Organizations and Functions of Computers, Advantages, Disadvantages of Computers, Main Areas of Computers and their Applications.	06
II	Types of Computers- Analog, Digital, Hybrid, General Purpose and Special Purpose Computers, Micro Computers, Mini-Computers, Main-Frame Computers, and Super Computers.	04
III	Information Technology: Fundamentals, Perspectives, Applications and Scope, Introduction to Internet, Browsers, Applications and Scope.	04
IV	Computer Application in Different field-Basic Information, Data Base Management System: Creating, Modification of Data Base Files, Commands Study, Expression and Functions, Set Commands, Indexing.	06
<b>Reference / Text Books:</b>		
(1) P.K. Sinha	- Computer Fundamentals	
(2) Rajaraman,V	- Introduction to Computer Science	
(3) Bocchino William,A	- MIS Tools and Design	
(4) Scot,GeorgeM	- Principles of MIS	

(5) Kanter	-	Management Information and Control System
(6) Grey Perry	-	Teach Yourself Office97

If the course is available as Generic Elective then the students of following departments may opt it.

- 1.
- 2.

### **Evaluation/Assessment Methodology**

	<b>Max. Marks</b>
1) Class tasks/ Sessional Examination	5
2) Presentations /Seminar	5
3) Assignments	5
4) Research Project Report	-
5) Seminar On Research Project Report	35
6) ESE	
<b>Total:</b>	<b>50</b>

Prerequisites for the course:

#### **Course Learning Outcomes:**

1. Understand how an operating system interacts with hardware and software and principal differences in various operating systems.
2. Explain how computers are networked, and the protocols that govern internet and application communication.
3. Understand the basics of cyber security issues regarding computer operating systems and networks.
4. Summarize the assembly and configurations of computer systems, networks, and applications.
5. Initiation in the process of making PPTs, representing data using graphs and charts, writing business letters, memorandums etc.
6. Understand about Internet and browsing services available in internet-WWW- ISP- Browsers.

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#### **IIMTU-NEP IMPLEMENTATION** **Year I / Semester II**

<b>Programme:</b> Certificate/Diploma/Degree/ UG(R)/PG/Ph.D. <b>Class: BBA</b>	Year: I  Semester: II	
<b>Credits</b> Theory:4 Tutorial: 0 Practical:0	<b>Subject: ORGANIZATION BEHAVIOUR</b>	
<b>Course Code:</b> <b>NEP BBA 201</b>	<b>Title: ORGANIZATION BEHAVIOUR</b>	
<b>Course Objectives:</b>		
<ol style="list-style-type: none"> <li>1. To provide an understanding of basic concepts, theories and techniques in the field of human behavior at the individual, group and organizational levels.</li> <li>2. To enhance the understanding of the dynamics of interactions between individual and the organization.</li> <li>3. To facilitate a clear perspective to diagnose and effectively handle human behavior issues in Organizations.</li> </ol>		
<b>Nature of Paper: Core</b>		
<b>Minimum Passing Marks/Credits:40% Marks</b>		
L:40 T: P: (In Hours/Week) Theory - 1 Hr. = 1 Credit Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)		
Unit	Contents	No. of Lectures Allotted
I	Introduction, meaning, Development & scope of OB, Challenges and opportunities for OB, Models of OB.	08
II	Individual Behavior – Factors affecting Individual behavior, Personality , Perception: Components, factors influencing perception process, Learning : Meaning, Theories, Motivation: Meaning , types & theories ( Maslow's need hierarchy theory, Two factor theory, X and Y theory, Vrooms Expectancy theory )	08
III	Behavior Dynamics: Interpersonal behavior, Communication, Transaction Analysis, The Johari Window, Leadership: meaning, style, models of leadership	08
IV	Group Behavior: Group formation and development, Group decision making, Group Dynamics, Group Cohesiveness, Management of conflict.	08
V	Management of Change: Change and Organizational development, Resistance to change, Organizational culture, Stress: Causes, Stages and effects, Power and Politics in Organization, Quality of work life.	08

**Reference / Text Books:**

1. Stephen P. Robbins, —Organizational Behaviour, 12th Edition, Prentice Hall
2. Aswathappa K, —Organizational Behaviour (Text, Cases and Games), Himalaya Publication
3. Uday Pareek, —Organizational Behavior, Oxford University Press

If the course is available as Generic Elective then the students of following departments may opt it.

1. ,
- 2.

**Evaluation/Assessment Methodology**

**Max. Marks**

1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	5
3) Assignments	10
4) Research Project Report Seminar On Research Project Report	- 75
5) ESE	

**Total:** 100

Prerequisites for the course:

**Course Learning Outcomes:**

1. Understand the role of individual as well as group behavior employees in organization.
2. Evaluate various leadership styles that enhance group effectiveness.
3. Identify factors that lead to formation of work related attitude.
4. Suggest practices that create favorable work related attitude.
5. Demonstrate how the organizational behavior can integrate in understanding the motivation (why) behind behavior of people in the organization.
6. Analyze the complexities associated with management of the group behavior in the organization.

### Format-3

#### IIMTU-NEP IMPLEMENTATION Year I / Semester II

<b>Programme:</b> Certificate/Diploma/Degree/ UG(R)/PG/Ph.D. <b>Class: BBA</b>	Year: I  Semester: II
<b>Credits</b> Theory:4 Tutorial:2 Practical:0	Subject: <b>MACROECONOMICS</b>
<b>Course Code:</b> <b>NEP BBA-N-202</b>	<b>Title: MACROECONOMICS</b>

#### Course Objectives:

1. The students can understand the functioning of the economy at macro level.
2. Students will be able to appraise their role in the global economics environment.
3. Students will elaborate the consequences of basic macroeconomic policy options under differing economic conditions within a business cycle.

#### Nature of Paper: Core

#### Minimum Passing Marks/Credits:40% Marks

L:40

T:20

P: (In Hours/Week)

Theory - 1 Hr. = 1 Credit

Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
I	<b>Concepts of Macro Economics and National Income:</b> Determination Definitions importance, growth, limitations of macro-economics, macro-economic variables. Circular flow of income. National Income: Concepts, definition, methods of measurement, National income in India, problems in measurement of national income & precautions in estimation of national income.	12
II	<b>Macro Market Analysis:</b> Theory of full employment and income: classical, modern (Keynesian) approach, consumption function, relationship between saving and consumption. Investment function, concept of marginal efficiency of capital and marginal efficiency of investment. National income determination in two, three and four sector models	12
III	<b>Money Market Functions:</b> Forms of money, demand for money-classical, Keynesian and Friedmanian approach, measures of money supply, quantity theory of money, inflation and deflation.	12
IV	<b>Banking &amp; International Trade:</b> Monetary Policy of Central Bank. Modern Theory of International Trade, Balance of Payments, Exchange Rate	12
V	<b>Macro Economic Problems:</b> Typical Business Cycle. Inflation-Meaning, Types, Causes, Effects & Control of Inflation-Philips Curve. Direct &	12

	Indirect Tax-Merits & Demerits																	
<b>Reference / Text Books:</b>																		
<ul style="list-style-type: none"> <li>• Dwivedi M D N (2006) Macro Economics-Theory &amp; Policy, Vikas Publishing House Pvt Ltd.</li> <li>• Shapiro E (2003) Macro Economics Analysis (Vth Edition), Galgotia Publications, New Delhi.</li> <li>• Ahuja H.L (2007) Macro Economics Theory &amp; Policy, Sultanchand &amp; Co. New Delhi</li> </ul>																		
If the course is available as Generic Elective then the students of following departments may opt it.																		
1. 2.																		
<b>Evaluation/Assessment Methodology</b>																		
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: right; padding: 5px;"></th> <th style="text-align: right; padding: 5px;"><b>Max. Marks</b></th> </tr> </thead> <tbody> <tr> <td style="padding: 5px;">1) Class tasks/ Sessional Examination</td> <td style="text-align: right; padding: 5px;">10</td> </tr> <tr> <td style="padding: 5px;">2) Presentations /Seminar</td> <td style="text-align: right; padding: 5px;">5</td> </tr> <tr> <td style="padding: 5px;">3) Assignments</td> <td style="text-align: right; padding: 5px;">10</td> </tr> <tr> <td style="padding: 5px;">4) Research Project Report</td> <td style="text-align: right; padding: 5px;">-</td> </tr> <tr> <td style="padding: 5px;">5) Seminar On Research Project Report</td> <td style="text-align: right; padding: 5px;">75</td> </tr> <tr> <td style="padding: 5px;">6) ESE</td> <td style="text-align: right; padding: 5px;"></td> </tr> <tr> <td colspan="2" style="text-align: right; padding: 5px;">100</td></tr> </tbody> </table>				<b>Max. Marks</b>	1) Class tasks/ Sessional Examination	10	2) Presentations /Seminar	5	3) Assignments	10	4) Research Project Report	-	5) Seminar On Research Project Report	75	6) ESE		100	
	<b>Max. Marks</b>																	
1) Class tasks/ Sessional Examination	10																	
2) Presentations /Seminar	5																	
3) Assignments	10																	
4) Research Project Report	-																	
5) Seminar On Research Project Report	75																	
6) ESE																		
100																		
Prerequisites for the course:																		
<b>Course Learning Outcomes:</b> <ol style="list-style-type: none"> <li>1. Understand the objectives of government macroeconomic policy.</li> <li>2. Apply fiscal policy and monetary policy solutions.</li> <li>3. Understand the role of the Central Bank and how exchange rates and interest rates are determined.</li> <li>4. Assess the importance of international trade.</li> <li>5. Apply the principle of Macroeconomics in explaining the behaviour of Macroeconomic variables at national as well as global level.</li> <li>6. Develop ability to understand about how to make sustainable economic growth of a nation.</li> </ol>																		

### Format-3

#### IIMTU-NEP IMPLEMENTATION Year I / Semester II

<b>Programme:</b> Certificate/Diploma/Degree/ UG(R)/PG/Ph.D. <b>Class: BBA</b>		Year: I  Semester: II		
<b>Credits</b> Theory:4 Tutorial:0 Practical:0	<b>Subject: Marketing Management</b>			
<b>Course Code:</b> <b>NEP BBA-N- 203</b>	<b>Title: Marketing Management</b>			
<b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. This course aims to familiarize students with the marketing function in organizations.</li> <li>2. It will equip the students with understanding of the Marketing Mix elements and sensitize them to certain emerging issues in Marketing.</li> <li>3. The course will use and focus on Indian experiences, approaches and cases.</li> <li>4. To gain an understanding of various forces affecting marketing decision making</li> <li>5. To familiarize with Product Life Cycle, New Product Development process.</li> </ol>				
<b>Nature of Paper: Core</b>				
<b>Minimum Passing Marks/Credits:40% Marks</b>				
L:40 T: P: (In Hours/Week) Theory - 1 Hr. = 1 Credit Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)				
Unit	Contents	No. of Lectures Allotted		
I	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); Portfolio approach – Boston Consulting Group (BCG)matrix	08		
II	Segmentation, Targeting and Positioning: Levels of Market Segmentation, Basis for Segmenting Consumer Markets, Difference between Segmentation, Targeting and Positioning;	08		
III	Product & Pricing Decisions: Concept of Product Life Cycle (PLC), PLC marketing strategies, Product Classification, Product Line Decision, Product Mix Decision, Branding Decisions, Packaging & Labelling, New Product Development. Pricing Decisions: Determinants of Price, Pricing Methods (Non-mathematical treatment), Adapting Price (Geographical Pricing, Promotional Pricing and Differential Pricing).	08		

IV	Promotion Mix: Factors determining promotion mix, Promotional Tools– basics of Advertisement, Sales Promotion, Public Relations & Publicity and Personal Selling; Place (Marketing Channels): Channel functions, Channel Levels, Types of Intermediaries: Types of Retailers, Types of Wholesalers.	08
V	Marketing of Services - Unique Characteristics of Services, Marketing strategies for service firms –7Ps.	08

**Reference / Text Books:**

1. Kotler, P., & Keller, K.L. (2016). Marketing Management, 17th edition, Pearson.
2. Marshall & Johnston, Marketing Management, McGraw Hill.
3. Stanton, Etzel, Walker, Fundamentals of Marketing, Tata-McGraw Hill, New Delhi.
4. Saxena, Rajan, Marketing Management, Tata-McGraw Hill, New Delhi.

If the course is available as Generic Elective then the students of following departments may opt it.

- 1.
- 2.

**Evaluation/Assessment Methodology**

	<b>Max. Marks</b>
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	5
3) Assignments	10
4) Research Project Report	-
5) Seminar On Research Project Report	75
6) ESE	
<b>Total:</b>	<b>100</b>

Prerequisites for the course:

**Course Learning Outcomes:**

1. Understand the basic concepts of marketing.
2. Identify target markets and environments by analyzing demographics and consumer behavior.
3. Create a detailed marketing plan and implementation schedule for a company, or critically evaluate existing marketing strategies and tactics.
4. Apply the tools and concepts learned in the course to develop a customer and ethics driven marketing strategy and mix
5. Use Marketing information and research to develop Marketing strategies.
6. Understand the essential Elements for effective Marketing practice.

### Format-3

#### IIMTU-NEP IMPLEMENTATION Year I / Semester II

<b>Programme:</b> Certificate/Diploma/Degree/ UG(R)/PG/Ph.D. <b>Class: BBA</b>	Year: I Semester: II
<b>Credits</b> Theory:3 Tutorial:0 Practical:0	<b>Subject: English Communication</b>
<b>Course Code:</b> NHU 111	<b>Title: English Communication</b>

#### Course Objectives:

1. The general objective of the course is to make the students proficient communicators in English.
2. It aims to develop in the learners the ability to understand English in a wide range of contexts.
3. The main thrust is on understanding the nuances of listening, speaking, reading and writing English.
4. The course is a step towards preparing the learners to face situations with confidence and to seek employment in the modern globalized world.
5. As knowledge of English phonetics will help the students to listen and to speak English better, they would be given rudimentary training in English phonetics.

#### Nature of Paper: Core

#### Minimum Passing Marks/Credits:40% Marks

L: 30

T:

P: (In Hours/Week)

Theory - 1 Hr. = 1 Credit

Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
I	Definition and Process of communication. Essentials of Effective communication. Barriers to communication. Role of communication in Organizational Effectiveness	05
II	Public Speech – Com Position, Principles, Speech Delivering Skills, Group Discussion Do's and Don'ts of GD's Communication in committees, Seminars and Conference.	05
III	Non Verbal Communication: Meaning, Types and Importance. Listening: Difference between Listening and Hearing.	06
IV	Drafting of Notices, Agendas, Minutes, Job Application Letters Preparation of Curricular Vitae.	07
V	Business Correspondence Essentials of Effective Business Correspondence. Structure of Business Letter Types of Business Letter – Enquiry Reply Orders Complaints Circular Letter.	07

**Reference / Text Books:**

1. Business Communication: Skill, Concepts and Applications – P D Chaturvedi, Mukesh Chaturvedi Pearson Education.
2. Asha Kaul, Business Communication, Prentice Hall of India.

If the course is available as Generic Elective then the students of following departments may opt it.

- 1.
- 2.

**Evaluation/Assessment Methodology**

	<b>Max. Marks</b>
1) Class tasks/ Sessional Examination	5
2) Presentations /Seminar	5
3) Assignments	5
4) Research Project Report Seminar On Research Project Report	-
5) ESE	35
<b>Total:</b>	<b>50</b>

Prerequisites for the course:

**Course Learning Outcomes:**

1. Demonstrate good understanding of the usage of English language.
2. Apply communication strategies for domestic and international business situations.
3. Develop an understanding of appropriate organizational formats and channels used in business communications.
4. Able to apply reading, writing, listening and speaking skills within the context of the organizational need.
5. Increase confidence in their ability to read, comprehend, organize, and retain written information.
6. Equip with the practical, emotional, intellectual and creative aspects of language by integrating knowledge and skills.

### Format-3

#### IIMTU-NEP IMPLEMENTATION Year II / Semester III

<b>Programme:</b> Certificate/Diploma/Degree/ UG(R)/PG/Ph.D. <b>Class: BBA</b>	Year: II  Semester: III	
<b>Credits</b> Theory:4 Tutorial:0 Practical:0	<b>Subject: HUMAN RESOURCE MANAGEMENT</b>	
<b>Course Code:</b> <b>NEP BBA 301</b>	<b>Title: HUMAN RESOURCE MANAGEMENT</b>	
<b>Course Objectives:</b>		
<ol style="list-style-type: none"> <li>1. To enable the students to understand the HR Management and system at various levels in general and in certain specific industries or organizations.</li> <li>2. To help the students focus on and analyse the issues and strategies required to select and develop manpower resources</li> <li>3. To develop relevant skills necessary for application in HR related issues</li> <li>4. To Enable the students to integrate the understanding of various HR concepts along with the domain concept in order to take correct business decisions</li> </ol>		
<b>Nature of Paper: Core</b>		
<b>Minimum Passing Marks/Credits:40% Marks</b>		
L:40		
T:		
P: (In Hours/Week)		
Theory - 1 Hr. = 1 Credit		
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)		
Unit	Contents	No. of Lectures Allotted
I	<b>Introduction to HRM</b> HRM: Nature & Concept, Scope , Functions & Significance of HRM. Human Resource Practices, Personnel Management-Introduction, concept. Personnel Management VS HRM. HRD: Objectives of HRD, focus of HRD System, HRM Vs. HRD, HR Policies & strategies. International HRM: characteristics, IHRM VS. Domestic HRM.	08
II	<b>Human Resource Procurement</b> Concept of Human Resource Planning (HRP), Factors in HRP, Process of HRP, Job analysis & Job design: process of Job Analysis, Job Description & Job Specification, Job Design, Recruitment: Factors Affecting Recruitment, Types of Recruitment. Recruitment vs. selection. Selection &Placement: Process of Selection, Induction.	08
III	<b>Training&amp; Development</b> Difference between training and development, Training Methods, Management Development Programmes-Job rotation, Job Enlargement, Job Enrichment, Promotion, Demotion & Transfer. Career planning and Development. Job evaluation, Performance	08

	appraisal & Potential Appraisal—process and Methods. Succession Planning: An overview.	
IV	<b>Employee Compensation</b> Wage policy, factors affecting wages & Salary, components of wage/salary-DA, incentives, bonus, fringe benefits etc.	08
V	<b>Employee Relations</b> Introduction, Concept of Employee Relations, Managing Discipline, Managing Grievance, Employee Counseling	08

**Reference / Text Books:**

1. V.S.P.Rao, Human Resource Management (Text and Cases) Himalaya Publications, Thirteenth Edition.
2. Seema Sanghi, Human Resource Management, Vikas Publications, 2014, 5th Edition.
3. K. Aswathappa, Human Resource Management, McGraw Hill Education, 2013, 7th Edition

If the course is available as Generic Elective then the students of following departments may opt it.

- 1.
- 2.

**Evaluation/Assessment Methodology**

	<b>Max. Marks</b>
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	5
3) Assignments	10
4) Research Project Report Seminar On Research Project Report	-
5) ESE	75

**Total:** 100

Prerequisites for the course:

**Course Learning Outcomes:**

1. Understand the role of employee as a critical component of employee performance, productivity and organizational effectiveness.
2. Demonstrate the knowledge of laws that impact behaviour in relationships between employers and employees that ultimately impact the goals and strategies of the organization.
3. Apply the knowledge of practical application of training and employee development as it impacts organizational strategy and competitive advantage.
4. Integrate the knowledge of HR concepts to take the best managerial decisions.
5. Inculcate the essential skill sets required to function as an HR manager.
6. Analyze the strategies aimed at transfer and promotion of the employees.

**Format-3**
**IIMTU-NEP IMPLEMENTATION  
Year II / Semester III**

<b>Programme:</b> Certificate/Diploma/Degree/ UG(R)/PG/Ph.D. <b>Class: BBA</b>	Year: II  Semester: III	
<b>Credits</b> Theory:4 Tutorial:0 Practical:0	<b>Subject: INDIAN ECONOMY</b>	
<b>Course Code:</b> <b>NEP BBA 302</b>	<b>Title: INDIAN ECONOMY</b>	
<b>Course Objectives:</b>		
<ol style="list-style-type: none"> <li>1. A clear understanding of the key concepts and ideals of functioning of Indian Economy.</li> <li>2. To provide a basic understanding of the nature of the policies formulation and their implementation.</li> <li>3. To aware the students regarding economic problems like unemployment, poverty, and inflation prevailing in Indian economy and various steps or measures taken by government to curb them.</li> <li>4. To have deep insight into different industrial policies of government over different time periods.</li> <li>5. To learn about various strategies of economic planning in India.</li> </ol>		
<b>Nature of Paper: Core</b>		
<b>Minimum Passing Marks/Credits:40% Marks</b>		
L:40, T: P: (In Hours/Week) Theory - 1 Hr. = 1 Credit Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)		
Unit	Contents	No. of Lectures Allotted
I	<b>Structure of Indian Economy:</b> Meaning of Economy, Concept of economic growth & development, characteristics of Indian economy, Changes in occupational structure in India.	08
II	<b>Historical Perspective &amp; Problems in Indian economy:</b> Indian economy in Pre & Post Independence period: Economy on eve of independence (challenges & features), economy in post-independence India (Challenges & Features), An overview of Economic resources of India.  Economic problems: Population, Poverty, inequality, Parallel economy, Unemployment, Balanced Regional development, Low capital formation & Industrial Sickness.	08
III	<b>Planning &amp; Economic development of Indian economy:</b> Economic Planning in India: Objectives, Critical evaluation of five-year plans, NITI AAYOG, Industrial policy 1991, New Manufacturing policy, Agriculture Policy.  Government Budgeting: Budget terminology, Types of Budgets, Benefits of Budgeting, Flaws in budgeting process, Budget analysis,	08

	Merger of Railway & General Budget.	
IV	<b>Indian Economy- Investment Model &amp; Emerging Issues:</b> Investment Models: Measures of investment, factors affecting investment, PPP Model. Classification of Investment (FDI, Venture Capital, Angel Investors & Start-ups, M&A). Savings & Investment Trends, Portfolio Investment & Foreign Institutional Investment, Role of Development Banking.	08
V	<b>Indian Economy &amp; Foreign Trade:</b> Concept, Significance, Foreign exchange reserves, Balance of Payment, Balance of Trade, Export- Import Policy, Foreign exchange management act (FEMA), Export Promotion & Qualitative restrictions, GATT, TRIPS, TRIMs.	08

**Reference / Text Books:**

1. Datt, G. & Mahajan, A. (2013), *Indian Economy (67<sup>th</sup> Edition)*, S Chand & Company (P) Ltd., New Delhi, India.
2. Puri, V.K. (2017), *Indian Economy: Its Development Experience*, Himalaya Publishing House, New Delhi, India.
3. Mishra, S.K. (2005), *Indian Economy*, Himalaya Publishing House, New Delhi, India.

**Evaluation/Assessment Methodology**

	<b>Max. Marks</b>
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	5
3) Assignments	10
4) Research Project Report Seminar On Research Project Report	-
5) ESE	75
<b>Total:</b>	<b>100</b>

Prerequisites for the course:

**Course Learning Outcomes:**

1. Formulate plans and strategies for economic development of the country.
2. Develop plans to achieve higher GDP growth rate.
3. Develop powers of economic decisions.
4. Evaluate and revise programs and procedures in order to achieve organizational goals.
5. Consider the important issues of economic growth process.
6. Develop strategies for economic planning in country.

### Format-3

#### IIMTU-NEP IMPLEMENTATION Year II / Semester III

<b>Programme:</b> Certificate/Diploma/Degree/ UG(R)/PG/Ph.D. <b>Class: BBA</b>	Year: II  Semester: III	
<b>Credits</b> Theory:4 Tutorial:0 Practical:0	<b>Subject: ENTREPRENEURSHIP DEVELOPMENT</b>	
<b>Course Code:</b> <b>NEP BBA 303</b>	<b>Title: ENTREPRENEURSHIP DEVELOPMENT</b>	
<b>Course Objectives:</b>		
<ol style="list-style-type: none"> <li>1. The objectives of entrepreneurship development programmes are to increase the knowledge.</li> <li>2. To understand the skill of existing entrepreneurs and encourage others to become one.</li> <li>3. Understand the basic concepts of Entrepreneurship and development of small business.</li> <li>4. Understand means of various financial resources for small business.</li> <li>5. The objectives of EDPs are to develop and strengthen the entrepreneurial quality, to motivate them for achievement and to enable participants to be independent, capable, promising businessmen.</li> </ol>		
<b>Nature of Paper: Core</b>		
<b>Minimum Passing Marks/Credits:40% Marks</b>		
L:40 T: P: (In Hours/Week) Theory - 1 Hr. = 1 Credit Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)		
Unit	Contents	No. of Lectures Allotted
I	<b>Introduction to Entrepreneurship:</b> Definition of Entrepreneur, Entrepreneurial Traits, and Entrepreneur vs. Manager, Entrepreneur vs. Entrepreneur. The Entrepreneurial decision process. Role of Entrepreneurship in Economic Development, Ethics and Social responsibility of Entrepreneurs. Opportunities for Entrepreneurs in India and abroad. Woman as Entrepreneur	08
II	Creating and Starting the Venture Sources of new Ideas, Methods of generating ideas, creating problem solving, product planning and development process	08
III	The Business Plan: Nature and scope of Business plan, Writing Business Plan, Evaluating Business plans, Using and implementing business plans. Marketing plan, financial plan and the organizational plan, Launching formalities.	08
IV	Financing and Managing the new venture Sources of capital, Record keeping, recruitment, motivating and leading teams, financial controls. Marketing and sales controls. E-commerce and Entrepreneurship, Internet advertising	08
V	Institutional support to Entrepreneurship Role of Directorate of Industries, District Industries, Centers (DICs), Industrial Development	08

	Corporation (IDC), State Financial corporation (SFCs), Commercial banks Small Scale Industries Development Corporations (SSIDCs), Khadi and village Industries Commission (KVIC), National Small Industries Corporation (NSIC), Small Industries Development Bank of India (SIDBI)	
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**Reference / Text Books:**

1. Mohanty, S.K. (2017), *Fundamentals of Entrepreneurship*, PHI, New Delhi, India.
2. Charantimath, P.M. (2006), *Entrepreneurial Development & Small Business Enterprises*, Pearson, New Delhi, India.
3. Khanka, S.S. (2012), *Entrepreneurial Development*, S.Chand, New Delhi, India.

If the course is available as Generic Elective then the students of following departments may opt it.

- 1.
- 2.

**Evaluation/Assessment Methodology**

	<b>Max. Marks</b>
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	5
3) Assignments	10
4) Research Project Report Seminar On Research Project Report	-
5) ESE	75
<b>Total:</b>	<b>100</b>

Prerequisites for the course:

**Course Learning Outcomes:**

1. Understand the development of entrepreneurship as a field of study and as a profession.
2. Understand the importance of Business Standards and business
3. Examine the characteristics of an entrepreneur as well their role in the economic development of the country
4. Analysis of various financial assistance available for entrepreneur.
5. Develop an understanding of small business and export possibilities.
6. Process & develop business plan , foreseeing the entry barriers to the industry

### Format-3

#### IIMTU-NEP IMPLEMENTATION Year II / Semester III

<b>Programme:</b> Certificate/Diploma/Degree/ UG(R)/PG/Ph.D. <b>Class: BBA</b>	Year: II  Semester: III
<b>Credits</b> Theory:4 Tutorial:2 Practical:0	<b>Subject: BUSINESS STATISTICS</b>
<b>Course Code:</b> <b>NEP BBA 304</b>	<b>Title: BUSINESS STATISTICS</b>

#### Course Objectives:

1. Learning the different basic concept / fundamentals of business statistics.
2. Understand about the practical application of various concepts.
3. Discuss about the importance of measures of Descriptive statistics which includes Measures of Central Tendency.
4. Measures of Dispersion, Index Numbers, Correlation and Regression analysis, and their implication on Business performance.
5. Understand the concept of Probability and its usage in various business applications.
6. Learn how to apply the Concept of Business Statistics in daily life.

#### Nature of Paper: Core

#### Minimum Passing Marks/Credits:40% Marks

L:40

T:20

P: (In Hours/Week)

Theory - 1 Hr. = 1 Credit

Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
I	<b>Introduction of Statistics:</b> Concept, scope, functions & limitations of Statistics Collection and Presentation of Data: Statistical data – Primary and Secondary; Methods of collection of Primary data; Presentation of Data–Textual, Tabular and Diagrammatic form (Line chart, Bar chart, Pie chart, Histogram, Frequency polygon and Ogive); Frequency distribution.	12
II	<b>Central Tendency:</b> Mean, Median, Mode, Measures of Dispersion: Range, Quartile Deviation, Mean Deviation and Standard Deviation, Measures of Skewness & Kurtosis.	12
III	<b>Correlation:</b> Significance of Correlation, Types of correlation, Simple correlation, Scatter Diagram method, Karl Pearson Coefficient of Correlation. Regression: Introduction, Regression lines, and Regression Equation & Regression coefficient.	12

IV	<b>Probability:</b> Concept, Events, Addition Law, Conditional Probability, Multiplication Law & Baye's theorem [Simple numerical], Probability Distribution: Binomial, Poisson and Normal.	12
V	<b>Index Numbers:</b> Meaning & Definition, Uses, Classification, Construction of Index Numbers, Methods of constructing Index Numbers, Simple Aggregative Method, Simple Average of Price Relative Method, Weighted index method, Fisher's Ideal method.	12

**Reference / Text Books:**

1. Agarwal, B.L. (2006), Basic Statistics (Fourth Edition), New Age International (P) Ltd., New Delhi, India.
2. Bhardwaj, R.S. (2008), Business Statistics (Second Edition), Excel Books, New Delhi, India.
3. Gupta, C.B. (2010), An Introduction of Statistical Methods (Seventeenth Edition), Vikas Publishing House Pvt. Ltd., New Delhi, India.

If the course is available as Generic Elective then the students of following departments may opt it.

- 1.
- 2.

**Evaluation/Assessment Methodology**

	<b>Max. Marks</b>
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	5
3) Assignments	10
4) Research Project Report Seminar On Research Project Report	-
5) ESE	75
<b>Total:</b>	<b>100</b>

Prerequisites for the course:

**Course Learning Outcomes:**

1. Demonstrate an understanding of the basic concepts of probability and random variables
2. Taking managerial decision and applying the concept of business analysis.
3. Interpret examples of methods for summarizing data sets, including common graphical tools (such as box plots, histograms) and summary statistics (such as mean, median, mode, variance and IQR).
4. Develop practical understanding of various statistics concept.
5. Apply the statistical tools for business applications.
6. Apply the statistical tools for business applications.

### Format-3

#### IIMTU-NEP IMPLEMENTATION Year II / Semester III

<b>Programme:</b> Certificate/Diploma/Degree/ UG(R)/PG/Ph.D. <b>Class: BBA</b>	Year: II Semester: III	
<b>Credits</b> Theory:3 Tutorial:0 Practical:0	<b>Subject: UNIVERSAL HUMAN VALUES</b>	
<b>Course Code:</b> <b>UVE 301</b>	<b>Title: UNIVERSAL HUMAN VALUES</b>	
<b>Course Objectives:</b>		
<ol style="list-style-type: none"> <li>1. Understand the concept of ethics and CSR.</li> <li>2. Understand the practical application of various CSR techniques.</li> <li>3. Understand the importance of ethics and to develop more confidence and commitment to understand, learn and act accordingly.</li> <li>4. To help the student to see the need for developing a holistic perspective of life and</li> <li>5. To sensitize the student about the scope of life – individual, family, society and nature/existence. Strengthening self-reflection.</li> </ol>		
<b>Nature of Paper: Core</b>		
<b>Minimum Passing Marks/Credits:40% Marks</b>		
L:30		
T:		
P: (In Hours/Week)		
Theory - 1 Hr. = 1 Credit		
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)		
Unit	Contents	No. of Lectures Allotted
I	<b>Business Ethics:</b> Meaning, Definition, Nature, Importance. Ethical Dilemma – Ethical Decision Making, Ethical issues, Ethics Management – Key roles and responsibilities, Benefits of Managing Ethics in Work Place, Code of ethics.	05
II	<b>Moral Values and Ethics:</b> Values – Concepts, Types and Formation of Values, Values of Indian Managers; Managerial Excellence through Human Values; Spiritual Values.	05
III	Institutionalizing of Ethics, Traditional view, Contractual theory, The Regulatory and voluntary actions. Ethics and HRM, Ethics and Marketing, Ethics in Finance and Accounting, Ethical implications of Technology. Ethics and Information Technology	05
IV	Issues, need of corporate governance code, Code of Corporate Practices, Social Responsibility of Corporates, Corporate Social Reporting, Corporate Governance and the Role of Board (BOD), Corporate Governance System Worldwide, Corporate Disclosure and Investor Protection in India.	07
V	Code of Corporate Governance, Audit Committee, Corporate Excellence, Role of Independent Directors, and Protection of Stakeholders, Changing	08

	Roles of Corporate Boards with changing times, Corporate Social Responsibility.	
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**Reference / Text Books:**

1. Bhanumurthy K V: Ethics and Social Responsibility of Business, Pearson Education India.
2. N. Gopalswamy: Corporate governance a new paradigm A H Wheeler Publishing Co Ltd.
3. Manuel G Velasquez: Business ethics- concepts and cases Pearson.
4. A.C. Fernando: Business Ethics Pearson Education.
5. A.C. Fernando: Corporate Governance Pearson Education.

If the course is available as Generic Elective then the students of following departments may opt it.

- 1.
- 2.

**Evaluation/Assessment Methodology**

	<b>Max. Marks</b>
1) Class tasks/ Sessional Examination	5
2) Presentations /Seminar	5
3) Assignments	5
4) Research Project Report Seminar On Research Project Report	-
5) ESE	35
<b>Total:</b>	<b>50</b>

Prerequisites for the course:

**Course Learning Outcomes:**

1. Develop of an understanding corporate social responsibility.
2. Understand practically the importance of trust, mutually satisfying human behavior and enriching interaction with nature.
3. Analysis of ethical practices.
4. Analyze the code of ethics of an organization
5. Develop appropriate technologies and management patterns to create harmony in professional and personal life..
6. Develop holistic perspective of life.

**Format-3**
**IIMTU-NEP IMPLEMENTATION  
Year II / Semester IV**

<b>Programme:</b> Certificate/Diploma/Degree/ UG(R)/PG/Ph.D. <b>Class: BBA</b>	Year: II  Semester: Fourth
<b>Credits</b> Theory:4 Tutorial:2 Practical:0	<b>Subject: RESEARCH METHODOLOGY</b>
<b>Course Code:</b> NEP BBA 401	<b>Title: RESEARCH METHODOLOGY</b>

**Course Objectives:**

1. Understand the concept / fundamentals of research and their types.
2. Understand the practical application of various research techniques.
3. Understand the importance of scaling & measurement techniques and sampling techniques.
4. Understand the importance of coding, editing, tabulation and analysis in doing research.
5. Understanding the techniques of report writing.

**Nature of Paper: Core**
**Minimum Passing Marks/Credits:40% Marks**

L:40 ,

T:20

P: (In Hours/Week)

Theory - 1 Hr. = 1 Credit

Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

<b>Unit</b>	<b>Contents</b>	<b>No. of Lectures Allotted</b>
I	Foundations of Research: Meaning, Scope, Objectives, Utility of research. Pure Vs Applied Research, Concept deductive and inductive theory. Purpose of research- Exploration, Description, Explanation. Characteristics of scientific method. Understanding the language of research – Concept, Construct Attribute and Variable.	12
II	Research Process: Problem Identification & Definition, Formulation of Hypothesis – Qualities of a good Hypothesis –Null Hypothesis & Alternative Hypothesis. Research Design- Concept and Importance in Research, Features of a good research design Exploratory, Descriptive and Experimental Designs: Research Design – concept, types and uses.	12
III	Measurement: Concept of Measurement- what is measured? Problems in measurement in Research – Validity and Reliability, Levels of measurement – Nominal, Ordinal, Interval, Ratio. Sampling: Concept of Statistical Population, Sample, Sampling Frame, Sampling Error, Sample Size, Characteristics of a good sample, Probability Sampling and Non Probability Sampling.	12
IV	Hypothesis Testing – Logic & Importance, Steps in testing a hypothesis, Level of Significance, Type I Error and Type II Error, Difference between Parametric and Non-parametric tests, Application	12

	of t-test, f-test, z-test and Chi square test.	
V	Research Report Writing: Meaning, types and layout of Research report, Steps in report writing, Citations, Bibliography and Annexure in report.	12

**Reference / Text Books:**

1. Bhattacharya, D.K. (2006), Research Methodology (Second Edition), Excel books, New Delhi, India.
2. Kothari, C.R. (2004), Research Methodology (Second Edition), New Age International Publishers, New Delhi , India.
3. Chawla, D. & Sondhi, N. (2011), Research Methodology: Concepts & Cases (First Edition), Vikas Publishing house Pvt. Ltd., New Delhi, India.

If the course is available as Generic Elective then the students of following departments may opt it.

- 1.
- 2.

**Evaluation/Assessment Methodology**

	<b>Max. Marks</b>
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	5
3) Assignments	10
4) Research Project Report Seminar On Research Project Report	-
5) ESE	75
<b>Total:</b>	<b>100</b>

Prerequisites for the course:

**Course Learning Outcomes:**

1. Understand the concept / fundamentals for different types of research.
2. Understanding relevant scaling & measurement techniques and should use appropriate sampling techniques.
3. Applying relevant research techniques.
4. Synthesizing different techniques of coding, editing, tabulation and analysis in doing research.
5. Analyse the data collected.
6. Effective report writing.

### Format-3

#### IIMTU-NEP IMPLEMENTATION Year II / Semester IV

<b>Programme:</b> Certificate/Diploma/Degree/ UG(R)/PG/Ph.D.	Year: II Semester: IV	
<b>Class: BBA</b>		
<b>Credits</b> Theory:4 Tutorial:2 Practical:0	<b>Subject: OPERATIONS RESEARCH</b>	
<b>Course Code:</b> NEP BBA 402	<b>Title: OPERATIONS RESEARCH</b>	
<b>Course Objectives:</b>		
<ol style="list-style-type: none"> <li>1. This course aims at familiarizing the students with quantitative tools and techniques, which are frequently applied to business decision-making.</li> <li>2. To provide a formal quantitative approach to problem solving and an intuition about situations where such an approach is appropriate.</li> <li>3. To introduce the students how to use variables for formulating complex mathematical models in management and to use basic methodology for the solution of linear programs and integer programs.</li> <li>4. To provide the students with opportunity of using various software package for solving linear programming and integer programming models.</li> </ol>		
<b>Nature of Paper: Core</b>		
<b>Minimum Passing Marks/Credits:40% Marks</b>		
L:40 T:20 P: (In Hours/Week) Theory - 1 Hr. = 1 Credit Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)		
Unit	Contents	No. of Lectures Allotted
I	Operations Research – Meaning, Scope, Nature, Role Characteristics, Methodology of OR, Models in OR; OR & managerial Decision making, OR techniques.	12
II	Linear Programming – Formulating a linear programming model – graphical solutions – standard form – simplex method – Big “m” Method (Simple Problems Only )	12
III	Transportation-North West Corner Rule, matrix Minima & VAM Methods, MODI Method. Assignment Problems	12
IV	Decision making under Uncertainty-Criteria of Maximax, maximin, Maximax Regret, laplace & Hurwitz. Decision making under Risk-Criteria of EMV & EOL, Decision Tree approach & its applications.	12
V	PERT & CPM-Introduction, Network Analysis, Time Estimates in Network Analysis, Critical Path Method; Programme Evaluation & Review Technique.	12

**Reference / Text Books:**

1. Gupta, R.K. (2010), *Operation Research* (First edition), Krishna Prakashan Media (P) Ltd., Meerut, UP, India.
2. Sharma, J.K. (2012) *Operations Research (Fourth Edition)*, Macmillan Publishers India Limited, New Delhi, India.
3. Panneerselvam, R. (2009), *Operations Research* (Second Edition) Prentice Hall India Private Limited, New Delhi, India.

If the course is available as Generic Elective then the students of following departments may opt it.

- 1.
- 2.

**Evaluation/Assessment Methodology**

**Max. Marks**

1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	5
3) Assignments	10
4) Research Project Report Seminar On Research Project Report	-
5) ESE	75
<b>Total:</b> 100	

Prerequisites for the course:

**Course Learning Outcomes:**

1. Understand the mathematical tools that are needed to solve optimisation problems.
2. Use mathematical software to solve the proposed models.
3. Identify and develop operational research models from the verbal description of the real system.
4. Apply the basics of Operations research to business situations.
5. Solve linear programming problems using appropriate techniques and interpret the results obtained
6. Develop a report that describes the model and the solving technique, analyse the results and propose recommendations in language understandable to the decision-making processes in Management Engineering.

### Format-3

#### IIMTU-NEP IMPLEMENTATION Year II / Semester IV

<b>Programme:</b> Certificate/Diploma/Degree/ UG(R)/PG/Ph.D. <b>Class: BBA</b>	Year: II  Semester: IV	
<b>Credits</b> Theory:4 Tutorial: 0 Practical:0	<b>Subject: Business Law</b>	
<b>Course Code:</b> <b>NEP BBA 403</b>	<b>Title: Business Law</b>	
<b>Course Objectives:</b>		
<ol style="list-style-type: none"> <li>1. The course aims to develop written and verbal communication skills for effective business communication.</li> <li>2. Explain nature and significance of business communication.</li> <li>3. To familiarize the students with the various provisions given under Business Laws.</li> <li>4. To gain comprehensive knowledge of various Acts available under business law i.e., Indian Contract Act, 1872, Sales of Goods Act 1930, Negotiable Instrument Act, 1961 and Consumer Protection Act, 1986.</li> <li>5. To explain the rules, provisions, procedure and penalties given under various Acts.</li> </ol>		
<b>Nature of Paper: Core</b>		
<b>Minimum Passing Marks/Credits:40% Marks</b>		
L:40, T: P: (In Hours/Week) Theory - 1 Hr. = 1 Credit Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)		
Unit	Contents	No. of Lectures Allotted
I	<b>Module I: Legal Environment of Business</b> Importance of Law, Legal environment of business, Sources of law, Function of law.	08
II	<b>Module II: Indian Contract Act, 1872</b> Nature and kinds of Contracts, Concepts related to offer, Acceptance and Consideration, Principles Governing Capacity of Parties and Free Consent, Legality of Objects, Performance and Discharge of Contract, Breach of Contract and its Remedies, Basic Elements of Law Relating to Agency, Guarantee and Pledge.	08
III	<b>Module III: Indian Sale of Goods Act,1 930</b> Sale and Agreement to Sell, Hire Purchase, Pledge, Mortgage, Hypothecation Lease, Goods, Different types of Goods, Passing of Property in Goods, Conditions and Warranties, Doctrine of Caveat emptor, Rights of an unpaid Seller.	08
IV	<b>Module IV: Negotiable Instruments Act, 1881</b> Meaning of Negotiability and Definition of Negotiable Instruments, Features,	08

	Cheques ,Bill of Exchange and Promissory Note, Holder in Due Course, Crossing of Cheques, Endorsement and Dishonour of Cheques.	
V	<b>Module V: Elements of Company Law</b> Meaning and types of companies, Formation of a company, Memorandum and Articles of Association, Prospectus and Issue of Shares, Share Capital and Shareholders, Company Meetings and Proceedings, Powers and Liabilities of Directors, meeting, Managerial Remuneration and Winding up of Company.	08
VI	<b>Module VI: Consumer Protection Act 1986 and Torts</b> Need for Consumer Protection, Meaning of Consumer and Different Redressal Forums for Consumers, Rights of Consumers, Unfair Trade Practices, and Procedure for Filing Complaints, Meaning of tort, Application of Tortious Liability in Business Situations.	

**Reference / Text Books:**

1. Kuchhal M.C. - Business Law (Vikas Publication)
2. Gulshan S.S. - Business Law Including Company Law (Excel Books)
3. N D Kapoor – Elements of Mercantile Law – Sultan Chand-2014

If the course is available as Generic Elective then the students of following departments may opt it.

- 1.
- 2.

**Evaluation/Assessment Methodology**

	<b>Max. Marks</b>
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	5
3) Assignments	10
4) Research Project Report Seminar On Research Project Report	-
5) ESE	75
<b>Total:</b>	<b>100</b>

Prerequisites for the course:

**Course Learning Outcomes:**

1. Acquire a sound understanding of the legal aspects of the laws affecting businesses
2. Understanding of current law, rules, and regulations related to settling business disputes
3. Understanding of the relevance of various acts and their practical implications.
4. Understanding of the provision of various laws relevant to the business.
5. Understand the legal and fiscal structure of different forms of business organizations and their responsibilities as an employer.
6. Apply basic legal knowledge to business transactions

### Format-3

#### IIMTU-NEP IMPLEMENTATION Year II / Semester IV

<b>Programme:</b> Certificate/Diploma/Degree/ UG(R)/PG/Ph.D.	Year: II Semester: IV	
<b>Class: BBA</b>		
<b>Credits</b> Theory:3 Tutorial:0 Practical:0	<b>Subject: STARTUP MANAGEMENT</b>	
<b>Course Code:</b> <b>NEP BBA 404</b>		
<b>Course Objectives:</b>		
<ol style="list-style-type: none"> <li>1. Determine the role of operations in starting a start-up., Understand how to launch a start-up successfully.</li> <li>2. Understand the cross culture methods used across the world.</li> <li>3. Understand the role of operations in starting a start-up.</li> <li>4. To Analyze potential operational risks associated with launching a start-up and tools and techniques</li> </ol>		
<b>Nature of Paper: Core</b>		
<b>Minimum Passing Marks/Credits:40% Marks</b>		
L: 30, T: P: (In Hours/Week) Theory - 1 Hr. = 1 Credit, Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)		
Unit	Contents	No. of Lectures Allotted
I	Setting up a Business - Entrepreneurship meaning, Entrepreneurial skills, Advanced Entrepreneurial process, 10 D's of Entrepreneurship, Entrepreneurial competencies, Developing a business, business plan.	5
II	Entrepreneurial Strategies - Introduction to Entrepreneurial strategy, Features, P's of strategy, Forms of strategy, Entrepreneurial Strategic management process, Tools and Techniques of strategic management-Porters 6 forces, Strategic groups, Value chain analysis, TOWS matrix, Generic and grand strategies for entrepreneurship.	5
III	Start Up Functions - Innovation-Meaning and types of innovation. Logistics and SCM Activities: Warehousing Material Storage, Material Handling, order processing, information, Procurement, Transportation and Packaging, Strategic Supply Chain Management. Prototyping, Team building, Creativity and Brand Building.	5
IV	Risk Management and Change Leadership for Entrepreneurship - Introduction to risk management, features of risk management, principles pf risk management. Introduction to change leadership, causes for change, Building effective change leadership in organization, Highly effective change leaders.	5

V	Planning for the Future of Enterprise - Succession Planning-Meaning, Features of Succession Planning, Replacement Charts, Reasons for not having a succession plan, Guidelines for succession planning, Succession Management, CEO Churn, lessons from successful entrepreneurs, failure stories of entrepreneurs.	5
VI	Planning for the Future of Enterprise - Succession Planning-Meaning, Features of Succession Planning, Replacement Charts, Reasons for not having a succession plan, Guidelines for succession planning, Succession Management, CEO Churn, lessons from successful entrepreneurs, failure stories of entrepreneurs.	5

**Reference / Text Books:**

- 1) Entrepreneurial Start Up by Abhishek Venkteshwar
- 2) Entrepreneurship and Small Business Management by Dr C B Gupta and Dr S.S Khanka first edition
- 3) Starting a business from Home by Colin Barrow – second edition
- 4) Starting a Successful Business by Michael Morris by seventh
- 5) S Anil Kumar New Age International, 01-Jan-2008
- 6) Srivastava S.B: A Practical Guide to Industrial Entrepreneurs; Sultan Chand and Sons, New Delhi. 2005 edition
- 7) Tandon B. C: Environment and Entrepreneur; Chugh Publications, Allahabad. 2006 edition
- 8) Discovering New Business Opportunities Allen & Unwin Australia Author: John W English, Babette Moate 2009
- 9) Entrepreneurship And Business, Publisher: Springer Author: Galindo 2009

If the course is available as Generic Elective then the students of following departments may opt it.

1.

**Evaluation/Assessment Methodology**

**Max. Marks**

1) Class tasks/ Sessional Examination	5
2) Presentations /Seminar	5
3) Assignments	5
4) Research Project Report Seminar On Research Project Report	- 35
5) ESE	

**Total:** 50

Prerequisites for the course:

**Course Learning Outcomes:**

1. Develop an understanding of the manner in which business dealings work.
2. Develop negotiation skills.
3. Develop people management skills
4. Develop advertising skills.
5. Understand and develop entrepreneurial strategies affecting startups
6. Students will be able to create best business plan.

### Format-3

#### IIMTU-NEP IMPLEMENTATION Year III/Semester V

<b>Programme:</b> Certificate/Diploma/Degree/ UG(R)/PG/Ph.D. <b>Class: BBA</b>	Year: III  Semester: V	
<b>Credits</b> Theory:4 Tutorial:0, Practical:0	<b>Subject: Strategic Management</b>	
<b>Course Code : NEP BBA 501</b>	<b>Title: Strategic Management</b>	
<b>Course Objectives:</b>		
<ol style="list-style-type: none"> <li>1. To familiarize the students the concept and process of strategic management.</li> <li>2. To understand the management strategies.</li> <li>3. To understand the formulation of various corporate strategies.</li> <li>4. To understand the concept of business synergy.</li> <li>5. How to identify and assess a company's strengths and weaknesses, and match them with its opportunities and threats to suggest four alternative strategies.</li> </ol>		
<b>Nature of Paper: Core</b>		
<b>Minimum Passing Marks/Credits:40% Marks</b>		
L:40		
T:		
P: (In Hours/Week)		
Theory - 1 Hr. = 1 Credit		
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)		
Unit	Contents	No. of Lectures Allotted
I	<b>Introduction to Strategic Management:</b> Definition of Strategy, Strategic Management, Evolution of Strategic Management, Strategic Management process, Levels of strategies.	08
II	<b>Strategic Intent:</b> Vision, Mission, Business definitions, Goals, Objectives and plans.	08
III	<b>Environmental Scanning:</b> External and Internal analysis, PESTEL analysis, SWOT analysis, resources capabilities and core competencies	08
IV	<b>Strategy formulation:</b> Business level strategies-Cost leadership, differentiation and focus. Corporate level strategies-Types of Corporate strategies.	08
V	<b>Strategic Implementation and Control:</b> Functional implementation, Structural Implementation- Organizational design, Behavioral Implementation, managing strategic change, strategic control- techniques of strategic evaluation and control.	08

**Reference / Text Books:**

1. Business policy and Strategic Management Concepts and applications : Vipin Gupta, Kamala Gollakota and R.Srinivasan- Revised 2nd Edition,( PHI New Delhi).
2. Strategic Management : Azhar Kazmi.(TMH)
3. Strategic Management : Subbarao (Himalaya Publication)

If the course is available as Generic Elective then the students of following departments may opt it.

- 1.
- 2.

**Evaluation/Assessment Methodology**

	<b>Max. Marks</b>
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	5
3) Assignments	10
4) Research Project Report Seminar On Research Project Report	-
5) ESE	75
<b>Total:</b>	<b>100</b>

Prerequisites for the course:

**Course Learning Outcomes:**

1. Developing and understanding of long term planning for future growth of the business.
2. Develop an understanding of various strategies.
3. Developing better understanding of corporate synergy and implementation of the same.
4. Employ related strategic management skills in successful enterprise management
5. Identify the strategic intent to translate the stated mission, vision, and objectives with companies' performance
6. Devise strategic approaches to managing a business successfully in a global context

### Format-3

#### IIMTU-NEP IMPLEMENTATION Year III / Semester V

<b>Programme:</b> Certificate/Diploma/Degree/ UG(R)/PG/Ph.D. <b>Class: BBA</b>	Year: III Semester: V	
<b>Credits</b> Theory:4 Tutorial:0 Practical:0	<b>Subject: Cost &amp; Management Accounting</b>	
<b>Course Code: NEP BBA (F) 502</b>	<b>Title: Cost &amp; Management Accounting</b>	
<b>Course Objectives:</b>		
<ol style="list-style-type: none"> <li>1. To create a better understanding of cost and management accounting concepts.</li> <li>2. To analyze the various types of costs.</li> <li>3. The course serves as a good foundation for managerial decision making.</li> <li>4. The concepts, methods and techniques of management accounting.</li> <li>5. How to develop competence with their usage in managerial decision making and control and to Preparation and uses of Fund Flow and Cash Flow Statement.</li> </ol>		
<b>Nature of Paper: Core</b>		
<b>Minimum Passing Marks/Credits:40% Marks</b>		
L:40 T: P: (In Hours/Week) Theory - 1 Hr. = 1 Credit Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)		
Unit	Contents	No. of Lectures Allotted
I	Functions, Objectives, Importance, Nature and Scope of Cost Accounting, Cost concepts and Classification, Methods and Techniques of costing, Cost Audit & Installation of Costing System.	08
II	Accounting for Material (Inventory control, Verification of Materials, Purchase & Storing of materials, Pricing of materials etc.). Accounting for Labor (Labor distribution, Payment & methods of wages, Bonus Schemes, Labor turnover etc). Accounting for Overheads (Codification, Collection, Allocation, Apportionment & absorption of overheads)	08
III	Elements of Cost, Assessment and Preparation of Cost Sheet and Statement of Cost. Standard Costing and Variance Analysis. Detail aspect of Material variance. Overview of Budgetary Control & Analysis.	08
IV	Management Accounting - Meaning, Nature, Characteristics, Scope and Functions of Management Accounting. Tools and Techniques of Management Accounting. Relationship of Management Accounting, Financial Accounting and Cost Accounting.	08
V	Marginal Costing & Absorption Costing. Utility & advantages of Absorption Costing. Introduction to Cost Volume Profit analysis. Contribution Margin Analysis, Profit/Volume Ratio, Break Even Chart &	08

Analysis. Managerial applications of Marginal Costing.	
<b>Reference / Text Books:</b>	
1. Mehta, B.K. (2019), Cost & Management Accounting (Latest Edition), SBPD Publishers, Agra, India. 2. Stevens, Y. (1995), Cost & Management Accounting, Cat Publishers, Pola Cedro, CA. 3. Bhattacharya, D. (2011), Management Accounting, Pearson, New Delhi, India.	
If the course is available as Generic Elective then the students of following departments may opt it.	
1. 2.	
<b>Evaluation/Assessment Methodology</b>	
<b>Max. Marks</b>	
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	5
3) Assignments	10
4) Research Project Report Seminar On Research Project Report	-
5) ESE	75
<b>Total:</b> 100	
Prerequisites for the course:	
<b>Course Learning Outcomes:</b>	
1. Understand the concept of cost and management accounting. 2. Understand the relationship between management, financial and cost accounting.. 3. Understand the allocation and absorption of overheads. 4. Understand and estimate material, labor, overheads and sales variances for comparing planned with actual results. 5. Analysis of various cost elements and cost centers 6. Develop strategies to control cost in an organisation.	

### Format-3

#### IIMTU-NEP IMPLEMENTATION Year III/Semester V

<b>Programme:</b> Certificate/Diploma/Degree/ UG(R)/PG/Ph.D. <b>Class: BBA</b>	Year: III Semester: V	
<b>Credits</b> Theory:4 Tutorial:0 Practical:0	<b>Subject: Income tax</b>	
<b>Course Code:</b> <b>NEP BBA (F) 503</b>	<b>Title: Income tax</b>	
<b>Course Objectives:</b>		
<ol style="list-style-type: none"> <li>1. To familiarize students with the basic concepts income tax and its implications.</li> <li>2. To understand the Income Tax Act and its sections thoroughly.</li> <li>3. To introduce the concept of Direct taxes, its history, scope and Incidence of tax.</li> <li>4. To deliver complete knowledge of Income Tax – slab rates, various heads of income tax, deductions provided by income tax law etc.</li> <li>5. To enable the students to understand the concept of tax deduction at source, PAN, tax collection at source etc. To explain the concept of Agriculture Income.</li> </ol>		
<b>Nature of Paper: Core</b>		
<b>Minimum Passing Marks/Credits:40% Marks</b>		
L:40		
T:		
P: (In Hours/Week)		
Theory - 1 Hr. = 1 Credit		
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)		
Unit	Contents	No. of Lectures Allotted
I	Basic Concept: Income, Agriculture Income, Casual Income, Assessment Year. Previous Year. Gross Total Income, Total Income, Person, Tax Evasion, Avoidance and Tax Planning.	08
II	Basis of Charge: Scope of Total Income, Residence and Tax Liability, Income which does not form part of Total Income.	08
III	Heads of Income: Income from Salaries, Income from House Properties.	08
IV	Heads of Income: Profit and Gains of Business or Profession, Including Provisions relating to specific business, Capital Gains, Income from other sources.	08
V	Aggregation of Income, Set off and Carry forward of losses, deduction from gross total Income.	08
<b>Reference / Text Books:</b>		
<ol style="list-style-type: none"> <li>1. Lal, B. B. (2012), <i>Income Tax (Second Edition)</i>, Pearson, New Delhi, India.</li> <li>2. Vashisht, N. (2010), <i>Direct Taxes(29<sup>th</sup> Edition)</i>, Pearson, New Delhi, India.</li> <li>3. Hariharan, N. (2012), <i>Income Tax: Law &amp; Practices(4<sup>th</sup> Edition)</i>, TMH, New Delhi, India.</li> </ol>		

If the course is available as Generic Elective then the students of following departments may opt it.

- 1.
- 2.

### **Evaluation/Assessment Methodology**

**Max. Marks**

1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	5
3) Assignments	10
4) Research Project Report Seminar On Research Project Report	-
5) ESE	75

**Total:** 100

Prerequisites for the course:

#### **Course Learning Outcomes:**

1. Develop an understanding of Income Tax Act.
2. Understand various deductions and eligibility to avail various deductions
3. Understand the procedure to compute taxable income
4. Develop an understanding of the terms like TDS, TCS, PAN etc
5. Solving of Income Tax problems and Filling of Income tax returns.
6. Ability to compute the total income and tax liability of an individual.

### Format-3

#### IIMTU-NEP IMPLEMENTATION Year III / Semester V

<b>Programme:</b> Certificate/Diploma/Degree/ UG(R)/PG/Ph.D. <b>Class: BBA</b>		Year: III  Semester: V		
<b>Credits</b> Theory:4 Tutorial:0 Practical:0	<b>Subject: Working Capital Management</b>			
<b>Course Code: NEP BBA (F) 504</b>	<b>Title: Working Capital Management</b>			
<b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. Understand the basic concepts and requirements of working capital in the organization.</li> <li>2. Understand the management of cash, marketable securities, receivables and inventory.</li> <li>3. Understand the sources of working capital financing in an organization.</li> </ol>				
<b>Nature of Paper: Core</b>				
<b>Minimum Passing Marks/Credits:40% Marks</b>				
L:40 T: P: (In Hours/Week) Theory - 1 Hr. = 1 Credit Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)				
Unit	Contents	No. of Lectures Allotted		
I	<b>Introduction to Working Capital:</b> Nature, Scope and meaning of Working Capital, Working Capital Cycle, Assessment and Computation of Working Capital Requirement, Profitability–Liquidity trade-off, Working Capital Policy , Overview of Working Capital Management.	08		
II	<b>Cash and Marketable Securities Management:</b> Meaning of Cash, Motives for holding cash, objectives of cash management, factors determining cash needs, Cash Management Models, Cash Budget, Cash Management: basic strategies, techniques and processes, compensating balances ; Marketable Securities: Concept, types, reasons for holding marketable securities, alternative strategies, choice of securities.	08		
III	<b>Receivable Management:</b> Receivables: Nature & cost of maintaining receivables, objectives of receivables management, factors affecting size of receivables, policies for managing accounts receivables, determination of potential credit policy including credit analysis, credit standards, credit period, credit terms, etc; Collection Policies.	08		
IV	<b>Inventory Management:</b> Inventory: Need for monitoring & control of inventories, objectives of inventory management, Benefits of holding inventory, risks and costs associated with inventories, Inventory Management: Minimizing cost in inventory, Techniques of Inventory Management - Classification, order	08		

	quantity, order point etc.	
V	<p><b>Working Capital Financing:</b>            Need and objectives of financing of working capital, short term credit, mechanism and cost-benefit analysis of alternative strategies for financing working capital : accrued wages and taxes, accounts payable, trade credit, bank loans, overdrafts, bill discounting, commercial papers, certificates of deposit, factoring, secured term loans, etc. Current trends and practices related to working capital financing in India.</p>	08

**Reference / Text Books:**

1. Jain, N. K. (2004). Working Capital Management, APH Publishing, New Delhi, India.
2. Garg, M. (2009). Working Capital Management, Eucreations Publishing, New Delhi, India.
3. Bhalla, V.K. (2008). Working Capital Management, S Chand Publishing, New Delhi, India.

If the course is available as Generic Elective then the students of following departments may opt it.

- 1.
- 2.

**Evaluation/Assessment Methodology**

**Max. Marks**

1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	5
3) Assignments	10
4) Research Project Report Seminar On Research Project Report	-
5) ESE	75
<b>Total:</b>	<b>100</b>

Prerequisites for the course:

**Course Learning Outcomes:**

1. Develop an understanding of various sources of working capital financing in India
2. Analysis of working capital needs in the organization.
3. Exact management of cash/inventory/marketable securities/receivables in an organization.
4. To fulfill working capital requirements efficiently.
5. To take decisions for effectively managing working capital.
6. Make strategies to manage inventory and receivables in an organisation.

### Format-3

#### IIMTU-NEP IMPLEMENTATION Year III/Semester V

<b>Programme:</b> Certificate/Diploma/Degree/ UG(R)/PG/Ph.D. <b>Class: BBA</b>	Year: III Semester: V
<b>Credits</b> Theory:4 Tutorial:0 , Practical:0	<b>Subject: Consumer Behaviour</b>
<b>Course Code: NEP BBA (M) 502</b>	<b>Title: Consumer Behaviour</b>

#### Course Objectives:

1. A clear understanding of the key concepts and principles of consumer behaviour.
2. A set of useful analytical skills, tools and techniques for analyzing attitudes, perceptions, preferences, personality and emotion.
3. To provide a basic understanding of the consumer buying process.
4. To encourage students to think critically and analytically.
5. To apply consumer theories to the real marketing context.

#### Nature of Paper: Core

#### Minimum Passing Marks/Credits:40% Marks

L:40

T:

P: (In Hours/Week)

Theory - 1 Hr. = 1 Credit

Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
I	<b>Introduction to consumer Behavior :</b> Importance, nature, scope ,need for studying consumer behavior, Buying roles of consumer, Type of buying situation, Buying motives of consumer, consumer research process.	08
II	<b>Consumer Models:</b> Economic model, Psychoanalytical model, Sociological model, Howard and seth model, Nicosia model, Engle-kollat-Blackwell model.	08
III	<b>Individual Determinates of consumer behaviors:</b> Perceptual process, Perceptual selection, Perceptual distortion, Consumer learning process, and Influences on behaviors, Consumer attitude formation, Attitude measurement, Meaning and nature of Personality, Self concept, life style.	08
IV	<b>Influence and consumer decision making:</b> Family, Reference group, Personal, Social and cultural influence on consumer behaviors, Consumer Decision making process, Consumer communication process, consumer satisfaction.	08
V	<b>Industrial buying behaviors:</b> Meaning of Industrial market, Participants, feature of industrial markets, Factors of industrial markets, Stages of Industrial buying process, Industrial	08

	buying situation, Industrial buying Vs Consumer buying, Customer and marketing of services, Consumer behaviors in service.	
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**Reference / Text Books:**

1. Khan, M. (2018), *Consumer Behavior (Second edition, Reprint)*, New Age International Publishers, new Delhi, India.
2. Nair, S.R. (2004), *Consumer Behavior in Indian Perspective*, Himalaya Publishing House , New Delhi, India.
3. Naik, C.N.K. & Reddy, L.V. (1999) , Consumer Behavior (First edition) , Discovery Publishing House, New Delhi, India.

If the course is available as Generic Elective then the students of following departments may opt it.

- 1.
- 2.

**Evaluation/Assessment Methodology**

**Max. Marks**

1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	5
3) Assignments	10
4) Research Project Report Seminar On Research Project Report	-
5) ESE	75
<b>Total:</b>	100

Prerequisites for the course:

**Course Learning Outcomes:**

1. Understand the major influences on customers buying choice, the process of human decision making in marketing context.
2. Demonstrate how concepts may be applied to marketing strategies.
3. Develop cognitive skills regarding different influences of buying practices.
4. Evaluate and revise programs and procedures in order to achieve organizational goals;
5. Consider the important issues of consumer buying habits process
6. Make plan for attaining maximum consumer satisfaction.

### Format-3

#### IIMTU-NEP IMPLEMENTATION Year III / Semester V

<b>Programme:</b> Certificate/Diploma/Degree/ UG(R)/PG/Ph.D. <b>Class: BBA</b>	Year: III  Semester: V
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<b>Credits</b> Theory:4 Tutorial: 0 Practical:0	<b>Subject: Digital Marketing</b>
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<b>Course Code: NEP BBA (M) 503</b>	<b>Title: Digital Marketing</b>
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<b>Course Objectives:</b>
1. This course seeks to provide knowledge about the concepts, tools, techniques, and relevance of digital marketing in the present changing scenario.
2. It also enables the student to learn the application of digital marketing tools and acquaint about the ethical and legal aspects involved therein.

<b>Nature of Paper: Core</b>
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<b>Minimum Passing Marks/Credits:40% Marks</b>
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L:40	
T:	
P: (In Hours/Week)	
Theory - 1 Hr. = 1 Credit	
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)	

Unit	Contents	No. of Lectures Allotted
I	<b>Introduction</b> Concept, scope, and importance of digital marketing. Traditional marketing versus digital marketing. Challenges and opportunities for digital marketing. Digital penetration in the Indian market. Digital marketing landscape: an overview.	08
II	<b>Digital Marketing Management</b> Digital-marketing mix. Segmentation, Targeting, Differentiation, and Positioning: Concept, levels, and strategies in a digital environment; Digital technology and customer-relationship management. Digital consumers and their buying decision process.	08
III	<b>Digital Marketing Presence</b> Concept and role of Internet in marketing. Online marketing domains. The P.O.E.S-M framework. Website design and Domain name branding. Search engine optimization: stages, types of traffic, tactics. Online advertising: types, formats, requisites of a good online advertisement. Buying models. Online public relation management. Direct marketing: scope and growth. E-mail marketing: types and strategies.	08
IV	<b>Interactive Marketing</b> Interactive marketing: concept and options. Social media marketing: concept and tools. Online communities and social networks. Blogging: types and role. Video marketing: tools and techniques. Mobile marketing tools. PPC marketing. Payment options.	08

V	<b>Ethical and Legal Issues</b> Ethical issues and legal challenges in digital marketing. Regulatory framework for digital marketing in India.	08
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**Reference / Text Books:**

- Chaffey, D, F.E. Chadwick, R. Mayer, and K. Johnston (2015). Internet Marketing: Strategy, Implementation, and Practice. Pearson India
- Frost, Raymond D., Alexa Fox, and Judy Strauss (2018). E- Marketing. Routledge
- Gupta, Seema (2018). Digital Marketing. McGraw Hill Education (India) Private Ltd.
- Kapoor, Neeru. E-Marketing, Pinnacle learning
- Kotler, Philip, Hermawan Kartajaya, and Iwan Setiawan (2017). Digital Marketing: 4.0 Moving from Traditional to Digital. Pearson India
- Ryan, Damian and Jones Calvin (2016). Understanding Digital Marketing: Marketing Strategies for engaging the Digital Generation. Kogan page

If the course is available as Generic Elective then the students of following departments may opt it.

- 1.
- 2.

**Evaluation/Assessment Methodology**

	<b>Max. Marks</b>
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	5
3) Assignments	10
4) Research Project Report Seminar On Research Project Report	-
5) ESE	75
<b>Total:</b>	<b>100</b>

Prerequisites for the course:

**Course Learning Outcomes:**

1. Understand how marketers think, conceptualize, test continuously to optimize their product search on digital platforms
2. Identify and assess the impact of digital technology in transforming the business environment and also the customer journey.
3. Illustrate how the effectiveness of a digital marketing campaign can be measured
4. Demonstrate their skills in digital marketing tools such as SEO, Social media, and Blogging for engaging the digital generation.
5. Appreciate the need for regulatory framework for digital marketing in India.
6. Solve various legal and ethical issues in digital marketing

### Format-3

#### IIMTU-NEP IMPLEMENTATION Year III/Semester V

<b>Programme:</b> Certificate/Diploma/Degree/ UG(R)/PG/Ph.D. <b>Class: BBA</b>	Year: III  Semester: V	
<b>Credits</b> Theory:4 Tutorial:0 Practical:0	<b>Subject: Advertising &amp; Brand Management</b>	
<b>Course Code: NEP BBA (M) 504</b>	<b>Title: Advertising &amp; Brand Management</b>	
<b>Course Objectives:</b>		
<ol style="list-style-type: none"> <li>1. Develop a consumer-centric approach to building, measuring and evaluating strategies that build brand equity for new and existing brands.</li> <li>2. Identify important issues related to planning and implementing brand strategies for a diverse group of marketing offerings (e.g., products, services, industrial goods, non-profits, etc.).</li> <li>3. Learn how to identify brand meaning and to measure brand strength for any particular market offering.</li> <li>4. Apply branding principles and marketing communication concepts and frameworks to achieve brand management goals and improve marketing performance.</li> </ol>		
<b>Nature of Paper: Core</b>		
<b>Minimum Passing Marks/Credits:40% Marks</b>		
L:40		
T:		
P: (In Hours/Week)		
Theory - 1 Hr. = 1 Credit		
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)		
Unit	Contents	No. of Lectures Allotted
I	<b>Role of Advertising in Promotional Mix</b> – Introduction to Advertising – Advertising and Communication – Integrated Marketing (IMC) – Challenges and Opportunities in Advertising – Economic, Social and Ethical Aspects of Advertising.	08
II	<b>Audience Analysis in Advertising</b> – Media Planning – Media Mix Decisions – Developing Media Strategy – Creative Strategy and Copy Writing – Different Types of Appeals – Layout Design.	08
III	<b>Advertising Budgets</b> – Methods of Formulating Advertising Budgets – Evaluating of Advertising Effectiveness – Advertising Agencies.	08
IV	<b>Direct Response Advertising</b> – Home Shopping – Direct Mail – Catalogs – Telemarketing – Internet Advertising – International Advertising – Impact of Culture – Customs – Law and Regulations.	08
V	<b>Brand Management</b> - Brand Building and Positioning – Measuring Brand Performance – Designing Brand Marketing Programmes – Evaluating Brand Performance – Branding in Retail Business – Role of Own Label – Emerging trends in Brand Management.	08

**Reference / Text Books:**

- Shah Kruti, D'Souza Alan., advertising & Promotions an IMC perspective, fifth Edition. New Delhi: Tata McGraw Hill Education Private Limited.
- Keller Lane Kevin, Parameswaran M.G., Jacob Isaac., Strategic Brand Management, third edition, New Delhi, Pearson education.

If the course is available as Generic Elective then the students of following departments may opt it.

- 1.
- 2.

**Evaluation/Assessment Methodology**

	<b>Max. Marks</b>
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	5
3) Assignments	10
4) Research Project Report Seminar On Research Project Report	-
5) ESE	75
<b>Total:</b>	<b>100</b>

Prerequisites for the course:

**Course Learning Outcomes:**

1. Understand the concepts of advertising strategy, big idea and creative execution.
2. Understand creativity in the advertising world and get tips on creating and executing effective print and radio advertisement.
3. Understand the process of conceptualizing and producing a television and internet commercial.
4. Students will be able to understand concepts of brand equity, role of brand, advantages of creating strong brand and concepts of brand positioning.
5. Evaluate ways to build brand equity by properly choosing brand elements, designing marketing programs and activities and leveraging secondary associations.
6. Make strategies to measure brand equity and how to sustain brand equity

**Format-3**
**IIMTU-NEP IMPLEMENTATION**  
**Year III/Semester V**

<b>Programme:</b> Certificate/Diploma/Degree/ UG(R)/PG/Ph.D. <b>Class: BBA</b>	Year: III  Semester: V	
<b>Credits</b> Theory:4 Tutorial:0 Practical:0	<b>Subject: HRD : Systems &amp; Strategies</b>	
<b>Course Code: NEP BBA (H) 502</b>	<b>Title: HRD : Systems &amp; Strategies</b>	
<b>Course Objectives:</b>		
<ol style="list-style-type: none"> <li>1. To provide necessary perspective of Human Resources System and Strategies focusing on HR process</li> <li>2. To identify the characteristics, creativity, innovation and lateral thinking along with Human Resource planning process.</li> <li>3. The main aim of HRD is to develop a variety of competencies (knowledge, attitudes, skills and technical areas, managerial areas, behavioural and human relations areas and conceptual areas)</li> <li>4. To perform various tasks or functions required by their jobs.</li> <li>5. To promote and develop conceptual analysis of employee-employer relations and behavior.</li> </ol>		
<b>Nature of Paper: Core</b>		
<b>Minimum Passing Marks/Credits:40% Marks</b>		
L:40, T: P: (In Hours/Week) Theory - 1 Hr. = 1 Credit Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)		
<b>Unit</b>	<b>Contents</b>	<b>No. of Lectures Allotted</b>
I	<b>Human Resources Development:</b> A Conceptual Analysis Human Resource Development, A Global Growth and Development of HR in India, Emergence of HRD, Function of HRD Department Role of HRD Professionals in Organizations Introduction, HRD Structure HRD Culture and Climate	08
II	<b>An Understanding of Employee Behaviour and Employee Socialization:</b> Employee Behaviour At Workplace Internal Influence Of Employee Behaviour Environment (External) Influence Affecting Employee Behaviour Socialization, A Learning Process, Theories of Socialization Need For Induction Process in Organizations, Objectives of the Induction Programme, Induction Process Methods for Induction Training, methods of Induction Training, Induction in Indian organization	08
III	<b>Performance Management, Performance Review, Feedback and Counselling:</b> What is performance Management?, Historical Development in the Field of Performance Management The Process, Principles and Limitation of Performance Management Meaning and Definition of Performance Review, History of Performance Review, Today's Situation, Using the Performance Review to	08

	Motivate Employees Performance Counselling, Addressing Unsatisfactory Performance, Benefits of Performance Counselling Steps to Improve Performance Counselling Planning For and Conducting the Performance	
IV	<b>Succession Planning, Coaching and Mentoring:</b> The Importance Of Succession Planning, Role of Different Stakeholder In Succession Planning Components Of Effective Succession Planning, Key Elements in Succession Planning Process Advantages of Succession Planning, Critical Factors For Succession Planning, Reasons for Failure Of Succession Planning, Succession Planning in Major IT Companies Succession Planning in Business Families, What the Future beholds for Succession Planning Meaning of Coaching, Organizational Coaching, Types of Coaching, Process of Coaching, Benefits of Coaching Mentoring, Forms of Mentoring, Assumption in Using Mentoring as a Tool For Development, Qualities of a Mentor, Benefits of Mentoring, Similarities Between Mentoring and Coaching, Difference Between Mentoring and Coaching.	08
V	<b>Training and Development:</b> Meaning and Development of Training and Development, Role of Training and Development In Organization Areas of Training, training Process. Purpose and Importance Of Need Assessment, Approaches to Training Need Analysis, When to Conduct a TNA The Need Assessment System Sources Of Data Collection for the various Levels of TNA	08

**Reference / Text Books:**

1. Werner, J. M., & DeSimone, R. L. (2011). Human resource development. (Latest edition), Cengage Learning.
2. Noe, R. (2008), "Employee Training and Development", (Latest edition), McGraw Hill of India.
3. R Krishnaveni (2008), Human Resource Development, A Researcher's Perspective, Excel Books, New Delhi [RK]
4. V S P Rao (2016), Human Resource Management-text and cases, Excel Books, Delhi [VSP]

If the course is available as Generic Elective then the students of following departments may opt it.

- 1.
- 2.

**Evaluation/Assessment Methodology**

**Max. Marks**

1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	5
3) Assignments	10
4) Research Project Report Seminar On Research Project Report	-
5) ESE	75

**Total:** 100

Prerequisites for the course:

**Course Learning Outcomes:**

1. Students will gain an insight towards starting an HRD System and Strategy in HR industry
2. Able to manage human assets in organization and give them proper guidance and feedback.
3. Assess the significance of training and different methods and recent developments in training; the traditional and contemporary performance appraisal methods and its significance
4. Recognise the ways of managing the human resources through promotion, transfer and separation of employees, along with establishing effective pay plans and financial incentives
5. Analyse the effective wage and salary fixation and perquisites.
6. Able to choose the most competent successor for the organisation.

**Format-3**

**IIMTU-NEP IMPLEMENTATION**  
**Year III/Semester V**

<b>Programme:</b> Certificate/Diploma/Degree/ UG(R)/PG/Ph.D. <b>Class: BBA</b>	Year: III  Semester: V	
<b>Credits</b> Theory:4 Tutorial:0 Practical:0	<b>Subject: Training &amp; Development</b>	
<b>Course Code:</b> <b>NEP BBA (H)</b> <b>503</b>	<b>Title: Training &amp; Development</b>	
<b>Course Objectives:</b>		
1. To make the students understand the basic principles, areas and methods of training currently in use in the corporate circle.		
<b>Nature of Paper: Core</b>		
<b>Minimum Passing Marks/Credits:40% Marks</b>		
L:40, T: P: (In Hours/Week) Theory - 1 Hr. = 1 Credit Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)		
Unit	Contents	No. of Lectures Allotted
I	<b>Training and Analysis of Training Needs:</b> Introduction, Role and Relevance, Definition of Training, difference between Training and Development Training and HRD, Scope of Training, Objectives of Training, How Training Benefits the Organization Beneficiaries of Training, Problems of Training, Future Trends in Training, Role and Responsibility of Training Organizational Support for Training Needs assessment, Methods and Techniques of Training Needs Assessment, Methods through which Training Needs are identified, Why Conducting Training Need Analysis? Training Need Assessment Process, Approaches of TNA	08
II	<b>Training Design:</b> Important Considerations While Designing a Training Programme, Factors affecting Training Design, Constraints in the Design, Types of Costs Involved in training Programmes, Developing Objectives, Facilitation of Learning, Expectations towards Training, Implication from Conditioning and Reinforcement, Factors Influencing Transfer of Training, Other Factor to Facilitate Transfer of Training, Design Theory, Outcomes of Design.	08
III	<b>Learning and Training Process:</b> Definition, Nature of Learning, Principles of Learning, Learning Principles, Components of Learning Process, Elements of Learning Process, Kolb's Learning Cycle, Incorporating Learning Principles, Designing the Training	08

	Programme, Elements of Programme design, Key factor in Designing and development of a programme , Important Consideration while Designing the Training Programme, Training Implementation, Training Plan,	
IV	<b>Training Methods, Techniques and Aids:</b> Types of Training, Training Approaches, Training Methods, Important Training Methods, Teaching Aids for Training. <b>Implementation of Training and Trainer's Skills:</b> Facilities for implementing Training, Various competence for Trainer's Skills and Style	08
V	<b>Validation and evaluation of Training:</b> Validation, Evaluation, . Evaluation Objectives, Evaluation Approaches, Types of Evaluation Instruments, Evaluation Designs, Models of Training Evaluation, Training Audit, Organization Approach to Evaluation, Trainees' approach to Evaluation.	08

**Reference / Text Books:**

1. B Janakiram, (2008), Training & Development, Indian Text Edition, biztantra, New Delhi.
2. Human Resource Management Dipak Kumar Bhattacharya
3. Managing Human Resource; ArunMonappa
4. Essential of HRM and Industrial Relations;P.SubbaRao
5. Personnel Management; C.B. Memoria
6. Human Resource Management; k. Ashwathappa

If the course is available as Generic Elective then the students of following departments may opt it.

- 1.
- 2.

**Evaluation/Assessment Methodology**

**Max. Marks**

1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	5
3) Assignments	10
4) Research Project Report Seminar On Research Project Report	-
5) ESE	7
	5
<b>Total:</b> 100	

Prerequisites for the course:

**Course Learning Outcomes:**

1. Understand the importance of training and benefits of training for present and future goal.
2. Understand the nature and scope of training method to develop with practical exposure in various methods and how they can implement that with various facilities and approaches.
3. Understand the concept of training audit and training evaluation.
4. Assess the training and development from a tactical to a strategic function.
5. Create awareness about validation and evaluation of given training programme and how they can use it for future needs.
6. Create strategies that can be used by organisations to measure performance and reward the same.

### Format-3

#### IIMTU-NEP IMPLEMENTATION Year III/Semester V

<b>Programme:</b> Certificate/Diploma/Degree/ UG(R)/PG/Ph.D. <b>Class: BBA</b>	Year: III  Semester: V	
<b>Credits</b> Theory: Practical:	<b>Subject :Management of Industrial Relations</b>	
<b>Course Code: NEP BBA (H) 504</b>	<b>Title : Management of Industrial Relations</b>	
<b>Course Objectives:</b>		
<ol style="list-style-type: none"> <li>1. To understand congenial labor management relations.</li> <li>2. Reasons for industrial conflicts and strikes.</li> <li>3. To enhance the economic status of the worker by improving wages, grievance handling benefits and by helping the worker in evolving sound budget to raise the productivity in organization.</li> <li>4. The course aims at providing fundamental knowledge and exposure to the industrial relations.</li> </ol>		
<b>Nature of Paper: Core</b>		
<b>Minimum Passing Marks/Credits:40% Marks</b>		
L:40		
T:		
P: (In Hours/Week)		
Theory - 1 Hr. = 1 Credit		
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)		
Unit	Contents	No. of Lectures Allotted
I	<b>Approaches to Industrial Relations and Comparative Framework:</b> Meaning and Scope Of Industrial Relations, The System Framework, Theoretical Perspective, Basic Concepts and Values, The Study Of Comparative Industrial Relation, Industrialization Strategy And Industrial Relation, Globalization And Industrial Relation.	08
II	<b>Trade Unions- Theoretical Foundations and Legal framework:</b> Theories Of Trade Union Movement, Trade Union In India, Legal Framework, Trade Union Act, 1926-Salient Features, Trade Union Recognition, Non-Union firms.	08
III	<b>Trade Union Structures:</b> Models Of National Trade Union Movement, Challenges Facing Trade Union, International Trade Union federation, International Confederation Of Free Trade Unions, World Federation Of Trade Unions, International Federation Of Christian Unions, regional Trade Union Organization at International Level, Global Union Federation, Trade Union Internationals, Trade Union Structures at The national Level, National Trade Union Centres, Industrial/Sectoral Federations, Enterprise-Level Unions, Managerial Trade Unions, managerial Response to managers' Union, Relation Between Worker's and manager's Unions, Women In Trade Union.	08

IV	<p><b>Management Of Trade Unions in India:</b> Trade Union Constitution, Trade Union Functions, Economic and Job Regulation, Non-Bargaining Roles and Social Activities, Internal Challenges, External Challenges, Leadership And Organizational Issues.</p>	08
V	<p><b>Collective Bargaining:</b> Concept and Nature of Collective Bargaining, The Legal framework Of Collective bargaining, Determining Collective Bargaining Agent, Levels Of Bargaining And Agreements Duration of Agreements, International Collective Bargaining, Collective Bargaining And Stakeholders, Negotiating Techniques And Skills, Stages Of Negotiation, Factors Contributing to the Success and Failure Of Collective Bargaining, Closure and Agreement, Conditions for Mutual Gains Bargaining, Drafting Of An Agreement.</p> <p><b>Grievance, Discipline Handling and employment security:</b> Managing Employee Grievance, Definition and Legal Framework, The Nature And causes Of Grievance, The Grievance Procedure, Alternative Approaches to Handing Grievance, Managing Discipline, Traditional Approach to Dealing With Indiscipline, Alternative Approaches to Dealing With Deviations, The Legal Framework, Voluntary/Early Retirement Schemes.</p>	08

**Reference / Text Books:**

- C.S. Venkata Ratnam (2010), Industrial Relation, Oxford University Press, New Delhi.
- Srivastava S.C., Industrial Relations and Labour Laws, Vikas Publishing House Pvt Ltd. New Delhi

If the course is available as Generic Elective then the students of following departments may opt it.

- 1.
- 2.

**Evaluation/Assessment Methodology**

	<b>Max. Marks</b>
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	5
3) Assignments	10
4) Research Project Report Seminar On Research Project Report	-
5) ESE	75
<b>Total:</b>	<b>100</b>

Prerequisites for the course:

**Course Learning Outcomes:**

1. Understand Legal Framework to manage trade unions to manage labour and labour needs
2. To equalize rights and benefits of labours have perfect trade union structures.
3. Management of different trade union in India with different challenges
4. To manage both parties rights and benefits and also growth of company use collective bargaining
5. To manage various labours and discipline in organization for smooth running of organization and day to day activity
6. Develop Approaches to manage and grow industrial relation and framework to sustain in comparative environment

### Format-3

#### IIMTU-NEP IMPLEMENTATION Year III/Semester V

<b>Programme:</b> Certificate/Diploma/Degree/ UG(R)/PG/Ph.D. <b>Class: BBA International Business</b>	Year: III  Semester: V	
<b>Credits</b> Theory:4 Tutorial:0 Practical:0	<b>Subject: International Trade Policy &amp; Strategy</b>	
<b>Course Code : NEP BBA (IB) 502</b>	<b>Title: International Trade Policy &amp; Strategy</b>	
<b>Course Objectives:</b>		
<ol style="list-style-type: none"> <li>1. To give an idea of the foundation of the theory of international trade and Policy.</li> <li>2. To gain knowledge about the various modes of entering in the international trade.</li> <li>3. To familiarize students with establishment, purpose and functions of international trade organization as well as their effect on world trade.</li> <li>4. To develop the international trade relation skills of students.</li> <li>5. To create cultural awareness of different countries</li> </ol>		
<b>Nature of Paper: Core</b>		
<b>Minimum Passing Marks/Credits:40% Marks</b>		
L:40, T: P: (In Hours/Week) Theory - 1 Hr. = 1 Credit Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)		
Unit	Contents	No. of Lectures Allotted
I	<b>Introduction:</b> The International Economy : An Overview and Definition, Origin and Growth of International Economy, Subject Matter of International Economy, Importance of International Economics, Inter Regional and International Trade: A Distinction and the Basis of International Trade, Measuring Gains from Trade, Need for a Separate Theory of International Trade.	08
II	<b>Theory of International Trade:</b> Introduction, Adam Smith's Theory of Foreign Trade, Ricardian Theory of Foreign Trade and Theory of Comparative Advantage in Money Term, Empirical Evidence of the Ricardina Theory and Haberler's Opportunity Cost Theory of Trade, The Standard Theory of Comparative Cost Advantage, Production Possibility Frontier with Increasing Cost; the Social Indifference Curve and International Trade Equilibrium.	08
III	<b>International Trade Policy-I:</b> Free Trade vs Restricted Trade Policy- Introduction; The Free Trade Policy and The Trade Protection Policy, The Economics of Tariff, Introduction; Meaning, Purpose and Kinds of Tariffs; Economic effects of tariffs: A partial equilibrium analysis; the general equilibrium analysis of tariffs: The small country case and	08

	large country case; The Optimum tariffs.	
IV	<b>International Trade Policy-II:</b> Non-Tariff Trade Barriers and New Protectionism, Introduction; the Import Quota; Dumping and Anti-Dumping Retaliation; Export Taxes and Subsidies; Voluntary Export Restraints; the State Trading and International Trade Cartels. Economics of Customs Union and Free Trade Areas, Introduction; Forms of Customs Associations, Theory of Customs Union; Trade Creation by Customs Union; Trade Diversion Effect of Customs Union; General equilibrium Analysis of Custom Unions and Dynamic Effects of Customs Union, Developed and Developing Economies.	08
V	<b>International Trade Organizations:</b> The General Agreement on Tariffs and Trade, World Trade Organization, Regional Trade Agreements- Introduction, Need, Kinds, Benefits and European Union, Association of South East Asian Nations (ASEAN) and South Asian Association for regional Cooperation (SAARC).	08

**Reference / Text Books:**

- D.N. Dwivedi (2013): International Economies: Theory and Policy, Vikas Publishing House Pvt. Ltd.
- John D. Dainiel, et al. (2010), International Business – Environments and Operations (12th edition), Pearson Education.

If the course is available as Generic Elective then the students of following departments may opt it.

- 1.
- 2.

**Evaluation/Assessment Methodology**

	<b>Max. Marks</b>
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	5
3) Assignments	10
4) Research Project Report Seminar On Research Project Report	-
5) ESE	75
<b>Total:</b>	100

Prerequisites for the course:

**Course Learning Outcomes:**

1. Enumerate the meaning, nature and framework of the international economy as well as international trade.
2. Understand different theory of comparative advantage and its impact on trade.
3. Understand the meaning and purpose of free trade policy and kinds of tariffs.
4. Discuss the purpose and functions of some major international trade organization and regional trade agreements.
5. Analyse the various aspects and effects of non-tariff trade barriers. The purpose behind costume unions and free trade areas.
6. Assess the outcomes of trade policy adopted by underdeveloped countries and developing countries.

**Format-3**
**IIMTU-NEP IMPLEMENTATION  
Year III/Semester V**

<b>Programme:</b> Certificate/Diploma/Degree/ UG(R)/PG/Ph.D.	Year: III Semester: V	
<b>Class: BBA International Business</b>		
<b>Credits</b> Theory:4 Tutorial:0 Practical:0	<b>Subject: Global Business Environment</b>	
<b>Course Code: NEP BBA (IB) 503</b>		
<b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To get the students acquainted with the present economic environment in India and abroad.</li> <li>2. To make enable the students understand the various issues involved in the macro management of the economy.</li> <li>3. To familiarize with the concept of business environment and its components.</li> <li>4. To understand The Business Environment and its factors.</li> <li>5. To enable the students understand social audit, social responsibility of business, SWOT analysis etc.</li> </ol>		
<b>Nature of Paper: Core</b>		
<b>Minimum Passing Marks/Credits:40% Marks</b>		
L:40, T: P: (In Hours/Week) Theory - 1 Hr. = 1 Credit Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)		
Unit	Contents	No. of Lectures Allotted
I	<b>Introduction:</b> Concept of Economic Environment; Nature and scope, Macro variables: Income, Employment, Money Supply, Price Level, Interest rates, Saving and Investment. Movement and Interrelationship between different variables. Trends in Macro variables in India.	08
II	<b>Economic Framework:</b> Institutional Framework of Economic Environment: Role of state; State Vs Markets. Fiscal Policy; Concept & Implications. Monetary Policy; Concept & Implications. Commercial Policy; Concept & Implications Industrial Policy, Foreign Policy and Domestic Investment	08
III	<b>Structure of Indian Economy:</b> Structure of Indian Economy: Growth Strategy in plans. Industrial Policy. Public sector & Private sector Monetary Policy. Fiscal Policy. Infrastructure Development. <b>Issues in Indian Economy:</b> Poverty, Unemployment, Regional Dimensions, Productivity & Modernisation, Environment&	08
IV	<b>Global Economic-I-</b> Open Economy Management. Balance of payments. Role of Foreign Trade & Policy and Foreign Capital & Policy. Exchange Rate Policy and Exchange Controls. External Debt; International Linkages, Globalization:	08

	Concept, Implications, Policy.	
V	<b>Global Economic-II. Regional Integration:</b> EU, NAFTA, etc. World Trade Organization, World Bank, IMF, etc. Other Emerging Economies: China, Brazil, Russia. Global Orientation of Indian Economy: Growth and evolution of Indian MNC's, Current crises in US/Europe/Asia and its impact on economic growth of India, SAARC, ASEAN and India <b>Export –Import Strategy</b> Introduction, Export and Import Strategy, Export and Import Process, Export Import Documentation	08

**Reference / Text Books:**

- The Indian Economy; Problems and Prospects. Edited by Bimal Jalan, Penguin
- V. K. Puri: Indian Economy, Himalaya Publishing House
- John D. Dainiel, et al. (2010), International Business – Environments and Operations (12th edition), Pearson Education.

If the course is available as Generic Elective then the students of following departments may opt it.

- 1.
- 2.

**Evaluation/Assessment Methodology**

	<b>Max. Marks</b>
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	5
3) Assignments	10
4) Research Project Report Seminar On Research Project Report	-
5) ESE	75
<b>Total:</b>	<b>100</b>

Prerequisites for the course:

**Course Learning Outcomes:**

1. Understand the various issues involved in the macro management of the economy.
2. Awareness regarding the social responsibility and social audit of business and various provisions related with it.
3. Understanding of industrial policies
4. Comprehensive view of economic planning in India.
5. Assess the impact of various environmental factors on business.
6. Develop export import strategy.

### Format-3

#### IIMTU-NEP IMPLEMENTATION Year III/Semester V

<b>Programme:</b> Certificate/Diploma/Degree/ UG(R)/PG/Ph.D.	Year: III Semester: V	
<b>Class: BBA International Business</b>		
<b>Credits</b> Theory:4 Tutorial:0 Practical:0	<b>Subject: Transnational &amp; Cross Cultural Marketing</b>	
<b>Course Code: NEP BBA (IB) 504</b>	<b>Title: Transnational &amp; Cross Cultural Marketing</b>	
<b>Course Objectives:</b>		
<ol style="list-style-type: none"> <li>1. To provide understanding of the impact of the cultural differences on global marketing.</li> <li>2. To enhance the knowledge about international marketing research with respect to cross cultural marketing and marketing strategies.</li> <li>3. To understand the impact of cultural differences on global marketing.</li> <li>4. To determine how consumers in two or more societies are similar and devise suitable strategy.</li> <li>5. To formulate marketing strategy if cultural beliefs, values and customs of a specific country are different.</li> </ol>		
<b>Nature of Paper: Core</b>		
<b>Minimum Passing Marks/Credits:40% Marks</b>		
L:40		
T:		
P: (In Hours/Week)		
Theory - 1 Hr. = 1 Credit		
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)		
Unit	Contents	No. of Lectures Allotted
I	<b>The Scope and Challenges of International Marketing:</b> International Marketing Defined and The International Marketing Task, Environmental Adaptation Needed and Developing a Global Awareness, Stages of International Marketing Involvement, Strategic Orientation, Historical Perspective in Global Business, Geography and Global Market	08
II	<b>The Foundation of Cultures and Cultural Dynamics in Assessing Global Markets:</b> Dynamics of Global Population Trends, Culture's Pervasive Impact, Definitions and Origins of Culture, Elements of Culture and Cultural knowledge, Cultural Change.	08
III	<b>Assessing Global Marketing Opportunities:</b> <b>Developing a Global Vision Through marketing Research-</b> Breadth and Scope of International Marketing Research; Marketing Research process; Defining the problem and establishing Research Objectives; Problems of Availability and Use of Secondary Data; Gathering primary data; problems of gathering data; Multicultural research; Research on the Internet; Estimating Market Demand; Problems in analyzing and interpreting research information;	08

	Responsibility of conducting marketing research; Communicating with decision makers. <b>Emerging Market:</b> Marketing and Economic Development, Marketing in developing country	
IV	<b>Developing Global Marketing Strategies:</b> <b>Global Marketing Management: Planning and Organization-</b> Global Marketing Management; Planning for Global Market; Alternative Marketing Strategies; Organizing Global Competition. <b>International Marketing Channels-</b> Channel-of-Distribution Structures; Distribution Patterns; Alternative Middleman Choice; Factor Affecting Choice of Channels; Locating, Selecting and Motivating Channel Members and Internet	08
V	<b>Products and Services for Consumers and Businesses:</b> Products and Services for Consumers- Quality; Product and Cultural; Analyzing Product Components for Adaptation; Marketing Consumer Services Globally; Products and Services for Businesses- Demand in Global Business to Business Markets; Quality and Global Standards; Business Services; Trade Shows; Relationship Marketing in Business to Business Context. <b>International Advertising and Pricing for International Markets:</b> IMCs and International Advertising, Recruiting Marketing and Sales Person; Selecting Sales and Marketing Personal; Training for International Marketing, <b>Pricing for International Markets-</b> Pricing policy; Approaches to International Pricing; Price Escalation; Transfer Pricing Strategy; Price Quotations; Administered Pricing	08

**Reference / Text Books:**

- Cateora Philip R., Graham John L. and Salwan Prashant (13th Edition): International Marketing, Tata McGraw Hill
- V. K. Puri: Indian Economy, Himalaya Publishing House
- John D. Dainiel, et al. (2010), International Business – Environments and Operations (12th edition), Pearson Education.

If the course is available as Generic Elective then the students of following departments may opt it.

- 1.
- 2.

**Evaluation/Assessment Methodology**

	<b>Max. Marks</b>
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	5
3) Assignments	10
4) Research Project Report Seminar On Research Project Report	-
5) ESE	75
<b>Total:</b>	<b>100</b>

Prerequisites for the course:

**Course Learning Outcomes:**

1. Understand the impact of cultural differences on global marketing.
2. Analyze and take decision regarding international marketing research and the changes in political and economic in global market.
3. Understand the significance of Planning and Organizing in Global Marketing and the variety of

distribution channels.

4. Interpret the importance of offering a product suitable for the intended market and derived demand in industrial markets.
5. Evaluate challenges of International Marketing.
6. Formulate effective strategies for pricing and promotion of products in international market.

### Format-3

#### IIMTU-NEP IMPLEMENTATION Year III/ Semester V

<b>Programme:</b> Certificate/Diploma/Degree/ UG(R)/PG/Ph.D.	Year: III	
<b>Class:</b> BBA Logistics & Supply Chain Management	Semester: V	
<b>Credits</b> Theory: 4 Tutorial:0, Practical:0	Subject: <b>FUNDAMENTALS OF LOGISTICS</b>	
<b>Course Code:</b> NEP <b>BBA (L) 502</b>	<b>Title:</b> <b>FUNDAMENTALS OF LOGISTICS</b>	
<b>Course Objectives:</b>		
<ol style="list-style-type: none"> <li>1. To familiarize students with Fundamentals of logistics.</li> <li>2. To familiarize students with Concepts of real life management of logistics and Strategic role of logistics in management.</li> <li>3. Able to communicate about professional issues relevant to SCM and logistics, on an expert-as well as a common level.</li> <li>4. Have advanced knowledge about supply chains and logistics in general.</li> <li>5. Able to select relevant models and methods for approaching a given logistical problem.</li> </ol>		
<b>Nature of Paper: Core</b>		
<b>Minimum Passing Marks/Credits:40% Marks</b>		
L:40, T: P: (In Hours/Week) Theory - 1 Hr. = 1 Credit , Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)		
Unit	Contents	No. of Lectures Allotted
I	Logistics- Definition-History and Evolution- Objectives-Elements-activities importance- The work of logistics-Logistics interface with marketing-retails logistics-Emerging concept in logistics.	8
II	Logistics Management-Definition-Achievement of competitive advantage through logistics Framework-Role of Logistics management- Integrated Logistics Management- Evolution of the concept- model - process-activities.	8
III	Outsourcing logistics-reasons-Third party logistics provider-Fourth party Logistics providers -Stages-Role of logistics providers	8
IV	Logistics Strategy-Strategic role of logistics-Definition-role of logistics managers in strategic decisions-Strategy options, lean strategy, Agile Strategies & Other strategies- Designing & implementing logistical strategy	8
V	Quality customer service & integrated logistics-customer service, importance elements, the order cycle system, distribution channels, Functions performed, Types, designing.	8

**Reference / Text Books:**

- David J. Bloomberg, Stephen LeMay & : Logistics, Prentice-Hall of India Pvt Joe B. Hanna Ltd., New Delhi, 2003.
- Donald J. Bowersox & David J. Closs : Logistical Management, Tata McGraw Hill Publishing Co. Ltd, New Delhi, 2004.
- Satish C. Ailawadi & Rakesh Singh : Logistics Management, Prentice-Hall of India Pvt Ltd., New Delhi, 2005.
- Donald Waters : Logistics. Palgrave Macmillan, New York, 2004  
 Krishnaveni Muthiah : Logistics Management & World Sea borne Trade, Himalaya Publishing House, Mumbai, 1999

If the course is available as Generic Elective then the students of following departments may opt it.

- 1.
- 2.

**Evaluation/Assessment Methodology**

	<b>Max. Marks</b>
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	5
3) Assignments	10
4) Research Project Report Seminar On Research Project Report	-
5) ESE	75
<b>Total:</b>	<b>100</b>

Prerequisites for the course:

**Course Learning Outcomes:**

1. Gain understanding of the concept and principles of logistics.
2. Develop understanding of key activities performed by the logistics functions.
3. Understand the aspects of logistics management and its framework.
4. Comprehend the concept of outsourcing logistics.
5. Evaluate the role and importance logistics managers in strategic decisions making.
6. Develop strategy for managing logistics functions effectively.

### Format-3

#### IIMTU-NEP IMPLEMENTATION Year III / Semester V

<b>Programme:</b> Certificate/Diploma/Degree/ UG(R)/PG/Ph.D.	Year: III
<b>Class:</b> BBA Logistics & Supply Chain Management	Semester : V
<b>Credits</b> Theory:4 Tutorial:0 Practical:0	Subject: <b>MATERIAL MANAGEMENT</b>
<b>Course Code:</b> NEP <b>BBA (L) 503</b>	<b>Title:</b> MATERIAL MANAGEMENT

#### Course Objectives:

1. To develop competencies and knowledge of students to become effective professionals.
2. To orient students on recent changes and development in the field of material management.
3. To sensitize the students on the materials management functions – Planning, Purchase, Controlling, Storing, Handling, Packaging, Shipping and Distributing, and Standardizing.
4. To realize the importance of materials both in product and service.
5. To understand how the knowledge of materials management can be an advantage to logistics and supply chain operations.

#### Nature of Paper: Core

#### Minimum Passing Marks/Credits:40% Marks

L:40

T:

P: (In Hours/Week)

Theory - 1 Hr. = 1 Credit

Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
I	<b>Introduction:</b> Materials Management-Evolution, Importance, Scope and Objectives-Interface with other functions. Concept of Logistics and Supply Chain Management and evolution to 4PL-Supply Chain Management-Objectives, Components, Significance, Trade off Customer Service & Cost.	8
II	<b>Purchasing:</b> Purchasing in Materials management-system concept-purchasing and procurement activities under Materials management- Value Analysis and value Engineering-Purchasing and quality Assurance- Purchase Cycle-Negotiation & Bargaining- Vendor relations-Purchasing Methods- Global Sourcing- Stores- Functions, Importance, Organization of stores & Stores layout. Stores procedure- documentation	8
III	<b>Inventory</b> -Need of Inventory-Types of Inventory-Basic EOQ Model - EOQ with discounts-Classification of material-ABC Analysis -VED, HML, FSN, GOLF, SOS (Numerical expected on Basic EOQ, EOQ with discounts & ABC) Material Requirement Planning (MRP)-Advantages over conventional planning (Order Point Method)-Input and output of MRP system -	8

	Forecasting – Overview of quantitative and qualitative methods of forecasting –Master Production Schedule-Bill of Materials–BOM Explosion –Material flow in MRP.	
IV	<b>Quality control of material:</b> Incoming material quality control-statistical quality control-governmental purchasing practices and procedures-Inventory control & Cost Reduction techniques: Inventory turns ratios-Standardization–need and importance. Codification–concept, benefits. Value Engineering and Value Analysis	8
V	Materials handling and storage systems, Physical distribution logistics-transportation, Traffic and claims management-operations research and related techniques-Principles of Materials Handling system–Materials Handling Equipment– Safety issues.	8

**Reference / Text Books:**

- Course Material Prepared by LSC
- Materials management: procedures, text and cases-A.K. Datta
- Materials management: An integrated approach-P. Gopala krishnan
- Introduction to Materials management-J.R. TonyArnold& Stephen N.Chapman
- Purchasing and Materials Management-KS Menon
- Handbook of Materials Management-Gopala krishnan
- Materials & Logistics Management-L.C. Jhamb

If the course is available as Generic Elective then the students of following departments may opt it.

- 1.
- 2.

**Evaluation/Assessment Methodology**

	<b>Max. Marks</b>
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	5
3) Assignments	10
4) Research Project Report Seminar On Research Project Report	-
5) ESE	75
<b>Total:</b>	<b>100</b>

Prerequisites for the course:

**Course Learning Outcomes:**

1. Apply the knowledge about material management in the real-life business situation
2. Enhance their managerial ability and professional skills
3. Identify, study, compare, and evaluate alternatives, select and relate with a good supplier.
4. Apply various purchasing method and inventory controlling techniques into practice.
5. Analyzing the materials in storage, handling, packaging, shipping distributing and standardizing
6. Integrate important materials functions to both products and services & use MRP, ERP, & PLM managing material

**Format-3**
**IIMTU-NEP IMPLEMENTATION**  
**Year III / Semester V**

<b>Programme:</b> Certificate/Diploma/Degree/ UG(R)/PG/Ph.D.	Year: III	
<b>Class:</b> BBA Logistics & Supply Chain Management	Semester: V	
<b>Credits</b> Theory: 4 Tutorial:0 Practical:0	Subject: <b>SUPPLY CHAIN INFORMATION SYSTEM</b>	
<b>Course Code:</b> NEP <b>BBA (L) 504</b>	<b>Title:</b> SUPPLY CHAIN INFORMATION SYSTEM	
<b>Course Objectives:</b>		
<ol style="list-style-type: none"> <li>1. To develop competencies and knowledge of students to become MIS for logistics professionals.</li> <li>2. To orient students in the field of Logistics.</li> <li>3. To help Students to understand MIS for Logistics.</li> <li>4. To apply the Basic knowledge of MIS for Logistics in the real-life situation.</li> <li>5. To enhance their ability and professional skills in Logistics</li> </ol>		
<b>Nature of Paper: Core</b>		
<b>Minimum Passing Marks/Credits:40% Marks</b>		
L:40		
T:		
P: In Hours/Week)		
Theory - 1 Hr. = 1 Credit		
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)		
Unit	Contents	No. of Lectures Allotted
I	Introduction eSCM - eSCM framework - Key success factors for eSCM-Benefits of eSCM Positioning information in Logistics - Strategic information linkage - Supply chain communication networks - Role of communication networks in supply chains - Overview of telecommunication networks-EDI - Data security in supply chain networks - Overview of internet able models	8
II	Overview of enterprise information systems - Information functionality and principles- Introduction enterprise information systems -Classification of enterprise information systems - Information architecture -Framework for managing supply chain information - Description on popular enterprise application packages -Benefits of enterprise information systems	8
III	Stakeholders in supply chain information systems - Stakeholders in SCM-Stakeholders in supply chain information systems - Information systems development- Logistics information systems design- Defining enterprise architecture - Choosing appropriate system development methodologies - Adopting relevant systems development model.	8

IV	Information systems deployment-IT Operations and infrastructure management-Portfolio, programme and project management-Management of risk - Management of value	8
V	Enterprise application integration and supply chain visibility-Enterprise application integration-Supply chain visibility-Supply chain event management-Supply chain performance-Planning and design methodology-Problem definition and planning-Data collection and analysis-Recommendations and implementation-Decision support systems	8

**Reference / Text Books:**

1. Donald Bowersox, David Closs, & Bixbycooper Supply chain Logistical Management
2. R.H. Ballou, and Samir Business Logistics Management,5th Edition 2014
3. Strauss, Alexa & Frost E-Marketing, Routledge; 8th New edition edition 2018
4. Statistics for Managers Using MS Excel, 8th Edition Levine & David Pearson Education 2017
5. David B. Grant & Chee Yew Wong, Sustainable Logistics and Supply Chain Management: Principles and Practices for Sustainable Operations and Management Kogan Page.

If the course is available as Generic Elective then the students of following departments may opt it.

- 1.
- 2.

**Evaluation/Assessment Methodology**

	<b>Max. Marks</b>
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	5
3) Assignments	10
4) Research Project Report Seminar On Research Project Report	-
5) ESE	75
<b>Total:</b>	100

Prerequisites for the course:

**Course Learning Outcomes:**

1. Identify the emerging trends in IT, logistics, & supply chain
2. Understand the concept of data communication and networking requirements of supply chain.
3. Understand the role of information system in supply chain network
4. Assessing the role of supply chain management in today's business environment
5. Develop an in-depth understanding of logistics operating areas and their interrelationship.
6. Design the physical and information systems according to organizational supply chain requirement

### Format-3

#### IIMTU-NEP IMPLEMENTATION Year III / Semester V

<b>Programme:</b> Certificate/Diploma/Degree/ UG(R)/PG/Ph.D. <b>Class: BBA</b>	Year: III Semester: V
<b>Credits</b> Theory:2 Tutorial:0 Practical:0	<b>Subject: E-Commerce</b>
<b>Course Code:</b> <b>NEP BBA 505</b>	<b>Title: E-Commerce</b>

#### Course Objectives:

1. To acquire and accept the knowledge of online business.
2. To familiarize the students with the concepts of Internet and its ability to generate business revenue through online business.
3. Importance and use of E-Commerce in competitive environment.
4. How to create awareness about marketing of eco friendly products in the society.
5. Various aspects of marketing management and its practical approach.

#### Nature of Paper: Core

#### Minimum Passing Marks/Credits:40% Marks

L:20

T:

P: (In Hours/Week)

Theory - 1 Hr. = 1 Credit

Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
I	<b>Introduction to Ecommerce</b> E-Commerce: meaning and concept; Needs and advantages of e-commerce; Traditional commerce; Types of E-Commerce, Basic requirements of E-Commerce.	04
II	<b>Internet Concepts.</b> Internet: Concept & evaluation, Characteristics of Internet: email, WWW. Ftp, telnet, Intranet & Extranet, Limitation of internet, Hardware & Software requirement of Internet, searches Engines.	04
III	<b>E-Payment Systems</b> Electronic Payment Systems: E-Cash, e-cheque, credit cards, debit cards, smart cards, E-Banking	04
IV	<b>EDI Introduction</b> EDI introduction, networking infrastructure of EDI, Functions & Components of EDI File types of EDI.	04
V	<b>Security Issues in E-commerce</b> Security issues of e-commerce: Firewall, E-locking, Encryption	04

**Reference / Text Books:**

1. Manzoor, A. (2010), E-Commerce, Lambert academic Publishing, Deutschland.
2. Bhushry, M. (2015), E-Commerce, Laxmi Publications, New Delhi, India.
3. Plant, R. (2000), E-Commerce: Formulation of Strategy, Prentice Hall, New Delhi, India.

If the course is available as Generic Elective then the students of following departments may opt it.

- 1.
- 2.

**Evaluation/Assessment Methodology**

**Max. Marks**

1) Class tasks/ Sessional Examination	5
2) Presentations /Seminar	5
3) Assignments	5
4) Research Project Report Seminar On Research Project Report	-
5) ESE	35
<b>Total:</b>	<b>50</b>

Prerequisites for the course:

**Course Learning Outcomes:**

1. Describe about E-commerce applications.
2. Understand the concept of internet and its applications.
3. Develop an understanding of various E commerce security issues.
4. Analyze the importance of marketing management in small business venture.
5. Conclude about the significance of e-commerce in business era.
6. Formulate solutions for various security issues in e-commerce.

**Format-3**
**IIMTU-NEP IMPLEMENTATION  
Year III/Semester VI**

<b>Programme:</b> Certificate/Diploma/Degree/ UG(R)/PG/Ph.D. <b>Class: BBA</b>	Year: III Semester: VI	
<b>Credits</b> Theory:4 Tutorial:2 Practical:0	<b>Subject: Business Planning &amp; Project Management</b>	
<b>Course Code:</b> <b>NEP BBA 601</b>	<b>Title: Business Planning &amp; Project Management</b>	
<b>Course Objectives:</b>		
<ol style="list-style-type: none"> <li>1. To acquaint the students with the planning process in business and familiarize them with the function and techniques of project management.</li> <li>2. Aims to sensitize learners about the concept of planning in general and business planning specifically.</li> <li>3. The course would also give insights the learners about successfully managing projects.</li> </ol>		
<b>Nature of Paper: Core</b>		
<b>Minimum Passing Marks/Credits:40% Marks</b>		
L:40		
T:		
P: (In Hours/Week)		
Theory - 1 Hr. = 1 Credit		
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)		
Unit	Contents	No. of Lectures Allotted
I	<b>Planning:</b> 1.1 Introduction, Meaning, Definition, Characteristic, objective, nature of Planning 1.2 Advantages and limitations of planning 1.3 Steps in planning process 1.4 Methods of planning 1.5 Essentials of a good planning 1.6 Obstacles in planning, Planning Premises and Classification of Planning Premises 1.7 Plan and Planning, Business Planning <b>Planning and Forecasting:</b> 1.8 Introduction, Meaning, Definition, Characteristics, Process, 1.9 Importance of forecasting 1.10 Areas of forecasting 1.11 Forecasting Techniques- Types, Methods 1.12 Advantages of forecasting, Limitations of forecasting 1.13 Difference between forecasting and planning.	08
II	<b>Project Management:</b> 2.1 Definition of a “Project”	08

	2.2 Why project Management, The project Life-Cycle, Project Management Maturity 2.3 Project Selection and Criteria of Choice 2.4 The Nature of Project Selection Models, Types of Project Selection Models 2.5 Project Portfolio Process, Project Proposals. 2.6 The Project Manager – Qualities , Project Management and the Project Manager, Special Demands on the Project Manager 2.7 Problems of Cultural Differences, Impact of Institutional Environments, Project Organization, 2.8 The project as Part of the Functional Organization, Pure Project Organization, The Matrix organization 2.9 Choosing an Organizational form The Project Team.	
III	<b>Initial Project Coordination:</b> 3.1 The Nature of Negotiation, Partnering, Chartering and change, Conflict and the project life cycle. 3.2 Estimating Project Budgets, Improving the Process of Cost Estimation.	08
IV	<b>Network Techniques:</b> 4.1 PERT and CPM 4.2 Risk Analysis Using Simulation with Crystal Ball 2000 4.3 Critical Path Method- Crashing a Project, The Resource Allocation Problem, Resource Loading, Resource Leveling, Constrained Resource Allocation 4.4 The Planning-Monitoring-Controlling Cycle, Information Needs and the Reporting Process, Earned Value Analysis 4.5 The Fundamental Purposes of Control, Three Types of Control Processes, Comments on the Design of Control Systems, Control as a Function of Management.	08
V	<b>Purposes of Evaluation:</b> 5.1 Goals of the System 5.2 The Project Audit, Construction and Use of the Audit Report, The Project Audit Life Cycle, some essentials of an Audit/Evolution 5.3 The Varieties of Project Termination, when to Terminate a Project, The Termination Process.	08

**Reference / Text Books:**

1. **Production and Operation Management:** K. Ashwathappa and Siddharth Bhat, Himalaya Publishing House,2010 editions
2. **Project Management:** Samule J Mantel, Jr, Jack R. Meredith, Scott M. Shafer, Margaret M, Sutton with M.R. Gopalan, Wiley India Pvt. Ltd.
2. **Business Administration with G. M. Dambre:** Success Publications, Pune.
3. **Successful Project Management:** Milton D. Rosenau, Jr., Gregory D. Githens, Wiley India Pvt. Ltd
4. **Project Management:** Vasant Desai, Himalaya Publishing House
5. **Project Management:** A Managerial Approach, Jack R. Meredith, Samuel J. Mantel Jr. Wiley India Pvt. Ltd.
6. **Principles of Management:** T. Ramasamy, Himalaya Publishing House 8. The McGraw-Hill 36-Hour Project Management Course -McGraw-Hill

If the course is available as Generic Elective then the students of following departments may opt it.

- 1.
- 2.

<b>Evaluation/Assessment Methodology</b>		<b>Max. Marks</b>
1) Class tasks/ Sessional Examination		10
2) Presentations /Seminar		5
3) Assignments		10
4) Research Project Report Seminar On Research Project Report		- 75
5) ESE		
	<b>Total:</b>	100
Prerequisites for the course:		
<b>Course Learning Outcomes:</b>		
<ol style="list-style-type: none"> <li>1. Describe the concept of Planning and its importance for Businesses.</li> <li>2. Understand the concept of Project and importance of its management.</li> <li>3. Understand the importance of human resources for the projects.</li> <li>4. Analyse the importance of project audit, project life cycle and project termination process.</li> <li>5. Critically examine which project needs to be undertaken using various models.</li> <li>6. Analyze the initial phase of the project and create a project plan</li> </ol>		

### Format-3

#### IIMTU-NEP IMPLEMENTATION Year III/Semester VI

<b>Programme:</b> Certificate/Diploma/Degree/ UG(R)/PG/Ph.D.	Year: III	
<b>Class:</b> BBA	Semester: VI	
<b>Credits</b> Theory:4 Tutorial:0 Practical:0	<b>Subject:</b> INNOVATION & CREATIVITY MANAGEMENT	
<b>Course Code:</b> NEP <b>BBA 602</b>	<b>Title:</b> INNOVATION & CREATIVITY MANAGEMENT	
<b>Course Objectives:</b>		
<ol style="list-style-type: none"> <li>1. To introduce the concepts of Information Systems, its types and technologies for efficient management of business processes.</li> <li>2. To understand the role of the information systems (IS) function in an organization.</li> <li>3. The Course is designed to reap the economic benefits of new technological inventions by commercializing in time to meet the needs of entrepreneurs.</li> <li>4. The course will identify the difference between creativity and innovation and will increase the awareness about the importance of creativity and innovation among the students.</li> </ol>		
<b>Nature of Paper:</b> Core		
<b>Minimum Passing Marks/Credits:</b> 40% Marks		
L:40		
T:		
P: (In Hours/Week)		
Theory - 1 Hr. = 1 Credit		
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)		
Unit	Contents	No. of Lectures Allotted
I	Innovation Management- Introduction, Characteristics, Components, Types, Models of Innovation process, Innovation Environment- Originators of Innovation, Key Drivers of Innovation, Factors influencing innovation, Nurturing innovation in e-business.	08
II	Organizing for Innovation- Organizational theories and structures, Traits of innovative organizations, Current trends, Factors influencing organizational design and size decisions, Need & Characteristics for creative organization, 7S framework, Creativity crushers, Fostering innovation climate and culture, The creativity Hit List.	08
III	Research and Development management-Significance, Prerequisites, Process, Technology development approaches, Management of R &D, In source to open source environment, R&D in small industry, Managing Creative employees, Significance and challenges of managing creative employees, Traits of a creative person, Motivation to creativity, Strategies for unblocking creativity, Factors influencing group creativity, Promoting group creativity, Left and right thinking, Linear and non-linear thinking process, Creative thinking, Traditional vs Creative thinking.	08

IV	Individual creativity techniques- Inner and Directed creativity techniques, Group Creativity Techniques-creativity methods, Writing techniques, Techniques based on pictures, maps and networks, Product innovation-types of new products, Target markets for Disruptive Innovation, Technology strategies for innovation, New product development, Packaging and Positioning innovations, Beyond product innovation, New product failures.	08
V	Innovation Diffusion- Concept of diffusion and adaptation, diffusion types, Innovation diffusion theory, Innovation adoption by organizations, Innovation adoption across countries, Marketing strategy and the diffusion process. Legal aspects of innovation- IPR, Indian Patents Act, Trademark, Copyrights, Trade secrets, Towards Innovative Society-Innovation for social development, Spirit of innovation in India, Favourable and Unfavourable factors.	08

**Reference / Text Books:**

- James A O'Brien, George M Marakas, Management Information System, 10th Edition, McGraw-Hill Companies.
- Dr. A.K. Gupta, Management Information System, S. Chand & Company Pvt. Ltd.

If the course is available as Generic Elective then the students of following departments may opt it.

- 1.
- 2.

**Evaluation/Assessment Methodology**
**Max. Marks**

1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	5
3) Assignments	10
4) Research Project Report Seminar On Research Project Report	- 75
5) ESE	

**Total:** 100

Prerequisites for the course:

**Course Learning Outcomes:**

1. Identify the drivers of creativity and innovation
2. Understanding of the complexities and challenges of real-world concerns and their creative capacity to address them
3. Discover the attributes of successful innovation strategies and use them while planning for business.
4. Analyse the factors that predict creativity of individuals, groups, and organizations
5. Recognize the role that ongoing innovation plays in the competitive dynamics of industries and how these innovations affect society both positively and negatively
6. Formulate new ways of introducing innovation in the organization.

### Format-3

#### IIMTU-NEP IMPLEMENTATION Year III/Semester VI

<b>Programme:</b> Certificate/Diploma/Degree/ UG(R)/PG/Ph.D.	Year: III Semester: VI	
<b>Class: BBA Finance</b>		
<b>Credits</b> Theory:4 Tutorial:0 Practical:0	<b>Subject: Project Appraisal</b>	
<b>Course Code: NEP BBA (F) 603</b>		
<b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To explain project appraisal techniques, financial structuring and financing alternatives.</li> <li>2. This course intends to involve students to apply appraisal techniques for evaluating live projects.</li> <li>3. To make them understand the concepts of Project Management for planning to execution of projects.</li> </ol>		
<b>Nature of Paper: Core</b>		
<b>Minimum Passing Marks/Credits:40% Marks</b>		
L:40		
T:		
P: (In Hours/Week)		
Theory - 1 Hr. = 1 Credit		
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)		
Unit	Contents	No. of Lectures Allotted
I	<b>Appraisal:</b> an introduction, Project appraisal and evaluation , Project cycle, Project cycle management , Project identification and formulation , Generation of Project ideas, Basic Principles of Project Analysis Entrepreneurship – concept, Theory and perspective	08
II	<b>Market Analysis:</b> Market analysis of a project, Need for market analysis, Demand and supply analysis, Collection analysis, primary /secondary data, and Forecasting techniques Technical appraisal of a project.	08
III	Investment appraisal: Introduction and techniques, DCF and non DCF methods, Sensitivity Analysis, Financial needs of a Project, Investment criteria and Project Appraisal parameters of select Financial Institutions.	08
IV	Social cost benefit analysis – value added concept, social surplus indirect impact of projects, rationale of SCBA, Efficiency and Equity in Project Appraisal, UNIDO approach, Little Mirlees Approach, Project Appraisal of Indian Plans	08
V	Project risk assessment – Risk and Sensitivity Analysis, Taxonomy of Risks, probabilistic cash flow approaches – application of simulation techniques; Monitoring and Evaluation of a Project - PERT / CPM, Monitoring mechanism.	08

**Reference / Text Books:**

1. Machiraju, H.R.: Introduction to Project Finance, Vikas Publishing House.
2. Prasanna Chandra: Project Preparation Appraisal Budgeting and Implementation, Tata McGraw.
3. Bennet P. Lientz, Kathryn P. Rea, Breakthrough Technology Project Management (Second Edition), Academic Press
4. Narendra Singh, Problems and Solutions in Project Management and Control, Himalaya Publishing House

If the course is available as Generic Elective then the students of following departments may opt it.

- 1.
- 2.

**Evaluation/Assessment Methodology**

	<b>Max. Marks</b>
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	5
3) Assignments	10
4) Research Project Report Seminar On Research Project Report	-
5) ESE	75
<b>Total:</b>	<b>100</b>

Prerequisites for the course:

**Course Learning Outcomes:**

1. Understand the relevance of alternative project appraisal techniques, financial structuring and financing alternatives.
2. Understand the concept of Project appraisal and importance of its management.
3. Practice project management decisions and control.
4. Critically examine which project appraisal needs to be undertaken using various models.
5. Develop the profitability projections.
6. Develop the strategies employed in managing risk.

### Format-3

#### IIMTU-NEP IMPLEMENTATION Year III/Semester VI

<b>Programme:</b> Certificate/Diploma/Degree/ UG(R)/PG/Ph.D. <b>Class: BBA Finance</b>	Year: III Semester: VI	
<b>Credits</b> Theory:4 Tutorial:0 Practical:0	<b>Subject : FINANCIAL INSTITUTIONS AND SERVICES</b>	
<b>Course Code:</b> <b>NEP BBA</b> <b>(F)604</b>	<b>Title: FINANCIAL INSTITUTIONS AND SERVICES</b>	
<b>Course Objectives:</b>		
<ol style="list-style-type: none"> <li>1. Understand the basic concepts of financial system, structure, institutions, markets and services in India.</li> <li>2. Understand microfinance, banking institutions, latest trends in financing in India.</li> <li>3. The functioning and role of financial institutions in the Indian Economy</li> <li>4. Operations and importance of international Financial Institutions.</li> </ol>		
<b>Nature of Paper: Core</b>		
<b>Minimum Passing Marks/Credits:40% Marks</b>		
L:40 T: P: (In Hours/Week) Theory - 1 Hr. = 1 Credit Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)		
Unit	Contents	No. of Lectures Allotted
I	<b>Introduction</b> Meaning and scope of Indian financial System. Structure and organization of Indian Financial system. Basic concepts/ theories of financial development and savings.	08
II	<b>Financial Institutions</b> RBI – organization, management and functions. Monetary policy of India. Developmental banks in India. NBFC, Exim Bank, NABARD, NHB.	08
III	<b>Financial Markets</b> Money market and its instruments. Current trends in Indian Money Market. Capital Markets and its constituents. Government securities Markets. SEBI and its objectives/functions.	08
IV	<b>Financial Services</b> Credit Management services, Factoring services, Insurance services, Microfinance services in India, Venture Capital services.	08
V	<b>Commercial Banking India.</b> Banking role and structure in India. Products & Services of Banking. Current trends in banking in India.	08

**Reference / Text Books:**

1. Singh, S. P. (2012), *Indian Financial System*, Wisdom Publications, New Delhi, India.
2. Desai, V. (2012), *Indian Financial System*, Vikas Publishing House, New Delhi, India.
3. Pathak, B.V. (2008), *Indian Financial System*, Pearson Education, New Delhi, India.

If the course is available as Generic Elective then the students of following departments may opt it.

- 1.
- 2.

**Evaluation/Assessment Methodology**

	<b>Max. Marks</b>
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	5
3) Assignments	10
4) Research Project Report Seminar On Research Project Report	-
5) ESE	75
<b>Total:</b>	<b>100</b>

Prerequisites for the course:

**Course Learning Outcomes:**

1. Explain the role of money market in Indian Financial System and its regulatory environment
2. Understanding the role of commercial banking In India.
3. Understand the role of banking sector in the economic development of country.
4. Analysis of various financial markets/institutions/services of India
5. Assess the workings of Indian Financial system, Market and its assets
6. Suggesting some improvements for financial system in India

**Format-3**

**IIMTU-NEP IMPLEMENTATION**  
**Year III/Semester VI**

<b>Programme:</b> Certificate/Diploma/Degree/ UG(R)/PG/Ph.D. <b>Class: BBA Finance</b>	Year: III Semester: VI	
<b>Credits</b> Theory:4 Tutorial:0 Practical:0	<b>Subject: RISK AND INSURANCE MANAGEMENT</b>	
<b>Course Code: NEP BBA (F) 605</b>	<b>Title: RISK AND INSURANCE MANAGEMENT</b>	
<b>Course Objectives:</b>		
<ol style="list-style-type: none"> <li>1. Understand the basic concepts of risk and insurance.</li> <li>2. Understand the difference between life insurance and general insurance.</li> <li>3. Understand the types of insurance and group insurance.</li> </ol>		
<b>Nature of Paper: Core</b>		
<b>Minimum Passing Marks/Credits:40% Marks</b>		
L:40 T: P: (In Hours/Week) Theory - 1 Hr. = 1 Credit Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)		
Unit	Contents	No. of Lectures Allotted
I	<b>Introduction:</b> History of insurance in general and in India in particular. Basic nature of insurance. Definition of insurance. Comparison of Life Insurance with other forms of insurance. Principles of contract and its applicability to the valid insurance contract.	08
II	<b>Principles of Life insurance and its impact on insurability.</b> Morality tables and its kind. Basic elements in computation of premium. Peculiarities of life insurance product and the classification	08
III	<b>Nature of group insurance and types</b> Policy claims and its procedures for settlement of various type of claims. Policy document and its various components including conditions and privileges under the policy.	08
IV	<b>Study of various proposal and policy forms</b> Insurance Scope of coverage of fire insurance and Marine insurance, Motor insurance Various kinds of miscellaneous insurances Describe classes of insurances requiring specialized knowledge i.e industrial all risk insurance, aviation insurance, oil and gas insurance Regulatory provisions under Insurance Act 1938, and IRDA Act 1999.	08
V	<b>Basic concept of risk, classification</b> Identification and evaluation of risk – risk analysis. Risk control – loss prevention and its importance. Risk financing and transfer of risks, Risk	08

retention and its importance/basis of reinsurance.	
<b>Reference / Text Books:</b>	
1. Books published by Insurance Institute of India. "Life Insurance", 2. Kenneth Black (Jr.) and Harold Skipper (Jr.), "Fundamentals of Risk and Insurance", 3. Emmett J. Vaughan, Therese Vaughan "Principles of Risk management and Insurance", by George E. Rejda	
If the course is available as Generic Elective then the students of following departments may opt it.	
1.	
2.	
<b>Evaluation/Assessment Methodology</b>	
	<b>Max. Marks</b>
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	5
3) Assignments	10
4) Research Project Report	-
5) Seminar On Research Project Report	-
6) ESE	75
<b>Total:</b>	<b>100</b>
Prerequisites for the course:	
<b>Course Learning Outcomes:</b>	
1. Develop an understanding of various forms of insurance 2. Develop an understanding of claim settlement procedure for various types of insurance policies. 3. Understand the legal requirements for insurance sector 4. Analysis of system of insurance. 5. Analyze basic principles of contribution in insurance... 6. Understand the different types of risk and develop strategies to control and prevent risk.	

### Format-3

#### IIMTU-NEP IMPLEMENTATION Year III/Semester VI

<b>Programme:</b> Certificate/Diploma/Degree/ UG(R)/PG/Ph.D.	Year: III Semester: VI	
<b>Class: BBA Marketing</b>		
<b>Credits</b> Theory:4 Tutorial:0 Practical:0	<b>Subject: Retail Management</b>	
<b>Course Code: NEP BBA (M) 603</b>	<b>Title: Retail Management</b>	
<b>Course Objectives:</b>		
<ol style="list-style-type: none"> <li>1. The primary objective of the course is to have students develop marketing competencies in retailing and retail consulting.</li> <li>2. The course is designed to prepare students for positions in the retail sector or positions in the retail divisions of consulting companies.</li> <li>3. Besides learning more about retailing and retail consulting, the course is designed to foster the development of the student's critical and creative thinking skills.</li> </ol>		
<b>Nature of Paper: Core</b>		
<b>Minimum Passing Marks/Credits:40% Marks</b>		
L:40 T: P: (In Hours/Week) Theory - 1 Hr. = 1 Credit Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)		
Unit	Contents	No. of Lectures Allotted
I	<b>Introduction:</b> Retailing, Definition, Characteristics, Evolution of Retailing in India, Retailing in India, Emerging Trends in Retailing, Factors Behind the change of Indian Retail Industry.	08
II	<b>Retail Formats:</b> Retail Sales by ownership, On the basis of Merchandise offered, non store Based retail mix & Nontraditional selling. <b>Store Planning:</b> Design & Layout, Location Planning and its importance, retailing image mix, Effective Retail Space Management, Floor Space Management.	08
III	<b>Retail Marketing:</b> Advertising & Sales Promotion, Store Positioning, Retail Marketing. Mix, CRM, Advertising in Retailing.	08
IV	<b>Retail Merchandising:</b> Buying function, Markups & Markdown in merchandise management, shrinkage in Retail merchandise management. <b>Merchandise Pricing:</b> Concept of Merchandise Pricing, Pricing Options, Pricing Strategies, Pricing Objectives, Types of Pricing.	08
V	<b>Retail Operation:</b> Elements/Components of Retail Store Operation, Store Administration, Store Manager -Responsibilities, Inventory Management, Management of Receipts, Customer Service, Management of Retail Outlet/Store, Store Maintenance, Store Security.	08

**Reference / Text Books:**

1. Cullen & Newman: Retailing – Environment &Operations, Cengage Learning EMEA
2. Berman & Evarv: Retail Management, Perntice Hall.
3. Bajaj, Tuli & Srivastava: Retail Management- Oxford University Publications
4. Gibson G Vedamani: Retail Management: Functional principles & practices, Jaico Publishing House.
5. Harjit Singh: Retail Management, S. Chand Publication

If the course is available as Generic Elective then the students of following departments may opt it.

- 1.
- 2.

**Evaluation/Assessment Methodology**

	<b>Max. Marks</b>
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	5
3) Assignments	10
4) Research Project Report Seminar On Research Project Report	-
5) ESE	75
<b>Total:</b>	<b>100</b>

Prerequisites for the course:

**Course Learning Outcomes:**

1. To understand basic concept of retailing and develop a rudimentary retail strategy that appeals to a specific target market.
2. To enable to develop merchandise plan and enable to develop marketing mix of retailing. .
3. Recognize and understand the operations-oriented policies, methods, and procedures used by successful retailers in today's global economy
4. Recognize career opportunities available in the retail businesses
5. Comprehend the ways retailers use marketing tools and techniques to interact with their customers
6. Creating and sustaining retail value through branding, IT and SCM.

**Format-3**

**IIMTU-NEP IMPLEMENTATION**  
**Year III/Semester VI**

<b>Programme:</b> Certificate/Diploma/Degree/ UG(R)/PG/Ph.D. <b>Class: BBA Marketing</b>	Year: III Semester: VI
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<b>Credits</b> Theory:4 Tutorial:0 Practical:0	<b>Subject: Distribution &amp; Supply Chain Management</b>
<b>Course Code: NEP BBA (M) 604</b>	<b>Title: Distribution &amp; Supply Chain Management</b>

**Course Objectives:**

1. This course would help students develop an understanding about the role of marketing channels, distribution and supply chain, key issues of supply chain and the drivers of supply chain performance.
2. The course would acquaint the students with various concepts of supply chain management.

**Nature of Paper: Core**

**Minimum Passing Marks/Credits:40% Marks**

L:40

T:

P: (In Hours/Week)

Theory - 1 Hr. = 1 Credit

Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

<b>Unit</b>	<b>Contents</b>	<b>No. of Lectures Allotted</b>
I	<b>The channel system:</b> Rationale for marketing channel structures, Composition of marketing channels, Channel Environment.	08
II	<b>Distribution</b> – Basic concept, Transportations, Inventory, Warehousing, Managing logistics.	08
III	<b>Concepts and importance of a Supply Chain (SC)</b> , Key issues of Supply Chain Management, Competitive and SC strategies, Achieving strategic fit.	08
IV	<b>Dynamics of supply chain:</b> Supply Chain Integration, Push-based, Pull-based and Push-Pull based supply chain, Demand Forecasting in a Supply Chain, Managing inventory in SC environment: Transportation in SC environment.	08
V	Strategic Alliances, Third party and fourth party logistics, Retailer- Supplier partnerships (RSP), Supplier evaluation and selection, Use of best practices and Information Technology (IT) in Supply Chain Management.	08

**Reference / Text Books:**

1. Ayers, J. B. (2006). Handbook of supply chain management (2nd ed.). Florida: Auerbach Publication.
2. Ballou, R. H., & Srivastava, S. K. (2008). Business logistics/ supply chain management (5th ed.). New Delhi: Pearson Education.
3. Chopra, S., & Meindl, P. (2007). Supply chain management: Strategy, planning and operation (3rd ed.). New Delhi: Pearson Education.
4. Coyle, J. J., Bardi, L. J., & Langley, C. J. (2008). The management of business logistics (7th ed.). USA: South-Western.
5. Dornier, P. P., Ernst, R., Fender, M., & Kouvelis, P. (1998). Global Operations Management and Logistics: Text and Cases. New York: John Wiley & Sons.
6. Mentzer, J. T. (2001). Supply chain management. New Delhi: Sage Publications.
7. Monczka, R. M., Handfield, R. B., Giunipero, L. C., & Petterson, J. L. (2009). Purchasing and supply chain management (4th ed.). USA: Cengage Learning.
8. Raghuram, G., & Rangaraj, N. (2000). Logistics and supply chain management: cases and concepts. New Delhi: Macmillan.

If the course is available as Generic Elective then the students of following departments may opt it.

- 1.
- 2.

**Evaluation/Assessment Methodology**

	<b>Max. Marks</b>
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	5
3) Assignments	10
4) Research Project Report Seminar On Research Project Report	-
5) ESE	75
<b>Total:</b>	<b>100</b>

Prerequisites for the course:

**Course Learning Outcomes:**

1. Develop understanding about SCM, as well as cross functional and integrated coverage of SCM with global perspectives.
2. Understand and identify the flows through a supply chain.
3. Analysis of various business issues.
4. Describe supply chain strategy and explain how it supports the business strategy as well as a system of a process.
5. Describe the supply chain environment and assess key impact factors with sustainability in SCM activities.
6. Formulate plan to effectively manage supply chain management activities.

### Format-3

#### IIMTU-NEP IMPLEMENTATION Year III/Semester VI

<b>Programme:</b> Certificate/Diploma/Degree/ UG(R)/PG/Ph.D. <b>Class:</b> BBA Marketing		<b>Year:</b> III <b>Semester:</b> VI		
<b>Credits</b> Theory:4 Tutorial:0 Practical:0	<b>Subject:</b> Marketing of Services			
<b>Course Code:</b> NEP BBA (M) 605	<b>Title:</b> Marketing of Services			
<b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. The course is designed to equip students with the knowledge of marketing of all types of services.</li> <li>2. To supplement basics of services marketing and strategy courses by focusing on problems and strategies specific to marketing of services.</li> </ol>				
<b>Nature of Paper: Core</b>				
<b>Minimum Passing Marks/Credits:40% Marks</b>				
L:40 T: P: (In Hours/Week) Theory - 1 Hr. = 1 Credit Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)				
Unit	Contents	No. of Lectures Allotted		
I	The emergence of service economy: contributory factors, consumption pattern analysis, economic transformation unique aspects of services: goods, services, products, managerial challenges	08		
II	Marketing mix: concept of value and value drivers, extended framework Service marketing system: production, marketing, human resources, sequential analysis.	08		
III	Service system positioning: service delivery process, blueprinting Service buying behaviour; difference in perspective, risk analysis, decision process.	08		
IV	Service marketing strategy; segmentation, targeting and positioning, market innovation Competitive differentiation; competitive advantage and value chain analysis	08		
V	Service quality; concept, technical and functional quality, Service quality models and measurement Demand and supply imbalances management; challenges and strategies; Service culture; managing by values, recovery and empowerment; Relationship building: relationship marketing, bonding and life time value Service industries: insurance, banking, air transportation, courier, education etc.	08		
<b>Reference / Text Books:</b> <ol style="list-style-type: none"> <li>1. Fisk, R. P., Grove, S. J., &amp; John, J.: Interactive services marketing. New York. Houghton Mifflin.</li> <li>2. Glynn, W. J., &amp; Barnes, J. G.: Understanding services management - Integrating marketing, organizational behaviour, operations and human resources management, Prentice Hall.</li> <li>3. Gronroos, C.: Service Management and Marketing - A customer relationship management</li> </ol>				

approach, New York: John Wiley.

4. Hoffman, K. D., & John, E. G. B.: Marketing of services: Concepts strategies and cases, Thomson-South Western.
5. Shanker, R. (2002). Services Marketing: The Indian perspective, Excel Books.

If the course is available as Generic Elective then the students of following departments may opt it.

- 1.
- 2.

### **Evaluation/Assessment Methodology**

	<b>Max. Marks</b>
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	5
3) Assignments	10
4) Research Project Report Seminar On Research Project Report	-
5) ESE	75
<b>Total:</b>	<b>100</b>

Prerequisites for the course:

#### **Course Learning Outcomes:**

1. Understand marketing mix of services strategy.
2. Analyse the problems commonly encountered in marketing services such as intangibility, difficulty in synchronizing demand and supply, difficulty in controlling quality and retaining customers.
3. Focus on key issues in the implementation of effective services marketing strategies.
4. Analyse the role and relevance of Quality in Services
5. Visualise future changes in the Services Industry
6. Analyze and develop suitable marketing mix in terms of services.

**Format-3**
**IIMTU-NEP IMPLEMENTATION  
Year III /Semester VI**

<b>Programme:</b> Certificate/Diploma/Degree/ UG(R)/PG/Ph.D. <b>Class: BBA Human Resource</b>	Year: III Semester: VI	
<b>Credits</b> Theory:4 Tutorial:0 Practical:0	<b>Subject: Performance &amp; Compensation Management</b>	
<b>Course Code: NEP BBA(H) 603</b>	<b>Title: Performance &amp; Compensation Management</b>	
<b>Course Objectives:</b>		
<ol style="list-style-type: none"> <li>1. To understand the various dimensions of Compensation Management.</li> <li>2. To familiarize with the role of various bodies involved in Compensation Management.</li> <li>3. The objectives of compensation management are to attract, engage, and retain employees through competitive compensation plans that align with the company budget, corresponding job-market, and government regulations.</li> </ol>		
<b>Nature of Paper: Core</b>		
<b>Minimum Passing Marks/Credits:40% Marks</b>		
L:40		
T:		
P: (In Hours/Week)		
Theory - 1 Hr. = 1 Credit		
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)		
<b>Unit</b>	<b>Contents</b>	<b>No. of Lectures Allotted</b>
I	Concept and objectives of performance management system, Performance appraisal and performance management, Performance Management – definition, objectives, need and measurement	08
II	Process of performance appraisal, issues and challenges in performance appraisal, documentation of performance appraisal, Methods of Performance appraisal – traditional methods, modern methods with advantages and disadvantages of each - appraisal interviews, performance feedback and counseling, use of technology and e-PMS, Ethical perspectives in performance appraisal.	08
III	Compensation – Definition, Classification and Types. Components of remuneration- basis pay, dearness allowance, flat and indexed DA, allowances and reimbursement, Determining Compensation, Compensation Approaches. Compensation as a Retention Strategy, Financial and non financial compensation	08
IV	Performance Based Pay Systems, Incentives - incentive plans, developing effective incentive plans. Gain Sharing Incentive Plan – Enterprise Incentive Plan – Profit Sharing Plan- ESOPs – Compensation Management in Multi-National organisations.	08

V	Reward systems, Perceptions of Pay Fairness – the legal environment, Legal Constraints on Pay Systems. Employee Benefits.- retirement benefits, perquisites, non-monetary benefits.	08
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**Reference / Text Books:**

1. Dewakar Goel, PERFORMANCE APPRAISAL AND COMPENSATION MANAGEMENT, PHI Learning, New Delhi.
2. Richard.I. Henderson, COMPENSATION MANAGEMENT IN A KNOWLEDGE BASED WORLD, Prentice Hall India, New Delhi.
2. Richard Thrope & Gill Homen, STRATEGIC REWARD SYSTEMS, Prentice Hall India, New Delhi.
3. 4. Michael Armstrong & Helen Murlis, HAND BOOK OF REWARD MANAGEMENT, Crust Publishing House.

If the course is available as Generic Elective then the students of following departments may opt it.

- 1.
- 2.

**Evaluation/Assessment Methodology**

**Max. Marks**

1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	5
3) Assignments	10
4) Research Project Report Seminar On Research Project Report	-
5) ESE	75

**Total:** 100

Prerequisites for the course:

**Course Learning Outcomes:**

1. Understand the dynamics of performance appraisal and performance management to develop criteria and standards for performance assessment.
2. Recognize how pay decisions help the organization achieve a competitive advantage.
3. Apply the concepts of performance appraisal and compensation management practically.
4. Analyze, integrate, and apply the knowledge to solve compensation related problems in organizations
5. Comprehend the components of executive compensation and understand how jobs are priced to establish compensation levels.
6. Design rational and contemporary compensation systems in modern organizations.

**Format-3**
**IIMTU-NEP IMPLEMENTATION  
Year III /Semester VI**

<b>Programme:</b> Certificate/Diploma/Degree/ UG(R)/PG/Ph.D.	Year: III Semester: VI	
<b>Class: BBA Human Resource</b>		
<b>Credits</b> Theory:4 Tutorial:0 Practical:0	<b>Subject: Counseling &amp; Negotiation Skills for Managers</b>	
<b>Course Code:</b> <b>NEP BBA (H)604</b>	<b>Title: Counseling &amp; Negotiation Skills for Managers</b>	
<b>Course Objectives:</b>		
1. The objective of this course is to provide insights into handling behavioural issues at work place by developing counselling skills. 2. It is also intended to facilitate an understanding of the structure and dynamics of negotiation. 3. This course is to provide insights into handling behavioural issues at work place by developing counselling skills.		
<b>Nature of Paper: Core</b>		
<b>Minimum Passing Marks/Credits:40% Marks</b>		
L:40		
T:		
P: (In Hours/Week)		
Theory - 1 Hr. = 1 Credit		
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)		
Unit	Contents	No. of Lectures Allotted
I	Counselling: Introduction, Approaches to Counselling, Goals and Process of Counselling; Counselling Procedures and Skills, Organizational Application of Counselling Skills.	08
II	Changing Behaviours through Counselling; Specific Techniques of Counselling; Role conflicts of Managers and Counselling. Application of Counselling in Specific	08
III	Organizational Situations: Dealing with problem Subordinates; Performance Management; Alcoholism and Other Substance Abuse. Ethics in Counselling.	08
IV	Negotiation: Introduction, Nature and need for negotiation, negotiation process, Types and styles of negotiation; strategies and tactics; barriers in effective negotiation, Communication Style, Breaking Deadlocks	08
V	Role of trust in negotiations; negotiation and IT; ethics in negotiation; cultural differences in negotiation styles; gender in negotiations; context of mediation; negotiation as persuasion.	08
<b>Reference / Text Books:</b>		
1. Singh Kavita – Counselling Skills for Managers (PHI) 2. Carroll, M.: Workplace counselling, Sage Publication.		

3. Kotler, J. A., & Shepard, D. S.: Introduction to counselling: voices from the field, USA: Cengage Learning.

If the course is available as Generic Elective then the students of following departments may opt it.

- 1.
- 2.

### **Evaluation/Assessment Methodology**

#### **Max. Marks**

1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	5
3) Assignments	10
4) Research Project Report Seminar On Research Project Report	-
5) ESE	75
<b>Total:</b>	<b>100</b>

Prerequisites for the course:

#### **Course Learning Outcomes:**

1. Understand complex theory and practice of negotiation in particular and conflict resolution in general.
2. Develop an understanding of the issues related to negotiation and Counselling .
3. Identify the challenges we all have in dealing with negotiation and conflict resolution.
4. Apply negotiation as a system and the important role of subsidiary factors.
5. Appraise the dynamic nature of negotiation process.
6. Develop counselling and negotiation skills.

**Format-3**
**IIMTU-NEP IMPLEMENTATION**  
**Year III/Semester VI**

<b>Programme:</b> Certificate/Diploma/Degree/ UG(R)/PG/Ph.D.	Year: III  Semester: VI	
<b>Class: BBA Human Resource</b>		
<b>Credits</b> Theory:4 Tutorial:0 Practical:0	<b>Subject: Cross Cultural HRM</b>	
<b>Course Code: NEP BBA (H) 605</b> <b>Title: Cross Cultural HRM</b>		
<b>Course Objectives:</b>		
<ol style="list-style-type: none"> <li>1. To explore the concepts and techniques of the essential elements of cross cultural HRM and to enable the students to recognise its critical issues.</li> <li>2. The course aims to understand HRM concerns in the cross cultural scenario.</li> <li>3. The course aims to understand HRM concerns at the international stage</li> <li>4. The course will provide an understanding of the impact of culture on human resource management practices across the globe and ways to manage cross cultural issues for MNCs and other organizations operating beyond their home markets</li> </ol>		
<b>Nature of Paper: Core</b>		
<b>Minimum Passing Marks/Credits:40% Marks</b>		
L:40 T: P: (In Hours/Week) Theory - 1 Hr. = 1 Credit Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)		
Unit	Contents	No. of Lectures Allotted
I	Introduction to concepts of culture and nationality, Impact of culture on international business environment, Hofstede's approach ,advantages and disadvantages PCN,TCN,HCN, Expatriate adjustment process, Impact of cultural issues on flexibility and work life balance. Recruitment and Selection, Approaches to multinational staffing.	08
II	Managing diversity: diversity and organisational culture, Approaches to managing diversity, Diversity management programme. Trainning: cross cultural training, Cultural assimilators, Diversity training. Cross cultural team building	08
III	Performance appraisal: Criteria for performance appraisal, Variables that influence expatriate performance appraisal. Compensation: Objectives of expatriate compensation plan .Approaches to expatriate compensation: Going rate approach, Balance sheet approach .Cultural impact on compensation policy	08
IV	Repatriation: Process, Causes of expatriate failure, Problems of repatriation. Cross border Mergers and Acquisitions: HRM perspective	08
V	International industrial relations: Labour unions and MNC, Employee relations in MNC, Response of labour unions to MNC.	08

**Reference / Text Books:**

1. Dowling P.J and Engle Sr. A.D: International HRM, Thomson Learning. ]
2. Browaeys M.J and Price R: Understanding cross cultural management, Prentice Hall.
3. MausamiS. Bhattacharya and Nilanjan Sengupta: International Human Resource Management, Excel Books.
4. Thomas.D.C: Cross cultural Management essential concepts, Sage Publication.
5. Lucas Rosemary and Lupton Ben: Human resource management in International Context, Jaico publication house.
6. Schuler.R.S, Briscoe. D.R and Claus: International Human Resource Management, Routledge New York.

If the course is available as Generic Elective then the students of following departments may opt it.

- 1.
- 2.

**Evaluation/Assessment Methodology**

**Max. Marks**

1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	5
3) Assignments	10
4) Research Project Report Seminar On Research Project Report	-
5) ESE	75
<b>Total:</b>	<b>100</b>

Prerequisites for the course:

**Course Learning Outcomes:**

1. Enumerate the different meanings and dimensions of culture
2. Understand the various frameworks in international HRM.
3. Determine different cultures with respect to cross culture differences.
4. Analyse the impact of culture on HR practices.
5. Assess external forces (e.g. globalisation, sociocultural changes, political and economic changes) that have the potential to shape Cross Cultural HRM
6. Develop strategies for managing cultural issues in global organizations.

### Format-3

#### IIMTU-NEP IMPLEMENTATION Year III/Semester VI

<b>Programme:</b> Certificate/Diploma/Degree/ UG(R)/PG/Ph.D. <b>Class: BBA International Business</b>	Year: III  Semester: VI	
<b>Credits</b> Theory:4 Tutorial:0 Practical:0	<b>Subject: International Distribution &amp; Supply Chain Management</b>	
<b>Course Code: NEP BBA (IB) 603</b>	<b>Title: International Distribution &amp; Supply Chain Management</b>	
<b>Course Objectives:</b>		
<ol style="list-style-type: none"> <li>1. To familiarize the students with the essential elements of the Supply Chain Management.</li> <li>2. Strategic issues in the International Supply Chain Management and logistics network configuration along with performance measurement and evaluation shall be studied thoroughly.</li> <li>3. Developing an understanding of the key concepts applied in Global Logistics and Supply Chain Management</li> </ol>		
<b>Nature of Paper: Core</b>		
<b>Minimum Passing Marks/Credits:40% Marks</b>		
L:40		
T:		
P: (In Hours/Week)		
Theory - 1 Hr. = 1 Credit		
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)		
Unit	Contents	No. of Lectures Allotted
I	Introduction to Supply Chain Management - Concepts, Objectives and functions of Supply Chain Management, Issues in Supply Chain Management; Sourcing Internationally. International Distribution Management: Types of Intermediaries, Channel Selection and Management.	08
II	Strategic issues in Supply Chain – Strategic Partnership, Logistics Management: Concept, Objective and Scope, Transportation, Warehousing, Inventory Management, Packing & Unitization, Role of Information Technology in Logistics.	08
III	Logistics Network Design for Global Operations: Global Logistics Network Configuration, Orienting International Facilities: Considerations and Framework. Information Management for Global Logistics: Characteristics of Logistics Information and Telecommunication Systems.	08
IV	Performance Measurement and Evaluation in Global Logistics: Operations and Logistics Control: Key Activities Performance Information, Measuring Performance in Functional Integration, Measuring Performance in Sectoral Integration	08
V	Global Supply Chains and their societal, business, and cultural contexts and impacts. Perspectives for business, social science, engineering, and legal environment, Drivers for economic globalization (labor costs, resources,	08

regulation, etc.).	
<b>Reference / Text Books:</b>	
<ol style="list-style-type: none"> <li>1. Rushton, A., Croucher, P. and Peter Baker): Handbook of Logistics and Distribution Management, Kogan Page Pub</li> <li>2. Christopher Martin: Logistics and Supply Chain Management, Creating Value-adding Networks, Pearson Education</li> <li>3. Chopra Sunil and Peter Meindl: Supply Chain Management, Pearson Education</li> <li>4. Ballou, R. H.: Business Logistic Management, Prentice Hall.</li> <li>5. Bowersox, D. J., David, J &amp; Cooper: Supply Chain Logistics Management. McGraw Hill</li> <li>6. Alan Harrison, Remko Van Hook: Logistics Management and Strategy-Competing Through the Supply Chain, Pearson Education.</li> </ol>	
If the course is available as Generic Elective then the students of following departments may opt it.	
1.	
2.	
<b>Evaluation/Assessment Methodology</b>	
	<b>Max. Marks</b>
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	5
3) Assignments	10
4) Research Project Report Seminar On Research Project Report	-
5) ESE	75
<b>Total:</b>	<b>100</b>
Prerequisites for the course:	
<b>Course Learning Outcomes:</b>	
<ol style="list-style-type: none"> <li>1. Understanding of Strategies of SCM and Logistics.</li> <li>2. Applying various Techniques for Effective Supply Chain Planning</li> <li>3. Application of Demand Forecasting Techniques with reference to SCM and Logistics</li> <li>4. Resolve the main disputes that may be generated by basic international trade operations</li> <li>5. Assess the main elements of international transport.</li> <li>6. Select the most suitable means of transport for different situations.</li> </ol>	

### Format-3

#### IIMTU-NEP IMPLEMENTATION Year III /Semester VI

<b>Programme:</b> Certificate/Diploma/Degree/ UG(R)/PG/Ph.D. <b>Class: BBA International Business</b>	Year: III  Semester: VI	
<b>Credits</b> Theory:4 Tutorial:0 Practical:0	<b>Subject: International Accounting &amp; Reporting System</b>	
<b>Course Code: NEP BBA (IB) 604</b>	<b>Title: International Accounting &amp; Reporting System</b>	
<b>Course Objectives:</b>		
<ol style="list-style-type: none"> <li>1. To develop skill and competencies of various practices in the International Accounting and Reporting Systems.</li> <li>2. A comparative perspective of the accounting standards and practices across the different countries is the focus of the study.</li> <li>3. The course is aimed to study theoretical and practical aspects of international accounting; to gain understanding about differences in national accounting systems and reasons of such differences; to analyze and evaluate worldwide processes of accounting harmonization and convergence, their influencing factors</li> </ol>		
<b>Nature of Paper: Core</b>		
<b>Minimum Passing Marks/Credits:40% Marks</b>		
L:40		
T:		
P: (In Hours/Week)		
Theory - 1 Hr. = 1 Credit		
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)		
Unit	Contents	No. of Lectures Allotted
I	Global accounting standard: Meaning, needs, benefits of accounting standards, types of accounting standards, Argument for and against Global accounting standards, Concept of Harmonization and Convergence, Obstacles in Harmonization and Convergence, Suggestions for increased convergence and harmonization.	08
II	International Accounting Standard Committee (IASC): Objectives, Working, Composition of IASC, Reasons of Failure of IASC, IAS-I (Presentation of Financial Statements), Process of developing International Accounting Standards.	08
III	International Accounting Standard Board (IASB): Creation of IASB, Organizational Structure, Standard Setting Procedures, enforcement powers of IASB and Achievements of IASB.	08
IV	International Financial Reporting Standards (IFRS): Main feature, Uses and objectives of IFRS, IFRS issued by IASB, Principle based vs. Rule based standards, Fair Value Accounting (FVA), Public sector and IFRS.	08

V	A Comparative Perspective of Accounting: Accounting Standards & Practices in Europe, USA, Asia and UK, Reporting & Disclosure Practices across countries, Global Accounting Standards and International Convergence.	08
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**Reference / Text Books:**

1. Frederick, D.S. Choi and G. Mueller: International Accounting, Englewood Cliffs. Prentice Hall
2. Radebaugh, Lee H., Gray, Sidney J. & Black, Ervin L.: International Accounting and Multinational Enterprises, Wiley Publications
3. Miller Paul B.W and Bahnsen, Paul R.: Quality Financial Reporting, Tata McGraw Hill.
4. Evans, Thomas G., Taylor, Martin E. and Holzman Oscar: International Accounting and Reporting. New York: Macmillan Publishing Company.

If the course is available as Generic Elective then the students of following departments may opt it.

- 1.
- 2.

**Evaluation/Assessment Methodology**

	<b>Max. Marks</b>
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	5
3) Assignments	10
4) Research Project Report Seminar On Research Project Report	-
5) ESE	75
<b>Total:</b>	<b>100</b>

Prerequisites for the course:

**Course Learning Outcomes:**

1. Understand global accounting standards and the need for harmonization and convergence of accounting standards.
2. Comprehend various technical aspects associated with International Financial Reporting Standards.
3. Compare the accounting standards and practices used globally.
4. Appreciate the role of different accounting bodies in contributing to international accounting and reporting system.
5. Prepare the mandatory financial statements, according to the IFRS
6. Understand the International Financial Reporting Standards (IAS or IFRS) and their application to the companies who use them.

### Format-3

#### IIMTU-NEP IMPLEMENTATION Year III /Semester VI

<b>Programme:</b> Certificate/Diploma/Degree/ UG(R)/PG/Ph.D. <b>Class: BBA International Business</b>	Year: III Semester: VI
<b>Credits</b> Theory:4 Tutorial:0 Practical:0	<b>Subject: Multinational Business Finance</b>
<b>Course Code: NEP BBA (IB) 605</b>	<b>Title: Multinational Business Finance</b>
<b>Course Objectives:</b>	
<ol style="list-style-type: none"> <li>1. The course has been designed to familiarize the students with International Monetary System and Financial Institutions.</li> <li>2. Functioning of the Foreign Exchange Markets and Financial Management of a multinational firm will be the essential component of this course.</li> <li>3. Course aims to develop an understanding of the financial management of multinational companies, (MNC's), and in particular, factors influencing exchange rates and exchange rate system, international taxation, hedging of financial risk exposures and their impact on financing, foreign investment decisions and cross border mergers and acquisition.</li> </ol>	

#### Nature of Paper: Core

#### Minimum Passing Marks/Credits:40% Marks

L:40

T:

P: (In Hours/Week)

Theory - 1 Hr. = 1 Credit

Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
I	Multinational Business Finance – MNCs (Multinational Corporations) and transnational corporations, Difference between domestic and International financial management, Motivations for International finance. International Monetary System - The Gold standard, The Bretton Woods system, the flexible exchange, alternative exchange rate system, the European monetary system, Euro and its implications for Indian banking, International Financial	08
II	Institutions – International Monetary Fund (IMF), Asian Development Bank (ADB), International Bank for Reconstruction and Development (IBRD), Bank for International Settlement (BIS) and Organization for Economic Cooperation and Development (OECD).	08
III	The Foreign Exchange Markets: Introduction, types: Global and Domestic market, spot market and forward market; rates: direct and indirect quotations, bid-ask spread; Functions of the Foreign Exchange Markets; determination of forward premiums and discounts, interest arbitrage – covered interest arbitrage and interest parity theory – forecasting of	08

	foreign exchange rates.	
IV	Financial management of the Multinational Firm – Cost of Capital and Capital Structure of a Multinational Firm – determining capital structure components, Cost of capital for MNCs (Multinational Corporations) and Domestic Firms, Multinational capital budgeting – Problems and issues in foreign investment analysis.	08
V	Payment Systems: Payment terms and financing international trade, international flow of funds and portfolio investment in India, FDI (Foreign Direct Investment) vs. FIIs (Foreign Institutional Investors), investment strategies of FIIs in India, FIIs and volatility, impact of FIIs investment on stock markets and public policy.	08

**Reference / Text Books:**

1. Shapiro, Allen C. (1995). *Multinational Financial Management*, Prentice Hall India.
2. Eiteman, David K. Stonehill, Arthur I., and Moffett, Michael H. (2001). *Multinational Business Finance* (9th ed.). Addison Wesley, New York.
3. Buckley, A. (2004). *Multinational Finance* (5th ed.). Pearson Education.
4. Vij, Madhu (2010). *International Financial Management* (3rd ed.). Excel Books, N3.
5. Levi, Maurice(1996), *International Finance*, McGraw Hill Inc., (4th ed.). New York, New Delhi.
6. Madura, J. (2009). *International Financial Management* (10th ed.). New Delhi, Cengage Learning

If the course is available as Generic Elective then the students of following departments may opt it.

- 1.
- 2.

**Evaluation/Assessment Methodology**

**Max. Marks**

1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	5
3) Assignments	10
4) Research Project Report Seminar On Research Project Report	-
5) ESE	75

**Total:** 100

Prerequisites for the course:

**Course Learning Outcomes:**

1. Develop understanding of the MNCs operations with respect to finance.
2. Understand the functioning of Multilateral Agencies and their role in global economic development.
3. Do analysis of the different aspects of the foreign exchange markets.
4. Demonstrate basic understanding of the issues pertaining to multinational financing and investment decisions
5. Assess and decide on the various portfolio investment options.
6. Select the best payment terms and payments system for international business.

**Format-3**
**IIMTU-NEP IMPLEMENTATION  
Year III /Semester VI**

<b>Programme:</b> Certificate/Diploma/Degree/ UG(R)/PG/Ph.D. <b>Class: BBA</b>		Year: III  Semester: VI		
<b>Credits</b> Theory:4 Tutorial:0 Practical:0	<b>Subject: Warehousing &amp; Distribution Operations</b>			
<b>Course Code: NEP BBA (L) 603</b>	<b>Title: Warehousing &amp; Distribution Operations</b>			
<b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To equip students with knowledge of warehouse operations, as well as procurement.</li> <li>2. To improve students to implement the acquired skills in organization.</li> <li>3. The ultimate objective of warehouse logistics is to provide a reliable system while keeping operating costs low while providing high-quality services</li> </ol>				
<b>Nature of Paper: Core</b>				
<b>Minimum Passing Marks/Credits:40% Marks</b>				
L:40 T: P: (In Hours/Week) Theory - 1 Hr. = 1 Credit Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)				
Unit	Contents	No. of Lectures Allotted		
I	Introduction to Warehouse (Storage and Packaging) Background – Need for Warehouse – Importance of warehouse -Types of Warehouses -Broad functions in a warehouse -warehouse layouts and layout related to functions. Associate warehouse-Its functions-equipment available in associate warehouse-Videoon warehouse, Visits to ware houses-Warehouse Organization Structure -Benefits of Warehousing.	8		
II	Receiving and Dispatch of Goods in warehouse Various stages involved in receiving goods – Stages involved receipt of goods-Advanced shipment notice (ASN) or invoice items list-Procedure for Arranging of goods on dock for counting and Visual inspection of goods unloaded-Formats for recording of goods unloaded from carriers-Generation of goods receipt note using computer-Put away of Goods-Put away list and its need-Put away of goods into storage locations -storage location codes and its application-Process of put away activity-Procedure to Prepare Warehouse dispatches	8		
III	Warehouse Activities Explain receiving, sorting, loading, unloading, Picking Packing and dispatch, activities and their importance in a warehouse -quality parameters -Quality check-needed for quality check-importance of quality check. Procedure to	8		

	develop Packing list / Dispatch note-Cross docking method- Situations suited for application of cross docking-Information required for coordinating cross docking-Importance of proper packing-Packing materials-Packing machines-Reading labels	
IV	<p>Warehouse Management: Warehouse Utilization Management- Study one merging trends in warehousing sector-DG handling -use of Material Handling Equipment's in a warehouse -Inventory Management of a warehouse –Inbound &amp; Outbound operations of a warehouse and handling of Inbound &amp; Outbound operations. Distribution</p> <p>Definition – Need for physical distribution – functions of distribution – marketing forces affecting distribution. The distribution concept – system perspective. Channels of distribution: role of marketing channels – channel functions – channel structure –designing distribution channel – choice of distribution channels</p>	8
V	Warehouse Safety Rules and Procedures: The safety rules and 'Procedures to be observed in a Warehouse-Hazardous cargo – Procedure for Identification of Hazardous Cargo-safety data sheet- Instructions to handle hazardous cargo-Familiarization with the industry. Health, Safety & Environment-safety Equipment's and their uses-5S Concept on shop floor. Personal protective Equipment's (PPE) and their uses.	8

**Reference / Text Books:**

1. Course Material Prepared by LSC
2. J P Saxena, Warehouse Management and Inventory Control-Vikas Publication House Pvt Ltd, First Edition, 2003.
3. Warehouse Management: Automation and Organisation of Warehouse and Order Picking Systems [With CDROM], Michael Ten Hompel, Thorsten Schmidt, Springer-verlag, First Edition, 2006.
4. Management Guide to Efficient Money Saving Warehousing, Stephen Frey, Gower, 1982.
5. Kapoor Satish K., and Kansal Purva, 'Basics of Distribution Management: A Logistical Approach', Prentice HALL of India

If the course is available as Generic Elective then the students of following departments may opt it.

- 1.
- 2.

**Evaluation/Assessment Methodology**

	<b>Max. Marks</b>
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	5
3) Assignments	10
4) Research Project Report Seminar On Research Project Report	-
5) ESE	75
<b>Total:</b>	<b>100</b>
Prerequisites for the course:	

**Course Learning Outcomes:**

1. To develop an understanding of warehouse safety rules and regulations.
2. Students will be able to apply the Basic knowledge of Warehousing and distribution operations in the real-life situation.
3. This subject will enable them to enhance their ability and professional skills
4. Plan Warehouse and Logistics operations for optimum utilization of resources
5. To plan for effectively managing warehouse and distribution operations.
6. Make strategies for cost control in warehouse and distribution operations.

**Format-3**

**IIMTU-NEP IMPLEMENTATION**  
**Year III /Semester VI**

<b>Programme:</b> Certificate/Diploma/Degree/ UG(R)/PG/Ph.D. <b>Class: BBA</b>		Year: III  Semester: VI		
<b>Credits</b> Theory:4 Tutorial:0 Practical:0	<b>Subject: BEST PRACTICES FOR TRANSPORTATION</b>			
<b>Course Code: NEP BBA (L) 604</b>	<b>Title: BEST PRACTICES FOR TRANSPORTATION</b>			
<b>Course Objectives:</b> <ol style="list-style-type: none"> <li>Identify the decisions involved in transportation management.</li> <li>Describe the role of packaging in the transport, distribution, storage, sale, and use of goods.</li> <li>To impart skills in materials handling, and discuss its critical role in a logistics system.</li> </ol>				
<b>Nature of Paper: Core</b>				
<b>Minimum Passing Marks/Credits:40% Marks</b>				
L:40				
T:				
P: (In Hours/Week)				
Theory - 1 Hr. = 1 Credit				
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)				
Unit	Contents	No. of Lectures Allotted		
I	Transportation Strategy Considerations: An Overview of the Import Process - An Overview of the Export Process - Bonding Issues for Exporters -Negotiating Rates -Insurance and Liability – E-Logistics and the Internet - UN Module regulation - introduction to carriage of dangerous goods	8		
II	Import And Export Documentation Requirements: An overview of commercial documents - Commercial Invoice - Consular Invoice - Packing List - Certificates of Origin - Permits of Export and Import of Goods - Cargo Control Documents - Other Commercial Documents - Distribution of Commercial Documents	8		
III	Airfreight: Introduction - Documents - The Air Waybill (AWB) - Moving Goods by Air - Export Packaging - Air Cargo Handling, Delivery - The Role of IATA - Shipping Dangerous Goods by Air - Glossary of Airfreight Terminology. Oceanfreight: Documents - Containers - FCL/LCL - Handling the LCL - Handling the Ocean Freight Shipment - Shipping Dangerous Goods by Ocean	8		
IV	Road Transportation: Introduction to Road Transportation - Trucking/Highway Regulations – Documents - The Truck Bill of Lading - Standard Trucks - Specialized Trucks - Lorry haul trucks - Heavy load haulage multi axle age multi truck - Service Options for Truck Transport - Shipping Dangerous Goods by Truck - LTL/FTL	8		

	Shipments - Trucking Rates and Tariffs A Checklist of Trucking Considerations - Border Security Issues. Rail Transportation: Introduction - Shipping Goods by Rail The Railway Bill of Lading - Rail Equipment - Moving Dangerous Goods by Rail - Over Dimensional and Heavy Lift Cargo by Rail.	
V	Intermodal Transport: Introduction - Shipping goods intermodally - Documentary Considerations Other Considerations - Telematics - Routing – GPRS - Monitoring fuel economy - Driver practice – Indicators -Future prospectus growth of road - .Automation - INCOTERMS 2000 - Transfer of Liability Incorporating INCOTERMS into the Contract of Sale -INCOTERMS Structures - Mode of Transport	8

**Reference / Text Books:**

1. Course Material Prepared by LSC
2. "Self-Compliance Strategies and the Administrative Monetary Penalty System", a Manual for Importers and Exporters : PF Collins Customs Broker Ltd., November 2002

If the course is available as Generic Elective then the students of following departments may opt it.

- 1.
- 2.

**Evaluation/Assessment Methodology**

	<b>Max. Marks</b>
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	5
3) Assignments	10
4) Research Project Report Seminar On Research Project Report	-
5) ESE	75
<b>Total:</b>	<b>100</b>

Prerequisites for the course:

**Course Learning Outcomes:**

1. Develop understanding about transportation considerations for the import and export.
2. To develop understanding of the domestic trade processes
3. The students will be able to assess transportation operations towards increased logistics efficiency while discovering opportunities for saving time, expense and hassle.
4. Students will be able to make right strategy for transportation of goods.
5. To help students understand document requirements for import and export of goods.
6. To evaluate different alternatives for transportation and distribution of goods

**Format-3**
**IIMTU-NEP IMPLEMENTATION  
Year III / Semester VI**

<b>Programme:</b> Certificate/Diploma/Degree/ UG(R)/PG/Ph.D. <b>Class: BBA</b>	Year: III  Semester: VI	
<b>Credits</b> Theory:4 Tutorial:0 Practical:0	Subject: <b>FREIGHT FORWARDING (OCEAN AND AIR CARGO)</b>	
<b>Course Code:</b> <b>NEP BBA (L)</b> <b>605</b>	<b>Title: FREIGHT FORWARDING (OCEAN AND AIR CARGO)</b>	
<b>Course Objectives:</b>		
<ol style="list-style-type: none"> <li>1. The course aims to equip students with key skills and knowledge required to perform effectively in a freight forwarding environment.</li> <li>2. To develop an understanding of basic concepts and role of Logistics and supply chain management in business.</li> <li>3. To understand how ocean and air cargo play an important role in redefining value chain excellence of Firms.</li> <li>4. To develop analytical and critical understanding &amp; skills for planning, designing and operations of ocean and air cargo.</li> <li>5. To understand, appraise and integrate operations of ocean and air cargo.</li> </ol>		
<b>Nature of Paper: Core</b>		
<b>Minimum Passing Marks/Credits:40% Marks</b>		
L:40		
T:		
P: (In Hours/Week)		
Theory - 1 Hr. = 1 Credit		
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)		
Unit	Contents	No. of Lectures Allotted
I	Introduction to EXIM, Freight forwarding and custom clearance – types of custom clearances – Importance of custom clearance – certificate of origin, ICEGATE and insurance – custom Act – Regulations pertaining to custom clearance – different modes of freight forwarding – domestic and international freight forwarding networks – process of freight forwarding.	8
II	Multimodal transportation: Vendor management, bulk load handling, brief on transshipment, DG handling, customer acquisition and management, Customs clearance procedure. Documents and its importance - Stages of Documentations process and procedures - Documentation types and filing processes - Details of documents as per the format approved by the Customs - The requirement of documents for pre-shipment and requirement of documents for Import - DO's and DON'T's while handling different	8

	documents during Custom Clearance	
III	<b>Operation Procedures of Freight Forwarding:</b> The procedures for Pre, Operating Checks and Operational checks to be performed for every shipment /consignment, List of basic handling of errors and the Operational errors that occur in common, Procedure for checking of shipping bill, Airway bill based on invoice and packing list received from department for Freight Forwarding. Regulations (EXIM/IATA/Countries)/COM based on permutations and combinations of weight v's volume.	8
IV	Cargo handling, INCO terms and terminologies used in Cargoes, Different Types of Cargoes for transportation. Full Export and Import value of the cargo – Importer and exporter Code (IEC), The registered PAN based Business Identification Number received from the Directorate General of Foreign Trade - Different type of Cargo, Their quantity and value - Packaging requirement for the cargo during shipment from the shipper - Inspection procedure for the cargo while unloading - DO's and DON'T's while handling different cargo - Basic Regulation pertaining to Cargo movement by Air, Sea, and Land. Climatic conditions of different routes in different seasons.	8
V	Documentation of Freight Forwarding process as per customer timelines and requirements, Carting, unloading, Stacking, Loading; and Stuffing, Procedure for dealing with loss or damage to goods - Different P.G.A and their roles. Technical knowledge on Containers; Pallets; Palletisation; Fumigation - The general reporting processes and time frames - Different airline / shipping line available for different routes - Letters of Credit and payment Terms. Etc. - Movement policy - Details of the transport available in Different routes - Organization fees , charges structure and Organizational procedures - computer and its application in internal systems of documentation.	8

**Reference / Text Books:**

1. Course Material Prepared by LSC
2. J P Saxena, Warehouse Management and Inventory Control-Vikas Publication House Pvt. Ltd, First Edition, 2003.
3. Warehouse Management: Automation and Organisation of Warehouse and Order Picking Systems [With CDROM], Michael Ten Hompel, Thorsten Schmidt, Springer verlag, First Edition, 2006.
4. Kapoor Satish K., and Kansal Purva, 'Basics of Distribution Management: A Logistical Approach', Prentice HALL of India

If the course is available as Generic Elective then the students of following departments may opt it.

- 1.
- 2.

<b>Evaluation/Assessment Methodology</b>	
	<b>Max. Marks</b>
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	5
3) Assignments	10
4) Research Project Report Seminar On Research Project Report	-
5) ESE	75
<b>Total:</b>	100

Prerequisites for the course:

**Course Learning Outcomes:**

1. To help Students to understand freight forwarding
2. To understand operations of ocean and air cargo.
3. To orient students in the field of Logistics
4. To assess Impact of technology on operations & business.
5. Ability to analyse the impact of economic environmental factors on business.
6. To develop competencies and knowledge in students to become freight forwarding professionals