SNDT Women's University, Mumbai

Bachelor of Business Administration

In Management Studies

(BBA)

As per NEP-2020

Syllabus

(2024-25)

Introduction :

Preamble (Brief Introduction to the programme)		BBA is a course in the management domain that imparts holistic education focused on skill-based practical and theoretical knowledge. The main aim of the course is to equip students with the theory and application of management principles in various manufacturing and service sectors. This course gives the students an insight into the working culture of the corporate sector and environment at the global level. The medium of instruction in the BBA Programme is English language.
Programme Specific Outcomes (PSOs)		After completing this programme, the Learner will
	1.	Develop an understanding of various managerial theories/concepts, principles, and practices.
	2.	Gain knowledge and skills to apply in their respective management profession in the corporate sector
	3.	Develop analytical skills to enhance research
	4.	Enhance leadership ability and teamwork skills that enable them to work effectively in a team
	5.	Acquire confidence, competency, and a risk-taking attitude
	6.	Pursue higher studies in diverse fields of Management such as Business Administration, Human Resource Management, Marketing, and Finance
	7.	Develop Entrepreneurship skills and ethical values for the betterment of society
	8.	Nurture human values in both personal and professional life
Eligibility Criteria for Programme		XII Std. from any stream offered by any recognized University or equivalent standard here is a list of some of the popular BBA entrance exams: CET BBA – CUET UG
Intake (For SNDT WU Departments and Conducted Colleges)		60
Fees		Rs.

Course code and definition:

Course code	Definitions
L	Lecture
T	Tutorial
P	Practical
CC	Core Courses
AEC	Ability Enhancement Courses
MDE	Multi-Disciplinary Elective course
VAC	Value added Courses
SEC	Skill Enhancement courses
DSE	Discipline Specific Elective
OE	Open Elective

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Semester-wise Structure and Curriculum for UG Course in BBA

SEMESTER - I									
S. No.	**Course Code**	**Course Title**	**L**	**T**	**P**	**Credit**	**Int.**	**Ext.**	**Total**
1.1	CC	Principles of Management	3	1	0	4	50	50	100
1.2	CC	Organization Behavior	3	1	0	4	50	50	100
1.3	CC	Business Statistics	3	1	0	4	50	50	100
1.4	AEC	Business Communication Skills & Personality Development	1	1	0	2	50	0	50
1.5	AEC	Introduction to ICT	1	1	0	2	50	0	50
1.6	MDE	Indian Knowledge System^	2	0	0	2	50	0	50
1.7	VAC	Basics of Yoga	2	0	0	2	50	0	50
1.8	AEC	Additional Course - Indian or Foreign Language (1-1-0) [optional course]*	1	1	0	0*	0	0	0
					TOTAL	**20**	**350**	**150**	**500**

Note: ^Indian Knowledge System: Indian Culture and Civilization Indian Vision for Human Society Indian Science Indian Town Planning and Architecture Indian Mathematics and Astronomy Indian Aesthetics Indian Health, Wellness

*Indian Languages: Sanskrit/Hindi/All Regional languages Foreign Languages:
- Spanish/**German**/French/Korean/Mandarin

Semester I

1.1 Principles of Management - Core Courses (CC)

Course Title	**Principles of Management**
Course Credits	**4**
Course Outcomes	By taking this course, learners will be able to
	Facilitate the recent trends and developments in the field of management.
Module 1(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
	Summarize the concepts of Management & Evolution of Management, Thought and Demonstrate competence in the fundamentals of Management
Content Outline	**Management & Evolution of Management Thought** • The Definition of Management: Its nature and purpose Managerial functions at different organizational levels, Managing Science or art, the functions of Managers Evolution of Management thought – Management thought in antiquity, Fredrick Taylor and Scientific Mgt., Sources of Taylor and their contribution, Contribution of Fayol, the emergence of Human Relations school.
Module 2(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
	Summarize the concepts of understanding and applying the Planning Process. Decision-making Process and Organization
Content Outline	**Planning Process. Decision-making Process and Organization** • The nature of planning – Types of plan, purpose or mission, objectives – a hierarchy of objectives, key Result Areas the process of setting objectives. The nature and purpose of strategies and policies. • Steps in planning – Being aware of opportunities, developing premises, Decision making – Decision-Making Process, Types • Formal and informal organization, Process of Organizing, Organization structure – Formal vs. informal Organization, Authority - delegation of functional authority, the nature of decentralization, the determinants of decentralization, the difference between delegation and Decentralization, and advantages of delegation.
Module 3(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
	Understand the concept of Motivation & Leadership. Understand the various approaches and styles of Leadership.

Content Outline	**Leadership: -** • Leadership: Defining leadership, ingredients of leadership, Trait approach to leadership, Behavioral approach to leadership, and different styles of leadership.
Module 4(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
	Develop the ability to use various controlling techniques
Content Outline	**Controlling techniques.** • The basic control process – feedforward control and feedback control, requirements for effective controls – tailoring controls to individual managers and plans, ensuring flexibility of controls, fitting the control system to the organization culture, control techniques - the Budget, traditionally non–budgetary control devices.
The subject teacher uses the assessment tools (CCE) / Assignments/Activities towards CCE	a) Class Tests b) Presentations c) Assignments d) Case studies e) Field Assignments and f) Mini Project

References

I. Books

1) Stephen P. Robbins, Mary. C &Agna. F. (2019) Management (14th edition). Pearson Education.
2) Stephen P. Robbins, Timothy. A. Judge &Niharika Vohra. (2018)
3) Organizational Behaviour (18th edition). Pearson Education.
4) Basu, C. R. (2017) Business Organization and Management. New Delhi: Tata McGraw Hill Education.
5) GuptaC.B.(2017)Management Theory and Practice. New Delhi: Sultan Chand and Sons.
6) Chandan J. S. (2014) Management: Concept and Strategies (2ndedition). Mumbai: Vikas Publishing House.
7) Prasad, Lallan and Gulshan S.S. (2011) Management Principles and Practices. New Delhi: Sultan Chand and Co Ltd.
8) B Francis Cherunilam. (2011) Business Environment and Policy - A book on strategic management and corporate Planning. Mumbai: Himalaya Publishing House.
9) K. Aswathapa. (2011) Essentials of Business Administration. Mumbai: Himalaya Publishing House.

II. Journals

International Journals:

1. Academy of Management Journal (AMJ)
2. Journal of Management Studies (JMS)
3. Strategic Management Journal (SMJ)
4. Organization Science
5. Journal of International Business Studies (JIBS)

National Journals

1. Harvard Business Review (HBR
2. Journal of Business Venturing (JBV)
3. Journal of Management (JOM).
4. Journal of Management Studies (JMS)
5. Indian Journal of Management (IJM)

III. Website

1. **Alison's Learning Paths** (https://alison.com/)
2. **Academic Earth** (https://academicearth.org/)
3. **Udemy** (udemy.com)
4. **https://www.cipd.org/asia**

IV. Mooc

Swayam

Principles of Management - https://onlinecourses.swayam2.ac.in/ini24_mg01/preview

Business Organisation and Management -

https://onlinecourses.swayam2.ac.in/nou24_mg10/preview

Udemy

Management principles - https://www.udemy.com/course/principles-of-management/

1.2. Organizational Behaviour - Core Courses (CC)

Course Title	**Organizational Behaviour**
Course Credits	**4**
Course Outcomes	By taking this course, learners will be able to
	1. Describe, analyze, and evaluate individual and group behaviour.
	2. Understand the organization's culture and its impact on individuals and groups.
	3. Analyze the systems impacting the behaviour of employees in the organizational settings in the current businesses.
	4. Acquire the knowledge and relevant skills for understanding and modifying human behavior with human-centric values and attitudes.
Module 1(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
	1. Define organizational behavior (OB) and list the major Challenges and opportunities for managers to use OB concepts.
	2. Describe key biographical characteristics (Age, Gender, Marital status, Tenure) and abilities (Intellectual & physical).
	3. Explain how behaviors are learned and summarize the main Learning theories.
	4. Understand the role of Personality, Perception and Emotions.
	5. Identify how attitude and values influence individual Decision making.
	6. State the relationship between Job satisfaction and employee performance.
Content Outline	**Introduction to organizational behavior and Individual behavior** • Introduction-Understanding Organizational Behavior, Concept, Challenges and Opportunities of Organizational Behavior- Basic Model of Organizational Behavior • Individual Behavior- Biographical characteristics, Ability, Learning, Personality and emotions, Perception, Individual decision-making, attitude and values, Job satisfaction and employee performance
Module 2(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
	1. Outline the motivation process and summarize the Conclusions of various motivation theories.
	2. Describe how the motivation concept can be applied to improve employee performance and satisfaction.
	3. Compare the two models of group development.

	4. Differentiate between formal and informal groups.
	5. Identify the key factors in explaining group behavior.
	6. List the strengths and weaknesses of group decision Making.
	7. Identify the issues and suggest ways to manage the teams effectively.
Content Outline	**Group behavior and application of the Motivation concept** • Basic motivation concepts and their application- MBO, employee recognition program, employee involvement program, variable pay program, Special issues in motivation • Foundations of Group Behavior: Nature and Types of Groups; Stages of Group Development; Group member resources, Group Structure; Group Tasks and Processes; Communication in Groups. Group decision making, Work Teams- Teams vs. Groups, creating effective teams, issues in managing teams.
Module 3(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
	1. List common barriers to effective communication and ways to mitigate them.
	2. Define conflict and differentiate between various views of conflict.
	3. Outline conflict process and conflict handling intentions.
	4. Describe various conflict management techniques and conflict stimulation techniques.
	5. Identify steps in the negotiation process and issues in negotiation.
	6. Summarize how leaders can build trust and be effective in managing employee behavior.
	7. Describe the ways to gain power and How power and politics impact employee behavior.
Content Outline	**Conflict management and application of leadership concept** • Communication, Conflict, Negotiations and Intergroup Behavior: Sources of Conflict, Classification of Conflict, Conflict Process; Negotiations – Process & Issues; Intergroup Relations. • Leadership –applying theories, Leadership styles, and effectiveness. Trust and leadership, Power and Politics: Definition and Bases of Power; Power tactics, Organizational Politics; Ethics and Ethical Behavior in Organization.
Module 4(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
	1. Identify six key elements that define the organization Structure.

	2. Differentiate between structures and designs and various Organizational designs that can be adopted and their behavioral implications.
	3. Explain how cultures are built, sustained, and modified.
	4. Identify functional and dysfunctional effects of culture on people and organizations.
	5. Describe forces that stimulate the change process and Summarize the sources of individual and organizational resistance to change.
	6. Describe innovative and learning organizations.
	7. Describe sources of stress and list stress management Techniques.
Content Outline	**Organization Structure Impact and Organizational Change** • Organization Structure, Common organizational designs, and new options, why structures differ. Organizational Culture, creating and sustaining culture, how employees learn culture • Organizational Change - Forces for Change; the Change Process; What can be changed, Resistance to change, Managing organizational change, Current change issues, Work stress, and stress management.
The subject teacher uses the assessment tools (CCE) / Assignments/Activities towards CCE	a) Class Tests b) Presentations c) Assignments d) Case studies e) Field Assignments and f) Mini Project

References

I Books:

1) Robbins Stephen, Timothy A. Judge: Essentials of Organizational Behavior, Pearson, 2019
2) K. Aswath Appa: Organizational Behavior, Himalaya Publishing house 2018
3) John W. Newstrom: Organizational Behavior: Human Behavior at Work, 14th Edition 2019
4) Dr. Christopher P. Neck, Jeffery D. Houghton, and Emma L. Murray: Organizational Behavior: A Skill-Building Approach, Sage Publications 2018
5) Edwin A. Locke: The Principles of Organizational Behavior, Blackwell Handbooks, 2018
6) Nelson, Debra L, and James C: Organizational Behavior, Cengage Learning India Pvt. Ltd.,2010
7) PareekUdai: Understanding Organizational Behavior, Oxford University Press, 2010

II Journals:

- Organizational Behavior and Human Decision processes
- Journal of Organizational Behavior
- Journal of Human Values
- International Studies of Management & Organization

III Websites:

- http://papers.ssrn.com
- http://www.nwlink.com/~donclark/leader/leadob.html

IV Mooc

Swayam

Advanced Topics in Organizational Behaviour - https://onlinecourses.swayam2.ac.in/imb24_mg105/preview

Udemy

Organizational Behaviour - https://www.udemy.com/course/organisational-behavior/

1.3 Business Statistics - Core Courses (CC)

Course Title	**Business Statistics**
Course Credits	**4**
Course Outcomes	By learning this course, learners will be able to
	Learn the basic statistical business tools.
Module 1(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
	Gain insights on descriptive statistics.
Content Outline	**Descriptive statistics for univariate data** • Introduction to Statistics: Preparation of frequency distributions including graphic presentation. **Measures of Central Tendency** • Mathematical Averages: Arithmetic means, Geometric mean, Properties & Applications. **Positional Averages** • Mode & Median & other partition values - Quartiles, Deciles & Percentiles (including graphic determination). **Measures of Variation** • Absolute, Measures, Range, Quartile Deviation, Mean Deviation, Standard Deviation, Variance.
Module 2(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
	Know about the forecasting techniques.
Content Outline	**Forecasting Techniques Covariance & Correlation** • Meaning, Correlation using scatter diagram. Karl Pearson's co-efficient of correlation: Calculation & Properties, Rank Correlation. **Regression Analysis** • Linear regression defined. Regression defined. Regression equations & estimation. **Components of Time Series:** Additive & Multiplicative models **Trend Analysis** • Finding Trend by moving average methods, Fitting of Linear quadratic trend principle of least squares.

Module 3(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
	Gain insights about Index numbers and its type.
Content Outline	**Index Numbers** • Meaning & Uses of Index Numbers • Simple & weighted Index. No., Construction of Index No., Fixed & Chain base; Paashe's Laspeyre's Kelly's & Fishers Index No., tests of adequacy of Index No. • Construction of consumer price indices. Deflating, Splicing, Quantity & Value Index Nos. Shifting of base year, conversion of a chain based to fixed base & vice-a- versa, Cost of living Index Nos. inflation concept of Industrial Production Indices.
Module 4(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
	Understand the concept of probability and its applications in Business.
Content Outline	**Probability, Probability Distribution & Its Applications** • Probability: Probability as a concept, Addition & Multiplication Laws of probability (statement & concept only), Conditional Probability, Bayer's Theorem • Random Variables: Random variable, Expectation & variance, Probability Distributions; Binomial & Normal Distribution **Moments, Skewness and Kurtosis**
The subject teacher uses the assessment tools (CCE) / Assignments/Activities towards CCE	**a**) Class Tests b) Presentations c) Assignments d) Case studies e) Field Assignments and f) Mini Project

References

I Books :

1) S. P. Gupta, Statistical Methods, Sultan Chand & Sons, 2011
2) Mathematics & Statistics, Ajay Goel & AlkaGoel, Taxman Allied Services (P) Ltd.
3) Fundamentals of Mathematics & Statistics, S P Gupta & V K Kapoor, S. Chand.
4) Statistical Methods, S P Gupta
5) Business Statistics, Deshpande & Vaidya
6) Business Statistics, Kumbhajkar

II Journal:

1. Journal of Business and Economic Statistics (JBES)
2. Journal of Applied Statistics
3. Statistical Methods & Applications
4. Journal of Business & Economic Statistics (JBES)
5. Computational Statistics & Data Analysis
6. Journal of Statistical Computation and Simulation

III Website:

1. Statista - https://www.statista.com/
2. Federal Reserve Economic Data (FRED) - **https://fred.stlouisfed.org/**

IV Mooc:

Swayam

Business statistics - https://onlinecourses.swayam2.ac.in/cec24_mg20/preview

Udemy

Statistics for Business Analytics and Data Science A-Z™ - https://www.udemy.com/course/data-statistics/

1.4 Business Communication Skills & Personality Development - Ability Enhancement Courses - (AEC)

Course Title	**Business Communication Skills & Personality Development**
Course Credits	**2**
Course Outcomes	By taking this course, learners will be able to
	Understand business communication theory and techniques.
Module 1(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
	Understand the concept of communication.
Content Outline	**Introduction to Communication** • The concept of communication; definitions of communication; process of effective communication; significance of feedback; attributes of communication importance in the corporate world. **Methods of Verbal Communication** • Nature &definition of verbal communication; oral communication- definition, advantages & disadvantages; written communication- definition, features, advantages & disadvantages in the business world. Tips for making verbal Communication is effective.
Module 2(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
	Acquaint with the knowledge and importance of Business English.
Content Outline	**Business English** • Introduction & Importance of English in business, Commercial English, Features of Commercial English, English for Business.
Topics Prescribed for workshop/lab	Group Discussion Mock Interview Interview Public Speech Conflict Situation Decision-making in a group Written Communication
The subject teacher uses the assessment tools (CCE) / Assignments/Activities towards CCE	a) Class Tests b) Presentations c) Assignments d) Case studies e) Field Assignments and f) Mini Project

References

I Books:

1) Basic Course for Spoken English, Dr. S.L. Kudchedkar, an SNDT Publication
2) Writing Skills, Dr. Aayesha Banatwala, An SNDT Publication

3) Strengthen Your English, Narayanswami, Orient Longman Publication
4) Business Communication, Rai and Rai, Himalaya Publication 2006.
5) Business Communication - K. K. Sinha - Galgotia Publishing Company, New Delhi.

6) Media and Communication Management - C. S. Rayudu - Himalaya Publishing House,Bombay.
7) Essentials of Business Communication - Rajendra Pal and J. S. Korlhalli - Sultan Chand & Sons, New Delhi.
8) Business Communication (Principles, Methods and Techniques) Nirmal Singh – Deep & Deep Publications Pvt. Ltd., New Delhi.
9) Business Correspondence and Report Writing - R. C. Sharma, Krishna Mohan – Tata

II Journal:

1. Journal of Business Communication
2. International Journal of Business Communication (IJBC)
3. Journal of Applied Communication Research
4. International Journal of Business Communication and Technology
5. Business and Professional Communication Quarterly
6. Journal of Personality and Social Psychology
7. Personality and Individual Differences
8. Journal of Business and Psychology
9. Communication Research

III Website:

1. Alison's Learning Paths (https://alison.com/)
2. Academic Earth (https://academicearth.org/)
3. Udemy (udemy.com)
4. https://www.cipd.org/asia

IV Mooc:

Swayam
Business Communication Skills & Personality Development - https://onlinecourses.nptel.ac.in/noc24_mg107/preview

Business Organisation and Management

https://onlinecourses.swayam2.ac.in/nou24_mg10/preview

Udemy

Business Communication Skills & Personality Development - https://www.udemy.com/course/personality-development-and-communication-skills/

https://www.udemy.com/course/behaviour-in-business/

1.5 Introduction to Information and Communication Technology - Ability Enhancement Courses (AEC)

Course Title	**Introduction to Information and Communication Technology**
Course Credits	**2**
Course Outcomes	By taking this course, learners will be able to
	1. Apply information technology principles to real-world problems.
	2. Have the skills to work effectively within an organization.
	3. Understand ethical, professional, and social issues related to the practice of their profession.
	4. Engage in continuous learning.
	5. Differentiate various programming paradigms.
Module 1(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
	Acquaint the knowledge of Information Technology.
Content Outline	**Introduction to Information Technology** • Decision making in MIS – Overviews of System, analysis & design system development life cycle. • Concepts & model – requirement and recognition, structured & unstructured decision. • Information requirements for decision-making strategies under different conditions, synonymous decision-making Models, the foundation of information system.
Learning Outcomes	After learning the module, learners will be able to
	Understand the concept of system design and its implementation.
Content Outline	**System design & implementation** • System design & implementation – Overview of logical of input, output & control process & interface design, database design, implementation of MIS projects. • Data Base Management – Management corporate data, data resources, data independence, consistency, security & integrity • Data base models – helical, rational. Advantages & Disadvantages of DBMS.

Module 2(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
	Know about MS Word/Excel, data communication, EDI, and E-Commerce in detail.

Content Outline	**Introduction to MS Word, Data Communication, EDI (Electronic Data Interchange)** • Introduction to MS Word. Creation of Simple documents, editing text working with table and graphics. Formatting documents, use of tools like spell-check, hyphenation, mail-merge, and printing of documents, envelopes, and labels. • Introduction of MS Excel, meaning of workbook opening of Excel sheet and workbooks. Formulating and printing Workbooks/sheets. Formulas and functions, graphs and charts. • Introduction to PowerPoint. • Data Communication, EDI (Electronic Data Interchange). Networking concepts, LAN, WAN Components of LAN, WAN. Network topologies, difference between internets, intranet, extranet. • Introduction of E.Com. – Introduction, concept, recent trends, business reengineering process, electronic funds Transfer, legal security issues of e-commerce.
The subject teacher uses the assessment tools (CCE) / Assignments/Activities towards CCE	a) Class Tests b) Presentations c) Assignments d) Case studies e) Field Assignments and f) Mini Project

Reference

I Books:

1) Ramesh Bahel Information Technology for Managers Tata Macgraw Hill
2) Pradeep K. Sinha Computer Fundamentals BPB Publications
3) K. Saini, Pradeep Kumar Computer Application in Management Anmol Publications
4) HenryC. Lucas Information Technology for Management McGraw-Hill/Irwin , 2009
5) David T. Bourgeois Information Systems for Business and Beyond Saylor Foundation , 2014
6) C.S.V. Murthy E-Commerce Himalaya Publishing House

II Websites:

https://www.webopedia.com/ 2
http://intronetworks.cs.luc.edu/current/ComputerNetworks.pdf

III Journal:

- Journal of Management Information Systems (JMIS)
- Information Systems Research (ISR)
- Journal of Information Technology (JIT)
- IEEE Transactions on Information Technology in Biomedicine
- Journal of Computer-Mediated Communication (JCMC)

IV Mooc:

Swayam

Introduction to Information and Communication Technology - https://onlinecourses.swayam2.ac.in/nou24_cs11/preview

Udemy

Introduction to Business Information and Technology - https://www.udemy.com/course/learn-to-talk-tech/

1.6 Indian Knowledge System - Multi-Disciplinary Elective Course - (MDE)

Course Title	**Indian Knowledge System**
Course Credits	**2**
Course Outcomes	By taking this course, learners will be able to
	Learn the Indian Knowledge System
Module 1(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
	Gain insights into Indian Knowledge System, Know about the Yoga and Ayurveda
Content Outline	• Introduction to the Vedas and Upaniṣads: General structure of the Vedic Literature, Gurukul System of Vedic times (Aṣrama Dharma), General Introduction of Upaniṣadic Literature, Philosophical Ideas and Ethics in Upaniṣads, Ṛta, Ṛna, Puruṣārtha, Varṇa Dharma, Brahman and Ātman, Mokṣa. • Introduction to Yoga and Ayurveda: Origin and Development of Patanjali Yoga, Ayurveda and its Relevance, Integrated Approach to Holistic Health Care.
Module 2 (Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
	Gain insights about
Content Outline	Indian Astronomy: Ancient records of the observation of the motion of celestial bodies in the Vedic corpus. Sun, Moon, Nakshatra & Graha. Astronomy as the science of determination of time, place and direction by observing the motion of the celestial bodies. The motion of the Sun and Moon. Motion of equinoxes and solstices. Elements of Indian calendar systems as followed in different regions of India. Important texts of Indian Astronomy. Basic ideas of the planetary model of Aryabhata and its revision by Nilakantha. Large corpus of inscriptions recording observation of eclipses. Astronomical instruments. How Indian astronomy continued to flourish in the 18/19th centuries. Astronomical endeavours of Jaisingh, Sankaravarman, Chandrasekhara Samanta.
The subject teacher uses the assessment tools (CCE) / Assignments/Activities towards CCE	a) Class Tests b) Presentations c) Assignments d) Case studies e) Field Assignments and f) Mini Project

References: -

1) Acarya, P.K. (1996) Indian Architecture, Munshiram Manaharlal publishers, New Delhi.
2) Bag, A.K (1979) Mathematics in Ancient and Medieval India, Chaukhamba Orientalia, New Delhi.

3) Banerjea, P. (1916) Public Administration in Ancient India , Macmillan, London.
4) Chatterjee, Satishchandra (2012) An introduction to Indian Philosophy, Rupa & Co. Calcutta.
5) Kapoor Kapil, Singh Avadhesh (2021) "Indian Knowledge Systems Vol- I & II," D.K. Print World Ltd., New Delhi.
6) Mahadevan, B. Bhat Vinayak Rajat, Nagendra Pavana R.N. (2022), "Introduction to Indian Knowledge System; Concepts and Applications", PHI Learning Private Ltd. Delhi.
7) Singh, Bal Ram, (2011) Indian Family System. The Concept, Practices and Current Relevance, D.K. Print World Ltd., New Delhi.
8) Subbarayappa, B.V. and Sarma, K.V. (1985) Indian Astronomy: A Source Book, Nehru Centre, Mumbai
9) Baladev Upadhyaya, Samskrta Śāstrom ka Itihās, Chowkhambha, Varanasi, 2010.

1.7 Basics of Yoga - Value-added Courses (VAC)

Course Title	**Basics of Yoga**
Course Credits	**2**
Course Outcomes	By taking this course, learners will be able to
	Gain insights about basic yoga.
Module 1(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
	Know the history, philosophy, and asana of yoga.
Content Outline	**Introduction to Yoga** • Philosophy and History • Yoga Asana and Pranayama
Module 2(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
	Understand about anatomy and physiology of yoga and Meditation. Acquaint with the knowledge of diet, nutrition and mental health.
Content Outline	Anatomy and Physiology for Yoga, Introduction to Meditation. Yogic Diet and Nutrition, Yoga Psychology and Mental Health.
The subject teacher uses the assessment tools (CCE) / Assignments/Activities towards CCE	a) Class Tests b) Presentations c) Assignments d) Case studies e) Field Assignments and f) Mini Project

Reference:

Books:

1) Nagendra H.R., Yoga – its basis and applications, SVYP, Bangalore
2) Sastry ASN, Let Go, Yoga Bharati, Bangalore.
3) Lokeswaranand S, Taittiriya Upanishad, R.K. Publications, Bangalore

1.8 GERMAN LANGUAGE - Skill Enhancement Courses (AEC)

Course Title	**GERMAN LANGUAGE**
Course Credits	**2**
Course Outcomes	By taking this course, learners will be able to
	1. A German language course typically covers various aspects of the language, including vocabulary, grammar, pronunciation, and cultural nuances.
	2. Develop the ability to understand spoken German across various accents and speeds, including lectures, interviews, and discussions.
Module 1(Credit 1)	
Learning Outcomes	By the end of a German language course, learners should ideally achieve a level of proficiency that enables them to communicate effectively in various real-life situations and contexts where German is spoken.
Content Outline	1. Greetings. 2. Introduction To Yourself. 3. Talk About Yourself And Others. 4. Numbers Up To 20. 5. W-Questions. 6. Countries And Languages.
Module 2(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
	Communicate in simple and familiar contexts using common expressions and phrases.
Content Outline	1. Talking about hobbies. 2. To arrange a date. 3. Name days of the week. 4. Talk about work, careers, and working hours. 5. Number names from 20 onwards. 6. Talk about seasons.

PEDAGOGY

- ❖ Communicative Language Teaching (CLT):
- ❖ Task-Based Learning (TBL):
- ❖ Grammar-Translation Method:
- ❖ Total Physical Response (TPR):
- ❖ Audio-Lingual Method:
- ❖ Content-Based Instruction (CBI):

Text Book

✓ NETZWERK , Stefanie Dengler, Paul Rusch, Helen Schmitz, Tanja Sieber, Klett-Langenscheidt, München, published: Goyal Publisher and distributors Pvt. Ltd. 86, U.B. Jawahar Nagar, Delhi – 110007 (INDIA).

REFERENCE BOOKS :

1) Kursbuch.
2) Arbeitsbuch.
3) Deutsch als Fremdsprache.

---------- END OF SEMESTER – I ----------

Bachelor of Business Administration

SEMESTER - II									
S. No.	Course Code	Course Title	L	T	P	Credit	Int.	Ext.	Total
2.1	CC	Basic of Financial Accounting	3	1	0	4	50	50	100
2.2	CC	Human Resources Management	3	1	0	4	50	50	100
2.3	CC	Marketing Management	3	1	0	4	50	50	100
2.4	SEC	Basic of Artificial Intelligence	2	0	0	2	50	0	50
2.5	MDE	Social media marketing	2	0	0	2	50	0	50
2.6	VAC	Cyber Security management	2	0	0	2	50	0	50
2.7	AEC	Technical Analysis for Investment in the Stock Market	1	1	0	2	50	0	50
2.8	AEC	Corporate Law	1	1	0	0*	50	0	50
					TOTAL	20	400	150	550

2.1 Basics of Financial Accounting - Core Courses (CC)

Course Title	**Basics of Financial Accounting**
Course Credits	**4**
Course Outcomes	By taking this course, learners will be able to
	1. Understand the basic accounting concepts
	2. Apply the rules of accounting in the accounting process
	3. Prepare Final Accounts
Module 1(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
	Understand the accounting procedures, concepts, conventions and errors and to rectify them.
Content Outline	**Accounting Standards, Errors and Rectification** • Accounting Procedures • Accounting Concepts, Conventions, Principles • Accounting Standards issued by ICAI(Theory only) • Accounting Errors • Rectification of Errors
Module 2(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
	Apply the basic rules of Accounting and prepare Journal, Ledger and Trial balance.
Content Outline	**Accounting Process I** • Rules of Debit/Credit • Types of accounts • Preparing Journal, Ledger and Trial Balance
Module 3(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
	Understand various accounting concepts.
Content Outline	**Accounting Process II** • Books of Accounts leading to the preparation of Trial Balance. • Capital and revenue expenditures, Capital and revenue receipts, Contingent assets and contingent liabilities, Fundamental errors and rectification. (Theory, project work, and problems)
Module 4(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
	Prepare Final Accounts
Content Outline	**Manufacturing Final Accounts** • Meaning of Manufacturing Accounts. • Components of Manufacturing Account. • Practical Problems including Trading A/c, Profit and Loss A/c, and Balance Sheet.

The subject teacher uses the assessment tools (CCE) / Assignments/Activities towards CCE	a) Class Tests b) Presentations c) Assignments d) Case studies e) Field Assignments and f) Mini Project

References

I Books:

1) Sekar G. And Saravana B. (2019), Students' Reference on Accounting Standards, C. Sitaraman and Co Pvt. Ltd, New Delhi.
2) Accounting Standards (2019), ICAI, New Delhi.
3) Gupta R.L.(2019), Advanced Accountancy, S. Chand & Co., New Delhi.
4) Shukla and Grewal (2019), Advanced Accountancy, S. Chand & Co., New Delhi.

II Journal:

- The Accounting Review
- Journal of Accounting Research (JAR)
- Journal of Accounting and Economics (JAE)
- Accounting, Organizations and Society (AOS)
- Contemporary Accounting Research (CAR)
- Review of Accounting Studies (RAST)
- European Accounting Review (EAR)

III Website:

www.aicpa.org

www.imanet.org

www.cimaglobal.com

www.accountingtools.com

www.investopedia.com/accounting

IV Mooc:

Swayam

Financial Accounting - https://onlinecourses.swayam2.ac.in/nou24_cm13/preview

Udemy

Accounting: From Beginner to Advanced - https://www.udemy.com/course/accounting101/

2.2 Human Resources Management - Core Courses (CC)

Module 1(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
	Learn the importance of HRM functions in the business.
Content Outline	**Introduction to Human Resource Management (HRM)** • Natural and scope of HRM - Meaning, function, objective, scope, internal & external HRD in India. • Human Resource Planning of Development – Meaning, Factors affecting HRP Planning Process.
Module 2(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
	1. Gain knowledge about the various sources and methods of Recruitment and Selection.
	2. Understand the concept of Performance Appraisal.
Content Outline	**Manpower Planning And Recruitment and Selection** • Job Analysis and Job design requirements, selection placement training & development. • Compensation – Performance Appraisal, Job evaluation, remuneration, incentive payments, employed benefits, and specious.
Module 3(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
	• Develop the skills to analyze a firm's HRM system evaluate its strengths and weaknesses and propose changes to improve.
Content Outline	Motivating employees-Motivation Theories and application, motivational strategies-incentive schemes, rewards, job rotation, enlargement, enrichment, empowerment, QWL, Job satisfaction, morale, Participative management
Module 4(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
	Understand the method of learning and manpower training.
Content Outline	**Employee Welfare** • Employee Welfare – Welfare measure, safety, and health, promotion, transfer, grievances in India. • Industry relations and industrial disputes in India, their resolution, the role of trade unions, working participation in Management
a) Class Tests b) Presentations c) Assignments d) Case studies e) Field Assignments and f) Mini Project	

Reference

I Books:

1) Aswathappa Human Resource Management 2010 Tata McGraw Hill, New Delhi
2) Snell, Bohlander & Vohra Human Resources Management 2010 Cengage, New Delhi
3) Pravin Durai Human Resource Management 2010 ` Pearson, New Delhi
4) Alan Price Human Resource Management 2007 Cengage Learning, New Delhi
5) Garry Dessler & Varkkey Human Resource Management 2009 Pearson, New Delhi
6) Clarke Liz The Essence of Change 1997 Prentice Hall of India Pvt. Ltd

II Journals:

✓ https://www.coursera.org/specializations/human-resource-Management
✓ https://www.humanresourcesedu.org/what-is-human-resources

2.3 Marketing Management - Core Courses (CC)

Course Title	**Marketing Management**
Course Credits	**4**
Course Outcomes	By learning this course, learners will be able to
	1. Identify core concepts of marketing and the role of marketing in business and society.
	2. Explore appropriate measures to operate effectively in local and global settings.
	3. Develop marketing strategies based on product, price, place and promotion objectives.
	4. Develop comprehensive understanding of marketing concepts, strategies, and practices, equipping them to make informed decisions and contribute effectively to marketing management in various industries.
Module 1(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
	1. Recognize the importance of marketing in modern business Environments and understand its role in delivering value to customers and organizations.
	2. Understand marketing as a process of creating, Communicating, and delivering value to customers and stakeholders.
	3. Explain the concepts of market segmentation, targeting, and positioning, and how they contribute to effective marketing strategies.
	4. Understand the marketing mix and its role in shaping marketing strategies.
Content Outline	**Importance and Scope of Marketing**; Fundamental marketing concepts; Change in marketing management in recent years; Understanding Marketing as Creating, Communicating, and Delivering Value **Identifying and Selecting Markets** • Consumer Markets and Buying Behavior; Business Markets and Buying Behavior; Market Segmentation, Targeting and Positioning; Concept of Marketing Mix; Marketing Research and Market Information

Module 2(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
	1.Develop an understanding of product strategy and its role in meeting customer needs and organizational goals
	2. Understand the stages of the product life cycle and how they influence marketing strategies.
	3. Explain the new-product development process.

	4. Analyze different pricing strategies and their implications for profitability and market positioning.
Content Outline	**Designing Value** • Setting Product Strategy; Designing and Managing Services. • New-Product Development and Product Life-Cycle Strategies. • Pricing Considerations and Strategies.
Module 3(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
	1. Explain the role of marketing channels in delivering products to customers and the challenges involved in managing them effectively
	2. Understand the concepts of Integrated Marketing Communications
Content Outline	**Delivering Value** • Designing and Managing Integrated Marketing Channels; Managing Retailing, Wholesaling, and Logistics. **Communicating Value** • Designing and Managing Integrated Marketing Communications; Advertising, Sales Promotion, and Public Relations; Personal Selling and Direct Marketing.
Module 4(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
	1. Understand the various aspects of managing marketing efforts.
	2. Develop skills in strategic marketing planning and Understand the process of implementing Marketing strategies.
Content Outline	Managing the Marketing Effort Strategic Marketing Planning Marketing Implementation and Evaluation Competitive Dynamics.
The subject teacher uses the assessment tools (CCE) / Assignments/Activities towards CCE	a) Class Tests b) Presentations c) Assignments d) Case studies e) Field Assignments and f) Mini Project

References

I Books:

1) Dhruv Grewal, Michael Levy, Marketing, (7thed). New Delhi: McGraw Hill Education, 2021
2) Kotler, P., Keller. Marketing Management (16thed.). Pearson Education. 2022
3) Ferrell, Michael Hartline, Hochstein, Marketing Strategy, Text and Cases, (7thed), New Delhi: Cengage, 2023.
4) Saxena, R. Marketing Management (6thed). New Delhi: McGraw Hill Education, 2020

II Journals:

1. Journal of Marketing Research
2. Journal of the Academy of Marketing Science (JAMS)
3. Journal of Business Research

III Website:

- ✓ www.marketingprofs.com
- ✓ www.contentmarketinginstitute.com
- ✓ www.adweek.com
- ✓ www.marketingdive.com

IV Mooc:

Swayam

Introduction to marketing management - https://onlinecourses.swayam2.ac.in/cec24_mg25/preview

Udemy

https://www.udemy.com/course/marketing-strategy-masterclass/

2.4 Basic of Artificial Intelligence - Skill Enhancement courses (SEC)

Course Title	**Basic of Artificial Intelligence**
Course Credits	**2**
Course Outcomes	By taking this course, learners will be able to
	1. Understand the fundamental concepts and importance of AI techniques in problem-solving and knowledge representation.
	2. Apply various search algorithms and heuristics techniques to solve complex problems efficiently.
	3. Analyze and utilize predicate logic for representing and reasoning with knowledge.
	4. Develop an understanding of natural language Processing and expert systems for real-world applications in various domains.
Module 1(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
	1. Recognize the importance of AI techniques in Problem-solving.
	2. Understand different methods for knowledge Representation.
	3. Apply state space search algorithms to various Problems.
Content Outline	**Introduction: AI Techniques** • Importance of AI, Representation of Knowledge, Knowledge Base Systems, State Space Search – Production, Systems – Problem Characteristics of 8-Queens, Traveling Salesman, Missionary & Cannibals, Crypt, Arithmetic, Monkey Banana Problem, Tower of Hanoi and Block World.

Module 2(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
	1. Master heuristic search techniques for efficient problem-solving.
	2. Apply predicate logic for precise representation and reasoning.
	3. Utilize probabilistic reasoning for informed decision- making.
	4. Employ fuzzy logic for handling uncertainty, including in natural language computation.

Content Outline	**Heuristics Search Techniques, Predicate & Logic** • Heuristics Search Techniques: Generate & test – Hill Climbing, Depth First Search, Breadth First Search, Best First Search, Problem reduction – Constraint satisfaction – Means-Ends Analysis., Game playing – Minmax & Alpha- Beta Cutoffs. • Predicate & Logic: Representing simple facts in Logic -
	Computable functions in predicates, resolution – unification – forward vs. backward reasoning., Probabilistic reasoning – Bayes's Theorem – Certainty Factors– Demphster–Shafer Theory – Fuzzy, Sets, Reasoning with Fuzzy Logic, Natural Language Computation with Fuzzy Logic.
Module 3(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
	1. Understand various structured knowledge Representation techniques such as associative networks and frames structures.
	2. Apply learning concepts including automata and genetic algorithms.
	3. Analyze linguistic principles and basic parsing techniques in natural language processing.
	4. Develop skills in natural language generation and system development.
Content Outline	**Structured Knowledge Representation, Natural Language Processing** • Structured Knowledge Representation: Associative Networks, Semantic Nets, Frames Structures, Conceptual, Dependencies & Scripts, Learning – Concept of Learning – Learning • Automata, Genetic Algorithm, Learning by induction. • Natural Language Processing: Overview of Linguistics, Grammar and Languages, basic Parsing techniques, semantic analysis, and representation structures. Natural Language Generation and Natural Language Systems.
Module 4(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
	1. Understand expert system architecture and its necessity in various domains.
	2. Acquire knowledge and validation techniques for expert systems.
	3. Analyze real-time search, perception, action, and vision in expert system design.

	4. Apply neural network learning algorithms such as Hopfield Networks and Backpropagation in practical applications.
Content Outline	**Expert Systems** • Architecture – Need and Justification of Expert Systems – Knowledge, acquisition and validation. Perception and Action, Real-time search, perception, action, vision, robot architecture, Learning in Neural Networks – Applications – Hopfield Networks, Backpropagation • Case Study: XCON, PROSPECTOR
The subject teacher uses the assessment tools (CCE) / Assignments/Activities towards CCE	a) Class Tests b) Presentations c) Assignments d) Case studies e) Field Assignments and f) Mini Project

References

I Books:

1) Introduction to AI and Expert Systems - Patterson.
2) Artificial Intelligence - Rich E and Knight K
3) Principles of Artificial Intelligence - Nilsson.
4) Artificial Intelligence – An Engineering Approach - Schalkoff R J
5) Introduction to Expert System - Peter Jackson
6) Artificial Intelligence - Janakiraman

II Journals:

Journal of Artificial Intelligence Research (JAIR)

IEEE Transactions on Neural Networks and Learning Systems

Journal of Machine Learning Research (JMLR)

III Website:

www.aaai.org

link.springer.com

www.mitpressjournals.org

ieeexplore.ieee.org

IV Mooc:

Swayam

Artificial Intelligence : Search Methods For Problem solving - https://onlinecourses.nptel.ac.in/noc24_cs88/preview

Udemy

Artificial Intelligence A-Z 2024: Build 7 AI + LLM & ChatGPT - https://www.udemy.com/course/artificial-intelligence-az/

2.5 Social Media Marketing - Multi-Disciplinary Elective course (MDE)

Course Title	**Social Media Marketing**
Course Credits	**2**
Course Outcomes	By learning this course, learners will be able to
	1. Contextualize marketing concepts in digital and social media marketing context.
	2. Gain insights into various aspects of digital marketing; marketing analytics from the perspective of creating customer engagement.
	3. Develop a digital marketing plan.
Module 1(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
	Understand the evolution of digital marketing and acquire knowledge about various marketing types and strategies.
Content Outline	**Evolution of digital marketing** • The digital consumer & communities online-Digital marketing landscape, Search Engine Marketing, and Online Advertising; Building a campaign using Google AdWords - define the target audience, allocate budget, Analyzing the response and optimizing the campaign. • Customer engagement; Affiliate marketing & strategic partnerships; Email marketing, Content strategies - CRM & CX in digital marketing, Mobile Marketing.
Module 2(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
	Gain insights about various aspects of Social Media, Know about social listening skills and various aspects of social Media.
Content Outline	• The Social Media Mix; Plotting Your Social Media Marketing Strategy; Social Bookmarks and Social News; Blogs, Podcasts, and V logs, Twitter, Facebook, LinkedIn, Other Social Media Marketing Sites. • Social listening; Integrating Digital and Social Media Strategies; Measuring the Results- Web Analytics-Social media analytics.

The subject teacher uses the assessment tools (CCE) / Assignments/Activities towards CCE	a) Class Tests b) Presentations c) Assignments d) Case studies e) Field Assignments and f) Mini Project

Reference :

1. **Journals /Articles /Case Studies**
2. Swayam Course – Marketing
3. Swayam Course – HRM For non-HR people

1	Swayam Course - Marketing	https://onlinecourses.swayam2.ac.in/cec21_mg06/preview	Online http://jhr.uwpress.org/
2	Swayam Course – HRM For non-HR people	https://onlinecourses.swayam2.ac.in/cec20_mg20/preview	Online https://www.sciencedirect.com/journal/research-in-organizational-behavior

2.6 Cyber Security Management - Value added Courses (VAC)

Course Title	**Cyber Security Management**
Course Credits	**2**
Course Outcomes	By learning this course, learners will be able to
	Gain knowledge about the basic Cyber Security.
Module 1(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
	Acquaint with the knowledge of Cyber Crime and legal aspects related to Cyber-crime.
Content Outline	**Cyber-crime and legal landscape around the world** • IT Act,2000 and its amendments. Limitations of IT Act, 2000. • Cyber-crime and punishments, Cyber Laws and Legal and ethical aspects related to new technologies- AI/ML, IoT, Block chain, Dark net and Social media, Cyber Laws of other countries • Case Studies.

Module 2(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
	Understand Cybercrimes targeting computer systems and mobiles.
Content Outline	**Cybercrimes targeting Computer systems and Mobile** • Data diddling attacks, spyware, logic bombs, DoS, DDoS, APTs, viruses, Trojans, ransom ware, data breaches., Online scams and frauds- email scams, Phishing, Vishing, Smishing, Online job fraud, Online sextortion, Debit/ credit card fraud, Online payment fraud, Cyberbullying, website defacement, Cybersquatting, Pharming, Cyber espionage
Module 3(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
	Learn about various cyber scams.
Content Outline	**Crypto jacking, Dark net- illegal trades, drug trafficking, human trafficking.** **Social Media Scams &Frauds** • Impersonation, identity theft, job scams, misinformation, fake news cybercrime against persons - cyber grooming, child pornography, cyber stalking., Social Engineering attacks, Cyber Police stations, Crime reporting procedure, Case studies.
The subject teacher uses the assessment tools (CCE) / Assignments/Activities towards CCE	a) Class Tests b) Presentations c) Assignments d) Case studies e) Field Assignments and f) Mini Project

Reference :

1) Nina Godbole and Sunit Belpure Cyber Security Understanding Cyber Crimes, Computer
2) Forensics and Legal Perspectives 2012 Wiley
3) Mark Stamp Information Security: Principles and Practice 2005 Kindle Edition - Amazon Books
4) V.K. Pachghare Cryptography and information Security 2003 PHI Learning Private Limited
5) Tony Campbell Practical Information Security Management 2016 Amazon Books

Website:

- ✓ www.edx.com, www.coursera.com MOOCs: Resource No. Website addres

2.7 Technical Analysis for Investment in the Stock Market - Skill Enhancement Courses (AEC)

Course Title	**Technical Analysis for Investment in the Stock Market**
Course Credits	**2**
Course Outcomes	By taking this course, learners will be able to
	Understand the risk and return relationship. Decide on whether to stay invested in a company or sell the shares and come out. Study the companies, analyze financials, and look at quantitative and qualitative aspects. It enables to understand the psychology of trading.
Module 1(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to Demonstrate competence in Stock market Indices Concept
	Understand the application of tools on different index
Content Outline	**Introduction to Stock Market Indices** Stock Market Indices: Meaning, Purpose, and Construction in developing index – Methods (Weighted Aggregate Value method, Weighted Average of Price Relatives method, Free-Float method) – Stock market indices in India – BSE Sensex - Scrip selection criteria –Other BSE indices (briefly) – NSE indices – S&P CNX Nifty – Scrip selection criteria – Construction – Stock market indices in foreign countries (Overview).
Module 2(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to Demonstrate Proficiency in Economics, Industry & Company Analysis, Understand the Psychology of Trading
	Understand the different financial statements and demonstrate Proficiency in tools and techniques for share trading
Content Outline	**Fundamental Analysis :** Economic analysis, Industry analysis, and Company analysis. Financial Statement Analysis: shareholder's equity-balance sheet and Income statement –cash flow – analysis of growth and sustainable earnings, Financial and Valuation Modeling: price-earnings ratio – anchoring value on earnings – reverse engineering the model for active investing **Technical Analysis:** Meaning – Purpose - History – Importance - assumptions - News and Your Trading - Managing a Trade - Dealing with Disaster - Reward to Risk Ratio - Psychology in Trading and Planning - using Public Fear as a Trading Tool - Analysis of a Losing Trade – support vs resistance – Intraday trend – trading gaps

The subject teacher uses the assessment tools (CCE) / Assignments/Activities towards CCE	a) Class Tests b) Presentations c) Assignments d) Case studies e) Field Assignments and f) Mini Project

References

I Books:

1) Pring, Martin J. "Technical Analysis Explained" 4th Edition McGraw Hill
2) Nison, Steve; Nison, Nison "Japanese Candlestick Charting Techniques 2 nd
3) Edition PHP
4) Punithavathy Pandian, "Security Analysis and Portfolio Management" Vikas Publishing House Pvt. Ltd.
5) D., Schwager, Jack; Mark, Schwager, Jack D. & Etzkorn, Getting Started in Technical Analysis" 1999 John Wiley & Sons,

Website

- www.nseindia.com

2.8 Corporate Law - Ability Enhancement Courses : - (AEC)

Course Title	Corporate Law
Course Credits	**2**
Course Outcomes	By taking this course, learners will be able to
	Understand the process of formation of a company. Understand the powers of different authorities of corporate governance. Understand the Role, Relevance, and Significance of Capital Market. Understand the process of winding up a company
Module 1(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to
	Understanding the formation process, Able to define stages of formation of a company, Understanding important documents and other statutory requirements in company formation
Content Outline	Formation of a company, Certificate of Incorporation, Memorandum and Articles of Association, Prospectus, Doctrine of Ultra Vires, Types of Companies, Directors: Appointment, Powers and Duties of Directors, Procedure of calling meeting, Types of Meetings
Module 2(Credit 1)	
Learning Outcomes	After learning the module, learners will be able to explain different types of mismanagement and the roles of regulatory authorities in its prevention
	Understanding the roles of different authorities, in preventing mismanagement
Content Outline	Audit Committee: Its Role, Prevention of Mismanagement, Insider Trading, Company Investigation, Securities and Exchange Board of India (SEBI): Constitution, Powers and Functions, Role & Powers of the Company Law Board, Role & Powers of Central Government
The subject teacher uses the assessment tools (CCE) / Assignments/Activities towards CCE	a) Class Tests b) Presentations c) Assignments d) Case studies e) Field Assignments and f) Mini Project

Reference:

1) Rinita Das Avtar Singh's Company Law An Introduction 2016 Eastern Book Company
2) Dr Anil Kumar. Corporate Laws 2022 Taxmann.
3) GK Kapoor, AP Suri. Corporate Laws 2015 Taxmann.
4) Dr. Harleen kaur Corporate Law 2021 Kitab Mahal

Online Resources:

1) https://icmai.in/upload/Students/Syllabus2016/Final/Paper-13-

Feb21.pdf 2

2) https://lawbhoomi.com/companies-act-notes-and-study-materials/

MOOCs:

https://onlinecourses.swayam2.ac.in/cec23_lw05/previe

---------- Semester II----------