## BBA with specialization in Entrepreneurship and Family Business
### PROPOSED SCHEME OF STUDY 2022-2023

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### BBA specialization in Entrepreneurship and Family Business

#### Programme Core

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#### Programme Electives

### Entrepreneurship and Family Business

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COURSE CONTENT DESCRIPTION

Fundamentals of Family Business 3 Credits (2-0-2)
This Course provides an overview on how to organize a family business by setting expectations and defining roles as well as differentiating between business and family life. The course provides the detailed focus on governance and ownership issues including how to set business controls and how to manage shareholder arrangements for new as well as for the existing business. The course covers the details on how family businesses are different, what makes them different and how to effectively manage these differences. Challenges arising from the tension between family and business pressures from governance, management and succession planning perspectives.

Social Entrepreneurship 3 Credits (2-0-2)
Social Entrepreneurship describes the discovery and sustainable exploitation of opportunities to create social change. Social entrepreneurs are gaining international attention motivated by the desire for change and to see the world as it can be, not as it is. Students in the course will learn how social entrepreneurs have developed creative solutions to address social problems. They will understand the role of measuring impact and how to quantify the social impact for investors, donors, and beneficiaries to help ensure that scarce resources are utilized appropriately. The intention of the course is to develop knowledge, appreciate the role of social entrepreneurs that create social change, deepen students’ understanding of the world around them, and to inspire them to use their skills and knowledge to be a change.

Entrepreneurial Marketing 3 Credits (2-0-2)
Entrepreneurial marketing is a crucial concept for identifying and exploiting of opportunities to acquire and retain the profitable customers in the competitive era. This course will take learners on an excursion where they will gain knowledge of different marketing concepts and strategies needed for being a successful entrepreneur in the market. This course provides productive information related to entrepreneurs, like competitor analysis, marketing opportunity analysis & strategies, pricing, branding, social marketing and scaling of venture for a sustainable entrepreneurship.

SME Financing 3 Credits (2-0-2)
The SME Financing course prepares students to be competent in entrepreneurship and corporate finance management skills. The course focuses on specific financial planning and financial decision-making needs of entrepreneurial ventures, including start up and development phase financial and management problems.

Corporate Governance and Ethics 3 Credits (2-0-2)
Corporate governance deals with a system of rules, policies, and practices that dictate how a company’s board of directors manages and oversees the operations of a company. This concept in combination with ethics is meant to examine ethical principles and moral or ethical problems that can arise in a business environment. It applies to all aspects of business conduct and is relevant to the conduct of individuals and the entire organization. Budding entrepreneurs will learn and investigate current scenarios related to corporate governance and ethics. This course will also equip the maiden business enthusiasts to handle ethical dilemmas or controversial issues faced within and outside a company.

Formulating Business Plan 3 Credits (2-0-2)
Every business needs a business plan--a plan to meet the expected and unexpected
opportunities and obstacles the future holds. The course of business plan will help students in discovering entrepreneurial opportunities and provides an overview of macro and micro factors that stimulates business decisions. It will also entails competitive advantage of small businesses and Paths to Small Business Ownership. This will further help students in preparing the New Venture Business Plan and developing the details of the business plan. It provides understanding in finding sources of financing and thereby Preparing a targeted presentation and Preparing a targeted pitch for a business to present in front of investors. Entrepreneurial skills are not only necessary for self start ups but they also develop an independent thinking among students which will certainly help them in achieving higher positions.

B2B Marketing 3 Credits (2-0-2)
This course explores the challenges in the marketplace by delving into unique problems confronting Business-to-Business Markets today across a broad spectrum of organizations ranging from the traditional industries to high-tech enterprises. It has been specially customized to meet the specific requirements of entrepreneurs by raising intriguing questions, debating options and possible alternatives based on the challenges faced on a daily basis. While the basic tenets of consumer marketing are equally applicable to B2B, there are some unique characteristics in Business Markets that demand special attention: Forces that affect Business Demand, Composition of Business Markets, Nature of Business Buyers, Buying Decision Making Process, Pricing Strategies, Role of Promotion, Advertising and Branding. The marketplace is also undergoing constant change – markets are commoditizing, customer firms are consolidating, companies are becoming global, and technology is transforming the business environment.

Human Resource Management in Family Business (2-0-2)
Family businesses are a universal phenomenon and so too are their challenges. While human resources (HR) and talent management are of utmost importance to all firms, the unique interplay of ‘family’ and ‘business’ systems means family businesses experience multiple, complex, and interrelated issues. However, any family business, of any significant size, is reliant on the quality and effectiveness of family and non-family talent to ensure continued success and growth. HR is even more important in a family business than in a non-family business. HRM in the area of family business is focused on topics of successor development, estate planning, family relationships, wealth transfer, and, succession.

DETAILED COURSE DESCRIPTIONS FOR UNDERGRADUATE PROGRAMMES
CLL100 Environmental Studies
3 credits (3-0-0)
Through this subject, students will be studying issues like pollution, global climate change, and the depletion of natural resources, students in Environmental Studies & Earth Sciences programmes focus on the most pressing environmental and ecological issues of today.

BSL101 Entrepreneurship
3 Credits (2-0-2)
Introduction to Entrepreneurship, Benefits of Entrepreneurship, As a Career option, Entrepreneurial spirit, Entrepreneurial competencies, Entrepreneurship development programs, Entrepreneurial support, Policy initiatives for entrepreneurial growth, Ease of doing

**BSL102 Principles of Management**  
3 Credits (2-0-2)  
Management and analysis of basic organizing, leading, directing, and controlling for establishing and accomplishing business objectives, the scope of this study will also include aspects of the principles of management on individuals and organizations. The design of the course includes the basic mechanics business operations; manufacturing, marketing and maintaining financial focus in a rapidly changing and competitive market.

**BSL201 Fundamentals of Operations Management**  
3 Credits (2-0-2)  
This course is an introduction to the concepts, principles, problems, and practices of operations management. Emphasis is on managerial processes for effective operations in both goods-producing and service-rendering organization. Topics include operations strategy, process design, capacity planning, facilities location and design, forecasting, production scheduling, inventory control, quality assurance, and project management. The topics are integrated using a systems model of the operations of an organization.

**BSL202 Introduction to Organizational Behavior**  
3 Credits (2-0-2)  
Introduction to Organizational Behaviour: Emergence & OB as a Discipline; Reasons for Studying OB; Challenges in OB. Individual behavior and Processes: Values in the Workplace and across work cultures; Ethical Behaviour. Personality in Organizations – Determinants, Personality Theories, Traits. Perception, Workplace Attitudes & Ethics. Learning, Emotions and Moods, Job Satisfaction. Motivation and Applied Performance Practices. Stress Management. Group Processes and Team Effectiveness: Decision making and Creativity; Model of Team Effectiveness; Organizational & Team Environment; Team Design Features; Team Diversity Challenges; Team Processes & Problems (Process Losses & Brook’s Law and Social Loafing); Self-directed Work-Teams; Virtual Teams; Team Trust; Team Decision Making and; Team Building. Communication, Power & Influence and Conflict management: Communication Channels, Barriers and Process; Cross-cultural and Cross-Gender Communication; Improving Interpersonal Communication through Transactional Analysis; Communicating in Organizational Hierarchies; etc. Thomas Kilmann’s Conflict Management’s styles. Leadership in Organizational Settings – Different Perspectives. Organizational Structure and Design, Organizational Culture, Climate and Change.

**BSL203 Human Resource Management**  
3 Credits (2-0-2)  
Nature and scope of Human Resource Management; Human Resource Planning; Job Analysis - Job description - Job specification; Recruitment and Selection - Types – Interview types and selection process. Employee testing – Importance of Selection – Psychological tests – Other information; Development of Human Resources - Types of training and Executive Development - Performance appraisal – Methods and uses; Maintenance of Human Resource – Motivation and Reward System.- Job

BSL204 Fundamentals of Consumer Behavior
3 Credits (2-0-2)

BSL205 Fundamentals of Financial Management
3 Credits (2-0-2)

BSL206 HR Analytics
3 Credits (2-0-2)
This course introduces the student to integrate the concepts of HRM to the use of data analytics and information systems. The course will further help students to understand the theory, concepts, and business application of human resources research, data, metrics, systems, analyses, and reporting. The student will develop an understanding of the role and importance of HR analytics, and the ability to track, store, retrieve, analyze and interpret HR data to support decision making. The student will use applicable benchmarks/metrics to conduct research and statistical analyses related to Human Resource Management, and will prepare reports to present findings and recommendations.

BSL207 Introduction to Marketing Management
3 Credits (2-0-2)
Defining Marketing for the 21st Century: Marketing Concept and Process; The changing marketing Landscape and Developing Marketing Strategies and Plans: Role of marketing in company’s strategic planning; Customer drives marketing strategy and integrated marketing mix; managing the marketing effort. Scanning the Marketing Environment, Forecasting Demand, and Conducting Marketing Research; Creating Customer Value and Customer
Relationships; Analyzing Consumer Markets and Analyzing Business Markets. Identifying Market Segments and Targets; Competitive Dynamics; Crafting the Brand Positioning; and Creating Brand Equity. Designing Value: Setting Product Strategy; Designing and Managing Services and Developing Pricing Strategies and Programs. Delivering Value: Designing and Managing Integrated Marketing Channels and Managing Retailing, Wholesaling, and Logistics. Communicating Value: Designing and Managing Integrated Marketing Communications; Managing Mass Communications; Managing Personal Communications. Creating competitive advantages; marketing in the global environment; managing the holistic marketing effort; introducing new marketing offerings; social responsibility of marketing.

BSL208 Financial Analytics
3 Credits (2-0-2)
An introduction to methods and tools useful in decision-making in the financial industry, including: macroeconomic event studies, analysis of term structures, equity data, style analysis, credit card receivables, trading analytics, execution algorithms, etc.

BSL209 Ecommerce
3 Credits (2-0-2)
Presents concepts and skills for the strategic use of e-commerce and related information technology from three perspectives: business to consumers, business-to-business, and intra-organizational. Examination of e-commerce in altering the structure of entire industries, and how it affects business processes including electronic transactions, supply chains, decision making and organizational performance.

BSL210 Marketing Analytics
3 Credits (2-0-2)
The objective of the course is to develop knowledge of various marketing analytical techniques in order to help better decision making in sales and marketing. Marketing Managers usually depend on data analysts in their firms to crunch data. This course will help students to analyze data related to their customers, channel partners, vendors and others. The use of analytics helps to generate actionable insights required for impactful decision making. This course will help participants to understand the essentials of marketing analytics and learn the techniques to address fundamental marketing challenges.

BSL211 HRM and OB
3 Credits (2-0-2)
HRM and OB provides a basic understanding of individual and group behaviors at organizational and individual level. Different perspectives and skills that enhance understanding of our own behavior and our ability to influence the behavior of others in organizational settings will be discussed in this course. Further, organizations must rely on effective human resource management for their long-term sustainability. Especially in development organizations, human resource managers must be concerned with unique issues of balancing organizational, board, staff, and volunteer concerns, while also maintaining a committed, motivated, and productive workforce. Also, OB and HRM are important in context of sustainability since embedding sustainability in an organization is a people-related challenge, not a technological one. OB and HRM together can instill sustainability deep within an organizations’ culture and embed a sustainability mindset in an organization and provide an integrated approach to sustainability.

BSL212 Digital Marketing
3 credits (2-0-2)
This course provides learners the ability to formulate and enact intelligent, data-driven marketing strategies. Core content will focus on identifying and understanding digital marketing metrics to gauge success.
of both social media and traditional digital marketing efforts.

**BSL214 Consumer and Audience Behavior**

3 Credits (2-0-2)

This course aims to help students understand the socio-cultural factors which shapes consumption decision making process, the psychological factors which shapes consumption decision making process and utilize this understanding to develop consumer insight and make marketing related decisions on its basis. Apply knowledge of consumer behavior to understand a variety of marketing and branding situations.

**BSL216 Digital Businesses**

3 Credits (2-0-2)

The course will Introduce students to various kinds of digital businesses, equip students with a framework to understand underlying Digital Business models and routes to market success, provide an understanding of different digital business strategies available and acquaint students with digital success and failure factors. It will also help them understand the gestalt of digital business.

**BSL301 Business Policy and Strategy**

3 Credits (2-0-2)


**BSL302 Leadership**

3 Credits (2-0-2)

The course includes concepts pertaining to understanding people leadership, importance of self-awareness and seeing the other’s point of view through their lens, self-awareness, making effective choices, building relationships, active listening, building a team, communicating with people. The course aims to make the students conversant with the concept of leadership and its relevance especially in today’s dynamic business environment. Includes theories of leadership, development of leaders and succession planning, building a team, ethics and leadership and contemporary issues in leadership.

**BSL303 International Business**

3 Credits (2-0-2)


**BSL304 Investment Management**

3 Credits (2-0-2)

This course broadly covers financial instruments, such as equity, fixed income, and derivative securities, as well as key concepts in international finance. It makes use of spreadsheet modeling to implement financial models. It starts with discussing investment theories that concern dealing with risk in general, although equity securities will be our primary focus during this unit. Then proceed to discussing concepts concerning fixed-income securities, such as pricing of these securities, yields, as well as theories about risk concerning the term structure of
interest rates. Third unit discusses derivative securities, and here, besides the basics of markets and instruments available, we will spend a great deal of time discussing the pricing of such securities. An application of many of these topics to investing across borders (international finance), as well as a discussion of the different types of risk involved in such investments and how these can be dealt with wraps up the course.

BSL306 Fundamentals of Big Data Analytics
3 Credits (2-0-2)
This course provides a basic introduction to big data and corresponding quantitative research methods. The objective of the course is to familiarize students with big data analysis as a tool for addressing substantive research questions. The course begins with a basic introduction to big data and discusses what the analysis of these data entails, as well as associated technical, conceptual and ethical challenges. This includes practical exercises to familiarize students with the format of big data. It also provides a first hands-on experience in handling and analyzing large, complex data structures.

BSL307 Fundamentals of Data Mining
3 Credits (2-0-2)
This course provides students with a foundation in basic data mining, data analysis, and predictive modelling concepts and algorithms. Using practical exercises, students will learn data analysis and machine learning techniques for model and knowledge creation through a process of inference, model fitting, or learning from examples. The Data Mining Specialization attempts to teach data mining techniques for both structured data which conform to a clearly defined schema, and unstructured data which exist in the form of natural language text. Specific course topics include: Thinking with Data, Data Mining Process, Business Context of Data Mining, Data Cleaning & Preparation, Data Mining Models: Advance Regression Models, Association Analysis, Classification and Clustering, Decision Trees, Neural Networks, Text Mining, Model Deployment.

BSL308 Data Visualization
3 Credits (2-0-2)
This course will help students understand about data visualization techniques which allow people to use their perception to better understand this data. The goal of this course is to introduce students to data visualization including both the principles and techniques. Students will learn the value of visualization, specific techniques in information visualization and scientific visualization, and how understand how to best leverage visualization methods. Students will also learn to evaluate the effectiveness of visualization designs, and think critically about each design decision, such as choice of color and choice of visual encoding.

BSL309 Digital Media Ethics & Laws
3 Credits (2-0-2)
This course will help students “think digitally” about communications law in a constantly changing online environment. It will help them to create new knowledge in the field. The course also leads students through a systematic ethical exploration of major issues in online mass communication in the following areas: investigation, including privacy; data collection, including copyright and copyleft; presentation, including identity, accuracy, and sponsorship. Philosophical topics covered include application of ethical theory, systematic moral analysis, blameworthy and praiseworthy, deception, and role-related responsibilities. Students will also articulate standards and conventions to use in the development of Codes of Ethics.

BSL311 Web Design and Development
3 Credits (2-0-2)
Curriculum is an introduction to the design, creation, and maintenance of web
pages and websites. Students learn how to critically evaluate website quality, learn how to create and maintain quality web pages, learn about web design standards and why they are important, and learn to create and manipulate images. The course progresses from introductory work on web design to a culminating project in which students design and develop real websites.

BSL331 Customer Relationship Management 3 credits (2-0-2)
Fundamentals of CRM, CRM strategy, CRM vision, CRM Process, marketing metrics, customer profiling, assessing customer value (e.g., RFM, LTV and other analyses), assessing customer profitability. Customer acquisition tools, Measuring and improving customer loyalty, media allocation, distribution channels and marketing campaign management. Several advanced statistical techniques will be introduced including: linear regression, logit, decision trees, lift charts, hazard models and linear programming. CRM Technology: In keeping with the hands-on nature of the course, students will be instructed on how to implement the CRM techniques using industry-standard software. Individual customer approach and the role of technology in CRM.

BSL332 Management of Sales and Distribution 3 credits (2-0-2)
Manage sales and channel teams for different types of selling, with the purpose of enhancing value-based output and productivity; concept and effect of sales organization and sales effort, sales process, the relationship between sales and marketing, sales force structure, customer relationship management (CRM), use of technology to improve sales force effectiveness, and issues in recruiting, selecting, training, motivating, compensating and retaining salespeople.

BSL333 Marketing & Consumer Analytics 3 credits (2-0-2)
This course introduces the students to the tools to measure brand and customer assets, perform regression analysis, and design experiments as a way to evaluate and optimize marketing campaigns. This course is ideal for learners who want to grow their knowledge, develop their career portfolio, and improve the effectiveness of their marketing campaigns. The broad areas covered are resource allocation, product management: segmentation, conjoint analysis, marketing mix allocation, customer management: customer profits and retention using logistic regression, cross selling and optimization, digital marketing.

BSL334 Fundamentals of Retail Management 3 credits (2-0-2)
The course is designed to provide an in-depth understanding of the retail marketing, building sustainable relationships, decision making skills related to retailing, buyer's behavior, pricing strategies and delivery channels to the end users. Its contents include, Basic Concepts: Definition, Importance and scope of Retailing; The Retail Scenario in India; Retail Formats. Information Gathering in Retailing: Retail Strategic Planning and Operation Management; Retail Financial Strategy; Target Market Selection and Retail Location; Store Design and Layout; Visual Merchandising and Displays. Merchandise Planning, Buying and Handling, Customer Relationship Management. Retail Management Information Systems: Online Retailing; Global Retailing; Legal and Ethical Issues.

BSL335 Marketing of Services 3 credits (2-0-2)
Students examine the important issues facing service providers and the
successful implementation of a customer focus in service-based businesses. Topics include an overview of services marketing; understanding the customer in services marketing; standardizing and aligning the delivery of services; the people who deliver and perform services; managing demand and capacity; and promotion and pricing strategies in services marketing.

BSL336 Advertising and Promotion 3 credits (2-0-2)
Advertising and Promotions have assumed one of the central roles in marketing communications. This course examines the role of advertising in how brands are built and managed. Particular emphasis is placed on students' understanding of the link between effective advertising and promotions for brand success that will improve managerial decision-making with respect to brands. Among other issues, this course will capture advertising and promotion methods and techniques, brand equity, managing brands over time and across geographic boundaries, and the application of the marketing mix to support brand strategies.

BSL337 Fundamentals of Strategic Marketing 3 credits (2-0-2)
The course examines the development and implementation of marketing strategy by providing a framework from which to identify and evaluate strategic options and programs. Topics: forecasting and contextual possibilities, product-market definition, relationships with channels of distribution, relationships with customers, competitive analysis, financial models for marketing strategists, portfolio models, strategic assessment of offerings, marketing strategy implementation systems. This course requires that students have a strong foundation of marketing knowledge gained from Introduction to Marketing (in particular a knowledge of market segmentation).

BSL338 Marketing in Digital Era 3 credits (2-0-2)
This course provides learners the ability to formulate and enact intelligent, data-driven marketing strategies. Core content will focus on identifying and understanding digital marketing metrics to gauge success of both social media and traditional digital marketing efforts.

BSL339 Recruitment and Selection 3 credits (2-0-2)

BSL340 Performance and Competency Management 3 credits (2-0-2)
Performance appraisal system implementation: Defining performance, determinants of performance, performance dimensions, approaches to measuring performance, Conducting Staff Appraisals: Introduction, need, skills required, the role of the appraiser, job description & job specification, appraisal methods, raters errors, data collection, conducting an appraisal interview, Performance Consulting: Concept, the need for performance consulting, role of the performance consulting, Concept and Definition of Role and Competency, Characteristics of Competency, Competency Versus Competence, Performance Versus Competency.
BSL341 Employee Training and Development
3 credits (2-0-2)
Study the concepts and processes of training and development (T&D), principles and process of training and development; develop an understanding of how to assess training needs and design training programmes in an organizational setting; to familiarize learners with the levels, tools and techniques involved in evaluation of training Effectiveness and; to develop an understanding on various training and non-training solutions to improve employee performance.

BSL342 Industrial Relations and Labor Laws
3 credits (2-0-2)

BSL343 Compensation and Reward Management
3 credits (2-0-2)
The course starts with a brief introduction to factors affecting compensation, theory of wages, role of different parties contributing to the compensation system. Role of performance appraisal in compensation system, team-based pay, merit pay, legislations affecting compensation systems, salary progressions, designing the salary structure of top middle and lower management. Designing incentives and benefit programs.

BSL344 Organization Change and Development
3 credits (2-0-2)
Organizational Change and Development (OCD) is a field of research, theory, and practice dedicated to expanding the knowledge and effectiveness of people to accomplish more successful organizational change and performance. The course shall enable the students to understand the philosophical, historical, theoretical, political and practical underpinnings of Organization change and development as a core area of practice within HRD; increase awareness of different tools that are used to diagnose organizations as well as interventions used through hands-on experience and; enhance skills in facilitation, OD skills, group process, communication, and collaboration. Main topics shall include: introduction to organization development; the nature of planned change; the od practitioner; entering and contracting; diagnosing organizations, groups and jobs – collecting and feeding information; designing individual, group and organizational level interventions; strategic change interventions; action research; etc. At the end of the course, the students shall have basic theoretical and competency base in OD that they will need to be able to assist with and facilitate positive, planned change efforts within the organizations in which they work.

BSL345 Cross Culture HRM
3 credits (2-0-2)
Recent definitions concern IHRM with activities of how MNCs manage their geographically decentralized employees in order to develop their HR resources for competitive advantage, both locally and globally. The role and functions of IHRM, the relationship between subsidiaries and headquarters, and the policies and practices are considered in this more strategic approach. IHRM is also defined as a collection of policies and practices that a multinational enterprise uses to manage local and non-local employees it has in countries other than their home countries.
BSL346 Fundamentals of Strategic HRM
3 credits (2-0-2)
Through a sequence of readings, lectures, cases, and experiential exercises, this course will introduce students to strategic human resource management. The course focuses on developing a strategic approach to topics such as recruitment & selection, performance appraisal, measuring employee behaviors, outsourcing, and strategic integration. The students will prepare foremost classes by completing assigned readings, including readings of business cases.

BSL347 Financial Reporting and Analysis
3 credits(2-0-2)
Accounting is the language of business. It attempts to measure and report corporate performance. Managers use accounting in making decisions; while investors use it for valuing stocks. The bankers and lender rely on accounting information to decide whether to lend money to business. The accounting information is also crucial in evaluating the performance of employees at various levels in an organization. Thus, it is very important for a business executive to have a fair knowledge of accounting.

BSL348 Introduction to Financial Institutions and Market
3 credits (2-0-2)
This course includes the organization, management and regulation of financial service providers. It provides awareness about the regulatory framework in which the financial service industry operates. Financial instruments at the disposal of the industry and on their specific use at the hand of financial service providers have also been incorporated in this course. It also considers how recent developments, including technological advances and economic globalization, have instilled renew editor in activities such as acquisitions and mergers, and contemplates the future of the industry. Topics include Non-Banking Financial Services, Insurance Services, Merchant Banking, Credit Rating Services, Factoring and Forfaiting, Venture Capital, Plastic Money (Credit cards), Lease & Hire Purchasing, Housing Finance

BSL349 Insurance and Risk Management
3 credits(2-0-2)

BSL350 Fundamentals of Money and Banking
3 credits(2-0-2)
The objective of this course is to enable the student to gain at thorough understanding of the business of modern commercial banking. Topics include: functions of a bank in the economy, financial statements of a bank and measurement of profitability via ratios, bank lending policies and procedures and lending regulations, investment function in banking, asset liquidity management, reserve requirements, estimating a bank's liquidity needs, bank sources of funds: deposits, non-deposit liabilities, and equity.
BSL351 Introduction to Portfolio Management
3 credits (2-0-2)
Portfolio management presents the best investment plan to the individuals as per their income, budget, age, and ability to undertake risks. Portfolio management minimizes the risks involved in investing and increases the chance of making profits. One proven way to spread risk comfortably throughout your portfolio is to make sure you sufficiently diversify your investments. However, it remains a vital strategy for minimizing the risk that often helps investors to achieve their financial goals. The main topics to be addressed in this course are portfolio construction, Markowitz model, the Sharpe Index model, capital asset pricing theory, arbitrage pricing theory, portfolio evaluation, and revision.

BSL352 Microfinance in India
3 credits (2-0-2)
This course will introduce students the concept of Micro credit and Micro finance. Features and Benefits of Micro Finance. Important role of Micro Finance and why it is needed. Micro Finance refers to the provision of affordable financial services such as small loans, small savings, micro insurance and funds transfer facilities extended to socially and economically poor and disadvantaged segments of the society to enable them to increase their income levels and improve standard of living. The main aim of microfinance is to provide small loans to poor people particularly living below poverty line, who are not able to raise loan for productive purposes from other sources and to improve their standard of living by increasing their earning and saving covering associated risks.

BSL353 Cost and Management Accounting
3 credits (2-0-2)

BSL354 Security Analysis & Portfolio Management
4 Credits (4-0-0)
This course focuses on financial theory and empirical evidence for making investment decisions. Topics include: portfolio theory; equilibrium models of security prices (including the capital asset pricing model and the arbitrage pricing theory); the empirical behavior of security prices; market efficiency; performance evaluation; and behavioral finance. On completion of this course, students should be able to: describe securities, stock market, portfolio and risk management; understand the nature of investments in bonds and stocks; develop the equity valuation models; interpret the evidence relating to market efficiency; apply the no-arbitrage principle and single and multiple factor models of the CAPM and APT.

BSL355 Consumer Behaviour and Analysis
3 Credits (2-0-2)
This course is an introduction to the world of consumer behavior. The discipline borrows from several social sciences including psychology, sociology, and anthropology to explain behavior in the marketplace. In this course, the student will explore how perceptions, learning, memory, personality, and attitudes influence consumer behavior, how consumption changes during one's life.
cycle, and how powerful cultural and subcultural influences are on consumers.

BSL356 Applications in Digital Marketing
3 Credits (2-0-2)
The aim of the Digital Marketing Course is to provide students with the knowledge about business advantages of the digital marketing and its importance for marketing success; to develop a digital marketing plan; to make SWOT analysis; to define a target group; to get introduced to various digital channels, their advantages and ways of integration; how to integrate different digital media and create marketing content; how to optimize a Web site and SEO optimization; how to create Google AdWords campaigns; social media planning; to get the basic knowledge of Google Analytics for measuring effects of digital marketing and getting the insight of future trends that will affect the future development of the digital marketing. The application of the gained knowledge, skills, and competences will help future managers in forming a digital marketing performance efficiently.

BSL357 Introduction to Econometrics
3 Credits (2-0-2)
The objective of this course is to provide the basic knowledge of econometrics that is essential equipment for any serious economist or social scientist, to a level where the participant would be competent to continue with the study of the subject in a graduate program. While the course is ambitious in terms of its coverage of technical topics, equal importance is attached to the development of an intuitive understanding of the material that will allow these skills to be utilized effectively and creatively, and to give participants the foundation for understanding specialized applications through self-study with confidence when needed.

BSL358 Multi-criteria decision making

3 Credits (2-0-2)
The course focuses on teaching the foundation to provide insight into the decision-making processes in design by using the potentials of multi-criteria decision-making methods. It is designed specifically to provide an overview of multi-criteria decision-making methods in design processes. The course aims to analyze the potentials of usage of MCDM methods for various stages of design implemented with case studies.

BSL359 Fundamentals of Predictive Modelling
3 Credits (2-0-2)
In this course, students are introduced to predictive modeling methods, approaches, and tools. Students develop skills in predictive analytics that will allow them to: (1) develop and use advanced predictive analytics methods; (2) develop expertise in the use of popular tools and software for predictive analytics; (3) learn how to develop predictive analytics questions, identify and select the most appropriate predictive analytics methods and tools, apply these methods to answer the respective questions and presenting data-driven solutions.

BSL360 Supply Chain Analytics
3 Credits (2-0-2)
In the present time of intense global competition, customers are demanding more and more variety, with better quality and service at the lowest cost. This means that to be successful, firms need to develop supply chain strategies and logistical capabilities that serve the needs of their customers whilst maximizing overall profitability. All supply chains, to function properly, must focus on the huge opportunity that exists in their analytics. On completing this course, the students will be able to: Understand the importance of the basics of Business Analytics, Supply Chain Analytics, and optimization, analyze the level of uncertainty associated with the supply of products and services to targeted
customer segments and justify the choice of a supply chain strategy and its fit with competitive strategy, explain the role and applications of descriptive and predictive analytics in a Supply Chain and the basics of Modelling through R Language.

BSL361 Fundamentals of Time Series Analysis
3 Credits (2-0-2)
This course will cover models for analyzing time series data from both time and frequency domain perspectives. The emphases will be a balance of theory and applications. The course is intended to prepare the student for methodological research in this area and to train the students on cutting-edge data analytic methods for time series. The course will provide a basic introduction to modern time series analysis and will cover time series regression and exploratory data analysis, ARMA/ARIMA models, model identification/estimation/linear operators, Fourier analysis, spectral estimation, and state-space models. The Analyses will be performed using the freely available package ‘astsa’, which accompanies the book. Both R and RStudio will be required for this class.

BSL362 Social Media and Web Analytics
3 Credits (2-0-2)
The phenomenal growth of social media has transformed the social, political, and technological landscapes. Social media sparked a revolution by putting knowledge production and communication tools in the hands of the masses. This course will examine topics in social data analysis, including influence and centrality in social media, information diffusion on networks, topic modelling and sentiment analysis, identifying social bots, and predicting behavior. This course focused on how AI, network analysis, and statistical methods can be used to study these topics.

BSL365 Content Development and Marketing
3 Credits (2-0-2)
Content marketing is a strategic tactic that focuses on the creation of content to help further an organization’s brand. It focuses on the designing of content that is useful for a clearly defined target audience, which attracts and retains customers loyal to an organization’s brand, and ultimately driving the organization’s profitability. This course presents you to the concepts of content marketing and helps you develop the skills needed to develop and execute a successful content marketing plan.

BSL366 Design Thinking and Innovation
3 Credits (2-0-2)
Students will be learning a problem-solving framework known as Design Thinking and a new approach to Business Innovation based on insights and understanding of human needs. A complex business problem is a multi-dimensional and difficult problem to solve because of incomplete, contradictory, and changing requirements that are often hard to recognize. Moreover, complex problems often cut across social, cultural, political and environmental issues affecting diverse groups of people and has no clear boundaries or solution template to follow. Design Thinking offers a new approach to tackle complex problem and create innovative solutions.

BSL367 Digital Analytics and Campaign Planning
3 Credits (2-0-2)
Students will learn various digital analytics tools and apply them to realistically create and manage an integrated digital marketing campaign for a client. It will help students learn to set digital campaign goals, choose apt digital media, target audiences, create campaigns, run it, monitor it, make changes and make post campaign reports. Students will participate in various online marketing events and run
BSL368 Digital Futures
3 Credits (2-0-2)
The students will be introduced to the impact of digital technology, how it is shaping and changing the human experience. The course also introduces students to the different theoretical frameworks which can be utilized to examine the impact of digital technologies and the paths of socio-cultural change.

BSL369 Digital Media Planning and Management
3 Credits (2-0-2)
The course delves into the domain of digital media planning and management in the light of social media. The course introduces students to topics such as media management, marketing, planning, brand design and its strategies and practical techniques. Theoretical and field researches realized in the form of the lectures help students to establish their digital media planning and management background. They also develop skills of designing digital media projects and learn how to plan and manage in current social media environment.

BSL370 E-CRM
3 Credits (2-0-2)
The course enables students to understand the organizational needs, benefits and process of creating long-term value for individual customers. It includes topics to disseminate knowledge regarding the concept of e-CRM and e-CRM technologies that enables the students understand the technological and human issues relating to implementation of Customer Relationship Management in the organizations. Course will empower them to apply the CRM concepts practically and encourage them to explore for themselves the role of a marketing manager and the boundaries of marketing.

BSL371 Internet and Related Technologies
3 Credits (2-0-2)
The course introduces students with past and evolving Internet technologies. It covers topics including Internet fundamentals, Internet applications, Internet delivery systems, and Internet client/server computing. The course provides insights about working in an Internet enabled environment.

BSL372 Lead Generation & E-Mail Marketing
3 Credits (2-0-2)
Through this course students will get insights about email marketing. E-mail marketing remains one of the most effective channels a company has for reaching its target audience. Students will acquire knowledge about the tools on how to design, build, deliver & measure email marketing campaigns to ensure you get the best possible return. Students will also learn about building a quality database & generating good leads as well as gaining insights into data protection considerations.

BSL373 Mobile Marketing
3 Credits (2-0-2)
Consumers are using their mobile device 24/7 and marketers are attempting to capitalize on this technology. Mobile marketing gives consumers with just-in-time, personalized information about goods and services and related promotions. While going through the course, students will delve into the rapidly evolving mobile market and how companies are using mobile marketing to develop their marketing strategies and engage with consumers anywhere and anytime.

BSL374 Search Engine Optimization
3 Credits (2-0-2)
The course equips students with the tools and techniques to apply theories used in search engine optimization. On completion of this course, students will be able to
design, keyword search and competitive analysis, create website building strategies, techniques and tools to enhance search results, and optimize mobile content to enhance website visibility.

BSL375 Strategic Digital Marketing
3 Credits (2-0-2)
The course investigates digital marketing strategy, implementation and executional matters for B2B and B2C brands and provides knowledge of all digital channels and platforms. Students will complete the course with a comprehensive knowledge of and experience with how to develop an integrated digital marketing strategy, from formulation to implementation.

BSV301 Creative Thinking and Negotiation Skills
3 Credits (2-0-2)
Through this course student identify the difference between creativity and innovation, recognize their own creativity, build their own creative environment, explain the importance of creativity and innovation in business, apply problem-solving steps and tools, use individual and group techniques to help generate creative ideas, implement creative ideas.

CLL101 Effective Communication -I
2.5 credits (2-0-1)
Introduction to Communication, Types of Communication, Listening Skills, Language for Communication: Language and Communication; General Principles of Writing; Improving Writing Skills, Essentials of good style, Expressions and words to be avoided; Grammar and Usage, Communication Network: Scope and Types of Communication Network; Formal and Informal Communication Network; Upward Communication; Downward Communication; Horizontal Communication; Diagonal Communication, Writing Business Letter: Importance of Business Letters.

CLL102 Effective Communication II
2.5 credits (2-0-1)
Writing Memos, Circulars and Notices, Report Writing, Writing E-mail: Principles of E-mail; E-mail Etiquette; Overcoming Problems in E-mail Communication, Oral Communication Skills, Meetings: Types of Meetings, Reading, Employment Communication – Resume: Contents of Good Resume; Guidelines for Writing Resume; Different Types of Resumes; Reason for a Cover Letter to Apply for a Job-Format of Cover Letter; Different Types of Cover Letters, Public Speaking and Academic Writing.

CLL120 Human Values and professional ethics
2 credits (2-0-0)
The object of this program is to develop ethical thinking abilities for decision making, self-control, and holistic approach towards life and professions. This program would also help them to understand the importance of harmony in self, family and society, along with learning to be more responsible towards environment and society. This program touches the topics like morals and values, integrity and honesty, and courage as a stepping stone towards a peaceful society. Topics like mindfulness, which has elements like framework of happiness quotient and Fuelling success, is included to bringing one's attention to the internal and external experiences happening in the present moment. It will also help them develop a state of mind where they pay attention to their thoughts and feelings without judging them. This entire program focuses on developing self-control and confidence through education. As the students are soon going to become professionals, to make them future ready topics like Business Ethics, Corporate Social Responsibility and corporate Governance is also included, so that being into corporate they can be effective decision makers and handle their responsibilities towards the society and organization.
CMD302 Major Project
5 Credits (0-0-10)
Every student will be assigned a project topic at the end of the fifth semester and it will be pursued by him/her under the supervision of an internal supervisor. The dissertation along with soft copy will be submitted by the students in their respective institutions. The format of the report will be followed by: Executive Summary, Introduction to Company, Review of Literature, Research Methodology, Analysis of Data and Conclusions and Implications and Bibliography. The student shall be required to submit the progress reports as per schedule announced by project guide. Then the report shall be evaluated by external and internal examiners separately. The assessment shall be done on the basis of Viva-Voce and the report.

CML101 Professional Accounting
3 Credits (2-0-2)

CML107 Introduction to Banking
3 Credits (2-0-2)
Fundamentals of Banking provides students with an overview of the history, purpose, and functions of banking. The course focuses on how banks serve the financial needs of individuals, businesses, and government in today’s competitive environment. Students will compare financial services offered through traditional banking institutions with other financial intermediaries. Students will be able to understand fundamental banking concept and principles, the fundamentals of how banks operate as a business, their obligation to operate in a safe and sound manner and manage risk, and the responsibilities of bank employees in a consumer-focused financial services environment.

Students will be able to identify the financial statements that banks use and explain banks’ business operations, from managing assets and liabilities to maximizing returns on loans and investments, as well as minimizing expenses and risks, monitoring financial performance, and planning for the future. Students will be able to explain how banks build relationships with customers by exceeding their expectations, what factors influence their purchasing decisions, and how both banks and their customers benefit from effective sales and marketing practices.

CML108 Financial Management-I
3 Credits (2-0-2)
This course aims to equip the students with the fundamental principles & techniques of financial management concern with
acquisition & use of funds by a business firm. This course will examine various theories including the issues between short- & long-term financial management, risk and return, capital asset pricing model, corporate capital structure and financing decisions, dividend policy, investment and financial decisions in the international context, including exchange rate/interest rate risk analysis, and issues of corporate governance and control. In essence, we will explore the very patterns of corporate finance that has shaped the familiar yet complex terrain of today’s global economy.


Cost of Capital: Introduction; Cost of Capital; Cost of Debt, Cost of Preference Capital, Cost of Equity Capital, Approaches to Derive Cost of Equity, Weighted Average Cost of Capital and Weighted Marginal Cost of Capital.

Dividend decisions & policy: its theories.

CML109 Business Laws
3 Credits (2-0-2)
Business law is the most demanding field in today’s business scenario, as every business whether it is SME or MNC has to follow rules and regulations formed by the government. Cognitive approach toward legal aspect is must for every commercial concern. Objective of this course is to expose the student with legal business environment in India and an introduction to corporate law and to legal and non-legal governance mechanisms which encourage directions to act in their company’s interests rather than their own. The business law course establishes a foundation to incorporate the more complex legal perspectives of the professional. A legal background is necessary in order to develop the business person’s awareness of the interrelationship between government and business, to integrate legal considerations into managerial decisions, and to evaluate the costs and benefits of particular business alternatives. Business law course provides insight on law of contract and Companies Act 2013.

At the end of the course the student will have an understanding of Contract Act, Partnership Act, Negotiable Instruments, Environment Protection, IT Act and Companies Act. Legal aspects of business provide a better insight for taking business decisions. The course’s outcome is to understand the different ways in which law can respond to these economic demands and problems.

CML110 Communication and Documentation in Business
3 Credits (2-0-2)
Application of business communication principles through creation of effective business documents and oral presentations. Includes study and application of team communication and use of technology to facilitate the communication process.

CML201 Introduction to Financial Management
4 Credits (4-0-0)
This course aims to equip the students with the fundamental principles & techniques of financial management concern with acquisition & use of funds by a business firm. Financial Management: Goals & objectives, Functions of financial managers, Concepts of risk and return, Environment of finance in organization of

**CML202 Income Tax and Practice**

**4 Credits (4-0-0)**

**Basic concept:** Income, agricultural income, person, assesses assessment year, previous year, gross total income, total income, maximum marginal rate of tax, Residential status. **Income from Various Sources:** Computation of Income under Salaries, Income from house property, Profits and gains of business or Profession. **Capital Gain tax:** Capital gains, Income from other sources, Total income and tax computation, Income of other persons included in assesse’s total income. **Deductions & Rebates:** Deductions from gross total income, Rebates and reliefs, Computation of total income of individuals and firms, Tax liability of an individual and firm- Five leading cases of Supreme Court. **Practice Sessions:** Preparation of return of income, On-line filing of Returns of Income & TDS, Provision & Procedures of compulsory on-line filing of returns for specified assesses.

**CML203 Fundamentals of Auditing**

**3 Credits (2-0-2)**

Auditing: Basic Principles and Techniques; Classification of Audit, Audit Planning, Internal Control – Internal Check and Internal Audit; Audit Procedure – Vouching and verification of Assets & Liabilities; Company Auditor: Qualifications and disqualifications, Appointment, Rotation, Removal, Remuneration, Rights and Duties; Auditor’s Report- Contents and Types, Liabilities of Statutory Auditors under the Companies Act 2013. Special Areas of Audit: Cost audit, Tax audit and Management audit; Recent Trends in Auditing: Basic considerations of audit in EDP Environment; Relevant Auditing and Assurance Standards (AASs).

**CML204 Corporate Accounting**

**3 Credits (2-0-2)**

This course will introduce students with the different types of relationships amongst business entities and identify these relationships for financial reporting purposes. Helps in determining the ‘reporting entities’ for each inter-entity relationship, and explain the appropriate accounting policy choices and demonstrating a thorough knowledge of relevant accounting standards and the ability to apply them to solve practical problems that arise from inter-entity relationships. Select the appropriate accounting techniques, as prescribed by the relevant accounting standards, and perform the accounting treatment for each type of inter-entity relationship (including preparing consolidated financial statements). They could discuss the strategic, legal, and assurance issues associated with establishing inter-entity relationships, and generate recommendations and communicate accounting policy choices and strategic recommendations and justify conclusions.
with reference to relevant laws and accounting standards.

**CML206 Security and Investment management**  
**3 credits (3-0-0)**  
This course is intended to provide a general overview of capital markets, financial instruments, and investment process. The course would emphasize the role of modern financial theory in portfolio management. The broad topics includes Overview of Indian financial system and financial intermediaries, Investment process, Intermediaries in financial market, Sources of financial information, Different investment alternatives, Approaches of bond valuation, Introduction to fundamental analysis. Technical analysis and efficient market hypothesis. Introduction to mutual funds and their risk evaluation and Role of SEBI.

**CML208 Financial Management-II**  
**3 Credits (2-0-2)**  
The goal of this course is to develop the analytical skills for making corporate investment with regards to financial decisions and risk analysis. An equally important component of this course is its emphasis on developing your critical auditory and erudite writing skills to a level that is commensurate with university standards. The course teaching methodologies will be composed of lectures, homework assignments and a group project. This course will examine the concept of present value, the opportunity cost of capital, discounted cash flow analysis, a consortium of valuation techniques of capital budgeting and risk analysis. The course will also be developing knowledge on the allocation, management and funding of financial resources. Enhancing student's ability in dealing short-term dealing with day-to-day working capital decision; and also, longer-term dealing, which involves major capital investment decisions and raising long-term finance.


**CML301 Cost Accounting**  
**3 Credits (2-0-2)**  

CML302 Management Accounting
3 Credits (2-0-2)

Project: Students are expected to select a company and Perform cost analysis of that company, prepare a report and make presentation in the class. Live cases cost accounting reports attached to annual reports should be analyzed.

CML303 Indirect Taxation (GST)
4 Credits (4-0-0)

CML304 Micro Finance
3 Credits (2-0-2)
This course will introduce students the concept of Micro credit and Micro finance. Features and Benefits of Micro Finance. Important role of Micro Finance and why it is needed. Micro Finance refers to the provision of affordable financial services such as small loans, small savings, micro insurance and funds transfer facilities extended to socially and economically poor and disadvantaged segments of the society to enable them to increase their income levels and improve standard of living. The main aim of microfinance is to provide small loans to poor people particularly living below poverty line, who are not able to raise loan for productive purposes from other sources and to improve their standard of living by increasing their earning and saving covering associated risks.

CSV 119 Digital Literacy (30 hrs Lab Training + Python)
2 credits (0-0-4)
Introduction to MS Word- Creation of Simple document, editing text working with table and graphic, Formatting document use of tools like spell-check, hyphenation, mail-merge printing of document, envelopes and labels. Introduction of MS Excel, meaning of workbook opening of excel sheet and work books. Formulating and printing Workbooks/sheets. Formulas and
functions, graphs and chart and Introduction to Power Point, Introduction to Python.

**ENL101 Statistics & Research Methodology-I**  
*4 Credits (4-0-0)*

The present course has been designed to familiarize the students with the nature and importance of statistical tools for data analysis in social science research. It starts with an introduction to the different types of statistics, levels of measurement, and concepts of population sampling. It covers various types of statistical techniques like measures of central tendency, dispersion and correlation. The course also introduces the students to methods of analyzing the differences between groups.

**ENL102 Principles of Economics**  
*3 Credits (2-0-2)*

The Economic Way of Thinking: Defining Economics and Microeconomics, Scarcity and choice Basic problems of an Economy  

**ENL201 History Of Economic Thoughts**  
*3 Credits (3-0-0)*


**ENL202 International Trade**  
*3 Credits (3-0-0)*

This course will emphasize both theoretical (mathematical/analytical) models as well as empirical studies of how well those models fit “real world” data. Moreover, the course will frequently compare and contrast alternative theories/conceptions of the nature of international trade and the gains or losses thereof. Understanding the economic intuition behind the technically demanding models as well as thinking critically about the assumptions behind the theories and how well they fit actual trading economies will be a major focus. The rather unique nature of what this course attempts to achieve is underlined by the fact that there is no single textbook that would serve our purpose. This will provide us with the perfect segue then to chip away at the (artificial) barriers dividing trade theory from international finance, economic
history, growth, and development theory, and even aspects of political sociology. Moreover, apart from providing us with a chance to re-evaluate the case for “free” trade from different perspectives, our approach will also help us come to terms with the ever-widening breach between varying perceptions of somewhat amorphous (and misleading) terms such as “trade liberalization” and “globalization.” This course is being offered at a very interesting time. Debates surrounding the process of “globalization” have aroused much interest both in academic circles and amongst global citizenry. This course will provide an excellent opportunity to discuss some of these issues and to use theoretical tools to make sense of the fundamental arguments involved. Since it is not possible to cover all aspects of international trade in class, the lectures will focus on a “core” of major theoretical models, policy analyses, and empirical studies. Student participation will be sought and encouraged.

**ENL203 Business Mathematics**  
**3 Credits (2-0-2)/ 4 Credits (4-0-0)**  

**ENL204 Statistics And Research Methodology-II**  
**3 Credits (2-0-2)/ 4 Credits (4-0-0)**  
This course covers the understanding and application of appropriate research designs, research statistics, the use of computer for data analysis and report writing. In this course, students will learn how to identify problems to study, develop hypotheses and research questions, specify independent and dependent variables, check for the validity and reliability of studies and design research projects. The main topics covered in this course are background to research, literature review, nature and types of research, research applications in social sciences and business, questionnaire design, data collection methods, types of data analysis methods, writing qualitative research, nature of quantitative research, data and variables, descriptive statistics, sampling, hypothesis testing, association: correlation coefficients, bivariate regression, ANOVA, writing a quantitative study.

**ENL205 Advanced Microeconomics**  
**4 Credits (4-0-0)**  
This course is a sequel to Microeconomics I. The course is designed to provide a sound training in microeconomic theory. The main topics covered are consumer theory, production and costs, concepts of economies and scale, market structure and game theory: monopoly market structures, monopolistic competition, interdependence and collusion between firms in oligopoly, formulate a payoff matrix and analyse the choices for firms in game theory, general equilibrium, efficiency and welfare and market failure and asymmetric information.

**ENL206 Introduction To Econometrics**  
**4 Credits (4-0-0)**  
This course aims at providing students a thorough understanding of core techniques of econometrics with focus on applied microeconomics techniques and how to apply them to test economic theories and quantify relevant factors for economic policy and other decisions. This course will help student to rigorously understand issues in connecting data, statistics and economic theory. The approach would be hands-on practice to help students get
comfortable with working with dataset. The main contents of this course are introduction to econometrics, simple linear regression model (concepts, estimation, properties and testing of hypothesis), multiple regression models, functional forms and testing for model specification, identifying and correcting for violation of CLRM assumptions, dummy variables, logit and probit models, simultaneous equation model, specification analysis, time series econometrics.

ENL207 Advanced Macroeconomics  
4 Credits (4-0-0)  
This course introduces the students to formal modeling of a macro-economy in terms of analytical tools. It discusses various alternative theories of output and employment determination in a closed economy in the short run as well as medium run, and the role of policy in this context. The main topics covered in this course include Aggregate Demand and Aggregate Supply Curves, Inflation, Unemployment and Expectations - Phillips curve; Okun’s law; adaptive and rational expectations; policy ineffectiveness debate and Open Economy Models - Short-run open economy models; Mundell-Fleming model; exchange rate determination; purchasing power parity; asset market approach; monetary approach to balance of payments.

ENL208 Environmental Economics  
4 Credits (4-0-0)  
In Environmental economics, students are taught that area of economics which studies the financial impact of environmental policies. Environmental economists perform studies to determine the theoretical or empirical effects of environmental policies on the economy. Topics covered are related to designing of appropriate environmental policies and analyze the effects and merits of existing or proposed policies.

ENL209 Behavioral Economics  
3 Credits (3-0-0)  
This course will help to understand why people make the decisions and predict how others behave in situations in which they interact strategically. The broad topics include Assumptions of Economics and evaluations Game theory and Experimental Game theory Neuroeconomics; Evolutionary Psychology and Economic Psychology Conceptual Framework: Thinking automatically; Thinking socially; Thinking with mental models Methods of Behaviour Economics. Poverty Behavioural Finance; Household finance Auctions Economic Behaviour and Public Policy; Behaviour in macroeconomy. Lessons from Behaviour Economics.

ENL301 Public Finance  
4 Credits (4-0-0)  
The focus of the course, which draws on microeconomic theory, is on the development of analytical tools and their application to key policy issues relating to the spending, taxing and financing activities of government. Particular emphasis is given to recent developments in public economics, including findings from current research, in areas such as behavioural public economics, new empirical methods and policy innovations. The course aims to give students an appreciation of the analytical methods in economics for the study of the public sector and the role of the state in principle and in practice; to provide a thorough grounding in the principles underlying the role of the state, the design of social insurance and the welfare state and the design of the tax system and to enable students to understand the practical problems involved in implementing these principles.

ENL302 Corporate Governance and CSR  
4 Credits (4-0-0)  
This course will teach the fundamental theories and practice of corporate governance. This course covers the history
of the corporation, boards of directors, the division of profit sharing and various forms of employee ownership and equity ownership among insiders, regulation, shareholder activism, the impact of takeovers and mergers and acquisitions on governance, ethical issues such as conflicts of interest and insider trading, international corporate governance, and policy developments likely to impact the corporation. CSR component is about how business takes account of its economic, social and environmental impacts in the way it operates – maximizing the benefits and minimizing the downsides. The course discussion will be based on these issues.

**ENL303 Fundamentals of Money and Banking**

*4 Credits (4-0-0)*

The course discusses various aspects of money and finance including interest rates, monetary management and instruments of monetary control. The main topics covered include introduction to money: functions and types of money, post-war controversy on the definition of money, theoretical and empirical methods to distinguish money from near money assets, types of monetary system and qualities of good monetary system, Demand for Money: The Classical Quantity Theory, The Keynesian Approach, The Post-Keynesian Approaches – Tobin – ‘Liquidity Preference as behaviour towards risk’, Boumol and Tobin – ‘The Transactions demand for Cash: An Inventory – Theoretic Approach’, Friedman’s Theory Supply of Money: Money Creation by the banking system, high powered money and money multiplier, Measures of money supply in India, monetary policy: Targets, goals and the trade-offs among alternate goals, Policy Tools, Lags in Operation, transmission mechanism – classical model, Keynesian model and monetarist model, monetary policy in the open economy, RBI’s monetary policy.