



MANAV RACHNA INTERNATIONAL UNIVERSITY
(Deemed to be University under section 3 of the UGC Act, 1956)

FACULTY OF MANAGEMENT STUDIES

DEPARTMENT OF UG MANAGEMENT STUDIES

CURRICULUM

AND

SCHEME OF EXAMINATION

**BACHELOR OF BUSINESS ADMINISTRATION
(BANKING AND FINANCIAL MARKETS)**

BATCH : 2022-25

FOREWORD

This is to certify that this booklet contains the entire Curriculum and Scheme of Examination of BBA(BANKING AND FINANCIAL MARKET) being offered at Faculty of Management Studies of this University. This has been duly vetted and finally approved by the Academic Council of the University vide **32nd meeting** held on **January 10, 2020** and changes, if any deemed appropriate, shall be duly incorporated after the necessary approval by the Academic Council.

This Curriculum and Scheme of Examination of BBA (BANKING AND FINANCIAL MARKETS) shall be implemented w.e.f. AY 2020-21.

Date:

**Prof. (Dr.) Naresh Grover
Dean-Academics, MRIIRS**

MRIIRS

PREAMBLE

Department of UG Management Studies is one of the two departments under the Faculty of Management Studies. The department has strong academics and full of co-curricular and extra-curricular activities. There is great thrust on the application of theory and best practices prevailing in the business world. The curriculum is kept regularly updated to keep its relevance to industry. There is strong focus on student participation, case studies, personal grooming and development, guest lectures by industry experts and alumni, management games and industrial visits which enable the students in understanding the industry and its working. The faculty members come from varied backgrounds, having strong academic and industrial experience which considerably enriches the department.

Professional modules have been integrated into the curriculum to make the students understand the real world of business and enhance their employability. Stock market training programmes are conducted by the BSE Institute in the department under which the students get a unique opportunity to understand real stock market operations. All students are given an opportunity to study a contemporary course on Entrepreneurship in order to enable them develop their own start-up enterprises.

The department offers courses under "Compulsory Courses Basket" that are required to be qualified and cleared/passed by each student enrolled under the programme and are semester-wise listed in the study scheme along with credits assigned to each course. Then, there are "Elective Courses Basket" which gives option of three types of courses:

- Semester-wise courses offered by the department itself
- Open/Inter-disciplinary courses offered at the Institute/University level notified from the office of Dean-Academics
- Massive Open Online Courses (MOOCs) available on SWAYAM Platform or any other platform as recommended by UGC/AICTE and notified from the office of Dean-Academics.

Bachelor of Business Administration (Banking and Financial Markets) is the BANKING course in business administration, a 3-year programme. It is accepted & recognized worldwide because of its general as well as specific orientation. MRIIRS gets an overwhelming response to the programme from the students who plan to excel in the corporate world in the areas of Human Resource Management, Marketing, Financial Management, Entrepreneurship and Computer-based solutions. In the past, many students have gone to pursue higher education in management domain and are excelling in their professional fields. The course is rigorously designed to provide evolving practices and knowledge in the field of Business Administration and students are given immense opportunity to grow horizontally in the upcoming contemporary field.

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VISION OF THE DEPARTMENT

Manav Rachna Educational Institutions (MREI) is dedicated and committed to train and equip its students with the latest knowledge and skills in the chosen fields in the backdrop of Indian ethos and values to enable them to face any global challenge with a view to transforming them into insightful, honourable and responsible citizens of this great country; and imbibe a work culture of theoretical and applied research leading to creation and dissemination of knowledge.

MISSION OF THE DEPARTMENT

To provide an environment in which teachers love to facilitate and students love to learn, consisting of infrastructure facilities at par with the best institutions in India and abroad with the aim:

- 1.1 To inculcate skills and impart knowledge to the ignited minds in the fields of science & technology and soft skills including leadership, teambuilding and communication.
- 1.2 To create human beings with golden heart, who work and dedicate themselves for the advancement of humanity.
- 1.3 To undertake research and development activities in collaboration with the world of work leading to creation of new knowledge in the fields of science, commerce, humanities, engineering & technology, management, health sciences & therapies, sports, multi-media, applied & performing arts.

MREI'S

ABOUT THE DEPARTMENT OF UG MANAGEMENT STUDIES

Department of UG Management Studies is one of the two departments under the Faculty of Management Studies. The department has strong academics and full of co-curricular and extra-curricular activities. There is great thrust on the application of theory and best practices prevailing in the business world. The curriculum is kept regularly updated to keep its relevance to industry. There is strong focus on student participation, case studies, personal grooming and development, guest lectures by industry experts and alumni, management games and industrial visits which enable the students in understanding the industry and its working. The faculty members come from varied backgrounds, having strong academic and industrial experience which considerably enriches the department.

Professional modules have been integrated into the curriculum to make the students understand the real world of business and enhance their employability. Stock market training programmes are conducted by the BSE Institute in the department under which the students get a unique opportunity to understand real stock market operations. All students are given an opportunity to study a contemporary course on Entrepreneurship in order to enable them develop their own start-up enterprises.

The department offers courses under "Compulsory Courses Basket" that are required to be qualified and cleared/passed by each student enrolled under the programme and are semester-wise listed in the study scheme along with credits assigned to each course. Then, there are "Elective Courses Basket" which gives option of three types of courses:

- 2.1 Semester-wise courses offered by the department itself
- 2.2 Open/Inter-disciplinary courses offered at the Institute/University level notified from the office of Dean-Academics
- 2.3 Massive Open Online Courses (MOOCs) available on SWAYAM Platform or any other platform as recommended by UGC/AICTE and notified from the office of Dean-Academics.

Bachelor of Business Administration (Banking and Financial Markets) is the BANKING course in business administration, a 3-year programme. It is accepted & recognized worldwide because of its specific orientation. MRIIRS gets an overwhelming response to the programme from the students who plan to excel in the corporate world in the areas of International Business, Human Resource Management, Marketing, Financial Management, Entrepreneurship and Computer-based solutions. In the past, many students have gone to pursue higher education in management domain and are excelling in their professional fields. There is an opportunity to migrate to Auckland Institute of Studies, New Zealand. The course is rigorously designed by Auckland Institute of Studies and supplemented by the relevant courses at MRIIRS to provide evolving practices and knowledge in the field of International Business. The students of the course are given immense opportunity to grow horizontally in the upcoming contemporary field

Programme Educational Objectives – BBA (BANKING AND FINANCIAL MARKETS)

The graduates of BBA (BANKING AND FINANCIAL MARKETS) are expected to attain the following Programme Educational Objectives:

- PEO 1:** The graduates will pursue higher education in banks and other related fields.
- PEO 2:** The graduates will have successful professional careers in industry, government, academia and their other chosen professions. Some will become entrepreneurs.
- PEO 3:** The graduates will be active members ready to serve the society locally and internationally.
- PEO 4:** Over a period, the graduates will acquire positions of leadership in reputed organisations.

Programme Outcomes and Programme Specific Outcomes – BBA (BANKING AND FINANCIAL MARKETS) Programme Outcomes

After completing BBA General, the students will be able to achieve the following Programme Outcomes (POs).

- PO 1: Critical Thinking:** Take informed actions after identifying the assumptions that frame their thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at their ideas and decisions (intellectual, organizational, and personal) from different perspectives.
- PO 2: Effective Communication:** Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting with people, ideas, books, media and technology.
- PO 3: Social Interaction:** Elicit views of others, mediate disagreements and help reach conclusions in group settings.
- PO 4: Effective Citizenship:** Demonstrate empathetic social concern and equity-centred national development, and the ability to act with informed awareness of issues and participate in civic life through volunteering.
- PO 5: Ethics:** Recognize different value systems including their own, understand the moral dimensions of their decisions, and accept responsibility for them.
- PO 6: Environment and Sustainability:** Understand the issues of environmental contexts and sustainable development.
- PO 7: Self-directed and Life-long Learning:** Acquire the ability to engage in independent and life-long learning in the broadest context of socio-technological changes.

Programme Specific Outcomes (PSOs)

- PSO 1:** Gain knowledge about the business practices in the country and become ready to take up the entry level management positions.
- PSO2:** Analyse business situations and recommend managerial responses.
- PSO3:** Develop effective oral and written communication and produce professional quality presentations.

MAPPING OF PEOs WITH POs and PSOs
(PEOs mapped with POs PSOs)

PEO Statement	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO 1	PSO 2	PSO 3
PEO1	1	1	3	2			3	2		
PEO2	2	3	3	2	1		1	1	2	3
PEO3			1	2	2	3	3			1
PEO4	3	2	3		3		1	3	2	

MRTR

Semester and Choice Based Credit System

Credit based system of study and student's performance/progress is measured by the number of credits that he/she has earned, i.e. completed satisfactorily. Based on the course credits and grade obtained by the student, grade point average is calculated.

a) Course credits assignment

Each course has a certain number of credits assigned to it depending upon its duration in periods for lecture, tutorial, and laboratory practice in a week. A few courses/activities are without credit (s) and are referred to as Audit Pass Courses (APC) but are mandatory to pass as a partial fulfilment of award of degree.

b) Earning of credits

At the end of every course, a letter "Grade" shall be awarded in each course for which a student has registered. On obtaining a minimum Pass Grade, student shall accumulate the course credits as Earned Credits. A student's performance shall be measured by the number of credits that he/she has earned and by the weighted grade point average. Grades obtained in the audit courses shall not be counted for computation of grade point average, however, it shall be mandatory to pass as a partial fulfilment of award of degree.

For Award of Degree of BBA (BANKING AND FINANCIAL MARKETS), he/she has to earn minimum 140 credits during the three-year duration of the programme in 6 semesters.

The total credits required to be earned have been further classified under two baskets of courses: "Compulsory Courses Basket", and "Elective Courses Basket". **The total 98 credits required to be earned under "Compulsory Courses Basket" and credits under "Elective Courses Basket".**

All courses under "Compulsory Courses Basket", are required to be qualified and cleared/passed by each student enrolled under the programme and are semester-wise listed in the study scheme along with credits assigned to each course.

Under Elective Courses Basket, there will be three types of courses:

- Semester-wise courses offered by the department itself
- Open/Inter-disciplinary courses offered at the Institute/University level notified from the office of Dean-Academics.
- Massive Open Online Courses (MOOCs) available on SWAYAM Platform or any other platform as recommended by UGC/AICTE and notified from the office of Dean-Academics.

Each course shall have credits assigned to it. Student shall be required to register courses every semester for as many courses/credits specified under "Elective Courses Basket" depending upon his/her interest, capability/pace of learning and availability of time slot (without any clash in time table) so as to earn all required total credits under the "Elective Courses Basket" during the entire programme duration. However, for registration of courses [including courses under "Compulsory Courses Basket", "Elective Courses Basket" and Previous Semester Courses (wherein he/she was declared in-eligible on the basis of attendance or he/she could not clear the course within permissible given chances)], if any, **the maximum limit in a semester shall be 30 credits.**

DEPARTMENT OF UG MANAGEMENT STUDIES
STUDY SCHEME OF BBA (BANKING AND FINANCIAL MARKETS)

SEMESTER-I													
Course Type	Course Code	Title of Course	Pre-requisite Course, if any		Periods/Week				Marks			Duration of Exam	Credits
			Title	Code	L	T	P	Total	Continuous Evaluation	End Semester Exam	Total		
Compulsory Courses													
Foundation	BBA-DS-101	Business Mathematics			3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-102	Business Organization and Management			3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-103	Computer Fundamentals (Theory)			3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-151	Computer Fundamentals (Practical)			0	0	2	2	50	50	100	2 hrs	1
Core	BBA-DS-104	Business Communication			3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-105	Financial Accounting			3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-106A	Fundamentals of Financial Planning			4	0	0	4	100	100	200	3 hrs	4
	BBA-DS-107	Managerial Economics			3	0	0	3	100	100	200	3 hrs	3
Total					22	0	2	24	750	750	1500		23

SEMESTER-II													
Course Type	Course Code	Title of Course	Pre-requisite Course, if any		Periods/Week				Marks			Duration of Exam	Credits
			Title	Code	L	T	P	Total	Continuous Evaluation	End Semester Exam	Total		
Compulsory Courses													
Foundation	BBA-DS-201	Business Statistics			3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-202	Database Management System (Theory)			3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-252	Database Management System (Practical)			0	0	2	2	50	50	100	2 hrs	1
	CH-202B	Environmental Studies			3	0	0	3	100	100	200	3 hrs	3
Core	BBA-DS-203	Company Accounts			3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-204A	Equity and Derivatives Markets	Fundamentals of Financial Planning	BBA-DS-106	4	0	0	4	100	100	200	3 hrs	4
	BBA-DS-205	Human Resource Management			3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-206	Macro Economics	Managerial Economics	BBA-DS-107	3	0	0	3	100	100	200	3 hrs	3

Audit Pass	HM-205	ManavRachna Life Skills-I			0	1	0	1					0
Total					22	1	2	25	750	750	1500		23
SEMESTER-III													
Course Type	Course Code	Title of Course	Pre-requisite Course, if any		Periods/Week				Marks			Duration of Exam	Credits
			Title	Code	L	T	P	Total	Continuous Evaluation	End Semester Exam	Total		
Compulsory Courses													
Foundation	BBA-DS-301	Organisation Behaviour and Development	Business Organization and Management	BBA-DS-102	3	0	0	3	100	100	200	3 hrs	3
Core	BBA-DS-352	Advanced Excel			0	0	4	4	100	100	200	3 hrs	2
	BBA-DS-303	Business Environment			3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-304	Cost and Management Accounting			4	0	0	4	100	100	200	3 hrs	4
	BBA-DS-305A	Fundamental and Technical Analysis	Equity and Derivatives Markets	BBA-DS-204	4	0	0	4	100	100	200	3 hrs	4
	BBA-DS-306	Operations Management			3	0	0	3	100	100	200	3 hrs	3
Audit Pass	RIC 300	Research Innovation Catalyst - I			0	1	0	1					0

Total					17	0	4	21	60	60	120		19
Elective Courses													
Domain Specific Electives	BBA-DSE-001	Indian Financial Systems			3	0	0	3	100	100	200	3 hrs	3
	BBA-DSE-002	Principles of Banking			3	0	0	3	100	100	200	3 hrs	3
SEMESTER-IV													
Course Type	Course Code	Title of Course	Pre-requisite Course, if any		Periods/Week				Marks			Duration of Exam	Credits
			Title	Code	L	T	P	Total	Continuous Evaluation	End Semester Exam	Total		
Compulsory Courses													
Core	BBA-DS-401	Business Law			3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-402	Business Research Methods			3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-403	Financial Management	Financial Accounting	BBA-DS-105	3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-408	Investment Products and Wealth Management	Fundamental and Technical Analysis	BBA-DS-305A	4	0	0	4	100	100	200	3 hrs	4
	BBA-DS-405	Marketing Management			3	0	0	3	100	100	200	3 hrs	3
Audit Pass	HM-404	ManavRachna Life Skills-II			0	1	0	1					0

Audit Pass	RIC 400	Research Innovation Catalyst - II			0	1	0	1					0
Total					16	1	0	17	500	500	1000		16
Elective Courses													
Domain Specific Electives	BBA-DSE-003	Sales & Distribution Management			3	0	0	3	100	100	200	3 hrs	3
	BBA-DSE-004	Social Media for Promotion			3	0	0	3	100	100	200	3 hrs	3
SEMESTER-V													
Course Type	Course Code	Title of Course	Pre-requisite Course, if any		Periods/Week				Marks			Duration of Exam	Credits
			Title	Code	L	T	P	Total	Continuous Evaluation	End Semester Exam	Total		
Compulsory Courses													
Core	BBA-DS-506	Information Technology in Banking and Finance	Investment Products and Wealth Management	BBA-DS-408	4	0	0	4	100	100	200	3 hrs	4
	BBA-DS-502	Summer Training Project			0	0	0	0	100	100	200	3 hrs	3
	BBA-DS-503	Taxation Law and Practices			3	0	0	3	100	100	200	3 hrs	3
Audit Pass	RIC 500	Research Innovation Catalyst - III			0	1	0	1					0
Total					7	0	0	7	300	300	600		10
Elective Courses													

Domain Specific Electives	BBA-DSE-005	Business Negotiation Skills			3	0	0	3	100	100	200	3 hrs	3
	BBA-DSE-006	Money and Banking			3	0	0	3	100	100	200	3 hrs	3
Domain Specific Electives	BBA-DSE-007	Computer Networking and Internet			3	0	0	3	100	100	200	3 hrs	3
	BBA-DSE-008	E-Commerce			3	0	0	3	100	100	200	3 hrs	3

SEMESTER-VI

Course Type	Course Code	Title of Course	Pre-requisite Course, if any		Periods/Week				Marks			Duration of Exam	Credits
			Title	Code	L	T	P	Total	Continuous Evaluation	End Semester Exam	Total		

Compulsory Courses

Core	BBA-DS-601	Corporate Governance and Ethics			3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-602A	Project - Report & Presentation	Information Technology in Banking and Finance	BBA-DS-506	4	0	0	4	100	100	200	3 hrs	4
Audit Pass	HM-604	ManavRachna Life Skills-III			0	1	0	1					0
Total					7	1	0	8	200	200	400		7

***To get BBA (Banking and Financial Markets) Degree, the student has to earn minimum 140 credits. The break-up of the credits is minimum 98 credits in the Foundation and Core courses. Remaining credits are to be earned from Domain Specific, Generic and Interdisciplinary Electives.**

**** Under Elective Courses, beside the mentioned Domain Specific Elective Courses, other Inter-disciplinary, Generic, on-line Courses (MOOCs etc) and other approved courses shall be offered, which shall be notified well before start of the semester. The student shall be required and allowed to opt the courses out of offered courses as per prescribed limit for maximum credits in a semester and for the category of Elective Courses under University Rules.**

SEMESTER-I

MRTRRS

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

BBA-DS-101: BUSINESS MATHEMATICS

Periods/week Credits

L: 3 3

Duration of Examination: 3 Hrs

Max. Marks: 200

Continuous Evaluation: 100

End Semester Exam: 100

Course Outcomes: By the end of the course, a student will be able to:

1. Apply the basic mathematical tools and concepts of proportion and variation.
2. Acquire practical knowledge of calculations of EMIs of different types of loans.
3. Use the transportation and assignment models in minimizing costs of distribution and effective utilization of resources.
4. Evaluate problem-solving strategies and use various mathematical tools in business scenarios for developing scientific solutions.

PART-A

Unit 1: Principle of Counting

- 1.1 Concept of Factorial
- 1.2 Principle of Counting
- 1.3 Arithmetic Progression
- 1.4 Geometric Progression

Unit 2: Mathematics for Finance

- 2.1 Interest Calculation: Simple and Compound Interest
- 2.2 Loan Calculation: Different types of Bank Loans
- 2.3 Annuity: Present and Future Value

Unit 3: Ratio and proportion

- 1.1 Definition of Ratio
- 1.2 Continued and Inverse Ratio
- 1.3 Continued, Direct and Inverse Proportion
- 1.4 Inverse and Joint Variation

PART-B

Unit 4: Linear programming problem

- 4.1 Linear programming problem; objective and assumptions of L.P.P.
- 4.2 Formulation of a L.P.P.
- 4.3 Graphical solution of L.P.P.

Unit 5: Transportation problem

- 5.1 Mathematical model of Transportation problem
- 5.2 Methods of finding initial solutions; North-West corner method, Least cost entry method and Vogel's approximation method.

Unit 6: Assignment problem

- 6.1 Mathematical statement of Assignment problem
- 6.2 Solution of Assignment problem; Hungarian method
- 6.3 Maximization case in Assignment problem

Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Recommended Readings:

1. M Anthony, N Biggs. Mathematics for Economics and Finance. Cambridge University Press New Delhi.
2. N D Vohra, Quantitative Management, Tata McGraw Hill.
3. J K Sharma, Operations Research Theory & Applications, Macmillan India Ltd.
4. J K Sharma, Business Mathematics, ANE Books Pvt. Ltd. New Delhi.

Only latest available edition books are recommended.

Instructions for paper setting: Seven questions will be set in all, out of which students will attempt five questions. First question will conceptually cover the entire syllabus and is compulsory. Three questions will be set from each Part A and Part B. Students will be required to attempt two questions from each part. Each question will be of 20 marks.

Course Articulation Matrix

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
1	1		2			3	3	1		2
2	1	1		3	2			2	3	1
3						2		1	3	
4	1		2	3	1		3		1	3

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation:
1 – Low
2 – Medium
3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

BBA-DS-102: BUSINESS ORGANIZATION AND MANAGEMENT

Periods/week Credits

L: 3 3

Duration of Examination: 3 Hrs

Max. Marks: 200

Continuous Evaluation: 100

End Semester Exam: 100

Course Outcomes:

By the end of this course, a student should be able to:

1. Understand the evolution of the business organization and management thoughts;
2. Identify the interconnections between various developments in these areas;
3. Evaluate the significance of contemporary issues in business and management;
4. Discuss the multidisciplinary nature of business and management studies.

PART - A

Unit 1

- 1.1 Concept, Nature and Scope of business
- 1.2 Definition, characteristics and objectives of business organization
- 1.3 Business and Environment interface
- 1.4 Business Objectives
- 1.5 Social Responsibility of Business

Unit 2

- 2.1 Concept and Nature of Entrepreneurship
- 2.2 Forms of Business Organizations: Sole Proprietorship, Partnership Joint Stock Companies
- 2.3 Co-operatives organizations
- 2.4 Choice of form of organization

Unit 3

- 3.1 Meaning of Business combinations
- 3.2 Chambers of commerce and Industry in India
- 3.3 Types and forms of Mergers
- 3.4 SEBI

PART-B

Unit 4

- 4.1 Concept, Nature and Significance of Management
- 4.2 Functions and Role
- 4.3 Management Vs Administration

Unit 5

- 4.1 Concept of MBO
- 4.2 Decision Making Process and its techniques
- 4.3 Concept, nature, process and significance of Organizing
- 4.4 Principles of an Organization
- 4.5 Span of Control

Unit 6

- 6.1 Concept, Nature and Importance of Staffing
- 6.2 Nature and Importance of Motivation
- 6.3 Nature and Scope of Control
- 6.4 Types of Control
- 6.5 Control Process and its techniques

Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Reference Books:

1. Tallo J Thelma, Business Organisation and Management, Tata Mcgraw- Hill Publishing Company Limited
2. C R Basu, Business Organization and Management, McGraw Hill Education
3. C B Gupta, Modern Business Organization and Management, DhanpatRai& Sons.
4. N P Agarwal, R K Tailor, Business Organisation And Management, DhanpatRai& Sons

Only latest available editions of the books are recommended.

Instructions for paper setting: Seven questions will be set in all, out of which students will attempt five questions. First question will be conceptual covering entire syllabus and will be compulsory. Three questions will be set from each Part A and Part B, one from each unit. Students will be required to attempt two questions from each part. Each question will be of 20 marks.

Course Articulation Matrix

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
1	1	1					3		2	
2	1								3	2
3	1	2	2	2		2	3	1	3	
4	1	2	2	2		2	3	1		2

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation:

- 1 – Low
- 2 – Medium
- 3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

BBA-DS-103: COMPUTER FUNDAMENTALS

Periods/week Credits

L: 3 3

Duration of Examination: 3 Hrs

Max. Marks: 200

Continuous Evaluation: 100

End Semester Exam: 100

Course Outcomes: By the end of this course, a student will be able to:

1. Demonstrate technical skills and knowledge of the subject.
2. Apply basic tools of computer including data analysis and interpretation.
3. Use the concept of networking as per business requirements.
4. Evaluate the several applications of computers in business fields and suggest the appropriate ones.

PART-A

Unit 1: Introduction

- 1.1 Digital and analog computers
- 1.2 Characteristics of Computer: speed, storage, Accuracy
- 1.3 Generations of computers
- 1.4 Categories of computer: Micro Computers, Mini Computers, Main Frames, Super Computers
- 1.5 Major components of a digital compute

Unit 2: Data Representation

- 2.1 Decimal, Binary, Octal and Hexadecimal number system
- 2.2 1's and 2's Complement
- 2.3 Binary addition and subtraction
- 2.4 Character representation: ASCII, EBCDIC

Unit 3: Hardware Systems and Software Systems

- 3.1 Input devices and Output Devices
- 3.2 Primary and Secondary Memory
- 3.3 Software Systems: System software and Application software
- 3.4 Operating Systems: Need of OS, Functions of OS

PART-B

Unit 4: MS Office

- 4.1 MS Word: Interface, Document views, Creating and editing documents, formatting text and documents, performing a mail merge, printing documents
- 4.2 MS Excel: Creating and editing worksheets, working with formulas and functions, Printing worksheets.
- 4.3 MS PowerPoint: Creating and formatting a presentation using templates, Inserting charts and tables, printing presentation

Unit 5: Emerging Computing Technologies and Security

- 5.1 Internet, Intranet and Extranet.
- 5.2 Mobile Computing.
- 5.3 Cloud Computing.
- 5.4 Internet of Things.

- 5.5 Introduction to Big Data.
- 5.6 Artificial Intelligence.
- 5.7 Security: Network and Cyber Security.

Unit 6: Computer Applications

- 6.1 Computer applications in offices.
- 6.2 Use of computers in books publication.
- 6.3 Desktop publishing system.
- 6.4 Application of computers for data analysis.
- 6.5 Application of computer in education.
- 6.6 Application of computer in banks.
- 6.7 Medical field.

Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Recommended Readings:

1. P. K. Sinha, Computer Fundamentals, BPB Publications.
2. Alexis Leon, Introduction to Computers, Vikas Publishing House Pvt Ltd.
3. Rajaraman and Neeharika, Fundamentals of Computer

Only latest available edition books are recommended.

Instructions for paper setting: Seven questions will be set in all, out of which students will attempt five questions. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each Part A and Part B. Students will be required to attempt two questions from each part. Each question will be of 20 marks.

Course Articulation Matrix

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
1			2			3		1		2
2		1			2				2	
3	1					2		1		
4		2		3	1		3		3	3

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation: **1 – Low**
 2 – Medium

MR TIERS

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

BBA-DS-151: COMPUTER FUNDAMENTALS (PRACTICAL)

Periods/week Credits

P: 2 1

Duration of Examination: 2 Hrs

Max. Marks: 100

Continuous Evaluation: 50

End Semester Exam: 50

Course Outcomes: By the end of this course, a student will be able to:

1. Demonstrate knowledge of computers and software and their respective use in day-to-day life.
2. Apply basic research methods of data analysis and its interpretation and use spreadsheets to create charts with the statistics.
3. Evaluate problem-solving techniques and demonstrate proper file management to manipulate files and folders in a networked business environment.
4. Create cohesive and apply proper formatting techniques to a document draft.

Unit 1: Word Processor

- 1.1 All the editing and formatting options
- 1.2 Create your Resume using Resume
- 1.3 Mail Merge
- 1.4 Organization charts and use of tables
- 1.5 Create a newsletter with a headline and two columns in portrait orientation, including at least one image.
- 1.6 Prepare a certificate in landscape orientation with a border around & background image.
- 1.7 Use of image and text. Create a flyer for dance competition to be held in your college soon.

Unit 2: Creating Basic Workbooks

- 2.1 Creating, saving, closing and opening workbook
- 2.2 Selecting cells, entering text and numbers into cell
- 2.3 Auto complete
- 2.4 Renaming workbooks

Unit 3: Creating Formulas

- 3.1 Ranged formula syntax
- 3.2 Simple formula syntax
- 3.3 Writing formulas
- 3.4 Using AutoSum
- 3.5 Inserting functions
- 3.6 AutoCorrect
- 3.7 Auto Calculate

Unit 4: Columns and Rows

- 4.1 Selecting columns and rows
- 4.2 Adjusting column width and row height
- 4.3 Hiding and unhiding columns and rows
- 4.4 Inserting and deleting columns and rows

Unit 5 : Formatting Worksheets

- 5.1 Formatting cells
- 5.2 Clearing all formatting from cells
- 5.3 Copying all formatting from cells to another area

Unit 6: Worksheet Tools

- 6.1 Moving between worksheets
- 6.2 Selecting multiple worksheets
- 6.3 Inserting and deleting worksheets
- 6.4 Renaming worksheets
- 6.5 Copying or moving worksheets
- 6.6 Coloring worksheet tabs

Unit 7: Setting Worksheet Layout and Printing Documents

- 7.1 Using page break preview
- 7.2 Using page layout view
- 7.3 Page setup dialog box
- 7.4 Using print preview
- 7.5 Printing worksheets

Unit 8: Power Point Presentations

- 8.1 Slide layouts and slide designs
- 8.2 Use of image in presentation
- 8.3 Use of sounds and animation effects in presentation

Unit 9: Internet and html

- 9.1 Use of internet and composing mail
- 9.2 Use of search engine
- 9.3 Design a web page using HTML using font tag
- 9.4 Design a web page using HTML using paragraph formatting tag
- 9.5 Design a web page using HTML using tables

Reference Books:

1. Frye D Curtis, "Step by Step Microsoft Excel 2010", PHI.
2. Ivan Bayross, HTML, JavaScript, DHTML and PHP, BPB publications

Notes: Latest editions of the textbooks should be used.
Practicals will be conducted in the laboratory.

Course Articulation Matrix

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
1	1	1	2			3		1		2

2		1		3	2				2	1
3	1		2			2	3	1	3	
4	1	2		3	1		3	1		3

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation:

- 1 – Low**
- 2 – Medium**
- 3 – High**

MR TIPS

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

BBA-DS-104: BUSINESS COMMUNICATION

Periods/week Credits

L: 03 3

Duration of Examination: 3 Hrs

Max. Marks: 200

Continuous Evaluation: 100

End Semester Exam: 100

Course Outcomes:

By the end of course, the students should be able to:

1. Gain an in-depth knowledge of how formal communication is done at the workplace;
2. Understand the impact of communication skills in a professional scenario;
3. Hone their formal writing skills;
4. Create impressive first impressions at the workplace by writing good business reports;
5. Understand business practices through an integrated curriculum.

PART-A

Unit 1:

Introduction: Business Communication

- 1.1 Nature, process and types of communication
- 1.2 Role of communication skills in business
- 1.3 Communication networks
- 1.4 Barriers to communication
- 1.5 How to make communication effective

Unit 2: Communication Skills

- 2.1 Listening skills –process and types of listening
- 2.2 Barriers to listening
- 2.3 Reading skills
- 2.4 Speaking skills

Unit 3: Speech Delivery

- 3.1. Voice modulation
- 3.2 Body language
- 3.3 Oral presentation
- 3.4 Seven Cs of effective communication

PART-B

Unit 4: Writing Skills of Intra-office Communication

- 4.1 Types of intra-office communication
- 4.2 Notices and circulars
- 4.3 Agenda and minutes of a meeting
- 4.4 Memo

Unit 5: Inter-office Communication

- 5.1 Layout of business letters

- 5.2 Claim and sales letters
- 5.3 Employment letters
- 5.4 Complaint letters
- 5.5 E mail etiquettes

Unit 6: Report Writing

- 6.1 Format of a business report
- 6.2 Types of business reports
- 6.3 Long reports
- 6.4 Short reports

Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

SUGGESTED READINGS:

1. ArunKoneru, Professional Communication, Tata McGraw Hill, New Delhi
2. M MMonipally, Business Communication Strategies, Tata McGraw Hill, New Delhi
3. E H McGrath, Basic Managerial Skills for All, Prentice Hall of India, New Delhi
4. UrmilaRai and S M Rai, Business Communication, Himalaya Publishing House

Only latest available editions of the books are recommended

(Instructions for paper setting):

Seven questions are to be set in total out of which students will be required to attempt five. First question will be conceptual covering the entire syllabus and will be compulsory. Three questions will be set from each PART A and PART B (one from each unit). Students need to attempt two questions out of three from each part. Each question will be of 20 marks.

Course Articulation Matrix

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
1	1						2			2
2	1									2
3	1	2	2	3	3	3	3		3	2
4	1	2	2		3				3	2
5	1									2

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation: 1 – Low

2 – Medium
3 – High

MR TIPS

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

BBA-DS-105: FINANCIAL ACCOUNTING

Periods/week Credits

L: 3 03

Duration of Examination: 3 Hrs

Max. Marks: 200

Continuous Evaluation:100

End Semester Exam: 100

Course Outcomes: By the end of this course, students will be able to:

1. Demonstrate good comprehension of financial accounting and its different applications.
2. Apply data analysis and interpretation to take decisions under the conditions of risk and uncertainty in business using accounting methods.
3. Ascertain problem solving strategies in the prevailing business environment.
4. Evaluate appropriate information from various sources and implement the theoretical, analytical and applied knowledge based on accountancy.

PART - A

Unit 1: Introduction to financial accounting

- 1.1 Accounting principles, process
- 1.2 Accounting Equation
- 1.3 Users of accounting information
- 1.4 Double entry system

Unit 2: Recording classification and summarization of transaction

- 2.1 Accounting Transactions
- 2.2 Steps in the Recording Process (Journals and Ledger Postings)
- 2.3 Preparation of trial balance

Unit 3: Rectification of errors

- 3.1 Classification of errors
- 3.2 Methods of rectifying errors

PART- B

Unit 4: Capital and revenue

- 4.1 Capital and Revenue: Expenditure and Receipts
- 4.2 Deferred Revenue Expenditure

Unit 5: Depreciation

- 5.1 Concept of Depreciation
- 5.2 Accounting treatment for depreciation: Written down value method and straight line method

Unit 6: Final Statements:

- 6.1 Concept of Financial Statements
- 6.2 Final accounts with adjustments

Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Recommended books:

1. J R Monga, Advanced, MayoorPaperbacks , Noida.
2. R L Gupta, Advanced Financial Accounting, S.Chand and Co. New Delhi.
3. S N Maheshwari, Advanced Accounting- Vol. II, Vikas Publishing Housing, New Delhi.
4. M C Shukla and T S Grewal, Advanced Accountancy, Sultan Chand Co. New Delhi.

Only latest available editions of the books are recommended

Instructions for paper setting: Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 20 marks.

Course Articulation Matrix

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
1			2			3		1	2	
2	1			3	2					2
3	1					2		1	3	
4		2		3	1		3			3

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation: **1 – Low**
 2 – Medium
 3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

BBA-DS-106A: FUNDAMENTALS OF FINANCIAL PLANNING

Periods/week Credits

L:4 4

Duration of Examination: 3 Hrs

Max. Marks : 200

Continuous Evaluation: 100

End Semester Exam:100

Course Outcomes:

By the end of this course students should be able to:

1. Gain an in depth knowledge of how financial planning;
2. Understand the impact of financial market in Indian economy;
3. Hone their knowledge in financial mathematics;
4. Gain in depth knowledge of financial institutions;

PART A

UNIT 01: Financial Planning and Personal Financial Statements

- 1.1 What is financial planning?
- 1.2 Financial planning process
- 1.3 Need and Advantages of financial planning
- 1.4 Financial Goals
- 1.5 Best Practices
- 1.6 Personal Financial statements
- 1.7 Components of financial statements
- 1.8 Balance sheet
- 1.9 Income statements

UNIT 02: Cash flow and Debt Management

- 2.1 Profile of Average Investor
- 2.2 Life Stages
- 2.3 Cash Flow Problem
- 2.4 Cash Flow Management
- 2.5 Financial Statements
- 2.6 Budgeting
- 2.7 Reducing Expenses
- 2.8 Debt Management
- 2.9 Types of Debt
- 2.10 Debt Management Strategies

UNIT 03: Investments Asset Allocation and Acquisition

- 3.1 What is asset allocation?
 - 3.1.1 Asset Allocation Strategies
 - 3.1.2 Strategic Asset Allocation
 - 3.1.3 Tactical Asset Allocation
 - 3.1.4 Core Satellite Asset Allocation
 - 3.1.5 Systematic Asset Allocation
- 3.2 Diversification

- 3.3 Asset Allocation Decision
- 3.4 Factors Affecting Portfolio Composition

UNIT 04: Assets to Invest in

- 4.1 Investment Mantras
- 4.2 Various Assets
- 4.3 Other Investment Avenues

UNIT 05: Insurance policies

- 5.1 Insurance
- 5.2 Types of Insurance
- 5.3 Types of Life Insurance Products

UNIT 06: Strategies for Insurance

- 6.1 Insurance Myths
- 6.2 Easy ways to buy a policy
- 6.3 Computation of Human Life Value
- 6.4 Types of General Insurance

PART B

UNIT 07: Investment Planning

- 7.1 Why Investing?
- 7.2 Investor Types based on risk appetite
- 7.3 Tips of effective investment planning

UNIT 08: Investment Avenues

- 8.1 Choice of Investment Options
- 8.2 Investment Avenues Chart
- 8.3 Long Term vs Short Term
- 8.4 Timeline Pyramid for Investment
- 8.5 Types of Planning

UNIT 09: Education Planning

- 9.1 What is education planning?
- 9.2 Why education planning?
- 9.3 Steps for education planning
- 9.4 Investment options for education
- 9.5 Alternative sources for education

UNIT 10: Tax and Retirement planning

- 10.1 What is tax planning and why it is important
- 10.2 Steps to begin tax planning
- 10.3 Steps for calculation of tax payable and tax savings investments
- 10.4 Tax Saving Schemes
- 10.5 What is Retirement Planning?
- 10.6 Steps to arrive at a retirement plan
- 10.7 Investment for Retirement

UNIT 11: Planning for Special circumstances

- 11.1 Special Circumstances

- 11.2 Estate Planning
- 11.3 Loss or Work
- 11.4 Medical Emergency
- 11.5 Divorce or separation
- 11.6 Having a child

Recommended Books

- Indian Institute of Banking & Finance, "Introduction to Financial Planning," Taxmann Publications Pvt. Ltd.
- Benjamin Stein, Phil Demuth, " Yes, You Can Get a Financial Life!: Your Lifetime Guide to Financial Planning ," New Beginnings Pr.

Only latest available editions of the books are recommended.

Instructions for paper setting: Seven questions will be set in all, out of which students will attempt *five* questions. First question will be conceptual covering entire syllabus and will be compulsory. Three questions will be set for each Part A and Part B. Students will be required to attempt two questions from each part A and B. Each question will be of 20 marks.

Course Articulation Matrix

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
1	1	2	2				3		2	
2	1	2	2						1	2
3	1	2	2	2		2	3	1	1	
4		1	1				3	1	2	2

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation:
1 – Low
2 – Medium
3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

BBA-DS-107: MANAGERIAL ECONOMICS

Periods/week Credits

L: 3 3

Duration of Examination:3Hrs

Max. Marks: 200

Continuous Evaluation: 100

End Semester Exam: 100

Course Outcomes:

By the end of the course, a student will be able to:

1. Understand nature of economics in dealing with the issue of scarcity;
2. Recognize the difficulties in managerial decision making today;
3. Perform supply and demand analysis to analyze the impact of economic events on markets;
4. Evaluate the factors affecting firm behavior, such as production and costs;
5. Analyze the performance of firms under different market structures.

PART-A

Unit 1: Economic Concept and Issues

- 1.1 Socialist economy /command economy
- 1.2 Capitalist economy /Free market economy
- 1.3 Mixed economy
- 1.4 Scarcity and choice
- 1.5 Production possibility curve
- 1.6 Opportunity cost
- 1.7 Isoquant curve

Unit 2: Demand Supply and Price

- 2.1 Concept of demand
- 2.2 Law of demand and elasticity
- 2.3 Concept of supply
- 2.4 Law of supply
- 2.5 Market Equilibrium
- 2.6 Consumer Surplus

Unit 3: Consumer Theory

- 3.1 Marginal utility theory
- 3.2 Indifference Curve
- 3.3 Consumer Equilibrium
- 3.4 Income effect; Price effect, Substitution effect
- 3.5 Pricing strategies

PART-B

Unit 4: Theory of Production

- 4.1 Production and production function
- 4.2 Law of variable proportion or diminishing return
- 4.3 Law of return to scale

Unit 5: Cost, Revenue and Profit

- 5.1 Cost concept
- 5.2 Short run cost curves
- 5.3 Long run cost curves
- 5.4 Relationship between production and cost curves
- 5.5 Revenue
- 5.6 Profit

Unit 6: Market Morphology

- 6.1 Perfect competition
- 6.2 Monopolistic competition
- 6.3 Monopoly pricing
- 6.4 Oligopoly
- 6.5 Pricing policy

Unit 7: Marginal Productivity Theory of Distribution

- 7.1 Marginal productivity theory of distribution
- 7.2 Modern theory of rent
- 7.3 Wages
- 7.4 Interest
- 7.5 Profit

Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Recommended Books:

1. A Koutsayiannis, Modern Microeconomics, Macmillan Publications.
2. D Salvatore, Principles of Microeconomics, Oxford University press.
3. P L Mehta, Managerial Economics, Sultan Chand.
4. D N Dwivedi, Microeconomics: Theory & Applications, Pearson Education.

Only latest available editions of the books are recommended

Instructions for paper setting: Seven questions will be set in all, out of which students will attempt five questions. First question will be conceptual covering entire syllabus and will be compulsory. Three questions will be set from each Part A and Part B, one from each unit. Students will be required to attempt two questions from each part. Each question will be of 20 marks.

Course Articulation Matrix

CO STATEMENT	PO	PO	PO	PO	PO	PO	PO	PSO	PSO	PSO
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	1	2	3	4	5	6	7	1	2	3
1	1	1					3		2	
2	1								3	2
3	1	2	2	2		2	3	1	3	
4	1			2	2	2	3	1	2	
5	1			2		2	3	1	2	

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation:

- 1 – Low**
- 2 – Medium**
- 3 – High**

MRTRRS

SEMESTER-II

MRPLERS

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

BBA-DS-201: BUSINESS STATISTICS

Periods/week Credits

L: 3 3

Duration of Examination: 3 Hrs

Max. Marks: 200

Continuous Evaluation: 100

End Semester Exam: 100

Course Outcomes:

By the end of the course, a student will be able to:

1. Enhance the knowledge of statistics in business management;
2. Getfamiliarized with various statistical tools and the software;
3. Impart the practicality of statistics in order to suffice business objectives;
5. Develop analytical and logical thinking in various aspects of business.

PART-A

Unit I: Introduction

- 1.4 Definition, Nature, Scope and Objectives
- 1.5 Collection of data: Primary and secondary data
- 1.6 Classification:geographical, chronological and quantitative classification
- 1.7 Tabulation: Parts of a table, Types of tables

Unit II: Statistical Data and Descriptive Statistics I

- 2.1 Presentation of data: Diagrams; One dimensional, two dimensional and Pie diagrams
- 2.2 Graphs: Histogram, Frequency curve, Frequency polygon and ogive curves
- 2.3 Measures of Central Tendency
- 2.4 Mathematical averages including arithmetic mean, geometric mean and harmonic mean.
- 2.5 Properties and applications

Unit III: Descriptive Statistics II

- 3.1 Positional Averages: Mode and Median (other partition values including quartiles, deciles, 3.2 and percentiles)
- 3.3 Measures of Variation: absolute and relative
- 3.4 Range, quartile deviation, mean deviation
- 3.5 Standard deviation and coefficient of variation

PART - B

UNIT IV: Correlation and Regression

- 4.1 Meaning of Correlation: simple, multiple and partial; linear and non-
- 4.2 linear
- 4.3 Methods of Correlation: Scatter diagram, Pearson's co-efficient of correlation
- 4.4 Rank Correlation
- 4.5 Regression Analysis; Principle of least squares and regression lines, Regression equations and estimation
- 4.6 Properties of regression coefficients; Relationship between Correlation and Regression coefficients

Unit V: Index Numbers

- 5.1 Meaning and uses of index numbers
- 5.2 Construction of index numbers: fixed and chain base: univariate and composite
- 5.3 Aggregative and average of relatives
- 5.4 Tests of adequacy of index numbers
- 5.5 Problems in the construction of index numbers

Unit VI: Time Series Analysis

- 6.1 Time Series Data: Components of time series
- 6.2 Additive and multiplicative models (proof not required)
- 6.3 Trend analysis-Graphical method, Semi-average method and Moving average method
- 6.4 Fitting of trend line using principle of least squares

Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Recommended Readings:

1. Richard Levin, Rubin S David, Rastogi and Siddiqui. Statistics for Management. Pearson Education.
2. J K Thukral, Business Statistics. Taxmann’s Publications
3. J K Sharma, Operations Research. Macmillan India Ltd.

Only latest available editions of the books are recommended.

Instructions for paper setting: Seven questions will be set in all, out of which students will attempt five questions. First question will be conceptual covering entire syllabus and will be compulsory. Three questions will be set from each Part A and Part B, one from each unit. Students will be required to attempt two questions from each part. Each question will be of 20 marks.

Course Articulation Matrix

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
1	1	1					3		2	
2	1								3	2
3	1	2	2	2		2	3	1	3	
4	1	2	2	2		2	2	1		2

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation: 1 – Low

2 – Medium
3 – High

MR TIPS

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

BBA-DS-202: DATABASE MANAGEMENT SYSTEM

Periods/week Credits

L: 3 3

Duration of Examination: 3Hrs

Max. Marks: 200

Continuous Evaluation: 100

End Semester Exam: 100

Course Outcomes:

By the end of the course, a student should be able to:

1. Have knowledge of DBMS, both in terms of use and implementation/design;
2. Get experience with SQL;
3. Work with increased proficiency of higher programming languages;
4. Gain experience with analysis and design of (DB) software;
5. Describe how to manage data for the use of managerial functions.

PART-A

Unit 1: Introduction to Database Systems

- 1.1 Data versus information
- 1.2 Database
- 1.3 DBMS : Components, Advantages, Limitations
- 1.4 File-oriented system versus database system
- 1.5 Data Dictionary

Unit 2: Database Design and Languages

- 2.1 Schemas, sub schemas and instances
- 2.2 Roles and responsibilities of database administrator
- 2.3 Database architecture
- 2.4 Data Definition Language
- 2.5 Data Manipulation Language
- 2.6 4-GL: Fourth Generation Language

Unit 3: Data Model

- 3.1 Data model concepts
- 3.2 Types of Data Model: Record, Object and Physical Model
- 3.3 Record Base: Hierarchical, Network and Relational

PART-B

Unit 4: ER Model

- 4.1 Introduction and Concepts
- 4.2 Types of Attribute
- 4.3 Types of Entity
- 4.4 Relationship Sets and Mapping Constraints
- 4.5 Keys
- 4.6 ER Diagram

Unit 5: Data Warehouse and Data Mining

- 5.1 Difference between database and data warehouse

- 5.2 Characteristics of data ware house
- 5.3 Advantages and Limitations
- 5.4 Knowledge Discovery Process and Data mining
- 5.5 Goals and Elements of Data Mining
- 5.6 Applications of Data Mining
- 5.7 Advantages, Disadvantages and Scope of Improvement

Unit 6: Database Security and Recovery

- 6.1 Security Violations
- 6.2 Views and Granting of Privileges
- 6.3 Audit Trials
- 6.4 Backup and recovery techniques

Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Recommended Books:

1. Shamkant Elmasri, B. Navathe, Data Base System Concepts, McGraw Hill New Delhi.
2. Korth, Data Base Management System, New Delhi.
3. Dr.SatinderBal Gupta, "Introduction to Database Management System", University of Science Press, New Delhi.

Only latest available editions of the books are recommended.

Instructions for paper setting: Seven questions will be set in all, out of which students will attempt five questions. First question will be conceptual covering entire syllabus and will be compulsory. Three questions will be set from each Part A and Part B, one from each unit. Students will be required to attempt two questions from each part. Each question will be of 20marks.

Course Articulation Matrix

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
1	1	1	1				1		1	
2	1	1	1				1		1	
3	2	2	2				2	1	3	
4	2	2	2				2	1	2	1
5	3	2	2				2	2	2	2

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation: **1 – Low**
 2 – Medium
 3 – High

MR TIPS

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

BBA-DS-252: DATABASE MANAGEMENT SYSTEM (PRACTICAL)

Periods/week Credits

L: 2 1

Duration of Examination: 2Hrs

Max. Marks: 100

Continuous Evaluation: 50

End Semester Exam: 50

Course Outcomes

By the end of the course, a student should be able to:

1. Get experience with SQL.
2. Work with increased proficiency of database languages.
3. Gain experience with analysis and design of (DB) software.
4. Describe how to manage data for the use of managerial functions.

Unit 1: Create a table and write the queries to carry out the following operations

- 1.1 Describe the table
- 1.2 Add 20 new records to the database
- 1.3 Delete 5 records from the database
- 1.4 Add another column phone No. to this database
- 1.5 Add values to the column phone No
- 1.6 Change the data type of column phone No from number to var char2
- 1.7 Delete a row from the table

Unit 2: Select operations on student table

Unit 3: Concept of Dual table and execute the functions

- 3.1 Grouping functions
- 3.2 Date and time functions
- 3.3 Mathematical functions
- 3.4 Character functions

Recommended Books:

1. Elmasri, Shamkant B. Navathe, "Data Base System Concepts", McGraw Hill New Delhi.

Only latest available editions of the books are recommended.

Instructions for paper setting: End semester examination will be based on practical evaluated by external/internal examiner.

Course Articulation Matrix

CO STATEMENT	PO	PO	PO	PO	PO	PO	PO	PSO	PSO	PSO
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	1	2	3	4	5	6	7	1	2	3
1	1	1	1				1		1	
2	1	1	1				1		1	
3	2	2	2				2	1	3	
4	2	2	2				2	1	2	1

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation: **1 – Low**
 2 – Medium
 3 – High

MRPILRS

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

CH– 202 B: ENVIRONMENTAL STUDIES

Periods/week Credits

L: 3 3

Duration of Examination: 3 Hrs

Max. Marks: 200

Continuous Evaluation: 100

End Semester Exam: 100

Prerequisite: The students should have the knowledge of environment, biodiversity, atmospheric pollution and importance of environmental studies. They should have the knowledge of causes and effects of disasters and various environmental problems.

Course Outcomes

1. The students will be able to understand the significance of equitable use of natural resources and will be able to utilize the knowledge of biodiversity conservation and protection of environment;
2. The students will learn about atmospheric pollution and global issues related to environment like natural disasters and will be able to understand the different acts for pollution control;
3. The students will be able to develop an understanding to major health issues of women and children will gain knowledge of Mortality and Mortality rate;
4. The students will have the knowledge of different ecosystems and energy flow in ecosystem;
5. The students will gain knowledge of disaster management.

PART- A

Unit 1: Multidisciplinary Nature of Environmental Studies

- 1.1 Definition, scope and importance.
- 1.2 Need for Public awareness.

Unit 2: Natural Resources -Renewable and non-renewable resources:

- 2.1 Natural resources and associated problems.
- 2.2 Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forest and tribal people.
- 2.3 Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.
- 2.4 Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
- 2.5 Food resources: World food problems, changes caused by agriculture and over-grazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
- 2.6 Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources. Case studies.
- 2.7 Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.
- 2.8 Role of an individual in conservation of natural resources. Equitable use of resources for sustainable lifestyles.

Unit 3: Ecosystems

- 3.1 Concept of an ecosystem, Structure and function of an ecosystem

- 3.2 Producers, consumers and decomposers, Energy flow in the ecosystem
- 3.3 Ecological succession
- 3.4 Food chains, food webs and ecological pyramids
- 3.5 Introduction, types, characteristic features, structure and function of the following eco-system:
Forest ecosystem, Grassland ecosystem, Desert ecosystem, Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries).

Unit 4: Biodiversity and its Conservation

- 4.1 Introduction – Definition: Genetic, species and ecosystem diversity
- 4.2 Biogeographical classification of India,
- 4.3 Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values
- 4.4 Biodiversity at global, National and local levels
- 4.5 India as a mega-diversity nation, Hot-spots of biodiversity
- 4.6 Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts, Endangered and endemic species of India
- 4.7 Conservation of biodiversity: In- situ and Ex-situ conservation of biodiversity.

PART-B

Unit 5: Environmental Pollution

- 5.1 Definition, causes, effects and control, measures of Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal Pollution
- 5.2 Nuclear hazards
- 5.3 Solid waste management: Causes effects and control measures of urban and industrial wastes.
- 5.4 Role of an individual in prevention of pollution.
- 5.5 Pollution case studies.
- 5.6 Disaster management: Floods, earthquake, cyclone and landslides.

Unit 6: Social Issues and the Environment

- 6.1 From unsustainable to sustainable development, Urban problems related to energy, Water conservation, rain water harvesting, watershed management
- 6.2 Resettlement and rehabilitation of people; its problems and concerns, Case Studies.
- 6.3 Environmental ethics: Issues and possible solutions.
Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust, Case studies.
- 6.4 Wasteland reclamation.
- 6.5 Consumerism and waste products.
- 6.6 Environment Protection Act. Air (Prevention and Control of Pollution) Act. Water (Prevention and Control of Pollution) Act. Wildlife Protection Act. Forest Conservation Act.
- 6.7 Issues involved in enforcement of environmental legislation, Public awareness.

Unit 7: Human Population and the Environment

- 7.1 Population growth, variation among nations
- 7.2 Population explosion – Family Welfare Programme
- 7.3 Environment and human health. Human Rights
- 7.4 Value Education.HIV/ AIDS, Woman and Child Welfare
- 7.5 Role of Information Technology in Environment and human health, Case Studies.

Unit 8: Chemistry for peaceful purposes

- 8.1 The duality of chemistry: Chemistry for peaceful purposes versus Chemical Weapons
- 8.2 Dual – use nature of toxic and precursor chemicals
- 8.3 Weapons of mass destructions, disarmament

Unit 9: Field work*

- 9.1 Visit to a local area to document environmental assets river/ Forest/grassland/hill/mountain
- 9.2 Visit to a local polluted site-Urban/Rural/Industrial/Agricultural
- 9.3 Study of common plants, insects, birds
- 9.4 Study of simple ecosystems-pond, river, hill slopes, etc.

Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Text Books:

1. Sarita Sachdeva, Text book of Environmental Studies, ManavRachna Publishing House Pvt. Ltd.
2. Erach Bharucha, Textbook of Environmental Studies for Undergraduate Courses, University Grants Commission Publication.
3. R. Rajagopalan Environmental Studies, Oxford University Press.
4. A K De, Environmental Chemistry, Wiley Eastern Ltd.

Reference Books:

1. M. James, Lynch & Alan Wiseman, Environmental Bio-monitoring: The Biotechnology Eco-toxicology Interface, Cambridge University Press.
2. R.K. Morgan, Impact Assessment: A Methodological Perspective, Kluwer Academic, Publications, Boston.
3. V. Subramanian, A Text Book in Environmental Science, Narosa Pub.

The break-up for Internal marks:

Sessional tests	:	40 marks
Attendance	:	10 marks
Field work & Report writing / Model making	:	50 marks

Instructions for paper setting: Seven questions will be set in all, out of which students will attempt five questions. First question will be conceptual covering entire syllabus and will be compulsory. Three questions will be set from each Part A and Part B, one from each unit. Students will be required to attempt two questions from each part. Each question will be of 20 marks.

Course Articulation Matrix

CO STATEMENT	PO	PO	PO	PO	PO	PO	PO	PSO	PSO	PSO
---------------------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	------------	------------	------------

	1	2	3	4	5	6	7	1	2	3
1	1	1					3		2	
2	1								3	2
3	1	2	2	2		2	3	1	3	
4	1	2	2	2		2	3	1		2

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation:

- 1 – Low**
- 2 – Medium**
- 3 – High**

MRITRS

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

BBA-DS-203: COMPANY ACCOUNTS

Periods/week Credits

L: 3 3

Duration of Examination: 3 Hrs

Max. Marks: 200

Continuous Evaluation: 100

End Semester Exam: 100

Course Outcomes:

By the end of this course, a student should be able to:

- 1) Demonstrate their knowledge of fundamental and technical aspects of company accounts;
- 2) Understand the accounting standards;
- 3) Understand and apply the techniques of valuation of assets and shares;
- 4) Develop critical thinking and problem-solving skills relating to financial decisions.

PART-A

UNIT: 1

- 1.1 Company, Kinds of Companies
- 1.2 Prospectus
- 1.3 Memorandum of Association & Articles of Association

UNIT : 2

- 2.1 Shares, Kinds of Shares
- 2.2 Debentures, Issues of Debentures, Debentures vs Shares
- 2.3 Methods of redemption of Debentures

UNIT: 3

- 3.1 Buy-back of Shares
- 3.2 Book-building

PART-B

UNIT: 4

- 4.1 Basic features of Accounting Standards 4, 5, 15, 17, 18 and 29
- 4.2 Preparation of Final Accounts of a Company as per requirements of schedule VI of the Companies Act.

UNIT: 5

- 5.1 Company Liquidation
- 5.2 Method of Liquidation; Final Liquidator Account; Liquidator's Remuneration

UNIT: 6

- 6.1 Valuation of Goodwill and Shares
- 6.2 Profit prior to Incorporation
- 6.3 Acquisition of Business

Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Recommended Books:

1. R L Gupta, Advanced Accounting Vol. II, S. Chand and Sons, New Delhi.
2. T S Grewal and M C Shukla, Advanced Accounting, Kalyani Publishers, New Delhi.
3. S P Jain and K L Narang, Advanced Accounting, Kalyani Publishers, New Delhi.
4. S N Maheshwari, Advanced Accounting, Vikas Publications.

Only latest available editions of the books are recommended.

Instructions for paper setting: Seven questions will be set in all, out of which students will attempt five questions. First question will be conceptual covering entire syllabus and will be compulsory. Three questions will be set from each Part A and Part B, one from each unit. Students will be required to attempt two questions from each part. Each question will be of 20 marks.

Course Articulation Matrix

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
1	1	1					3	1	2	
2	1	2	1	1	1	1	3	1		2
3	1	2	2			2		1	3	
4	2	2	2	2	2	2	3	1	2	3

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation: **1 – Low**
 2 – Medium
 3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

BBA-DS-204A: Equity and derivatives market

Periods/week Credits

L: 04 4

Duration of Examination: 3 Hrs

Max. Marks: 200

Continuous Evaluation: 100

End Semester Exam: 100

Course Outcomes:

By the end of this course students should be able to:

1. Gain an in depth knowledge of Equity Markets / Stock Markets;
2. Understand the impact of Sensex in Indian economy;
3. Hone their knowledge Futures & Options Trading;
4. Gain in depth knowledge of pricing and analytics.

PART A

UNIT 1

- 1.1 Introduction to Financial Market
- 1.2 Components of Securities Market
- 1.3 Financial Instruments and Participants

UNIT 2

- 2.1 Alternative Investment Schemes and other Investment Products
- 2.2 Regulators and Regulations
- 2.3 Public Issues and Process

UNIT 3

- 3.1 Index
- 3.2 Demat and BOLT

PART B

UNIT 4

- 4.1 Introduction to Derivatives
- 4.2 Derivative Products

UNIT 5

- 5.1 Introduction to Futures
- 5.2 Types of Margins
- 5.3 Pricing of Futures

UNIT 6

- 6.1 Introduction to Options
- 6.2 Option-Put Option

Recommended Books

Study material provided by BSE

Only latest available editions of the books are recommended.

Instructions for paper setting: Seven questions will be set in all, out of which students will attempt *five* questions. First question will be conceptual covering entire syllabus and will be compulsory. Three questions will be set for each Part A and Part B. Students will be required to attempt two questions from each part A and B. Each question will be of 20 marks.

Course Articulation Matrix

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
1	1	2	2				3		2	
2	1	2	2						1	2
3	1	2	2	2		2	3	1	1	
4		1	1				3	1	2	2

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation:
1 – Low
2 – Medium
3 – High

MRTRRS

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

BBA-DS-205: HUMAN RESOURCE MANAGEMENT

Periods/week Credits

L: 3 3

Duration of Examination: 3 Hrs

Max. Marks:200

Continuous Evaluation: 100

End Semester Exam:100

Course Outcomes:

By the end of this course, students should be able to:

1. Read and demonstrate the fundamental aspects of human resource management and understand its functions in contemporary organizations;
2. Apply and examine the contextual issues of various policies, practices and problem-solving techniques of human resource management;
3. Identify the challenges of right sizing, training need assessment, performance appraisal and develop scientific solutions for human resource development;
4. Evaluate, integrate and comprehend the wage system, employee issues and trends in human resource management and industrial relations.

PART-A

Unit 1: Human Resource Management

- 1.1 Introduction: Nature; scope, objectives and functions of HRM
- 1.2 HRM policies
- 1.3 HRM in globally competitive environment
- 1.4 Strategic human resource management

Unit 2: Acquisition of Human Resource

- 2.1 Human resource planning
- 2.2 Job analysis and job design
- 2.3 Recruitment and selection
- 2.4 Placement and induction, right sizing

Unit 3: Human Resource Development

- 3.1 Concept, scope and significance of HRD
- 3.2 Employee training: Training need assessment, training methods and evaluation, cross-cultural training
- 3.3 Executive development programmes
- 3.4 Career planning and development

PART-B

Unit 4: Performance Appraisal

- 4.1 Performance Appraisal: Process and importance
- 4.2 Methods of performance appraisal
- 4.3 Tools of performance appraisal
- 4.4 Case study

Unit 5: Employee Issues

- 5.1 Wages and salary administration: Necessity and importance

- 5.2 Wage payment systems
- 5.3 Employee involvement, flexible working schedule
- 5.4 Social security and welfare measures

Unit 6: Industrial Relation

- 6.1 Industrial relations: Meaning, nature, scope, importance and functions
- 6.2 Trade unions
- 6.3 National trade unions

Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Reference Books:

1. K Aswathappa, Human Resource and Personnel Management, Tata McGraw Hill, New Delhi
2. G Dessler and B Varkkey., Human Resource Management, Pearson Education, Delhi
3. C B Gupta, Human Resource Management, Sultan Chand & Sons, Delhi
4. Mamoria&Mamoria, Dynamics of Industrial Relations in India, Himalaya Publishing House

Only latest available editions of the books are recommended

Instructions for paper setting: Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory. Three questions will be set from each Part- A and Part-B. Student needs to attempt two questions out of three from each part. Each question will be of 20 marks.

Course Articulation Matrix

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
1	1	1	1				1			1
2	2	2	2				2		1	2
3	2	2	2				2		3	
4	2	2	2				2		3	3

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation:

- 1 – Low
- 2 – Medium
- 3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

BBA-DS-206: MACRO ECONOMICS

Periods/week Credits

L: 3 3

Duration of Examination: 3 Hrs

Max. Marks: 200

Continuous Evaluation: 100

End Semester Exam: 100

Course Outcomes:

By the end of the course, a student should be able to:

1. Understand the behavior and working of the economy as a whole;
2. Understand the relationships among broad aggregates;
3. Apply reasoning of economics to problems of business and public policy.

PART - A

Unit 1

- 1.1 National Income: Meaning, definition and importance of macroeconomics;
- 1.2 National Income: GNP, NNP, GDP, NDP, personal income, disposable income, per capita income, real national income.

Unit 2

- 2.1 Theories of Employment: Classical theory of employment, Say's law of markets, Keynesian theory of employment;
- 2.2 Consumption Function: APC, MPC factors influencing consumption function;
- 2.3 Investment Function: Marginal efficiency of capital (MEC) and rate of interest.

Unit 3

- 3.1 Money and Theories of Money: Meaning, classification and function;
- 3.2 RBI Classification of Money: M1, M2, M3 and M4 measures of money supply, Fisher's quantity theory of money.

PART-B

Unit 4

- 4.1 Trade Cycle: Meaning and definition, phases of trade cycle;
- 4.2 Inflation: Definition, types, its causes and effects, measures to control inflation.

Unit 5

- 5.1 Banking: Functions of commercial banks, process of credit creation, concept of non-banking finance companies.

Unit 6

- 6.1 Concept of SEBI Stock Market: Meaning, function and its importance;
- 6.2 Primary and secondary markets;
- 6.3 Concepts of debentures and shares;
- 6.4 Function of RBI: Quantitative and qualitative methods of credit control.

Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Recommended Books:

1. Edward Shapiro, Macro Economics Analysis, Tata McGraw Hill
2. D N Dwivedi, Macro Economics, McGraw Hill Education.
3. M L Jhingan, Macro Economic Theory, Vrinda Publications

Only latest available editions of the books are recommended.

Instructions for paper setting: Seven questions will be set in all, out of which students will attempt five questions. First question will be conceptual covering entire syllabus and will be compulsory. Three questions will be set from each Part A and Part B, one from each unit. Students will be required to attempt two questions from each part. Each question will be of 20 marks.

Course Articulation Matrix

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
1	1	1					3		2	
2	1								3	2
3	1	2	2	2		2	3	1	3	

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation:
1 – Low
2 – Medium
3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

MANAV RACHNA LIFE SKILLS – I

Periods/week Credits

L: 0 T: 1 Audit Pass(Mandatory to pass)

Duration of Examination: 1 Hour

Course Outcomes

After completing the course, the students will:

1. Be empowered with practical wisdom for fast pace world with tools to eliminate stress and negative emotions and develop strong social and leadership skills.
2. Learn about tools to improve memory, concentration & focus and will have increased mental focus and maximized individual potential with over all well-being.
3. Be equipped with solution-oriented strategies to avert conflicts and will be able to perform in a team.
4. Have increased confidence and inner strength to handle criticism and peer pressure and will be able to abide Learn – Lead – Serve. Seek to kindle the spirit of volunteerism amongst them.

Unit 1

- 1.1 Defining the purpose of life
- 1.2 Setting ambitions and goals
- 1.3 Discovering one's true self and competencies
- 1.4 Assessing one's moral and ethical values
- 1.5 Role of an individual in modern society
- 1.6 Concept of fitness; exercise benefit, building physical strength and endurance
- 1.7 Effect of food on health
- 1.8 Developing regard for parents, teachers, elderly persons and women, respecting others' viewpoint

Unit 2

- 2.1 Gaining self-confidence and self-esteem
- 2.2 How to be assertive, the art of decision making
- 2.3 Building self-motivation, gender sensitivity
- 2.4 Communication skills.
- 2.5 Effect of exercise on different body systems
- 2.6 Healthy food habits and balanced diet
- 2.7 Adverse effects of alcohol and tobacco on human health
- 2.8 Discrete and respectful behavior
- 2.9 Sense of discipline and responsibility, commitment and loyalty.

Contributions to outcomes through

Activity based interactive classes to make it interesting, play way method with direct and visible results.

- Home assignments
- Discussion of problems in class
- Innovative breathing techniques
- Video and audio clips
- Community services

- Meditation

Assessment of outcomes through:

- Assignments
- Through questionnaires that will evaluate and gauge how the student has received entire programme, his spirit of enquiry, attitude towards his peers, family, society and nation as a whole.
- End-semester examination scores

Instructions for External valuation: External evaluation will be conducted by a duly constituted committee of internal examiners through a viva-voce examination / practical exercises during the end-semester practical examinations.

Course Articulation Matrix

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
1	1	1	1				1			1
2	2	2	2				2		1	2
3	2	2	2				2		3	
4	2	2	2				2		3	3

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation:
1 – Low
2 – Medium
3 – High

SEMESTER-III

MRPLERS

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

BBA-DS-301: ORGANIZATIONAL BEHAVIOUR AND DEVELOPMENT

Periods/week Credits

L: 3 3

Duration of Examination: 3 Hrs

Max. Marks: 200

Continuous Evaluation: 100

End Semester Exam: 100

Course Outcomes: Students who successfully complete the course will be able to:

1. Understand use of a managerial framework for studying behaviour including cultural and workforce diversity and other significant forces in contemporary environment.
2. Demonstrate an understanding of the individual performance which is affected by individual differences in values, attitudes, levels of motivation and commitment.
3. Analyse group behaviour and identify effective methods for resolving intra-group and inter-group conflict to invoke organisational change and development.
4. Explain the importance of good leadership in organisations and approaches to leadership in organisations.

PART – A

Unit 1: Overview of Organizational Behaviour

- 1.1 What is OB
- 1.2 Challenges and opportunities in OB

Unit 2 The Individual

- 2.1 Individual behaviour
- 2.2 Values and personality
- 2.3 Perception and learning in organizations

Unit 3: Motivation and Stress Management

- 3.1 Motivation in the workplace
- 3.2 Work related stress
- 3.3 Stress management

PART-B

Unit 4: Group Theory

- 4.1 Foundation of group behaviour
- 4.2 Foundation of team dynamics
- 4.3 Communication in organizations

Unit 5: Power and Leadership

- 5.1 Power and influence in the workplace
- 5.2 Conflict and negotiation in the workplace
- 5.3 Leadership in organizational settings

Unit 6: The Organization System

- 6.1 Organization change
- 6.2 Organization structure
- 6.3 Organization culture

Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Reference Books:

1. G Elkin, B Jackson, and K Inkson, K. (2005), Organisational Behaviour in New Zealand. (2nd ed.). Auckland: Pearson Education New Zealand.
2. F Luthans (2005) Organizational Behavior. (10th ed.). N.Y.: McGraw-Hill/Irwin.
3. J Wood, R M Zeffane, M Fromhotz and J Fitzgerald (2006), Organisational Behaviour: Core Concepts and Applications. Milton: John Wiley and Sons.
4. S P Robbins (2008), Organizational Behavior, Pearson Education.

Instructions for paper setting:

Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each PART-A and PART-B. Student needs to attempt two questions out of three from each part. Each question will be of 20 marks.

Course Articulation Matrix

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
1	1	1					3		2	
2	1								3	2
3	1	2	2	2		2	3	1	3	
4	1	2	2	2		2	2	1	2	2

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation:
1 – Low
2 – Medium
3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

BBA-DS-352: ADVANCED EXCEL

Periods/week Credits

P:4 2

Duration of Examination: 3 hours

Max. Marks: 200

Continuous Evaluation: 100

End Semester Exam: 100

Course Outcomes: On successful completion of this course, the students will be able to:

1. Create, edit, and analyse data that is organised into lists or tables.
2. Perform calculations including scientific, statistical, business, and financial data.
3. Identify problem-solving strategies and develop science-based solutions.
4. Evaluate, integrate, and apply appropriate information from various sources to create cohesive and persuasive arguments.

PART-A

Unit 1: Getting acquainted with Excel

- 1.1 Creating a basic worksheet
- 1.2 Saving and opening files
- 1.3 Adding information to worksheets
- 1.4 Moving data
- 1.5 Managing worksheets
- 1.6 Formatting cells
- 1.7 Viewing and printing worksheets

Unit 2: Formulas and Functions

- 2.1 Building basic formulas
- 2.2 Using a function in a formula
- 2.3 Formula shortcuts
- 2.4 Math and statistical functions
- 2.5 Financial functions
- 2.6 Manipulating dates, times and text
- 2.7 VLOOKUP and HLOOKUP
- 2.8 Conditions in formulas

PART-B

Unit 3: Organising Worksheets

- 3.1 Creating, formatting, and editing a table
- 3.2 Performing table calculations
- 3.3 Basic data grouping
- 3.4 Creating basic charts
- 3.5 Inserting graphics

Unit 4: Advanced Data Analysis

- 4.1 Building pivot tables
- 4.2 Pivot charts

Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Reference Books

1. Greg Harvey (2018), Excel 2019 All-in-One for Dummies. John Wiley & Sons.
2. Michael Alexander and Kusleika Richard, et al. (2018). Excel 2019 Bible. Wiley.

Instructions for paper setting

Seven questions are to be set in total. First question will conceptually cover the entire syllabus and is compulsory. Three questions will be set from each PART-A and PART-B. Student needs to attempt two questions out of three from each part. Each question will be of 20 marks.

Course Articulation Matrix

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
1	1		2			3		1		
2		1		3		2			2	
3		2			2		3			3
4	2	2			2		3	1	2	2

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation:

- 1 – Low
- 2 – Medium
- 3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

BBA-DS-303: BUSINESS ENVIRONMENT

Periods/week Credits

L: 3 3

Duration of Examination: 3 Hrs

Max. Marks : 200

Continuous Evaluation : 100

End Semester : 100

Course Outcomes:

By the end of this course, a student should be able to:

1. Demonstrate good comprehension of business environment.
2. Apply basic research methods and understanding of economic policies in India and policy formulation.
3. Identify environmental problems, evaluate problem-solving strategies, develop and implement economic policies effectively.
4. Evaluate appropriate information from various sources to work through social responsibilities of business.

PART-A

Unit 1: Introduction

- 1.1 Factors affecting business environment
- 1.2 Importance of business environment
- 1.3 Socio-cultural, economic, political, technological and legal environment
- 1.4 Impact of environment scanning on policy formulation

Unit 2: Economic Reforms

- 2.1 Introduction to economic reforms in India
- 2.2 Effect of economic reforms on the business environment
- 2.3 Special Economic Zones
- 2.4 Competitive strength of Indian industry

Unit 3: Business Policy Formation

- 3.1 Business policy and corporate strategy: Policies, strategies and tactics
- 3.2 Alternatives of corporate strategy
- 3.3 Variations in corporate strategy
- 3.4 Strategic choice and implementation

PART-B

Unit 4: Economic Policy

- 4.1 Fiscal Policy
- 4.2 Exim Policy
- 4.3 India's Balance of Payments
- 4.4 Merits and demerits of MNCs

Unit 5: Economic Structure

- 5.1 Public and Private Sectors in India
- 5.2 Small Sector in India
- 5.3 Sickness in Indian Industry
- 5.4 Regulatory and promotional framework of government

Unit 6: Social Responsibility of Business

- 6.1 Business Ethics
- 6.2 Social responsibilities of business
- 6.3 Business power social accountability

Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Recommended Books:

1. Francis Cheruunilam, Business Environment, Himalaya Publishing House.
2. P K Ghosh, Business Environment, Sultan Chand and Sons.
3. K Aswathappa, Business Environment. Himalaya Publishing House.
4. RuddarDatt and K P M Sundharam, Indian Economy, Sultan Chand.

Only latest available editions of the books are recommended.

Instructions for paper setting: Seven questions will be set in all, out of which students will attempt five questions. First question will be conceptual covering entire syllabus and will be compulsory. Three questions will be set each from Part A and Part B, one from each unit. Students will be required to attempt two questions from each part. Each question will be of 20 marks.

Course Articulation Matrix

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
1	1		2			3		1		2
2		1		3	2				2	1
3	1		2			2	3	1	3	
4	1	2		3	1		3			3

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation:
1 – Low
2 – Medium
3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

BBA-DS-304: COST AND MANAGEMENT ACCOUNTING

Periods/week Credits

L: 4 4

Duration of Examination: 3 Hrs

Max. Marks: 200

Continuous Evaluation: 100

End Semester Exam: 100

Course Outcomes: By the end of this course, a student will be able to:

1. Demonstrate the practical aspects of cost accounting.
2. Apply cost accounting methods to evaluate and analyze business performance.
3. Identify business environmental problems and apply management accounting principles and concepts to provide scientific solutions to the management.
4. Critically evaluate the relevance and applicability of traditional management accounting techniques to the management of modern organizations.

PART-A

Unit 1: Overview

- 1.1 Meaning and difference between cost accounting and financial accounting
- 1.2 Limitations of cost Accounting , elements of cost
- 1.3 Installation of a costing system
- 1.4 Role of a cost accountant in an organization

Unit 2: Material and Labour Cost Control

- 2.1 Material, Stock level
- 2.2 EOQ
- 2.3 Methods of pricing of materials issues – FIFO, LIFO, simple average, weighted average
- 2.4 FIFO Vs LIFO
- 2.5 Techniques of Material Control , Time keepingVs Time Booking , Idle Time

Unit 3: Overhead Cost Control

- 3.1 Classification, allocation, Apportionment Vs Absorption of overhead
- 3.2 Under and over absorption of Overheads
- 3.3 Methods of Unit costing

PART-B

Unit 4: Management Accounting

- 4.1 Meaning, Nature, Scope of Management Accounting
- 4.2 Fixed and flexible budget costing with practical problems

Unit5: Standard Costing

- 5.1 Introduction and concept of standard costing
- 5.2 Standard costing applications
- 5.3 Variance analysis-material, labour, overhead and sales variance

Unit 6: Marginal Costing

- 6.1 Cost volume profit analysis

- 6.2 Break even analysis
- 6.3 Costs for decision making

Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Recommended Books:

1. B M Nigam and I C Jain, Cost Accounting: Principles and Practice, Prentice Hall of India, New Delhi.
2. M N Arora, Cost Accounting – Principles and Practice, Vikas Publishing House, New Delhi.
3. M C Shukla, T. S. Grewal and M. P. Gupta, Cost Accounting: Text and Problems, S. Chand, New Delhi.
4. S N Maheshwari and S N Mittal, Cost Accounting: Theory and Problems, ShriMahabir Book Depot, New Delhi.
5. R S Singhal, Cost & Management Accounting, Anand Publication

Only latest available editions of the books are recommended.

Instructions for paper setting: Seven questions will be set in all, out of which students will attempt five questions. First question will be conceptual covering entire syllabus and will be compulsory. Three questions will be set from each Part A and Part B. Student will be required to attempt two questions from each part. Each question will be of 20 marks.

Course Articulation Matrix

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
1	1	2	2			3		1		2
2	1	1		3	2		3		2	1
3	1	2	2			2	3	1	3	
4	1	2		2	1		3	1	3	3

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation:
1 – Low
2 – Medium
3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

FUNDAMENTAL AND TECHNICAL ANALYSIS (COURSE CODE: BBA-DS-305A)

Periods/week Credits

L: 4 4

Duration of Examination: 3 hours

Max. Marks: 200

Internal/Continuous Assessment: 100

End Semester Exam: 100

Course Outcomes: By the end of this course students should be able to:

BBA-DS-305A.1. Understand and do cash flow and industry analysis.

BBA-DS-305A.2. Perceive the share price charts and trendlines.

BBA-DS-305A.3. Analyse the various technical indicators.

BBA-DS-305A.4. Learn about the trading psychology.

PART-A

UNIT-1 FUNDAMENTAL ANALYSIS

- 1.1 Economic, industry and company analysis
- 1.2 Interpretation of financial statements
- 1.3 Top-down versus bottom-up fundamental analysis
- 1.4 Ratio analysis
- 1.5 Cash flow analysis & valuation of equity
- 1.6 Market dynamics

UNIT-2 MARKET BASICS

- 2.1 Stock market terminology
- 2.2 Price movements
- 2.3 Share price chart

UNIT-3 TRENDLINES

- 3.1 Meaning of trend Lines
- 3.2 Dow theory
- 3.3 First tenet
- 3.4 Second tenet
- 3.5 Third tenet
- 3.6 Fourth tenet
- 3.7 Fifth tenet
- 3.8 Sixth tenet

UNIT-4 PRICE CHARTS

- 4.1 Types of charts
- 4.2 Other price charts
- 4.3 Support
- 4.4 Resistance

UNIT-5 CANDLESTICK CHART PATTERNS

- 5.1 History and its formation

- 5.2 Basic chart patterns
- 5.3 Importance of volume
- 5.4 Volume and chart patterns
- 5.5 Price trends and volume

PART-B

UNIT -6 THE ELLIOT WAVE PRINCIPLE

- 6.1 Wave degrees
- 6.2 Basic sequence
- 6.3 Fractal nature

UNIT-7 TECHNICAL INDICATORS

- 7.1 Simple moving average (SMA) model
- 7.2 Bollinger bands
- 7.3 Exponential moving average (EMA) model
- 7.4 Average directional index (ADX)
- 7.5 Moving average convergence divergence (MACD)
- 7.6 Parabolic SAR
- 7.7 Oscillators

UNIT-8 FIBONACCI STUDY

- 8.1 Overview
- 8.2 Arcs
- 8.3 Fans
- 8.4 Retracements
- 8.5 Time zones
- 8.6 Charting software and its common features

UNIT-9 TRADING PSYCHOLOGY

- 9.1 Over confidence
- 9.2 Anchoring
- 9.3 Confirmation
- 9.4 Loss Aversion

UNIT-10 TRADING RULES WITH TECHNICAL ANALYSIS

- 10.1 Map the trends
- 10.2 Spot the trend and go with it
- 10.3 Find the low and high of it
- 10.4 Draw the line
- 10.5 Follow that average
- 10.6 Learn the turns
- 10.7 Know the warning signs
- 10.8 Trend or not a trend
- 10.9 Know the confirming signs

Recommended Books

- Rajiv D Khatlawala, "How to Profit from Technical Analysis: A Beginner's Guide," Vision Books.
- Raghu Palat, "Fundamental Analysis for Investors," Vision Books.
- Benjamin Graham and David Dodd, "Security Analysis," McGraw Hill Education.

- John J. Murphy, "Technical Analysis of the Financial Markets: A Comprehensive Guide to Trading Methods and Applications," Penguin.

Only latest available editions of the books are recommended.

Instructions for paper setting: Seven questions will be set in all, out of which students will attempt five questions. First question will be conceptual covering entire syllabus and will be compulsory. Three questions will be set for each Part A and Part B. Students will be required to attempt two questions from each part A and B. Each question will be of 20 marks.

Course Articulation Matrix

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
1	1	2	2				3		2	
2	1	2	2						1	2
3	1	2	2	2		2	3	1	1	
4		1	1				3	1	2	2

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation:
1 – Low
2 – Medium
3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

BBA-DS-306: OPERATIONS MANAGEMENT

Periods/week Credits

L: 3 3

Duration of Examination: 3 Hrs

Max. Marks: 200

Continuous Evaluation: 100

End Semester Exam: 100

Course Outcomes:

By the end of this course, a student should be able to:

1. Understand how the operations have strategic importance and provide competitive advantage.
2. Examine the types of transformation processes occurring within operations.
3. Evaluate techniques used in operations management for decision-making.
4. Understand relationship between operations and other business functions.

PART-A

Unit I – Introduction to Operations Management and Linear Programming

- 1.1 Introduction to Operations Management
- 1.2 Introduction to Linear Programming: Meaning, assumptions, advantages, scope, and its limitations
- 1.3 Formulation of Linear Programming Problems
- 1.4 Graphical Method of Solving Linear Programming Problems

Unit II – Transport and Assignment Problems

- 2.1 Transportation Problems and Their Formulation
- 2.2 Special Cases in Transportation Problems: Unbalanced Problems, and Multiple Optimal Solutions
- 2.3 Assignment Problems

PART-B

Unit III – Game and Queuing Theories

- 3.1 Game Theory: Concept of Game and Principles
- 3.2 Pure and Mixed Strategy Games, Two Person Zero Sum Game
- 3.3 Queuing Theory: Concept, Assumptions and Applications

Unit IV – Project Evaluation Review Technique

- 4.1 PERT/CPM: Concept and Difference Between PERT and CPM
- 4.2 Network Construction, Calculating EST, EFT, LST, LFT and Floats

Unit V – Decision Theory

- 5.1 Decision Theory: Decision Making Under Uncertainty and Risk
- 5.2 Economic Order Quantity Model in Decision Making

Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%

Attendance	10%
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Recommended Text and Reading:

1. Krajewski and Srivastava. (2015), Operations Management. Pearson Education India.
2. B Mahadevan (2015), Operations Management: Theory and Practice. Pearson Education India.
3. J K Sharma (2017), Operations Research: Theory and Applications. Laxmi Publications.

Instructions for paper setting: Seven questions will be set in all, out of which students will attempt five questions. First question will be conceptual covering entire syllabus and will be compulsory. Three questions will be set each from Part A and Part B. Students will be required to attempt two questions from each part. Each question will be of 20 marks.

Course Articulation Matrix

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
1	1		2			3		1		2
2		1		3	2				2	1
3	1		2			2	3	1	3	
4	1	2		3	1		3			3

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

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1 – Low
2 – Medium
3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

BBA-DS-307: RETAIL MANAGEMENT

Periods/week Credits

L: 3 3

Duration of Examination: 3 hours

Max. Marks: 200

Continuous Evaluation: 100

End Semester Exam: 100

Course Outcomes: Students who successfully complete this course will be able to:

1. Critique types of retailers and multichannel retailing.
2. Appraise customer relationship management.
3. Evaluate selection of retail locations.
4. Compare merchandise management and pricing plans.

PART-A

Unit 1: An Introduction to Retailing

- 1.1 Definition and scope
- 1.2 Types of retailers
- 1.3 Multichannel retailing
- 1.4 Retailing institutions

Unit 2: Retail Strategy

- 2.1 Customer buying behaviour
- 2.2 Customers' information gathering and processing
- 2.3 Customer analytics
- 2.4 Customer relationship management

PART-B

Unit 3: Merchandising Management

- 3.1 Merchandise planning process & plans
- 3.2 Supply chain management
- 3.3 Managing a store
- 3.4 Mall management

Unit 4: Retail Promotion

- 4.1 Establishing retail image
- 4.2 Managing retail image
- 4.3 Retail communication mix

Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Recommended Reading

1. Michael Levy and Weitz Barton, Retailing Management. McGrawHill Education.
2. Barry Berman, Joel R Evans & Ritu Srivastava. Retail Management: A Strategic Approach. Pearson Education.
3. Richard Hammond, Smart Retail: Winning ideas and strategies from the most successful retailers in the world. Pearson Education.
4. Pradhan. Retailing Management: Text and Cases. McGraw Hill Education.

Instructions for Paper Setting:

Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each PART-A and PART-B. Student needs to attempt two questions out of three from each part. Each question will be of 20 marks.

Course Articulation Matrix

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
1	1						2			2
2	1									2
3	1	2	2	3	3	3	3		3	2
4	1	2	2		3				3	2

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- 2 – Medium**
- 3 – High**

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

RIC-I: Research Innovation Catalyst - I

Periods/week Credits

T: 1 Audit Pass (Mandatory to pass)

Course Outcomes

By the end of the course, students should be able to:

- RIC-I.1. Understand the importance of research and innovation in business.
- RIC-I.2. Create new ideas, analyse problems, diagnose them and identify their causes.
- RIC-I.3. Write an article of about 1500 to 2000 words based on literature review.

Unit 1: Importance of research innovation

- 1.1 Role of research and innovation in business
- 1.2 Understanding research
- 1.3 Impact of innovation
- 1.4 Correlation versus causation

Unit 2: Getting started

- 2.1 Choosing a topic and finding the literature
- 2.2 Literature review

Unit 3: Writing an article

- 3.1 Evaluating and analysing information
- 3.2 Writing, organising and communicating information

Recommended Books

1. C R Kothari, and Gaurav Garg. (2019), Research Methodology: Methods and Techniques. New Age International Publishers.
2. William G Zikmund (2016), Business Research Methods. Cengage Learning.
3. Nicholas Walliman (2011), Your Research Project: Designing and Planning Your Work. Sage Publications Ltd.

Qualification for Audit Pass Course

Qualification for the course is based on writing an article of 1500 to 2000 words based on the literature review. Article is to be submitted before the beginning of second sessional exams. Article will be reviewed by a panel of faculty members and if acceptable, the student will be deemed to have qualified the course.

Course Articulation Matrix

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
1	1	2	2				3		2	
2	1	2	2						1	2
3	1	2	2	2		2	3	1	1	

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation: **1 – Low**
 2 – Medium
 3 – High

MR TIPS

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

BBA-DSE-001: INDIAN FINANCIAL SYSTEMS

Periods/week Credits

L: 3 3

Duration of Examination: 3 hours

Max. Marks: 200

Continuous Evaluation: 100

End Semester Exam: 100

Course Outcomes: By the end of this course, a student will be able to:

1. Understand new financial instruments;
2. Understand the vital role financial system plays in the economic growth of a country;
3. Understand rapid changes and innovations in the financial service sector;
4. Analyze the need of reforms in the financial system.

PART-A

Unit 1

- 1.1 Concept of financial system
- 1.2 Formal and informal financial systems
- 1.3 Function of financial system
- 1.4 Nature and role of the financial institutions and financial markets
- 1.5 Financial system and the economy

Unit 2

- 2.1 Money market: emerging structure of Indian money market
- 2.2 Instruments of money market
- 2.3 Mutual funds – An overview and regulatory guidelines
- 2.4 Commercial banks - Role in industrial finance and working capital finance

Unit 3

- 3.1 Capital market: concept
- 3.2 Structure and functions of capital market
- 3.3 Primary market – Instruments of issues and methods of floatation
- 3.4 Secondary market – Concept, market players, trading system and settlement

PART - B

Unit 4

- 4.1 Institutional structure – Indian financial institutions
- 4.2 Development banks: investment institutions–UTI and other mutual funds
- 4.3 Insurance organization - Life Insurance Corporation of India
- 4.4 SEBI- scope and functions, and its objectives

Unit 5

- 5.1 Financial products: leasing, hire purchase
- 5.2 Factoring and forfeiting

Unit 6

- 6.1 Credit rating: meaning, functions and importance

6.2 Derivatives- Meaning and types

Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Recommended Books:

1. Bharti V Pathak, The Indian Financial System, Dorling Kindersley.
2. Rama C Gopal, Management Of Financial Services, Vikas Publishing House.
3. M Y Khan, Indian Financial System, McGraw Hill Education.
4. H R Machiraju, Indian Financial Sytem, Vikas Publishing House.

Only latest available editions of the books are recommended

Instructions for paper setting: Seven questions will be set in all, out of which students will attempt five questions. First question will be conceptual covering entire syllabus and will be compulsory. Three questions will be set from each Part A and Part B, one from each unit. Students will be required to attempt two questions from each part. Each question will be of 20 marks.

Course Articulation Matrix

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
1	1	2			3	3		1		2
2	1	2	1		2		1		2	1
3	1		2	3		2	3	1		
4	1	2	1	3	3		3	1	2	3

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1 – Low
2 – Medium
3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

BBA-DSE-002: PRINCIPLES OF BANKING

Periods/week Credits

L: 3 3

Duration of Examination: 3 hours

Max. Marks: 200

Continuous Evaluation: 100

End Semester Exam: 100

Course Outcomes:

By the end of the course, a student should be able to:

1. Understand the Indian banking system;
2. Understand the relative importance of financial intermediaries and financial markets;
3. Understand the detailed knowledge of banking and finance in order to meet the changing needs of financial markets.

PART-A

Unit 1:

- 1.1 An introduction to financial system, its components-financial markets and institutions
- 1.2 Financial intermediation
- 1.3 Flow of funds matrix; financial system and economic development
- 1.4 An overview of Indian financial system

Unit 2:

- 2.1 Financial markets: money market: Functions, organisation and instruments
- 2.2 Role of central bank in money market
- 2.3 Indian money market-an overview

Unit 3:

- 3.1 Capital markets: Functions, organization and instruments
- 3.2 Indian debt market
- 3.3 Indian equity market: primary and secondary markets
- 3.4 Role of stock exchanges in India; SEBI and investor protection

PART-B

Unit 4:

- 4.1 Financial institutions: commercial banking; role in project finance and working capital finance.
- 4.2 Development financial institutions; role in Indian economy
- 4.3 Life and non-life insurance organizations in India

Unit 5:

- 5.1 Mutual funds concept and role in capital market development
- 5.2 Non-banking financial companies

Unit 6:

- 6.1 Overview of financial services industry
- 6.2 Merchant banking: Pre and post issue management; underwriting
- 6.3 Regulatory framework relating to merchant banking in India

Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Recommended Books:

1. A K Basu, Fundamentals of Banking-Theory and Practice, A. Mukherjee and Co., Calcutta.
2. R S Sayers, Modern Banking, Oxford University Press.
3. S G Panandikar and D M Mithani, Banking in India, Orient Longman.
4. Reserve Bank of India: Functions and Working.

Only latest available editions of the books are recommended.

Instructions for paper setting: Seven questions will be set in all, out of which students will attempt five questions. First question will be conceptual covering entire syllabus and will be compulsory. Three questions will be set from each Part A and Part B, one from each unit. Students will be required to attempt two questions from each part. Each question will be of 20 marks.

Course Articulation Matrix

CO STATEMENT	PO	PO	PO	PO	PO	PO	PO	PSO	PSO	PSO
	1	2	3	4	5	6	7	1	2	3
1	1	2			3	3		1		2
2	1	2	1		2		1		2	1
3	1		2	3		2	3	1		

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation:
1 – Low
2 – Medium
3 – High

SEMESTER-IV

MRPLERS

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

BBA-DS-401: BUSINESS LAW

Periods/week Credits

L: 3 3

Duration of Examination: 3 Hrs

Max. Marks: 200

Continuous Evaluation: 100

End Semester Exam: 100

Course Outcomes: By the end of this course, a student will be able to:

1. Demonstrate business laws practices prevailing in India.
2. Apply basic research methods, data analysis and interpretation to have a better understanding of legal business issues.
3. Identify environmental problems and develop abilities for identifying the laws suitable to specific businesses.
4. Evaluate appropriate information from various sources and develop an understanding of legal framework of business.

PART-A

Unit 1:

- 1.1 Introduction to Company, Features of Company
- 1.2 Types of Companies
- 1.3 Public Company Vs Private Company
- 1.4 Memorandum of Association Vs Articles of Association

UNIT 2:

- 2.1 Prospectus
- 2.2 Dividends, Factors considered for dividend decision making;
- 2.3 Equity shares Vs Preference Shares

UNIT 3:

- 3.1 Winding up of company
- 3.2 Procedure of winding up of a Company
- 3.3 Duties of Company Liquidator
- 3.4 Rights of a Liquidator

PART-B

UNIT 4:

- 4.1 Law of Contract
- 4.2 Offer & Acceptance
- 4.3 Quasi Contract
- 4.4 Breach of Contract & its Remedy

UNIT 5:

- 5.1 Contract of Sale
- 5.2 Essentials of a Contract of Sale
- 5.3 Comparison between Sale & Agreement to sell
- 5.4 Duties of a Buyer

UNIT 6:

- 6.1 Negotiable Instrument Act
- 6.2 Types of Negotiable Instruments
- 6.3 Ways of getting a discharge on a Negotiable Instrument

Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Recommended Books

1. Dr G K Kapoor & Dr. Sanjay Dhamija, Company Law & Practice by Taxmann Publications
2. N D Kapoor Business Law, Sultan Chand & Sons
3. M C Kuchhal Mercantile Law, Vikas Publishing Pvt Ltd
4. Tulsian's Business Laws, McGraw Hill Education

Only latest available editions of the books are recommended.

Instructions for paper setting: Seven questions will be set in all, out of which students will attempt five questions. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each Part A and Part B, one from each unit. Students will be required to attempt two questions from each part. Each question will be of 20 marks.

Course Articulation Matrix

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
1			2		3		3	1		2
2	1	1		3	2				2	3
3	1	2	2		3	2	3	1	2	
4	1		2	3	1		3		3	3

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation:
1 – Low
2 – Medium
3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

BBA-DS-402: BUSINESS RESEARCH METHODS

Periods/week Credits
 L: 3 3

Max. Marks: 200
 Continuous Evaluation: 100

Course Outcomes:

By the end of the course, a student will be able to:

1. Understand the basic concepts of business research methods;
2. Collect, analyze, present and interpret data;
3. Identify the problem;
4. Collect relevant literature and data for analysis.

PART-A

Unit 1: Introduction

- 1.1 Scope of research in business
- 1.2 Purpose of research
- 1.3 Components ,concepts, constructs, definition, variables ,proposition and hypothesis
- 1.4 Unit of Analysis-Individual ,organization ,groups and data series
- 1.5 Deductive and inductive theory
- 1.6 Types of research

Unit 2: Research Problem and Research Proposal

- 2.1 Problem identification process
- 2.2 Literature review
- 2.3 Types of variables
- 2.4 Meaning of research proposal
- 2.5 Types of researchproposal
- 2.6 Ingredients of researchproposal

Unit 3: Research Design,Data Collection and Scaling

- 3.1 Classification of research designs
- 3.2 Data collection methods
- 3.3 Types of Measurement Scales

PART-B

Unit 4: Questionnaire Designing and Sampling Considerations

- 4.1 Criteria for questionnaire designing
- 4.2 Questionnaire design procedure
- 4.3 Sampling Concepts
- 4.4 Meaning of sampling design
- 4.5 Types of Sampling

Unit 5: Hypothesis Testing and Analysis of data

- 5.1 Role of hypothesis in research
- 5.2 Features of good hypothesis
- 5.3 Null hypothesis and alternate hypothesis
- 5.4 Types of Analysis
- 5.5 Statistical devices used in research

Unit 6: Report Writing

- 6.1 Importance of report writing

- 6.2 Types of research report
- 6.3 Layout of research report
- 6.4 Steps in organization of research report
- 6.5 Guidelines for effective report writing

Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Text Books:

1. C R Kothari, Research Methodology, VishwaPrakashan
2. Deepak Chawla and NeenaSondhi, Research Methodology, , Vikas Publishing
3. J K Thukral, Business Statistics. Taxmann’s Publications

Only latest available editions of the books are recommended.

Instructions for paper setting: Seven questions will be set in all, out of which students will attempt five questions. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each Part A and Part B, one from each unit. Students will be required to attempt two questions from each part. Each question will be of 20 marks

Course Articulation Matrix

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
1	1	2			3	3		1		2
2	1	2	1		2		1		2	1
3	1		2	3		2	3	1		
4	1	2	1	3	3		3	1	2	3

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

- Degree of Correlation:**
- 1 – Low
 - 2 – Medium
 - 3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

BBA-DS-403: FINANCIAL MANAGEMENT

Periods/week Credits

L: 4 4

Duration of Examination: 3 Hrs

Max. Marks: 200

Continuous Evaluation :100

End Semester : 100

Course Outcomes:

By the end of the course, a student should be able to:

1. Describe the fundamental principles of financial management.
2. Apply basic research methods and interpret the application of financial management for decision making.
3. Analyse today's dynamic business environment with techniques of financial management.
4. Evaluate appropriate information from various sources to determine knowledge about decisions and its variables in financial management and implement it ethically.

PART-A

Unit 1: Introduction

- 1.1 Financial management: Concept, scope and objectives
- 1.2 Process of financial management

Unit 2: Capital Structure and Cost of Capital

- 2.1 Capital Structure: Concept
- 2.2 Theories of Capital Structure
 - 2.2.1 Net Income approach
 - 2.2.2 Net Operating Income approach
 - 2.2.3 Modigliani-Miller approach
- 2.3 Cost of Capital: Concept and classification of cost
- 2.4 Weighted average cost of capital

Unit 3: Financing Decisions: Leverage

- 3.1 Concept of Leverage
- 3.2 Operating Leverage
- 3.3 Financial Leverage
- 3.4 Combined Leverage

PART-B

Unit 4: Capital Budgeting

- 4.1 Capital Budgeting: Concept
- 4.2 Process of capital budgeting
- 4.3 Techniques of capital budgeting

Unit 5: Management of Working Capital

- 5.1 Working Capital: Concept, nature and need
- 5.2 Classification of working capital

Unit 6: Dividend Decision

- 6.1 Dividend Decision : Concept and significance

6.2 Types of Dividend Policy

6.3 Forms of Dividend

Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Recommended books:

1. M Y Khan and P K Jain, Financial Management, Tata McGraw Hill Education.
2. R P Rustagi, Financial Management: Theory, Concepts and Problems, Galgotia Publishing Company.
3. Shashi K Gupta and R K Sharma, Financial Management: Theory, Concepts and Problems, Kalyani Publishers.
4. James Van Horne, Financial Management & Policy.
5. Prasanna Chandra, Financial Management. Tata McGraw Hill.

Only latest available editions of the books are recommended.

Instructions for paper setting:

Seven questions will be set in all, out of which students will attempt five questions. First question will be conceptual covering entire syllabus and will be compulsory. Three questions will be set from each Part A and Part B, one from each unit. Students will be required to attempt two questions from each part. Each question will be of 20 marks.

Course Articulation Matrix

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
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2			2		2				1	2
3			3			2		1	3	
4	1	2		3	1		3	1		3

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation:
1 – Low
2 – Medium
3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

BBA-DS-408: INVESTMENT PRODUCTS AND WEALTH MANAGEMENT

Periods/week Credits

L: 04 4

Duration of Examination: 3 Hrs

Max. Marks: 200

Continuous Evaluation: 100

End Semester Exam: 100

Course Outcomes:

By the end of this course students should be able to:

1. Gain an in depth knowledge of mutual funds;
2. Understand the impact of foreign exchange market;
3. Hone their knowledge in increasing the portfolio management strategies;
4. Gain in depth knowledge of assets allocation strategies;

PART A

UNIT 1: Economics and Business

- GDP, NDP, Employment data of India and Countries around globe
- Indian Fiscal Deficits, Trade Deficits
- LIBOR, Interest Rates, Inflation Rates. Understand how Spread increases . India's Interest rates and its spread
- Current Global Business environment
- India Incorporation's performance in this global Business environment
- Emerging and competing markets with India
- India's Business Relations with different Countries
- Factors affecting global business environment
- Case Study:Chinas Corona Virus Effect on world economy and india
- Case study: venezuela, Iran, Iraq, Oil Giants changing world Trade patterns
- Case study: Changing Consumers Demand: a new revolution in business environment

UNIT 2: Time Value of Money

- Compound and discounting techniques
- Using Microsoft Excel in TVM Calculations
- NPV, IRR Using Excel
- Case Study on Retirement Planning using Excel
- Case Study on Home Loans Planning
- Understanding TVM Through Real time simulations using Equity levers

UNIT 3: Understanding Risk and Return

- Average & CAGR Rate of Return
- Standard Deviation: volatility
- Beta : Relationship of shares with market
- Sharpe & Treynor: to avoid Confusion
- Jensions Alpha: Active management
- Delta: Change can be measured
- Case Study: Taking up a Investment Scheme and calculating its performance & its risk & Return analysis
- Understanding Risk & Return Through Real time Simulation Data from EQUITY LEVERS

UNIT 4: Fixed Return Securities

- T-bills: Risk free rate of return
- Post office schemes: Long term Investments
- Gsecs
- Bank FD
- Companies Debt papers
- Bond Prices and Yields, yield Analysis
- Bond Ratings by Rating Agencies : understanding their Criteria
- Bond portfolio management & Bond Laddering
- Case Study: Gsec in wholesale Debt market & Recent Bond IPO
- Understanding bond portfolio management through EQUITY LEVERS

PART B

UNIT 5: Mutual Funds

- SEBI and regulation in capital markets
- Structure of MFs
- Types of Mfs
- Fund managers Expertise
- Risk Return Analysis
- linking with Money control.com and check out types of Mutual Funds
- Case Study: AXIS BLUECHIP FUND a CRISIL 5 star rated Equity Fund to be Analysed through its risk & Return
- Case Study: FRANKLIN TEMPLETON Debt Fund Analysis
- Understanding Mutual Funds more through Equity LEVERS real time simulation practice

UNIT 6: Overview Indian stock market

- Indices SENSEX, NIFTY & Market Capitalisation
- Global markets
- market participants
- Documentations and Procedure for DEMAT Account and trading Account
- Primary & Secondary market
- IPO Analysis with Current and latest IPO
- Trading and settlement system of exchanges
- Case study: Real time market data analysis of the current week.

UNIT 7: Fundamental Analysis

- Understanding Business Lines and Patterns Monopoly, Oligopoly and Perfect market Types margins
- Industry wise analysis: sales & Volume, Capital Structure, Credit days, Margins
- Understanding Balance sheet and P& L Accounts of companies
- Financial Ratios Analysis
- Case Studies: Reliance Industries and Infosys Financial Statements and Ratios on Moneycontrol.com
- Understanding Financial Ratios more with Equity levers through Real time data Simulations
- Screener.in

UNIT 8: Equity valuation models

- Dividend discount models on Excel
- Growth Rate Evaluations
- PE Analysis
- Case study: analysing Fair Price of Raymond industries and Aditya Birla retail Ltd with help of DDM And Growth Rate

Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Instructions for paper setting: Seven questions will be set in all, out of which students will attempt five questions. First question will be conceptual covering entire syllabus and will be compulsory. Three questions will be set from each Part A and Part B, one from each unit. Students will be required to attempt two questions from each part. Each question will be of 20 marks.

Course Articulation Matrix

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
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3	1	2	2	3	3	3	3		3	2
4	1	2	2		3				3	2

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Degree of Correlation:
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2 – Medium
3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

BBA-DS-405: MARKETING MANAGEMENT

Periods/week Credits

L: 3 3

Duration of Examination: 3 hours

Max. Marks: 200

Continuous Evaluation: 100

End Semester Exam: 100

Course Outcomes

By the end of the course, the students should be able to:

1. Understand the conceptual framework of marketing and its applications in decision making
2. Understand the dynamic nature of marketing environment
3. Understand the distribution network and promotional aspects in marketing
4. Understand the latest marketing approaches to develop a better orientation of marketplace.

PART A

Unit 1: Introduction to Marketing Management

- 1.1 Nature, scope, and importance of marketing
- 1.2 Marketing mix elements
- 1.3 Marketing environment
- 1.4 Market research; process and methods of market research

Unit 2: Consumer and Business Markets

- 2.1 Consumer behaviour; process and factors influencing consumer buying behaviour
- 2.2 Business buying behaviour; process and factors influencing business buying behaviour

Unit 3: Market Segmentation, Targeting and Positioning

- 3.1 Market segmentation
- 3.2 Market targeting
- 3.3 Market positioning strategies
- 3.4 Product lifecycle (PLC); stages of PLC, marketing strategies at various stages of PLC

PART-B

Unit 4: Product and Pricing

- 4.1 New product development
- 4.2 Product line and product mix decisions
- 4.3 Pricing; objectives of pricing, factors influencing pricing of a product, pricing strategies
- 4.4 Branding, packaging and labeling

Unit 5: Distribution and Promotion

- 5.1 Channel of distribution; definition, types and role of distribution channel
- 5.2 Factors affecting choice of distribution channel
- 5.3 Wholesaling and retailing
- 5.4 Promotion mix; Advertising, personal selling, sales promotion, direct marketing and Public relation

Unit 6: Recent Issues and Developments

- 6.1 Social marketing, sustainable marketing, digital marketing, green marketing
- 6.2 Ethical issues in marketing
- 6.3 Customer relationship management

Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Recommended Books

1. Philip Kotler, Keller Kevin Lane, Koshy Abraham and JhaMithileswar, Marketing Management: A South Asian Perspective, Pearson Education, New Delhi.
2. Etzel J Michael, Bruce J Walker and W. J. Stanton. Marketing. 13th edition. McGraw Hill, New York.
3. Jerome E McCarthy and William D. Perreault. Basic Marketing. Richard D. Irwin.

Only latest available editions of the books are recommended.

Instructions for paper setting: Seven questions will be set in all, out of which students will attempt five questions. First question will be conceptual covering entire syllabus and will be compulsory. Three questions will be set from each Part A and Part B, one from each unit. Students will be required to attempt two questions from each part. Each question will be of 20 marks.

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1	1						2			2
2	1									2
3	1	2	2	3	3	3	3		3	2
4	1	2	2		3				3	2

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MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

MANAV RACHNA LIFE SKILLS – II

Periods/week Credits

L: 0 T: 1 Audit Pass (Mandatory to pass)

Duration of Examination: 1 Hour

Course Outcomes

Keeping the objectives of the world bodies in mind, the special curriculum addresses the basic values to be inculcated in our youth. The thrust would be on cultivating fundamental values like truth, non-violence, integrity, tolerance and encouraging positive attitudes to life. After completing the course, the students should be able to:

1. Empathize with the peers & elderly, infirm and underprivileged with service mindedness & commitment to contribute to a better world.
2. Plan, discipline and develop decision making ability and leadership skills, nurture intuition & acquire negotiating skills.
3. Manage their emotions, eliminate stress, improve memory, concentration, and focus.
4. Develop problem solving strategies and social skills, increase confidence and inner strength to better handle criticism and peer pressure.

Unit 1

- 1.1 Exercise for different body parts; good body posture
- 1.2 Aerobic and anaerobic exercises and their benefits
- 1.3 Nutritional needs and balanced diet
- 1.4 Effect of different cooking practices on nutrition
- 1.5 Channelizing one's energy positively, developing positive mindset and attitude
- 1.6 Managing one's own self, leadership skills, building social relations
- 1.7 Time management

Unit 2

- 2.1 Developing emotional balance and stability; emotional intelligence
- 2.2 Managing anger and intolerance
- 2.3 Overcoming shyness and fear, understanding, and controlling body language
- 2.4 Observation and listening skills
- 2.5 Developing the spirit of mutual respect
- 2.6 Sincerity and moral integrity
- 2.7 Developing the empathy factor, developing a nature of caring and sharing
- 2.8 Understanding differently-abled people
- 2.9 Presentation skills; dress sense and personal appearance
- 2.10 Social service orientation; working of an NGO

Contributions to outcomes through

- Activity based interactive classes to Make it interesting, play way method with direct and visible results.
- Home assignments
- Discussion of problems in class
- Innovative breathing techniques
- Video and audio clips
- Community services
- Meditation
- Seek to kindle the spirit of volunteerism amongst the students.

Assessment of outcomes through

- Assignments
- Through questionnaires that will evaluate and gauge how the student has received entire programme, his spirit of enquiry, attitude towards his peers, family, society and nation as a whole.
- End-semester examination scores

Instructions for External Evaluation: External evaluation will be conducted by a duly constituted committee of internal examiners through a viva-voce examination / practical exercises during the end-semester practical examinations

Course Articulation Matrix

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
1	1	1	1				1			1
2	2	2	2				2		1	2
3	2	2	2				2		3	
4	2	2	2				2		3	3

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation:
1 – Low
2 – Medium
3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

RIC-II: Research Innovation Catalyst - II

Periods/week Credits

T: 1 Audit Pass (Mandatory to pass)

Course Outcomes

By the end of the course, students should be able to:

RIC-II.1. Identify and analyze the problem and collect data for analysis.

RIC-II.2. Formulate questionnaire for conducting a survey.

RIC-II.3. Write a paper of about 2500 to 3000 words based on the conducted survey.

Unit 1: Research and the research problem

- 1.5 Research process
- 1.6 Finding the research problem
- 1.7 Sample size
- 1.8 Primary versus secondary information

Unit 2: Getting started

- 2.1 Questionnaire design
- 2.2 Measurement and scaling concepts
- 2.2 Fieldwork and data preparation

Unit 3: Writing a research paper

- 3.1 Data analysis and presentation
- 3.2 Honesty and research ethics
- 3.3 Writing a research paper

Recommended Books

1. C R Kothari and Gaurav Garg. (2019), Research Methodology: Methods and Techniques. New Age International Publishers.
2. William G Zikmund (2016), Business Research Methods. Cengage Learning.
3. Nicholas Walliman (2011), Your Research Project: Designing and Planning Your Work. Sage Publications Ltd.

Qualification for Audit Pass Course

Qualification for the course is based on writing a research paper of 2500 to 3000 words based on the conducted survey. Research paper is to be submitted before the beginning of second sessional exams. Research paper will be reviewed by a panel of faculty members and if acceptable, the student will be deemed to have qualified the course.

Course Articulation Matrix

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
1	1	2	2				3		2	
2	1	2	2						1	2
3	1	2	2	2		2	3	1	1	

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

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MRPILRS

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

BBA-DSE-003: SALES & DISTRIBUTION MANAGEMENT

Periods/week Credits

L: 3 3

Duration of Examination: 3 hours

Max. Marks: 200

Continuous Evaluation: 100

End Semester Exam: 100

Course Outcomes: Students who successfully complete this course will be able to:

1. Understand & appreciate diverse variables affecting the sales & distribution function.
2. Develop sales and distribution plans.
3. Plan and implement an effective sales strategy.
4. Design and implement distribution channel strategy.

PART-A

Unit 1: Sales Management

- 1.3 Introduction to sales management
- 1.4 Nature, scope, and objectives of personal selling
- 1.5 Sales planning and budgeting

Unit 2: Organising and Directing Sales Effort

- 2.3 Estimating market potential and sales forecasting
- 2.2 Setting the sales territories and quotas
- 2.3 Recruiting, training, compensating, motivating, and leading salesforce

PART-B

Unit 3: Distribution Management

- 3.5 Managing logistics and channels
- 3.6 Channel management and integration
- 3.7 Channel policies

Unit 4: Channel Performance Evaluation

- 4.4 Channel information systems
- 4.5 Evaluating channel performance
- 4.6 Future trends in sales and distribution management

Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Recommended Reading

1. Tapan K Panda and Sunil Sahadev. Sales and Distribution Management. Oxford University Press.
2. Krishna K Havaladar&Vasant M. Cavale, Sales and Distribution Management.McGraw Hill Education.

Instructions for Paper Setting:

Seven questions are to be set in total. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each PART-A and PART-B. Student needs to attempt two questions out of three from each part. Each question will be of 20 marks.

Course Articulation Matrix

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
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MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

BBA-DSE-004: SOCIAL MEDIA FOR PROMOTION

Periods/week Credits

L: 3 3

Duration of Examination: 3 hours

Max. Marks: 200

Continuous Evaluation: 100

End Semester Exam: 100

Course Outcomes: By the end of the course, students should be able to:

1. Analyse social media's usefulness for businesses as a vehicle for facilitating customer communication and interactions.
2. Understand the use of social media marketing and promotional tools in order to effectively communicate tactics, strategies and decisions related to social media marketing.
3. Develop an understanding and learn to use various e-commerce sites and develop basic understanding of conventional marketing over digital marketing.
4. Provide integrate knowledge and scholarly approaches across social media and its approaches.

PART-A

Unit 1: Introduction to Social Media

- 1.1 Importance and role of social media
- 1.2 Global and local trends in social media
- 1.3 Implications for business and marketing-B2B and B2C
- 1.4 Major channels like Facebook, Twitter, LinkedIn, etc

Unit 2: Social Media Tools, Promotion Strategy & Tactics

- 2.1 Keywords research and analysis
- 2.2 Search engine optimization (SEO)
- 2.3 Social media promotion mix and advertising
- 2.4 Web marketing and Adwords

PART-B

Unit 3: E-commerce & Social Media Measurement

- 3.1 Types of e-commerce sites and popular e-commerce sites
- 3.2 Data mining and social media
- 3.3 Role of social media in marketing research
- 3.4 Social media measurement techniques

Unit 4: Ethical and Legal Issues of Social Media

- 4.1 Ethical and legal guidelines
- 4.2 Copyright and trademark implications
- 4.3 Internet security issues and management

Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Recommended books:

1. Puneet Singh Bhatia, Social Media & Mobile Marketing. Wiley.
2. Gail Z Martin, The Essential Social Media Marketing Handbook: A New Roadmap for Maximizing Your Brand, Influence and Credibility. Rupa Publications India.
3. Tracy L Tuten, & Michael R. Solomon. Social Media Marketing. Sage Publications India Private Limited.

Only latest available editions of the books are recommended.

Instructions for paper setting:

Seven questions will be set in all, out of which students will attempt five questions. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each Part A and Part B, one from each unit. Students need to attempt two questions from each part.

Course Articulation Matrix

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
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Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation:
1 – Low
2 – Medium
3 – High

SEMESTER-V

MRPLERS

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

BBA-DS-504: SERVICE MARKETING

Periods/week Credits

L: 3 3

Duration of Examination: 3 hours

Max. Marks: 200

Continuous Evaluation: 100

End Semester Exam: 100

Course Outcomes: By the end of this course, students should be able to:

1. Learn about the services matrix and the various components involved in service marketing.
2. Understand and appreciate the involvement of people, process, and physical evidence in service industry.
3. Develop and promote a service-oriented mind-set.
4. Analyze practical problems which are confronted in delivery of services and suggest broad course of action.

PART-A

Unit 1: Foundation for Marketing of Services

- 1.1 Introduction to services
- 1.2 Different types of services
- 1.3 Services marketing mix
- 1.4 Overview of gaps model of service quality

Unit 2: Understanding Customers

- 2.2 Customer behaviour in service encounters
- 2.2 Customer expectations and perception of service
- 2.3 Understanding customer relationship
- 2.4 Managing relationships & building loyalty

PART-B

Unit 3: Service Design and Standards

- 3.1 Planning & creating services
- 3.2 Customer-defined service standards, physical evidence and the service scape
- 3.3 Managing employees' and customers' role in service delivery
- 3.4 Balancing demand and capacity

Unit 4: Service Marketing Key Elements

- 4.1 Designing the communications mix for services
- 4.2 Branding & communications

Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Recommended Books

1. Valarie A Zeithami, Mary Jo Bitner, Dwayne D. Gremler and Ajay Pandit. Services Marketing. McGraw Hill Education.
2. WirtzJochen, Christopher H Lovelock and JayantaChatterjee.ServicesMarketing.Pearson Education.
3. Christopher H Lovelock, Services Marketing, Prentice Hall
4. S M Jha, Services Marketing, Himalaya Publishing Co.
5. AdrimPayna, An essence of Services Marketing, Prentice Hall

Only latest available editions of the books are recommended.

Instructions for paper setting:

Seven questions will be set in all, out of which students will attempt five questions. First question will be conceptual covering entire syllabus and will be compulsory. Three questions will be set from each Part A and Part B, one from each unit. Students will be required to attempt two questions from each part. Each question will be of 20 marks.

Course Articulation Matrix

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MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

INFORMATION TECHNOLOGY IN BANKING AND FINANCE (COURSE CODE: BBA-DS-506)

Periods/week Credits

L: 4 4

Duration of Examination: 3 hours

Max. Marks: 200

Continuous Assessment: 100

End Semester Exam: 100

Course Outcomes: By the end of this course students should be able to:

BBA-DS-506.1. Understand the importance of information technology in financial domain.

BBA-DS-506.2. Learn the use of technology in banking operations, secondary markets, distribution channels, back office, etc.

BBA-DS-506.3. Perceive the technology setup in capital and financial markets.

BBA-DS-506.4. Evaluate and get deeper understanding of cyber security technologies.

PART-A

UNIT-1 INTRODUCTION TO FINTECH

- 1.1 Rapidly changing environment in technology
- 1.2 Impact of technology in various industries
- 1.7 Technology, the major driver in financial domain

UNIT-2 FINANCIAL INFORMATION SYSTEMS

- 2.1 Business structure & IT framework
- 2.2 Banking operations workflow
- 2.3 Clearing, settlements & transaction processing
- 2.4 Back-office technology, distribution channel setup

UNIT-3 FINTECH PERSONAL FINANCE & PAYMENTS

- 3.1 Currency exchange framework
- 3.2 Digital currencies
- 3.3 Insuretech
- 3.4 Peer to peer lending
- 3.5 Regulatory issues w.r.t. personal finance
- 3.6 Industry specific case studies

UNIT-4 FINTECH APPLICATION IN ENTREPRENEURIAL FINANCE

- 4.1 Crowd funding
- 4.2 Regulatory issues w.r.t. crowd funding
- 4.3 Peer to peer equity

PART-B

UNIT-5 TECHNOLOGY SETUP IN CAPITAL & FINANCIAL MARKETS

- 5.1 Trading systems and technology in capital and financial markets
- 5.2 Secondary markets technology setup
- 5.3 Case studies

UNIT-6 CYBER SECURITY TECHNOLOGY & APPLICATIONS

- 6.1 Introduction to cyber security
- 6.2 Cryptograph and network security
- 6.3 Landscape of cyber security and case studies
- 6.4 Hands on simulated project

UNIT-7 FINTECH OF THE FUTURE

- 7.1 Robo advisors and systematic trading
- 7.2 Algorithmic trading
- 7.3 Blockchain concepts

Recommended Books

- "IT Security," Taxmann Publications (P) Ltd.
- Parag Y Arjunwadkar, "FinTech: The Technology Driving Disruption in the Financial Services Industry," Auerbach Publications.
- "Digital Banking," Taxmann Publications (P) Ltd.
- S Khadsare, "Cyber Security handbook," Seattle Digital Publication India.

Only latest available editions of the books are recommended.

Instructions for paper setting: Seven questions will be set in all, out of which students will attempt five questions. First question will be conceptual covering entire syllabus and will be compulsory. Three questions will be set for each Part A and Part B. Students will be required to attempt two questions from each part A and B. Each question will be of 20 marks.

Course Articulation Matrix

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
1	1	1					3		2	
2	1								3	2
3	1	2	2	2		2	3	1	3	
4	1	2					3	1	1	2

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation:

- 1 – Low**
- 2 – Medium**
- 3 – High**

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

BBA-DS-502: Summer Training Project

Periods/week Credits

3

Duration of Examination: 1hour

Max. Marks: 200

Continuous Evaluation: 100

End Semester Exam: 100

Course Outcomes: By the end of the course, students will be able to

1. Know about the area of their interest in industry.
2. Develop research temperament.
3. Work in the practical industrial environment.
4. Develop skills of original writing.

Summer training is offered as a core course to students of fifth semester. Students will write the summer training report under the guidance of supervisor(s). Each student will be allotted at least one supervisor, who will guide the student from beginning till completion of the summer training report.

The training report carries 3 credits, and a total of 200 marks, out of which 100 marks each will be internal and external marks. Internal marks will be awarded by the concerned supervisor(s) on the basis of progress of their student throughout the term.

100 marks of external evaluation will be awarded on the basis of presentation and submission of written report each carrying 50 marks. The committee responsible for awarding external marks will comprise supervisor(s) and one internal faculty member to be appointed by the HOD.

Recommended Readings: To be prescribed by the concerned supervisor.

Guidelines for Summer Training Report

A summer training report is a documentation of a student's work - a record of the original work done by the student. The duration of summer internship is 4-6 weeks. It is based on an industrial training into one of the areas decided with the approval of supervisor.

Course Requirements

There are two main outputs to project: a written report followed by an oral presentation and viva voce examination. The oral presentation will be of 15 minutes.

Operational Guidelines

- i. The student will study a particular business process, function or problem.
- ii. He will interact with concerned industry guide to gain practical understanding of process and issues.
- iii. He will analyze the processes and issues from the point of view of efficiency and effectiveness.
- iv. He will observe and understand how the issues are delegated and the problems dealt within the organization.
- v. He will seek additional information about solving the problem and improving the business process.
- vi. Length of the report should be between 70 to 80 pages.
- vii. 2 spiral copies and 1 soft copy of report will be submitted.
- viii. Plagiarism check: The original matter must be 80% and above.

Format of Project Report

- i. Font: Times New Roman
- ii. Font size: 12 point
- iii. Line spacing: 1.5
- iv. Center justification
- v. Right margin: 1.5 inches
- vi. Left margin: 1.5 inches
- vii. Top margin: 1.5 inches
- viii. Bottom margin: 1.5 inches
- ix. Pagination: do not count the title page; start counting with the table of contents, but only number pages from the introduction on
- x. Use design elements (bold, italic, underline) sparingly
- xi. Footnotes: 10pt, single spacing, center justification. Annotations (full sentences) and references end with a full stop
- xii. Bibliography: Alphabetic order, single-spaced, blank line between entries, end with a full stop

Layout of Project Report

Following is the layout of summer training report:

- Title Page
- Certificate
- Acknowledgement
- Preface
- Contents
- List of Tables
- List of Figures
- List of symbols, abbreviations, and nomenclature
- Chapters
 1. Introduction to company and topic
 2. Literature Review
 3. Methods of Study
 4. Data collection and analysis
 5. Findings of the study
 6. Conclusion and suggestions
- References
- Appendices

Title Page

- i. Name of the University and the Institute
 - ii. Title of the topic
 - iii. Name of student, semester, roll number
- *sample attached

Dates to Remember

The following are deadlines for your project:

Date (Summer Training Project)	Item
1 June to 20 July	Training period
30 August	Report submission
5 September to 10 September	Departmental presentation
Between 25 November and 10 December	Final viva voce examination

Evaluation Procedure

Once the summer training report is submitted, the evaluation procedure shall be as follows:

- i. The supervisor will give internal marks out of 100, on the basis of the progress of the student during internship, timely submission of report and departmental presentation.
- ii. External evaluation will be made out of 100 marks, out of which 50 marks will be for written report and 50 for viva voce examination. The external evaluation will be conducted jointly by the Supervisor and internal examiner appointed for the purpose.

MRPILRS

**Sample Title Report
Summer Training Report
A Study of Recruitment Process in Escorts**



Submitted to
Controller of Examinations

Submitted by
Name of student
Roll number

In partial fulfillment of the requirements for the degree of Bachelor of Business Administration
at
Department of UG Management Studies
Faculty of Commerce and Business Studies
ManavRachna International Institute of Research and Studies
Sector 43, SurajkundBadkalRoad,
Faridabad, Haryana - 121004

Course Articulation Matrix

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
1	1	1	2			3		1		2
2		1		3	2				2	1
3	1		2			2	3	1	3	
4	1	2		3	1		3	1		3

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation:
1 – Low
2 – Medium
3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

BBA-DS-503: TAXATION LAW AND PRACTICES

Periods/week Credits

L: 3 3

Duration of Examination: 3 Hrs

Max. Marks: 200

Continuous Evaluation: 100

End Semester Exam:100

Course Outcomes:

By the end of this course, a student should be able to:

1. Demonstrate good comprehension of income tax laws prevailing in India;
2. Apply basic concepts of TDS and GST in the real-life situations;
3. Develop abilities for income tax planning;
4. Identify and quote the important income tax laws as per the different heads.

PART-A

Unit 1:

- 1.1 Basic Concepts: Income, Gross Total Income, Total Income, Person, Assesses, Assessment year, previous year and Financial Year
- 1.2 Importance and need of Income Tax
- 1.3 Residential Status, Exempted incomes

UNIT 2:

- 2.1 Income under the five heads: Salary; Income from House Property; Profits and Gains of Business or Profession; Capital Gains; Income from Other Sources (in brief)

UNIT 3:

- 3.1 Tax planning and Tax -Management
- 3.2 Clubbing of income
- 3.3 Set off and Carry forward of losses

PART-B

UNIT 4:

- 4.1 Agriculture Income: Meaning and computation
- 4.2 Assessment of Individual
- 4.3 Assessment of HUF

UNIT 5:

- 5.1 Advance payment of tax
- 5.2 Tax deducted at source
- 5.3 Provisions for filing of return

UNIT 6:

- 6.1 Brief introduction to GST
- 6.2 Introduction to GST Rates;
- 6.3 Merits & Demerits of GST Rates

Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Recommended Books:

1. Dr.GirishAhuja & Dr. Ravi Gupta, Systematic Approach to Taxation Bharat Law House Pvt Ltd.
2. Dr. Vinod K Singhania & Dr. Monica Singhania, Students Guide to Income Taxincluding GST TaxmannPublications, New Delhi .
3. Dr. H C Mehrotra&Dr. S P Goyal, Income Tax Law& Accounts SahityaBhawan Publications, Agra
4. Dr. B K Agarwal& Dr Rajeev Agarwal, Income Tax Law & Accounts Published by NirupamSahityaSadon,Agra

Only latest available editions of the books are recommended.

Instructions for paper setting: Seven questions will be set in all, out of which students will attempt five questions. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each Part A and Part B, one from each unit. Students will be required to attempt two questions from each part. Each question will be of 20 marks.

COURSE ARTICULATION MATRIX

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
COs										
1	1	1	1				1	1		1
2	1	2	1				2	1	1	1
3	3	3	3				3	1	2	2
4	2	2	2				2	1	1	2

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation:
1 – Low
2 – Medium
3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

RIC-III: Research Innovation Catalyst - III

Periods/week Credits

T: 1 Audit Pass (Mandatory to pass)

Course Outcomes

By the end of the course, students should be able to:

RIC-III.1. Identify the problem and search for the right questions.

RIC-III.2. Begin the search process.

RIC-III.3. Write a search paper of about 3000 to 3500 words.

Unit 1: Business research process

1.1 A review of the business research process

1.2 Qualitative research tools

1.3 Quantitative research tools

Unit 2: Writing a research paper for publication

2.1 Communicating research results

2.2 Report generation

2.3 Writing a research paper for publication

Recommended Books

1. C R Kothari, and Gaurav Garg. (2019), Research Methodology: Methods and Techniques. New Age International Publishers.
2. William G Zikmund (2016), Business Research Methods. Cengage Learning.
3. Nicholas Walliman (2011), Your Research Project: Designing and Planning Your Work. Sage Publications Ltd.

Qualification for Audit Pass Course

Qualification for the course is based on writing a research paper of 3000 to 3500 words based on the conducted survey. The research paper will be published by the student and the mentor as co-author. On publication of the research paper in a reputed journal, the student will be deemed to have qualified the course.

Course Articulation Matrix

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
1	1	2	2				3		2	
2	1	2	2						1	2
3	1	2	2	2		2	3	1	1	

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

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MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

BBA-DSE-005: BUSINESS NEGOTIATION SKILLS

Periods/week Credits

L: 3 3

Duration of Examination: 3 hours

Max. Marks: 200

Continuous Evaluation: 100

End Semester Exam: 100

Course Outcomes

By the end of the course, students will be able to:

1. Identify personal negotiation style.
2. Recognize professional methods and tools used by negotiators.
3. Formulate and apply the instruments of negotiation strategy and tactics.
4. Identify different negotiation scenarios.

PART-A

Unit 1: Introduction

- 1.1 Definition of negotiation
- 1.2 Negotiation versus other social interactions
- 1.3 Aspects of negotiation research and practice

Unit 2: Preparing for negotiations and its phases

- 2.1 Goal settings, identifying best alternative and zone of possible agreement
- 2.2 Learning about catalysts and barriers of successful collaboration
- 2.3 Three phases of actual negotiations and tactics for promoting constructive negotiation climate
- 2.4 Instruments of negotiations, reaching agreement and types of agreements

PART-B

Unit 3: Negotiation strategies and countering manipulation

- 3.1 Principles of negotiations, positioned bargaining, mixed negotiation, etc
- 3.2 Methods and algorithms of revealing and countering manipulation
- 3.3 Transactional analysis in negotiations

Unit 4: Post negotiation stage and special negotiation cases

- 4.1 Implementation and compliance
- 4.2 Post negotiation assessment and evaluation
- 4.3 International and cross-cultural negotiations

Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Recommended Readings

1. Steven Cohen, Negotiating Skills for Managers. Tata McGraw Hill Education.
2. Deepak Malhotra, Negotiating the Impossible: How to Break Deadlocks and Resolve Ugly Conflicts. Collins.
3. George J Siedel, Negotiating for Success: Essential Strategies and Skills. Createspace Independent Pub.

Only latest available edition books are recommended.

Instructions for paper setting: Seven questions will be set in all, out of which students will attempt five questions. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each Part A and Part B. Students will be required to attempt two questions from each part. Each question will be of 20 marks.

Course Articulation Matrix

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
1	1						2			2
2	1									2
3	1	2	2	3	3	3	3		3	2
4	1	2	2		3				3	2

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

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3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

BBA-DSE-006: MONEY AND BANKING

Periods/week Credits

L: 3 3

Duration of Examination: 3 Hrs

Max. Marks: 200

Continuous Evaluation: 100

End Semester Exam: 100

Course Outcomes: By the end of this course, students will be able to:

1. Demonstrate good comprehension of the subject and its main elements.
2. Apply basic research methods including research design, data analysis and interpretation and analyze a range of current monetary issues.
3. Identify environmental problems and apply both micro and macro theories to the real-world situations in the areas of money and banking.
4. Evaluate appropriate information from various sources to formulate and evaluate views about pertinent monetary and fiscal issues.

PART-A

UNIT 1:

- 1.1 An overview of the financial system
- 1.2 Money; inflation; interest
- 1.3 Money supply process

UNIT 2:

- 2.1 Financial markets
- 2.2 Financial instruments and their characteristics
- 2.3 Banking and non-banking financial intermediaries

UNIT 3:

- 3.1 Understanding Interest rates
- 3.2 Risk and term structure of interest rates
- 3.3 Independence of markets and interest rates

PART-B

UNIT 4:

- 4.1 Banking institutions: Revenues, costs and profits
- 4.2 Basic issues and performance of depository institutions
- 4.3 Bank management

UNIT 5:

- 5.1 Central Banking: Regulations; monetary policy
- 5.2 RBI: Structure, functions and working
- 5.3 Reforms in the banking sector

UNIT 6:

- 6.1 Essentials and objectives of monetary theory
- 6.2 Monetary theories: Classical; Keynesian; modern theories

6.3 Conduct of monetary policy and interlinkages; international monetary regimes

Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Recommended Books:

1. Stephen G Cecchetti, Money Banking and Financial markets, Tata McGraw Hill Publication.
2. Robert E Wright and Vincenzo Quadrini, Money and Banking. Flat World Knowledge, Inc.
3. Federic S Mishkin, The Economics of Money, Banking and Financial Markets, Pearson New International edition
4. R K Uppal, Money, Banking and Finance in India: Evolution and present structure, New Century Publication.

Only latest available editions of the books are recommended.

Instructions for paper setting: Seven questions will be set in all, out of which students will attempt five questions. First question will conceptually cover the entire syllabus and is compulsory. Three questions will be set from each Part A and Part B, one from each unit. Students will be required to attempt two questions from each part. Each question will be of 20 marks.

Course Articulation Matrix

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
1	1	2	2			3	3	1	3	2
2	1	1	3	3	2				2	1
3	1		2	1		2	3	1	3	
4	1	2		3	1		3	1		3

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- 2 – Medium
- 3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

BBA-DSE-007: Computer Networking and Internet

Periods/week Credits

L: 3 3

Duration of Examination: 3Hrs

Max. Marks: 200

Continuous Evaluation: 100

End Semester Exam: 100

Course Outcomes: By the end of this course, a student will be able to:

1. Demonstrate good comprehension of the subject and compare different topologies.
2. Apply basic research methods including research design, data analysis, interpretation and comprehend network devices working on particular layer of OSI model.
3. Evaluate problem-solving techniques and differentiate between protocols.
4. Propose design concepts and learn utilities and functions of firewall for secure networking.

PART-A

Unit 1: Introduction to Network

- 1.1 Network concepts
- 1.2 Advantages and disadvantages of network
- 1.3 Network topologies
- 1.4 Simplex, duplex and half duplex transmission
- 1.5 Types of Networks

Unit 2: Network Models

- 2.1 OSI model
- 2.2 TCP/IP model

Unit 3: Protocols

- 3.1 Defining Protocols
- 3.2 TCP and UDP in detail
- 3.3 IP Addressing and DNS

PART-B

Unit 4: Network Security

- 4.1 Overview
- 4.2 Virus
- 4.3 Firewalls
- 4.4 Cryptography

Unit 5: Internet

- 5.1 Overview
- 5.2 Features and working of internet
- 5.3 World Wide Web
- 5.4 Internet Service Provider
- 5.5 Search Engines

Unit 6: Intranet

- 6.1 Concepts
- 6.2 Architecture
- 6.3 Intranet infrastructure
- 6.4 Intranet as a business tool

Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Recommended Readings

1. Forouzan, "Data Communication & Networking", TMH, N.Delhi.
2. Norton, "Computer Networks", TMH, New Delhi.
3. Tannenbaum, "Computer Networks", PHI, N.Delhi.

Only latest available editions of the books are recommended.

Instructions for paper setting: Seven questions will be set in all, out of which students will attempt five questions. First question will be conceptual covering entire syllabus and will be compulsory. Three questions will be set from each Part A and Part B, one from each unit. Students will be required to attempt two questions from each part. Each question will be of 20 marks.

Course Articulation Matrix

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
1			2			3		1	2	3
2		1		3	2					1
3	1		2			2	3	1	3	
4	1	2			1		3		2	3

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

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- 2 – Medium
- 3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

BBA-DSE-008:E-COMMERCE

Periods/week Credits

L: 3 3

Duration of Examination: 3Hrs

Max. Marks: 200

Continuous Evaluation: 100

End Semester Exam:100

Course Outcomes: By the end of the course, a student should be able to:

1. Demonstrate good comprehension of e-commerce in the areas of integrated e-mail, integrated online chat, conferences for sharing documents, publishing news or participating in discussions, web shop, supporting sales both to business and retail customers;
2. Apply the nuances of the corporate portal, giving access through a browser to e-mails, tasks and calendar items, reports or other information.
3. Identify problems, solving strategies and to allow customers to view real-time statements or their order status, or enter data from a web browser;
4. Integrate appropriate information from various sources and learn the use of e-commerce applications to spread the reach of business.

PART - A

Unit 1: Introduction to E-commerce

- 1.1 E-commerce: Concepts, development and impact
- 1.2 E-business
- 1.3 Categories of E-commerce Applications
- 1.4 Comparison Between E-commerce and Traditional Commerce
- 1.5 Advantages and reasons for transacting online
- 1.6 Disadvantages Of E-commerce

Unit 2: Electronic Commerce Models

- 2.1 Evolution of Internet Business models
- 2.2 Business models : The six components
- 2.3 Launching Online Business
- 2.4 Pure Online Business vs. Brick and Click business
- 2.5 One to One enterprise
- 2.6 Four C's : Convergence, Collaborative Computing, Content Management & Call Center

Unit 3: E- Governance & E-strategy

- 3.1 Introduction to e-governance
- 3.2 Limitations & scope
- 3.3 E-strategy overview
- 3.4 Strategic methods for developing e – commerce

PART-B

Unit 4: E-Payment System

- 4.1 E-payments
- 4.2 Methods of E-payments : CreditCard, DebitCard, Smart Card and Net Banking
- 4.3 PaymentGateways

- 4.4 Online Banking
- 4.5 Risks involved in E-Payments

Unit 5: Security and Legal Aspects of E-commerce

- 5.1 Threats e-Commerce
- 5.2 Security standards and Firewall
- 5.3 Cryptography
- 5.4 Digital Signatures
- 5.5 Security of Clients and Service – Provider: Relevant Provisions of ITC Act 2000

Unit 6: Applications in E- Commerce and M-commerce

- 6.1 Online business Transactions
- 6.2 Applications in manufacturing and wholesale
- 6.3 E-Tailing services
- 6.4 Online Services, Online Learning and Entertainment
- 6.5 Introduction to Mobile Commerce
- 6.6 Applications of Mobile Commerce

Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Recommended Readings:

1. O'Leary, Enterprise Resource Planning Systems: Systems, Life Cycle, Electronic Commerce, and Risk, Cambridge University Press.
2. S Avraham, Enterprise Resource Planning (ERP): The Dynamics of Operations Management IBM Press.
3. Dr. U.S. Pandey, E-commerce and Mobile Commerce Technologies, S.Chand.
4. C S V Murthy, e-Commerce Concepts, Models Strategies, Himalaya Publishing House
5. Kamlesh K Bajaj, Debjani Nag, E-commerce: The Cutting Edge of Business, Tata McGraw Hill Education Private Limited.

Only latest available editions of the books are recommended.

Instructions for paper setting: Seven questions will be set in all, out of which students will attempt five questions. First question will be conceptual covering entire syllabus and will be compulsory. Three questions will be set from each Part A and Part B, one from each unit. Students will be required to attempt two questions from each part. Each question will be of 20 marks.

Course Articulation Matrix

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
1	1		2			3	3	1		2
2	1	1		3	2				2	3
3	1		2		2	2	3	1	3	
4	1	2		3	1		3	3		3

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation:
1 – Low
2 – Medium
3 – High

MRPILRS

SEMESTER-VI

MRPLERS

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

BBA-DS-601: CORPORATE GOVERNANCE AND ETHICS

Periods/week Credits

L: 3 3

Duration of Examination: 3 hours

Max. Marks: 200

Continuous Evaluation: 100

End Semester Exam: 100

Course Outcomes:

By the end of the course, students should be able to:

1. Appreciate the importance of business ethics and corporate governance.
2. Understand emerging trends in corporate governance norms and framework.
3. Understand the best practices of business ethics in the Indian and global context.
4. Understand the organization and role of task committees appointed for enforcing corporate governance and business ethics.

PART-A

Unit 1: Corporate Governance

- 1.1 Evolution of corporate governance
- 1.2 Regulatory framework of corporate governance in India
- 1.3 Green governance; E-governance
- 1.4 Internal constituents of corporate governance
- 1.5 Chairman, CEO, CFO, Auditor –Their roles and responsibilities

Unit 2: Business Ethics

- 2.1 Concept and importance of business ethics
- 2.2 Corporate code of ethics
- 2.3 Ethics in Marketing, Finance and HRM

PART-B

Unit 3: Globalization and Business Ethics

- 3.1 Globalization: Meaning and importance
- 3.2 Impact of globalization on Indian and social culture
- 3.3 International codes of business conduct

Unit 4: Corporate Social Responsibility (CSR)

- 4.1 CSR and business ethics
- 4.2 CSR and corporate governance
- 4.3 CSR models; drivers of CSR

Distribution of Continuous Evaluation Table

Sessional I	30%
Sessional II	30%
Assignment	20%
Class Performance	10%
Attendance	10%

Recommended Books

1. N Balasubramanian, Corporate Governance and Stewardship, Tata McGrawHill, New Delhi.
2. Christine A Mallin, Corporate Governance (Indian Edition), Oxford University Press, New Delhi.
3. Michael Blowfield and Alan Murray, Corporate Responsibility, Oxford University Press.
4. J P Sharma, Corporate Governance, Business Ethics & CSR, Ane Books Pvt Ltd, New Delhi.

Only latest available editions of the books are recommended.

Instructions for paper setting: Seven questions will be set in all, out of which students will attempt five questions. First question will be conceptual covering entire syllabus and will be compulsory to attempt. Three questions will be set from each Part A and Part B, one from each unit. Students will be required to attempt two questions from each part. Each question will be of 20 marks.

Course Articulation Matrix

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
1	1						2			2
2	1									2
3	1	2	2	3	3	3	3		3	2
4	1	2	2		3				3	2

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation:
1 – Low
2 – Medium
3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

BBA-DS-602A: PROJECT REPORT AND PRESENTATION

Periods/week Credits

L: 4 4

Duration of Examination: 3 Hrs

Max. Marks : 200

Internal Marks: 100

External Marks:100

Distribution of Marks:

One project on Financial Market will be given to each student with project guidelines

- 1) Project Presentation - (Quality and Content)- 50 marks
- 2) Project Report - (Quality and Content)- 50 marks

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MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

MANAV RACHNA LIFE SKILLS – III

Periods/week Credits

L: 0 T: 1 Audit Pass (Mandatory to pass)

Course Outcomes

1. A blend of ancient wisdom, yoga, pranayam, meditation fused with contemporary intellectual exchanges will accelerate personal all round excellence of students.
2. Techniques shall help students become more effective in their professional domain and high energy levels will help them aspire to be thought leaders and orbit changers.
3. Students will learn to live with confidence and sense of purpose, free from stress, fear and anxiety.
4. The processes will benefit students to perceive things as they are and help intuitively make the right decisions.

Unit 1

- 1.1 Cross-cultural sensitization
- 1.2 Developing objectivity and fairness, overcoming fears and biases
- 1.3 Persuading and influencing others, conversational skills
- 1.4 Managing conflicts and differences of opinion
- 1.5 Vocal skills and elocution; the art of public speaking, manners and etiquettes
- 1.6 Communicating on social media

Unit 2

- 2.1 Causes and symptoms of common diseases; exercising for disease control
- 2.2 Exercise-based rehabilitation after diseases/injuries
- 2.3 Therapeutic nutrition, nutrition for vulnerable and special groups
- 2.4 Developing organizational ability and execution skills
- 2.5 Developing aptitude for community service; championing social causes
- 2.6 Understanding and managing stress, maintaining work-life balance

Contributions to outcomes through

- Activity based interactive classes to make it interesting, play way method with direct and visible results.
- Home assignments
- Discussion of problems in class
- Innovative breathing techniques
- Video and audio clips
- Community services
- Meditati

Course Articulation Matrix

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
1	1	1	1				1			1

2	2	2	2				2		1	2
3	2	2	2				2		3	
4	2	2	2				2		3	3

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation: **1 – Low**
 2 – Medium
 3 – High

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APPENDIX A: COURSE FOCUS ON REGIONAL, NATIONAL AND GLOBAL DEVELOPMENT

Subject Code	Course Name	Regional	National	Global
BBA-DS-101	Business Mathematics		√	
BBA-DS-102	Business Organization and Management			√
BBA-DS-103	Computer Fundamentals (Theory)	√		
BBA-DS-151	Computer Fundamentals (Practical)	√		
BBA-DS-104	Business Communication	√	√	√
BBA-DS-105	Financial Accounting		√	
BBA-DS-106	Fundamental of Financial Planning		√	
BBA-DS-107	Managerial Economics			√
BBA-DS-201	Business Statistics		√	
BBA-DS-202	Database Management System (Theory)			√
BBA-DS-252	Database Management System (Practical)		√	√
CH-202B	Environmental Studies	√		
BBA-DS-203	Company Accounts		√	
BBA-DS-205	Human Resource Management	√		
BBA-DS-204	Equity and Derivatives Markets		√	
BBA-DS-206	Macro Economics		√	
HM-205	ManavRachna Life Skills-I		√	
BBA-DS-301	Organisation Behaviour and Development			√
BBA-DS-352	Advanced Excel			√
BBA-DS-303	Business Environment		√	
BBA-DS-304	Cost and Management Accounting		√	
BBA-DS-305A	Fundamental and Technical Analysis	√		
BBA-DS-306	Operations Management	√		
RIC-300	Research Innovation Catalyst – I	√		
BBA-DSE-001	Indian Financial Systems		√	
BBA-DSE-002	Principles of Banking		√	
BBA-DS-401	Business Law		√	
BBA-DS-402	Business Research Methods	√		
BBA-DS-403	Financial Management		√	
BBA-DS-408	Investment Products and Wealth Management		√	
BBA-DS-405	Marketing Management			√
HM-404	ManavRachna Life Skills-II		√	
RIC-400	Research Innovation Catalyst – II		√	
BBA-DSE-003	Sales & Distribution Management		√	
BBA-DSE-004	Social Media for Promotion			√
BBA-DS-504	Service Marketing			√
BBA-DS-506	Information Technology in Banking and Finance		√	

BBA-DS-502	Summer Training Project	√		
BBA-DS-503	Taxation Law and Practices		√	
RIC-500	Research Innovation Catalyst – III		√	
BBA-DSE-005	Business Negotiation Skills			√
BBA-DSE-006	Money and Banking	√		
BBA-DSE-007	Computer Networking and Internet	√		
BBA-DSE-008	E-Commerce		√	
BBA-DS-601	Corporate Governance and Ethics		√	
BBA-DS-602A	Project Report & Presentation		√	
HM-604	Manav Rachna Life Skills-III		√	

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APPENDIX B: COURSE FOCUSES ON EMPLOYABILITY, ENTREPRENEURSHIP AND SKILL DEVELOPMENT

Course code	Course Name	Employability	Entrepreneurship	Skill development
BBA-DS-101	Business Mathematics	√	√	√
BBA-DS-102	Business Organization and Management	√	√	√
BBA-DS-103	Computer Fundamentals (Theory)	√	√	√
BBA-DS-151	Computer Fundamentals (Practical)	√	√	√
BBA-DS-104	Business Communication	√	√	√
BBA-DS-105	Financial Accounting	√	√	
BBA-DS-107	Managerial Economics	√	√	
BBA-DS-201	Business Statistics		√	
BBA-DS-202	Database Management System (Theory)	√		
BBA-DS-252	Database Management System (Practical)	√		
BBA-DS-203	Company Accounts		√	
BBA-DS-301	Organisation Behaviour and Development			√
BBA-DS-352	Advanced Excel	√	√	√
BBA-DS-303	Business Environment		√	
BBA-DS-304	Cost and Management Accounting		√	
BBA-DS-306	Operations Management	√	√	
BBA-DS-307	Retail Management	√	√	
RIC-300	Research Innovation Catalyst – I			
BBA-DSE-001	Indian Financial Systems	√	√	
BBA-DSE-002	Principles of Banking	√	√	
BBA-DS-403	Financial Management	√	√	
BBA-DS-405	Marketing Management		√	
BBA-DSE-003	Sales & Distribution Management		√	
BBA-DSE-004	Social Media for Promotion	√	√	
BBA-DS-503	Taxation Law and Practices		√	
BBA-DSE-005	Business Negotiation Skills		√	
BBA-DSE-008	E-Commerce		√	
BBA-DS-603	Family Business Management		√	

APPENDIX C: COURSE FOCUSES ON ENVIRONMENT SUSTAINABILITY, PROFESSIONAL ETHICS AND GENDER EQUALITY

Course code	Course Name	Environment and Sustainability	Professional Ethics	Human Values	Gender Equality
BBA-DS-102	Business Organization and Management	√	√		
BBA-DS-103	Computer Fundamentals (Theory)	√			
BBA-DS-107	Managerial Economics	√	√		
CH-202B	Environmental Studies	√			
BBA-DS-204	Human Resource Management		√	√	√
HM-205	Manav Rachna Life Skills-I		√	√	√
BBA-DS-301	Organisation Behaviour and Development		√	√	√
HM-404	Manav Rachna Life Skills-II		√	√	√
BBA-DSE-004	Social Media for Promotion	√			
BBA-DS-502	Summer Training Project		√	√	
BBA-DSE-008	E-Commerce		√	√	√
HM-604	Manav Rachna Life Skills-III		√	√	√