



**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES**

**(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**

**(GLOBAL) INTERNATIONAL BUSINESS**

**BATCH: 2022-25**

## **FOREWORD**

This is to certify that this booklet contains the entire Curriculum and Scheme of Examination of BBA (Global) International Business 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 **32<sup>nd</sup> 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 (Global) International Business shall be implemented w.e.f. AY 2019-20.

**Date:**

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

## **Preamble**

The 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 the industry. There is a 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 a strong academic and industrial experience which considerably enriches the department.

Enrichment Lecture Series Programme (ELSP) is another initiative of the department that exposes the students through a series of lectures by different experts, based on current issues and areas of interdisciplinary interest to widen their horizon and vista of thinking. This strengthens their critical thinking and improves general awareness which helps them in their career progression.

Latest software packages are used in the labs to provide the students with real-life exposure. To provide hands-on experience and research orientation. 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 programs 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 allowed to study a contemporary course on Entrepreneurship Development to enable them to develop their start-up enterprises. Massive Open Online Courses (MOOCs) are being launched now to help the students learn a few courses at their own pace and convenience.

The programme of BBA (Global) International Business is being offered in collaboration with Auckland Institute of Studies (AIS), Auckland, New Zealand (a unique tertiary institution providing NZQA Accredited programmes) as an academic knowledge partner with an in-built 4-week internship programme at AIS New Zealand.

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## **FACULTY OF MANAGEMENT STUDIES**

### **DEPARTMENT OF UG MANAGEMENT STUDIES**

#### **VISION**

Department of UG Management Studies 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**

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. To inculcate skills and impart knowledge to the ignited minds in the fields of science & technology and soft skills including leadership, team building and communication.
2. To create human beings with golden heart, who work and dedicate themselves for the advancement of humanity.
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.

## **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:

- 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 (Global) International Business / BBA (Global) IB is a specialised course run in collaboration with Auckland Institute of Studies, New Zealand, and 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.

## **Program Education Objectives (PEOs)**

The DEPARTMENT OF UG MANAGEMENT STUDIES in consultation with various stakeholders have formulated the Programme Educational Objectives (PEOs) that are broad statements that describe the career and professional accomplishments that the program is preparing the graduated to achieve in few years, subsequent to receiving the degree. The PEOs of the BBA Global International Business are as follows:

1. To provide a broad perspective of all areas of management with depth in the functional specialization.
2. To train the students to take decisions critically, analytically, taking into account the business consideration and ethical implications of the decisions.
3. To impart to the students a managerial perspective in formulating and implementing corporate strategy.
4. To make students generalist with functional specialization, visionaries as well as problem solvers, managers as well as entrepreneurs.
5. To give graduates exposure to management skills needed for the creation of a specialist who can integrate across functional areas in a dynamic organization.

When the above objectives are achieved, the graduates will be:

- a. Well-prepared for successful careers in industry / consultancy / research & development / teaching and allied areas related to the subjects of business administration.
- b. Academically prepared to lead organizations they join or start.
- c. Engage in professional and extension activities in the field of management & its allied areas and contribute to the profession and society at large by pushing the frontiers in industry.
- d. Successful in higher education in allied areas and in management, if pursued, leading to masters and research programmes.
- e. Groomed as managers, enabling them to contribute effectively to the growth and development of the knowledge body.

## **Programme Specific Outcomes (PSOs)**

PSO1. Gain knowledge about global business practices and be ready for successful careers in management in global economy.

PSO2. Get exposure to different cultures which will help students understand the global context for business operations.

PSO3. Develop understanding of the social responsibility and business ethics necessarily needed to succeed in international business.

## **Programme Outcomes (POs)**

Programme outcomes are attributes of the graduates from the programme that are indicative of the graduates' ability and competence to work as an industry professional upon graduation. These Outcomes are statements that describe what students are expected to know or do by the time of graduation. They must relate to knowledge and skills that the students acquire from the programme. The achievement of all outcomes indicates that the student is well prepared to achieve the program educational objectives down the road.

The programme outcomes are the following:

**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.

#### **MAPPING OF PEOs WITH POs and PSOs**

**(PEOs mapped with POs PSOs)**

<b>PEO Statement</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>
<b>PEO1</b>	2		1	2			3	2		2
<b>PEO2</b>	3	2	3	2	1			1	2	1
<b>PEO3</b>			1	2		3	3			3
<b>PEO4</b>	3	2	1		3		1	3	2	
<b>PEO5</b>	2	3	2		2	3		2	3	2



## **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 (Global) International Business, 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 99 credits required to be earned under "Compulsory Courses Basket" and 41 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.**

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**FACULTY OF MANAGEMENT STUDIES**

**DEPARTMENT OF UG MANAGEMENT STUDIES**

**STUDY SCHEME OF BBA (GLOBAL) INTERNATIONAL BUSINESS (BATCH 2022-23)**

**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	Int	Ext	Total		
<b>Compulsory Courses</b>													
Foundation	2.115	Business Mathematics and Statistics			4	1	0	5	100	100	200	3 hrs	5
	BBA-DS-108	English for Academic Purpose-IIA			3	0	0	3	100	100	200	3 hrs	3
	2.102	Management Principles			3	0	0	3	100	100	200	3 hrs	3
Core	2.101	Accounting Principles			4	0	0	4	100	100	200	3 hrs	4
	2.111	Business Communication			3	0	0	3	100	100	200	3 hrs	3
	2.113	Business Economics			3	0	0	3	100	100	200	3 hrs	3
	2.231	Introduction to International Business			3	0	0	3	100	100	200	3 hrs	3
<b>Total</b>					<b>23</b>	<b>1</b>	<b>0</b>	<b>24</b>	<b>700</b>	<b>700</b>	<b>1400</b>		<b>24</b>

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	Int	Ext	Total		
<b>Compulsory Courses</b>													
Foundation	2.120	English: Study Writing			3	0	0	3	100	100	200	3 hrs	3
	CH-202B	Environmental Studies			4	0	0	4	100	100	200	3 hrs	4
Core	BBA-DS-207	English for Academic Purpose-IIB			3	0	0	3	100	100	200	3 hrs	3
	2.226	Human Resource Management			3	0	0	3	100	100	200	3 hrs	3
	2.112	Information Technology Concepts			3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-208	International Business Environment			3	0	0	3	100	100	200	3 hrs	3
	2.103	Marketing Principles			3	0	0	3	100	100	200	3 hrs	3
	2.218	Organisational Behaviour			3	0	0	3	100	100	200	3 hrs	3
Audit Pass	HM-205	Manav Rachna Life Skills-I			0	1	0	1	50	50	100		0
<b>Total</b>					<b>25</b>	<b>1</b>	<b>0</b>	<b>26</b>	<b>850</b>	<b>850</b>	<b>1700</b>		<b>25</b>

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	Int	Ext	Total		
<b>Compulsory Courses</b>													
Core	BBA-DS-352	Advanced Excel			0	0	4	4	100	100	200	3 hrs	2
	2.350	Business and Social Ethics			3	0	0	3	100	100	200	3 hrs	3
	2.224	Marketing Management	Marketing Principles	2.103	4	0	0	4	100	100	200	3 hrs	4
	2.225	Operations Management			4	0	0	4	100	100	200	3 hrs	4
	2.355	Service Marketing			4	0	0	4	100	100	200	3 hrs	4
Audit Pass	RIC-300	Research Innovation Catalyst - I			0	1	0	1	50	50	100		0
<b>Total</b>					<b>15</b>	<b>0</b>	<b>4</b>	<b>19</b>	<b>550</b>	<b>550</b>	<b>1100</b>		<b>17</b>
<b>Elective Courses</b>													
Domain Specific Electives	BBA-DSE-009	Foreign Exchange Management			3	0	0	3	100	100	200	3 hrs	3
	BBA-DSE-010	International Advertising and Promotions			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	Int	Ext	Total		
<b>Compulsory Courses</b>													
Core	2.232	Consumer Behaviour			3	0	0	3	100	100	200	3 hrs	3
	2.366	E-Marketing			3	0	0	3	100	100	200	3 hrs	3
	BBA-DS-406	Export and Import Management, Policy, Procedures and Documentation			4	0	0	4	100	100	200	3 hrs	4
	BBA-DS-403	Financial Management	Accounting Principles	2.101	4	0	0	4	100	100	200	3 hrs	4
Audit Pass	HM-404	Manav Rachna Life Skills-II			0	1	0	1	50	50	100		0
Audit Pass	RIC-400	Research Innovation Catalyst - II			0	1	0	1	50	50	100		0
<b>Total</b>					<b>14</b>	<b>1</b>	<b>0</b>	<b>15</b>	<b>500</b>	<b>500</b>	<b>1000</b>		<b>14</b>
<b>Elective Courses</b>													
Domain Specific Electives	2.227	Retail 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	Int	Ext	Total		
<b>Compulsory Courses</b>													
Core	BBA-DS-502	Summer Training Project			0	0	0	0	100	100	200	3 hrs	3
	2.361	Applied Marketing Management	Marketing Management	2.224	4	0	0	4	100	100	200	3 hrs	4
	2.222	Strategic Management			4	0	0	4	100	100	200	3 hrs	4
	BBA-DS-505	International Logistics Management			4	0	0	4	100	100	200	3 hrs	4
Audit Pass	RIC-500	Research Innovation Catalyst - III			0	1	0	1	50	50	100		0
<b>Total</b>					<b>12</b>	<b>0</b>	<b>0</b>	<b>12</b>	<b>450</b>	<b>450</b>	<b>900</b>		<b>15</b>

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	Int	Ext	Total		
<b>Compulsory Courses</b>													
Core	2.342	Business Industry Practice			4	0	0	4	100	100	200	3 hrs	4
Audit Pass	HM-604	Manav Rachna Life Skills-III			0	1	0	1	50	50	100		0
<b>Total</b>					<b>4</b>	<b>1</b>	<b>0</b>	<b>5</b>	<b>150</b>	<b>150</b>	<b>300</b>	<b>0</b>	<b>4</b>
In addition, the student will attend 4 weeks Business Program at AIS, New Zealand in Semester - VI.													

**\*To get BBA (Global) International Business Degree, the student has to earn minimum 140 credits. The break-up of the credits is minimum 99 credits in the Foundation and Core courses. Remaining credits are to be earned from Domain Specific, Generic, Interdisciplinary Electives and stay at AIS, New Zealand.**

**\*\* 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.**

# **1st SEMESTER**



**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES**

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**2.115: BUSINESS MATHEMATICS AND STATISTICS**

Periods/week	Credits	Max. Marks: 200
L: 4    T: 1	5	Continuos Evaluation: 100
Duration of Examination: 3 Hrs		End Semester Examination: 100

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

- 2.115.1. Demonstrate applications of mathematical equations in business.
- 2.115.2. Apply basic research methods including research design, data analysis in real life business scenarios using statistical tools.
- 2.115.3. Evaluate problem-solving strategies and use various statistical tools in business scenario for developing scientific solutions.

**PART-A**

**Unit 1: Basic Arithmetic Algebra and theory of equations**

- 1.1 Number system
- 1.2 Adding and Subtracting Integers and polynomials
- 1.3 Laws of Exponents,
- 1.4 Products and Quotients of Integers and Polynomials
- 1.5 Solution of an Equation
- 1.6 Linear Equation in Two Variables
- 1.7 Slopes of linear equations
- 1.8 Equations of lines
- 1.9 Algebraic solutions of simultaneous linear equations
- 1.10 Application using linear equations
- 1.11 Quadratic functions and graphs
- 1.12 Solving quadratic equation

**Unit 2: Sequences and series**

- 2.1 Overview
- 2.2 Calculation of  $n^{\text{th}}$  term and sum of  $n$  terms of A.P.
- 2.3 Arithmetic mean
- 2.4 Calculation of  $n^{\text{th}}$  term and sum of  $n$  terms of G.P.
- 2.5 Applications of A.P. and G.P.

**Unit 3: Mathematical Functions and Mathematics for Finance**

- 3.1 Exponential functions
- 3.2 Logarithmic functions
- 3.3 Applications
- 3.4 Simple interest and discount
- 3.5 Compound interest and compound amount
- 3.6 Present value and net present value

## PART-B

### Unit 4: Data Collection and Analysis

- 4.1 Definition, Nature, Scope and Objectives
- 4.2 Collection of data: Primary and secondary data
- 4.3 Classification: geographical, chronological and quantitative classification
- 4.4 Tabulation: Parts of a table, Types of tables
- 4.5 Presentation of data: Diagrams; One dimensional, two dimensional and Pie diagrams

### Unit 5: Descriptive Statistics

- 5.1 Measures of Central Tendency
- 5.2 Mathematical averages including arithmetic mean, geometric mean and harmonic mean. Properties and applications
- 5.3 Positional Averages: Mode and Median
- 5.4 Measures of Variation: absolute and relative
- 5.5 Range, quartile deviation, mean deviation
- 5.6 Standard deviation and coefficient of variation

### Unit 6: Correlation and Regression

- 6.1 Meaning of Correlation, Properties of correlation coefficient
- 6.2 Methods of Correlation: Scatter diagram, Pearson's co-efficient of correlation
- 6.3 Rank Correlation
- 6.4 Regression Analysis; Principle of least squares and regression lines, Regression equations and estimation
- 6.5 Properties of regression coefficients; Relationship between Correlation and Regression coefficients

### Recommended books:

1. Andre Francis, Ben Mousley, Business Mathematics and Statistics, Cengage Learning
2. Stanley Letchford, Business Mathematics and Statistics, Donnington Press
3. Yogesh Kumar Goyal, Business Mathematics for BBA, J.B.S. Publications
4. Jose Paul, New Enjoying Mathematics, Oxford University Press.
5. S C Sharma & R C Jain, Business Statistics, Arya Publications, Karol Bagh, New Delhi
6. D R Agarwal, Business Statistics, Vrinda Publications Pvt. Ltd. Delhi-110091

**Only latest available editions of the books are recommended.**

### 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.

### Distribution of Continuous Evaluation Table

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

**Assessment Tools:**

Assignment/Tutorials

Sessional tests

Surprise questions during lectures/Class Performance

Term end examination

**Course Articulation Matrix**

<b>COs</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>
<b>2.115.1.</b>	1		2			3		1		
<b>2.115.2</b>		1		3		2			2	
<b>2.115.3</b>		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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**BBA-DS-108: ENGLISH FOR ACADEMIC PURPOSE IIA**

Periods/week	Credits	Max. Marks: 200
L: 3	3	Continuos Evaluation: 100
Duration of Examination: 3 Hrs		End Semester Examination: 100

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

BBA-DS-108.1. Communicate properly in writing skills at national and international forums.

BBA-DS-108.2. Participate in various group discussions and seminars.

BBA-DS-108.3. Cope up with ethical dilemmas in various types of communication.

BBA-DS-108.4. Clear IELTS and TEP standard entrance examinations for further studies.

**PART-A**

**UNIT-1: RECAPITULATION (4 lectures)**

- 1.1 Articles
- 1.2 Prepositions
- 1.3 Tenses
- 1.4 Subject Verb Agreement
- 1.5 Phonetics
- 1.6 Homonyms & Homophones
- 1.7 Sentence structure
- 1.8 Assignment: Mixed Workbook

**UNIT-2: ACADEMIC LISTENING (6 lectures)**

- 2.1 Introduction & Evaluation of existing listening skills among students, listening vs. hearing
- 2.2 Listening for numbers, preparing for attending lectures
- 2.3 Evaluate, Organize, Predict information
- 2.4 Barriers: False starts, unnecessary words, long sentences, technical terms, complex sentence structures, acronyms
- 2.5 Note taking: Using abbreviations, symbols, numbered lists; difference between note taking and note making
- 2.6 Assignment: Webinars

**UNIT-3: READING (6 lectures)**

- 3.1 Skimming & Scanning
- 3.2 Intensive vs. Extensive reading
- 3.3 Speed reading & vocabulary
- 3.4 Content & Style of Academic Texts
- 3.5 Facts vs. Opinion
- 3.6 Assignment: Business ethics/ Death penalty/ Difficult people, difficult negotiations

**PART-B**

**UNIT-4: WRITING (6 lectures)**

- 4.1 Paragraph writing, use of topic sentences, different types of paragraphs
- 4.2 Introduction to different types of letters, diagnostic letter writing
- 4.3 Use of formal & informal register (functions)
- 4.4 Essay writing: Writing introductions to essays

- 4.5 Types of essays: Comparative essays, Contrastive essays, Cause & effect essays, Argumentative essays, Persuasive essays, 5 paragraph model
- 4.6 Preparing summaries
- 4.7 Getting acquainted with academic writing: Thesis statements, synopsis, preamble, executive summary, citation & referencing
- 4.8 Assignment: Assortment of writing tasks

#### **UNIT-5: SPEAKING (6 lectures)**

- 5.1 Group Discussions: Introduction, different roles played
- 5.2 Paired Discussions
- 5.3 Using cue cards
- 5.4 Presenting research papers at a symposium
- 5.5 Acquaintance with different platforms – debates, declamations, seminars, conference, parliamentary debates, panel discussions
- 5.6 Assignment: Class Group Discussion

#### **UNIT-6: RESEARCH & CRITICAL THINKING (6 lectures)**

- 6.1 Introduction to Academic Research
- 6.2 Process (Purpose, Questions, Information, Concepts, Points of view, Conclusion, Assumption, Implications)
- 6.3 Assignment: Franchising/ Assignment: Free Trade & Globalization/ Consumerism
- 6.4 Introduction to critical thinking skills (analysis, clarification, evaluation, explanation, inference, interpretation, judgment, objectivity, problem solving, reasoning)
- 6.5 Introduction to Bono's 6 thinking hats
- 6.6 Case Studies: Zen Stories, Ethical Dilemmas
- 6.7 Assignment: Presentation on problem solving

#### **Books for reference:**

1. [http://www.bbc.co.uk/worldservice/learningenglish/general/talkaboutenglish/2009/04/090427\\_tae\\_al.shtml](http://www.bbc.co.uk/worldservice/learningenglish/general/talkaboutenglish/2009/04/090427_tae_al.shtml)
2. Julia Salehzadeh, Academic Listening Strategies, University of Michigan Press
3. Objective IELTS, Advanced, Cambridge University Press
4. Oxford EAP, Upper Intermediate, Oxford University Press
5. Oxford EAP, Advanced, Oxford University Press
6. William Hughes & Jonathan Lavery, Critical Thinking, Fifth Edition, 2008, Broadview Press
7. Stella Cottrell, Critical Thinking Skills, Second Edition, 2011, Palgrave Macmillan
8. Ship or Sheep, Ann Baker, Third Edition, Cambridge University Press
9. Raymond Murphy, English Grammar in Use, Fourth Edition, Cambridge University Press
10. <https://www.teachingenglish.org.uk/article/phonemic-chart>
11. [http://www.bbc.co.uk/worldservice/learningenglish/general/talkaboutenglish/2009/04/090427\\_tae\\_al.shtml](http://www.bbc.co.uk/worldservice/learningenglish/general/talkaboutenglish/2009/04/090427_tae_al.shtml)
12. Julia Salehzadeh, Academic Listening Strategies, University of Michigan Press
13. Martin Cohen, 101 Ethical Dilemmas, 2007
14. William Hughes & Jonathan Lavery, Critical Thinking, Fifth Edition, 2008, Broadview Press

**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.

### Distribution of Continuous Evaluation Table

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

### Assessment Tools:

Assignment/Tutorials

Sessional tests

Surprise questions during lectures/Class Performance

Term end examination

### 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
BBA-DS-108.1	1						2			2
BBA-DS-108.2	1									2
BBA-DS-108.3	1	2	2	3	3	3	3		3	2
BBA-DS-108.4	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)

**2.102: MANAGEMENT PRINCIPLES**

Periods/week	Credits	Max. Marks: 200
L: 3	3	Continuos Evaluation: 100
Duration of Examination: 3 Hrs		End Semester Examination: 100

**Course Outcomes:**After completing the course students will be able to:

- 2.102.1 Determine the skills and knowledge managers need to be effective and innovative in using the various functions of management.
- 2.102.2. Examine the basic elements of planning and organizing and explore the various structural tools that organisations use to support critical strategic directions.
- 2.102.3. Describe the development of leadership theories and the ways in which leaders can influence others.
- 2.102.4. Understand the importance of the controlling process and the specific methods that managers use to control within an organisation.

**PART- A**

**Unit 1: Introduction**

- 1.1 Management-Role and Nature
- 1.2 Key Management Skills and levels
- 1.3 Functions of management
- 1.4 Management vs. Administration
- 1.5 Development of management : Classical, Neo-classical, Behavioural and contingency approaches.

**Unit 2: Planning & Organizing**

- 2.1 Planning and Decision making
  - 2.1.1 Nature and Importance
  - 2.1.2 Types of planning
  - 2.1.3 Planning Process
  - 2.1.4 Managerial Decision Making
  - 2.1.5 MBO
- 2.2 Organizing
  - 2.2.1 Formal and Informal Organization
  - 2.2.2 Organization Structure and Design
  - 2.2.3 Span of Control
  - 2.2.4 Delegation of authority

**PART-B**

**Unit 3: Directing and Leading**

- 3.1 Motivation
  - 3.1.1 Meaning and importance
  - 3.1.2 Types of motivation
  - 3.1.3 Theories of motivation ( Maslow's hierarchy of needs, Theory X,Y,Z)
- 3.2 Leadership
  - 3.2.1 Meaning and importance
  - 3.2.2 Types of leadership
  - 3.2.3 Characteristics of a great leader
  - 3.2.4 Theories of leadership (Trait, Situational, Behavioural, contingency approaches)

#### Unit 4: Staffing and Controlling

- 1.1 Nature and importance of staffing
- 1.2 Managing people at workplace
- 1.3 Controlling
  - 1.3.1 Need and importance
  - 1.3.2 Types of control
  - 1.3.3 Controlling process
  - 1.3.4 Controlling techniques
- 1.4 Organizational conflict management

#### Reference Books:

1. Wehrich H Koontz, (2015). Essential of management : Tata McGraw Hill Publication.
2. S P Robbins& M Coulter, Management: Pearson Prentice Hall.
3. John R.Schermerhorn, Management : Wiley

**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. Student needs to attempt two questions out of three from each part. Each question will be of 20 marks.

#### Distribution of Continuous Evaluation Table

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

#### Assessment Tools:

Assignment/Tutorials  
Sessional tests  
Surprise questions during lectures/Class Performance  
Term end examination

#### 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
2.102.1	1						2			2
2.102.2	1									2
2.102.3	1	2	2	3	3	3	3		3	2
2.102.4	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)

**2.101: ACCOUNTING PRINCIPLES**

Periods/week	Credits	Max. Marks: 200
L: 4	4	Continuos Evaluation: 100
Duration of Examination: 3 Hrs		End Semester Examination: 100

**Objective:** This course introduces student to the fundamental aspects of financial accounting and deals with the preparation, presentation and interpretation of financial information within the context of making effective business decisions.

**Course Outcomes:** Upon successful completion of this paper, students will be able to:

- 2.101.1. Explain the accounting concepts, principles, qualitative characteristics and constraints underlying financial statements;
- 2.101.2. Demonstrate an understanding of accounting transactions and events, the accounting equation, ledger accounts and the classified balance sheet;
- 2.101.3. Analyse the expense recognition for accounting inventory and depreciation;
- 2.101.4. Evaluate appropriate information from various sources to analyse and interpret financial statements.

**PART-A**

**Unit 1: Introduction to Financial Statements**

- 1.1 Introduction to Accounting
  - 1.1.1 Assumptions, Principles & Qualitative Characteristics
  - 1.1.2 Accounting Equation
  - 1.1.3 Accounting Process
  - 1.1.4 Concept of financial statement
  - 1.1.5 Cash and accrual accounting
- 1.2 Users of Accounting Information

**Unit 2: The Accounting Information System**

- 2.1 Accounting Transactions & Events
- 2.2 The Accounts (Debits & Credits)
- 2.3 Steps in the Recording Process (Journals & Ledger Postings)
- 2.4 Trial Balance: Concept and methods

**Unit 3: Rectification of Errors**

- 3.1 Classification of errors
- 3.2 Methods of rectifying errors

**PART-B**

**Unit 4: Reporting &Analyzing Inventory**

- 4.1 Perpetual & Periodic Inventory Systems
- 4.2 Inventory Cost Flow Methods: FIFO, LIFO & Moving Average

**Unit 5: Non-Current Assets (Depreciation)**

- 5.1 Fixed Assets (Property, Plant & Equipment)
- 5.2 Depreciation Methods

## Unit 6: Statement of Cash Flows

- 6.1 Purpose & Format
- 6.2 Operating, Investing & Financing Activities
- 6.3 Preparing the Statement of Cash Flows Using Direct Method for Operating Activities

### Text Books:

- 1. P C Tulsian, Financial Accounting, Pearson.
- 2. D K Goeland Rajesh Goel, Fundamentals of financial Accounting, Arya Publication.

### Reference Books:

- 1. P D Kimmel, J J Weygandt and D E Kiesko, Principles of Accounting, John Wiley & Sons, Inc.
- 2. B E Needles and M Powers, Financial Accounting, Houghton Mifflin Company, Boston
- 3. R Libby, P A Libby and D G Short, Financial Accounting, McGraw Hill Irwin, Boston.
- 4. Wendy Fleet, Jane Summers and Brett Smith, Communication Skills Handbook for Accounting, Australia: Wiley

**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. Student needs to attempt two questions out of three from each part. Each question will be of 20 marks.

### Distribution of Continuous Evaluation Table

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

### Assessment Tools:

Assignment/Tutorials  
Sessional tests  
Surprise questions during lectures/Class Performance  
Term end examination

### Course Articulation Matrix

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
2.101.1	1		2			3		1		
2.101.2		1		3	2				2	
2.101.3		2				2	3		3	
2.101.4		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)

**2.111: BUSINESS COMMUNICATION**

Periods/week	Credits	Max. Marks: 200
L: 3	3	Continuos Evaluation: 100
Duration of Examination: 3 Hrs		End Semester Examination: 100

**Objective:** The aim of this course is to provide a theoretical framework and practical experience as a basis for improving communication skills in the business environment. By the end of this course, students will have acquired an understanding of the issues and conditions surrounding the process of successful communication in the business environment. Students will also be able to apply this understanding to deliver appropriate business communications that achieve communication objectives.

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

1. Learn the process of successful communication in the business environment, in written, oral, and visual medias
2. Write emails, memos and letters in an appropriate style and format
3. Research from primary and secondary sources, and write a business report
4. Prepare minutes for business meetings

**PART-A**

**Unit 1: Introduction to Business Communication**

- 1.1 Introduction to Business Communication
- 1.2 Types of Communication
- 1.3 Process of Communication
- 1.4 Barriers to effective communication

**Unit 2: Oral communication**

- 2.1 Seven Cs of effective communication Oral
- 2.2 Speaking skills
- 2.3 Voice modulation
- 2.4 Body language

**Unit 3:Written Communication**

- 3.1 Intra-office communication
- 3.2 Notices circulars
- 3.3 Agenda
- 3.4 Memos

**PART-B**

**Unit 4: Inter office Communication**

- 4.1 Email etiquette
- 4.2 Claim and Sales letters
- 4.3 Employment letters and resume
- 4.4 Complaint letters

**Unit 5: Business reports**

- 5.1 Format of a business report
- 5.2 Types of business reports
- 5.3 Long reports
- 5.4 Short reports

## Unit 6: Presentations

- 6.1 Types of presentations
- 6.2 Planning a presentation. – analyzing the audience, location of presentations
- 6.3 Objective of presentation
- 6.4 Researching the topic
- 6.5 Structuring the presentation and presentation notes

### Text Books:

1. John V Thill and Courtland L Bovee, (2011). *Excellence in Business Communication*.(9<sup>th</sup> edition). Boston: Prentice Hall.

### Reference Books:

1. P Chase, S O'Rourke, L Smith and C Sutton, T Timperley&CWallace, C. (2003). *Effective Business Communication in New Zealand* (3<sup>rd</sup> Ed). Auckland: Pearson Education New Zealand Ltd.
2. M Cielens&MAquino(1999). *The Business Communicating* (4<sup>th</sup> Ed). Sydney: McGraw Hill
3. J Dwyer (1999). *Communicating in Business*. Sydney:Prentice Hall.
4. J Dwyer(2005). *The Business Communication HandBook* (6<sup>th</sup> Ed) Frenchs Forest: Pearson Education.
5. E Manalo, G Wong-Toi&J Trafford (2009). *The business of writing: Written communication skills for business students*. (4th ed.). Auckland: Pearson Education.

**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. Student needs to attempt two questions out of three from each part. Each question will be of 20 marks.

### Distribution of Continuous Evaluation Table

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

### Assessment Tools:

Assignment/Tutorials  
Sessional tests  
Surprise questions during lectures/Class Performance  
Term end examination

### 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

<b>2</b>	1									2
<b>3</b>	1	2	2	3	3	3	3		3	2
<b>4</b>	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)**

**2.113: BUSINESS ECONOMICS**

Periods/week                      Credits  
L: 3    3  
Duration of Examination: 3 Hrs

Max. Marks: 200  
Continuos Evaluation: 100  
End Semester Examination: 100

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

- 2.113.1 Understand the basic economic problem of scarcity and applying demand and supply theoretical concepts to goods and services markets, factor markets and financial markets.
- 2.113.2 Determine the economic costs of production and the short run and long run equilibrium for perfect competitive and imperfectly competitive industries.
- 2.113.3 Analyse the competition under the various market structures and the nature and importance of barriers to market entry.
- 2.113.4 Determine the impact of macroeconomic policy on the economy using the aggregate demand-aggregate supply model, gross domestic product (GDP), national income and expenditure and its measurement.

**PART-A**

**Unit 1**

- 1.1 Definition and scope of economics
- 1.2 Demand, supply equilibrium
- 1.3 Theory of production
- 1.4 Theory of cost

**Unit 2**

- 2.1 Pricing in monopoly and in monopolistic competition
- 2.2 Concept of national income
- 2.3 Methods to calculate national income
- 2.4 Concept of consumption, saving and investment
- 2.5 Economic growth and fluctuation

**PART-B**

**Unit 3**

- 3.1 Quantity theory of money
- 3.2 Money supply
- 3.3 Central bank
- 3.4 Financial institutions

**Unit 4**

- 6.1 Pattern of ownership and industries
- 6.2 Infrastructure and economic development
- 6.3 Public, private partnership model
- 6.4 Unemployment-types, causes and incidence of unemployment

**Course Articulation Matrix**

<b>CO STATEMENT</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>

2.113.1	1				1		2			2
2.113.2		1	2							2
2.113.3	1	2	2	2	2	3	3		3	2
2.113.4	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**

**Distribution of Continuous Evaluation Table**

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

**Assessment Tools:**

Assignment/Tutorials  
 Sessional tests  
 Surprise questions during lectures/Class Performance  
 Term end examination

**Text Books:**

1. D N Dwivedi, Essentials of business economics, Pearson Education.

**Reference Books:**

1. A Koutsoyiannis, Modern Micro Economics, Macmillan Press Ltd.
2. R Bade and andMParkin, Essential Foundations of Economics. Pearson Education, Australia.

**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. Student needs to attempt two questions out of three from each part. Each question will be of 20 marks.



**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES  
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**2.231: INTRODUCTION TO INTERNATIONAL BUSINESS**

Periods/week	Credits	Max. Marks: 200
L: 3	3	Continuos Evaluation : 100
Duration of Examination: 3 Hrs		End Semester Examination: 100

**Objective:** This is a course about the environment and conduct of modern international business, in the context of regionalism and globalism. It introduces students to a wide variety of concepts, issues and trends in a global environment with a particular emphasis on the Asia Pacific region.

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

2.231.1 Interpret how national differences might influence the activities of international business.

2.231.2 Analyse critical aspects of the international regulatory environment in terms of trade agreements, multilateral institutions, divergent national legal systems and ethical issues.

2.231.3 Compare various market entry strategies that businesses can use to expand into new international markets.

2.231.4 Evaluate global production strategies and operational aspects of a multinational firm in conduct of international business in both host and home countries.

**PART- A**

**Unit 1: Concept of International Business**

1.1 Introduction

1.2 Evolution and Development of International Business

**Unit 2: International Business Environment**

2.1 National Differences in Political Economy

2.2 Differences in Culture

**Unit 3: Theories of International Trade**

3.1 International Trade Theory

3.2 Classical Approach

**PART – B**

**Unit 4: Modes of International Business**

4.1 Political Economy of International Business

4.2 Entering foreign Markets

4.3 Regional Economic Integration

4.4 Foreign Direct Investment

**Unit 5: International Financial Market**

5.1 Foreign Exchange Market

5.2 Exporting

5.3 Global Production

**Unit 6: Strategy of International Business**

6.1 Global Human Resource Management

6.2 Ethics and International Business

**Recommended books:**

1. W.L. Hill Charles and ArunJain,International Business; McGraw Hill Education.
2. Sonia Gupta; International Business; McGraw Hill Education.

**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. Student needs to attempt two questions out of three from each part. Each question will be of 20 marks.

**Distribution of Continuous Evaluation Table**

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

**Assessment Tools:**

Assignment/Tutorials

Sessional tests

Surprise questions during lectures/Class Performance

Term end examination

**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
<b>1</b>	1		1		2		2			2
<b>2</b>	1	1						1		2
<b>3</b>	1	2	2	3	3	3	3		3	2
<b>4</b>	1	2	2		3			1	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**

# **2nd SEMESTER**

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES**  
(Deemed to be University under section 3 of the UGC Act 1956)

**2.120: ENGLISH: STUDY WRITING**

Periods/week            Credits  
L: 3                            3  
Duration of Examination: 3 Hrs

Max. Marks: 200  
Continuos Evaluation: 100  
End Semester Examination: 100

**Course Objectives**

The aim of the course is to help students develop skills in academic reading and writing. The course is designed to equip students with the appropriate knowledge and skills required for the types of academic writing they will encounter in degree level courses.

**Course Outcomes:** Students who successfully complete this course will be able to clearly communicate their learning to their lecturers through writing. In order to achieve this goal, students will be able to:

- 2.120.1 Write a coherent essay that answers a specific question and follows a logical organisation to a clear conclusion.
- 2.120.2 Offer opinions and analyses of information in order to demonstrate clear thinking about presented information.
- 2.120.3 Design a questionnaire, and use the responses to write a report.
- 2.120.4 Analyze test questions and write a direct and clear response under timed conditions.

**PART-A**

**Unit 1: Essay Writing**

- 1.1 Process of Essay Writing
- 1.2 Paragraphs
- 1.3 Introductions and Conclusions
- 1.4 Unity and Coherence
- 1.5 Direct and Indirect Quotation
- 1.6 Objectivity Vs Subjectivity (Passive Voice, Formal Writing, Impersonal Language)

**Unit 2: Plagiarism**

- 2.1 APA Format
- 2.2 In-Text Citation
- 2.3 Reference List
- 2.4 Word Count
- 2.5 Chronological Order, Cause and Effect; Comparison and Contrast

**Unit 3: Decision Making**

- 3.1 Allocating Tasks – Who Is Responsible For What
- 3.2 Organising Material
- 3.3 Cause and Effect
- 3.4 Comparison and contrast
- 3.5 Questionnaire

**PART-B**

**Unit 4: Literature Review**

- 4.1 Review of a Book
- 4.2 Methods of Reviewing

**Unit 5: Report Writing**

- 6.1 Report Structure
- 6.2 Organization
- 6.3 Layout
- 6.4 Diagrams
- 6.5 Proofreading

**Unit 6: Levels of Thinking**

- 6.1 Analyzing Exam Questions
- 6.2 Bloom’s Taxonomy
- 6.3 Time Management

**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.

**Distribution of Continuous Evaluation Table**

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

**Assessment Tools:**

- Assignment/Tutorials
- Sessional tests
- Surprise questions during lectures/Class Performance
- Term end examination

**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
2.210.1	1	1	1		1		2			2
2.210.2	1	1			2					2
2.210.3	1	2	2	3	3	3	3		3	2
2.210.4	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)

## CH– 202 B: ENVIRONMENTAL STUDIES

Periods/week Credits

L: 4 P: 0 4

Duration of Examination: 3 Hrs

Max. Marks: 200

Continuous Assessment: 100

End Semester Examination: 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

CH-202B.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;

CH-202B.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;

CH-202B.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;

CH-202B.4. The students will have the knowledge of different ecosystems and energy flow in ecosystem;

CH-202B.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
- 1.3 Solid waste management: Causes effects and control measures of urban and industrial wastes.
- 1.4 Role of an individual in prevention of pollution.
- 1.5 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.

#### **Text Books:**

1. SaritaSachdeva, Text book of Environmental Studies, ManavRachna Publishing House Pvt. Ltd.
2. ErachBharucha, 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, mpact Assessment: A Methodological Perspective, Kluwar Academic Publications, Boston.
3. V. Subramanian, A Text Book in Environmental Science, Narosa Pub.

**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.

**Distribution of Continuous Evaluation Table**

Sessional I	20%
Sessional II	20%
Field work & Report writing	50%
Attendance	10%

**Assessment Tools:**

Assignment/Tutorials  
 Sessional tests  
 Surprise questions during lectures/Class Performance  
 Fieldwork and report writing  
 Term end examination

**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
CH-202B.1	1	1					3		2	
CH-202B.2	1								3	2
CH-202B.3	1	2	2	2		2	3	1	3	
CH-202B.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-207: ENGLISH FOR ACADEMIC PURPOSES IIB**

Periods/week            Credits  
L: 3                            3  
Duration of Examination: 3 Hrs

Max. Marks: 200  
Continuos Evaluation: 100  
End Semester Examination: 100

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

BBA-DS-207.1 Understand and showcase the listening skills at various instances.

BBA-DS-207.2 Develop argumentative writing skills at national and international forums.

BBA-DS-207.3 Apply critical thinking while carrying out research assignments.

BBA-DS-207.4 Clear IELTS and TEP standard entrance examinations for further studies.

**PART-A**

**UNIT-1: ACADEMIC LISTENING**

- 1.1 Process of listening vis-à-vis hearing
- 1.2 Preparing for attending lectures
- 1.3 Evaluate, Organize, Predict information
- 1.4 Barriers: False starts, unnecessary words, long sentences, technical terms, complex sentence structures, acronyms
- 1.5 Assignment: Webinars

**UNIT-2: READING**

- 2.1 Skimming & Scanning
- 2.2 Content & Style of Academic Texts
- 2.3 Facts vs. Opinion
- 2.4 Assignment: Business ethics
- 2.5 Assignment: Death penalty
- 2.6 Assignment: Difficult people, difficult negotiations

**UNIT-3: RESEARCH**

- 3.1 Introduction to Academic Research
- 3.2 Process (Purpose, Questions, Information, Concepts, Points of view, Conclusion, Assumption, Implications)
- 3.3 Assignment: Franchising
- 3.4 Assignment: Free Trade & Globalization
- 3.5 Assignment: Consumerism

**PART-B**

**UNIT-4: WRITING**

- 4.1 Writing introductions to essays
- 4.2 Comparative essays
- 4.3 Contrastive essays
- 4.4 Cause & effect essays
- 4.5 Argumentative essays
- 4.6 Persuasive essays
- 4.7 5 paragraph model
- 4.8 Thesis statements
- 4.9 Preparing summaries
- 4.10 Difference between synopsis, preamble & executive summary

**UNIT-5: SPEAKING**

- 5.1 Group Discussions
- 5.2 Using cue cards
- 5.3 Presenting research papers at a symposium
- 5.4 Difference between Symposium & Panel Discussions
- 5.5 Acquaintance with different platforms – debates, declamations, seminars, conference, parliamentary debates

**UNIT-6: CRITICAL THINKING**

- 6.1 Introduction to critical thinking skills (analysis, clarification, evaluation, explanation, inference, interpretation, judgment, objectivity, problem solving, reasoning)
- 6.2 Introduction to Bono’s 6 thinking hats
- 6.3 Informal fallacies
- 6.4 Case studies

**Books for reference:**

1. Julia Salehzadeh, Academic Listening Strategies, University of Michigan Press
2. Oxford EAP, Advanced, Oxford University Press
3. William Hughes & Jonathan Lavery, Critical Thinking, Broadview Press
4. Stella Cottrell, Critical Thinking Skills, Palgrave Macmillan

**Only latest available editions of the books are recommended.**

**Instructions for paper setting End Semester Examination:** 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.

**Distribution of Continuous Evaluation Table**

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

**Assessment Tools:**

Assignment/Tutorials  
 Sessional tests  
 Surprise questions during lectures/Class Performance  
 Term end examination

**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
<b>1</b>	1						2			2
<b>2</b>	1									2

<b>3</b>	1	2	2	3	3	3	3		3	2
<b>4</b>	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)

**2.226: HUMAN RESOURCE MANAGEMENT**

Periods/week    Credits

L: 3                    3

Duration of Examination: 3 Hrs

Max. Marks: 200

Continuous Evaluation: 100

End Semester Examination: 100

**Course Outcomes:**

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

2.226.1 Demonstrate good comprehension of the importance of human resources in contemporary organizations.

2.226.2 Apply basic research methods and examine the contextual issues of human resources such as globalization, outsourcing, employee diversity management and employment relations.

2.226.3 Identify environmental problems, evaluate problem-solving strategies, and develop scientific solutions for recruiting staff and designing compensation plans.

2.226.4 Evaluate appropriate information from various sources to compare different aspects of managing people through performance management and relevant appraisal methods for different jobs.

**PART – A**

**Unit 1: Strategic Role of Human Resource Management**

- 1.1 Evolution of the Concept of HRM
- 1.2 Importance of HRM
- 1.3 Strategic Human Resource Management

**Unit 2: HRP and culture**

- 2.1 Cultural differences and HRM
- 2.2 The Process of Human Resource Planning
- 2.3 Responsibility for HRP
- 2.4 Effective HRP

**Unit 3: Job Analysis**

- 3.1 The Process of Job Analysis
- 3.2 Job Description
- 3.3 Job Specification

**PART – B**

**Unit 4: Recruitment and Selection**

- 4.1 Constraints and Challenges
- 4.2 Sources of Recruitment
- 4.3 Methods of Recruitment
- 4.4 Purpose of selection
- 4.5 Process of selection

**Unit 5: Performance Management**

- 5.1 The performance Appraisal Process
- 5.2 Method of Performance Appraisal

**Unit 6: Human Resource Development**

- 6.1 HRD
- 6.2 Evolution of the Concept of HRD

**Reference Books:**

1. C E J Hartel & Y Fujimoto, Human Resource Management, Australia: Pearson Education Inc.
2. R A Noe, J R Hollenbeck, B Gerhart & P M Wright, Fundamentals of Human Resource Management, NY: McGraw-Hill Irwin.
3. G Dessler, J Griffiths & B Lloyd-Walker, Human Resource

**Only latest 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 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

**Distribution of Continuous Evaluation Table**

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

**Assessment Tools:**

Assignment/Tutorials

Sessional tests

Surprise questions during lectures/Class Performance

Term end examination

**Course Articulation Matrix**

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
2.226.1	1		2			3		1		2
2.226.2		1		3	2				2	
2.226.3	1		2			2	3	1	3	
2.226.4		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**  
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**2.112: INFORMATION TECHNOLOGY CONCEPTS**

Periods/week	Credits	Max. Marks: 200
L: 3	3	Continuos Evaluation: 100
Duration of Examination: 3 Hrs		End Semester Examination: 100

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

- 2.112.1 Apply the role of information systems in managing a firm.
- 2.112.2. Explain the role of Ecommerce and its application in business.
- 2.112.3. Explain the importance of computer security, data privacy and ethical issues.
- 2.112.4. Develop workplace soft-skills including working in groups, writing formal reports, carrying out individual research and/or delivering oral presentation.

**PART-A**

**Unit 1: Computer Hardware and Software**

- 1.1 Introduction
- 1.2 Central Processing Unit
- 1.3 Computer Memory
- 1.4 Input & Output Technologies
- 1.5 Introduction
- 1.6 Significance of Software
- 1.7 Systems Software
- 1.8 Application Software – MS-Office (MS-Word, MS-Excel, MS-Access, MS-PowerPoint)
- 1.9 Software Issues

**Unit 2: Information Systems- Concepts & Management**

- 2.1 Definition of Information Systems
- 2.2 Types of Information Systems
- 2.3 Managing Information Resources

**Unit 3: Computer Networks**

- 3.1 The Tele Communication System
- 3.2 Types of Networks
- 3.3 Network Fundamentals
- 3.4 Network Applications

**PART-B**

**Unit 4: Acquiring Information Systems & Applications**

- 4.1 Information Systems
- 4.2 Decision support systems
- 4.3 Knowledge Management and specialised Information systems
- 4.4 Personal and Social Impact of computers
- 4.5 Organisational Information systems
- 4.6 Enterprise Resource Planning

**Unit 5: E-Business & E-Commerce**

- 5.1 Overview
- 5.2 B2C E-Commerce
- 5.3 B2B E-Commerce
- 5.4 Electronic Payments

**Unit 6: IT Ethics, Impacts & Security**

- 6.1 Ethical Issues
- 6.2 Threats to Information Security
- 6.3 Protecting Information Resources

**COMPUTER SKILLS-PRACTICAL****Application Software – MS-Office**

MS-Word

MS-PowerPoint

MS-Access

Basic Terms- Data, Information, Table, Database, Field

Creating Tables using Design View

Creating Tables using Wizards

Creating Tables using Design and Data Entering

MS-Excel

**Internet Basics**

Basic Terms-Web Page, Web Browser, Internet, Home Page

How to create e-mail IDs

**Reference Books:**

1. Ralph M Stair & George W Reynolds, Fundamentals of Information Systems, 8th Edition, Cengage Learning, ISBN: 978-1-305-08216-8 & 978-1-305-11850-8
2. E Turban, K Rainer(Jr) & R Potter, *Introduction to Information Technology (2<sup>nd</sup> Edition)*, India: Wiley

**Recommended Readings**

<http://www.officetutorials.com/>

<http://office.microsoft.com/en-us/training/default.aspx>

**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.

### Distribution of Continuous Evaluation Table

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

### Assessment Tools:

Assignment/Tutorials

Sessional tests

Surprise questions during lectures/Class Performance

Term end examination

### 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
2.112.1	1						2			2
2.112.2	1									2
2.112.3	1	2	2	3	3	3	3		3	2
2.112.4	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-208: INTERNATIONAL BUSINESS ENVIRONMENT

Periods/week Credits

L: 4 T: 0 4

Duration of Examination: 3 hours

Max. Marks: 200

Continuous Evaluation: 100

End Semester Examination: 100

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

BBA-DS-208.1 Know the significance and dynamics of international business.

BBA-DS-208.2 Learn about India's association with international business.

BBA-DS-208.3 Understand the challenges and complexities faced by international business.

### PART - A

#### Unit 1: Introduction to International Business Environment

- 1.1 International business contrasted with domestic business
- 1.2 Complexities of international business
- 1.3 Internationalization stages
- 1.4 National and foreign environments and their components
- 1.7 Global trading environment-recent trends in world trade in goods and services
- 1.8 Trends in India's foreign trade

#### Unit 2: International Trade and International and Economic Organizations

- 2.1 Approaches to international trade
- 2.2 Theories of international trade
- 2.3 Government influence on I trade
- 2.4 W.T.O.
- 2.5 UNCTAD
- 2.6 World Bank
- 2.7 IMF

#### Unit 3: Regional Economic Integration

- 3.1 Forms of regional integration
- 3.2 Integration efforts among countries in Europe, North America and Asia
- 3.3 Cost and benefit of regional economic integration

### PART – B

#### Unit 4: International Financial Environment

- 4.1 International financial system and institutions
- 4.2 Foreign exchange markets
- 4.3 Foreign investments – types and flows

#### Unit 5: Exchange Rate Determination

- 5.1 Factors affecting exchange rate
- 5.2 Government intervention and government influence on exchange rates
- 5.3 Theories of exchange rate – Purchasing Power Parity, Interest Rate Parity and Fisher's effect

#### Unit 6: Management of International Business

- 6.1 Industry, strategy, and firm performance
- 6.2 Global integration v/s local responsiveness
- 6.3 Types of strategies
- 6.4 Country evaluation and selection
- 6.5 Export and import strategies

**Recommended Books:**

- 1 Rajendra P Maheshwari, International Business, International Book House.
- 2. Francis Cherunilam, International Business, PHI Learning.
- 3. John D Daniels, H Lee Radebaugh, Daniel P Sullivan, PrashantSalwanand Kindersley Dorling, International Business.
- 4. Pradip Kumar Sinha and sanchari Sinha, International Business Management, Excel Books.

**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.

**Distribution of Continuous Evaluation Table**

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

**Assessment Tools:**

- Assignment/Tutorials
- Sessional tests
- Surprise questions during lectures/Class Performance
- Term end examination

**Course Articulation Matrix**

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
BBA-DS-208.1	1		2			3		1		
BBA-DS-208.2	1	1		3		2			2	
BBA-DS-208.3	1	2	2		2		3			3
BBA-DS-208.4	2	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)

**2.103: MARKETING PRINCIPLES**

Periods/week            Credits  
L: 3                            3  
Duration of Examination: 3 hours

Max. Marks: 200  
Continuos Evaluation : 100  
End Semester Examination: 100

**Objective:** The aim of this course is to introduce basic marketing principles and concepts to students. Upon completion of this course, students would gain confidence in applying this understanding to real-life situations arising in their marketing careers. This is an introductory course that provides the understanding for further development of and practice in the area of both domestic and international marketing.

**Course Outcomes**

Students who successfully complete this course will be able to demonstrate a knowledge of:

- 2.103.1 The environment that affects marketing and organizational choices of marketing concepts in context.
- 2.103.2 Strategies to position an organisation using their products and services, to attract customers in consumer and industrial markets.
- 2.103.3 The process by which customers buy consumer and industrial products.
- 2.103.4 Detailed aspects of product, pricing, promotional and placing of distribution activities related to marketing.

**PART-A**

**Unit 1: Introduction to Marketing Management**

- 1.1 Telemarketing
- 1.2 E-marketing
- 1.3 Service marketing
- 1.4 Rural marketing

**Unit 2: Marketing Behaviour & Strategies**

- 2.1 Marketing research - Meaning, need and scope of marketing research, process of marketing research, areas of marketing research
- 2.2 Segmentation, targeting and positioning and related cases

**PART-B**

**Unit 3: Developing the Marketing Mix**

- 3.1 New product development
- 3.2 Product line decisions
- 3.3 Individual product decisions
- 3.4 Branding
- 3.5 Channels of distribution – Characteristics, importance, selection
- 3.6 Types & services, vertical, horizontal, multi-channel

#### Unit 4: Marketing Communications

- 4.1 Integrated marketing communication (IMC)
- 4.2 Advertising
- 4.3 Personal relations
- 4.4 Promotion

#### Distribution of Continuous Evaluation Table

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

#### Assessment Tools:

Assignment/Tutorials  
Sessional tests  
Surprise questions during lectures/Class Performance  
Term end examination

#### Text Books

1. Philip T. Kotler, Gary Armstrong and Prafulla Agnihotri, "Principles of Marketing," Pearson Education.

#### Reference Books:

1. Philip Kotler and Keven Lane Keller, "Marketing Management," Pearson Education.
2. V.S. Ramaswamy and S. Namakumari, "Marketing Management: Indian Context Global Perspective," Sage Publications India Pvt. 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 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
2.103.1	1						2			2
2.103.2	1									2
2.103.3	1	2	2	3	3	3	3		3	2
2.103.4	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)

## 2.218: ORGANIZATIONAL BEHAVIOUR

Periods/week	Credits	Max. Marks: 200
L: 3	3	Continuos Evaluation: 100
Duration of Examination: 3 Hrs		End Semester Examination: 100

**Course Outcomes:** Students who successfully complete the Organizational Behaviour course will:

2.218.1 Understand the use of a managerial framework for studying behavior in organizations, including cultural and workforce diversity and other significant forces in contemporary environment.

2.218.2 Demonstrate an understanding of the individual performance which is affected by individual differences in values, attitudes, levels of motivation and commitment.

2.218.3 Analyse group behaviour, and identify effective methods for resolving intra-group and inter-group conflict to invoke organisational change and development.

2.218.4 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 Organizational Behaviour
- 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

### Reference Books:

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

**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. Student needs to attempt two questions out of three from each part. Each question will be of 20 marks.

### Distribution of Continuous Evaluation Table

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

### Assessment Tools:

Assignment/Tutorials

Sessional tests

Surprise questions during lectures/Class Performance

Term end examination

### 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
2.218.1	1	1	1				2			2
2.218.2	1		1							2
2.218.3	1	2	2	3	3	3	3		3	2
2.218.4	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)

## 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 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**

# **3rd SEMESTER**

# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

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

## BBA-DS-302: ADVANCED EXCEL

Periods/week Credits

P:4 2

Duration of Examination: 3 hours

Max. Marks: 200

Continuous Evaluation: 100

End Semester Examination: 100

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

BBA-DS-302.1 Create, edit, and analyse data that is organised into lists or tables.

BBA-DS-302.2 Perform calculations including scientific, statistical, business, and financial data.

BBA-DS-302.3 Identify problem-solving strategies and develop science-based solutions.

BBA-DS-302.4 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

### Reference Books

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

### Distribution of Continuous Evaluation Table

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

### Assessment Tools:

Assignment/Tutorials

Sessional tests

Surprise questions during lectures/Class Performance

Term end examination

### Course Articulation Matrix

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
BBA-DS-302.1	1		2			3		1		
BBA-DS-302.2		1		3		2			2	
BBA-DS-302.3		2			2		3			3
BBA-DS-302.4	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)

## 2.350: BUSINESS AND SOCIAL ETHICS

Periods/week

Credits

Max. Marks: 200

L: 3

3

Continuos Evaluation : 100

Duration of Examination: 3 hours

End Semester Examination: 100

### Course Outcomes:

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

- 2.350.1 Appreciate the importance of business ethics and corporate governance;
- 2.350.2 Understand emerging trends in corporate governance norms and framework;
- 2.350.3 Understand the best practices of business ethics in the Indian and global context;
- 2.350.4 Understand the organization and role of task committees appointed for enforcing corporate governance and business ethics.

### PART– A

#### Unit 1: Business Ethics

- 1.1 Concept and importance of business ethics
- 1.2 Overview of ethics value systems
- 1.3 Corporate code of ethics
- 1.4 International codes of business conduct

#### Unit 2: Corporate Management

- 2.1 Management vs. Governance
- 2.2 Chairman - qualities, power and responsibilities
- 2.3 Chief executive officer (CEO) - role and responsibilities
- 2.4 Role of CFO, manager, company secretary and auditor

### PART- B

#### Unit 3: Corporate Governance

- 3.1 Regulatory framework of corporate governance in India
- 3.2 Green governance; E-governance
- 3.3 CSR and corporate governance

#### Unit 4: Ethics in Business Disciplines

- 4.1 Ethics in HRM: workers rights and duties; work place safety; sexual harassment; whistle blowing
- 4.2 Ethics in Marketing: Characteristics of free and perfect market competition; ethics in advertising
- 4.3 Ethics in Finance: Fairness and efficiency in financial markets; Insider trading; Rating agencies; Green Mail;

**Recommended Books:**

1. N Balasubramanian, Corporate Governance and Stewardship, Tata McGraw Hill, 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.

**Distribution of Continuous Evaluation Table**

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

**Assessment Tools:**

Assignment/Tutorials

Sessional tests

Surprise questions during lectures/Class Performance

Term end examination

**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
2.350.1	1						2			2
2.350.2	1									2
2.350.3	1	2	2	3	3	3	3		3	2
2.350.4	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)

**2.224: MARKETING MANAGEMENT**

Periods/week Credits

L: 4 T: 0 4

Duration of Examination: 3 hours

Max. Marks: 200

Continuous Evaluation: 100

End Semester Examination: 100

**Course Outcomes:**

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

- 2.224.1 Describe key marketing concepts, theories and techniques for analysing a variety of marketing situations.
- 2.224.2 Identify and demonstrate the dynamic nature of the environment in which marketing decisions are taken and appreciate the implications for marketing strategy determination and implementation.
- 2.224.3 Understand how marketing mix decisions are made and managed over time.
- 2.224.4 Understand the importance of ethical marketing practices.

**PART A**

**Unit 1: Introduction to Marketing Management**

- 1.1 Nature, scope, and importance of marketing management
- 1.2 Marketing environment
- 1.3 Strategies and plan
- 1.4 Consumer behaviour, consumer buying process and factors influencing consumer buying decisions

**Unit 2: Market Selection and Market segmentation**

- 2.1 Concept, importance, and bases
- 2.2 Positioning and targeting concept
- 2.3 Insights and forecasting demand and markets
- 2.4 Consumer and business Markets
- 2.5 Segments and targets
- 2.6 Branding, brand positioning, brand equity and growth

**Unit 3: Pricing and its significance**

- 3.1 Factors affecting price of a product
- 3.2 Pricing policies and strategies

**PART B**

**Unit 4: Integrated Marketing Channels**

- 4.1 Concept, importance, and types of marketing channels
- 4.2 Factors affecting choice of marketing channels
- 4.3 Management of retailing operations: an overview
- 4.4 Retailing in India and abroad: changing scenario

**Unit 5: Importance of communication in Marketing**

- 5.1 Individual communication
- 5.2 Social and personal communication
- 5.3 Integrated communication
- 5.4 Digital communication
- 5.5 Role of social media in marketing

## Unit 6: Recent issues and developments in marketing

- 6.1 Marketing ethics
- 6.2 Social responsibility in marketing
- 6.3 Sustainable marketing and relationship marketing

### Recommended Books:

1. Philip Kotler and Kevin Lane Keller, et al. (2017). Marketing Management – Marketing Cases in the Indian Context. Pearson Education.
2. Michael Etzel, Bruce J Walker, William Stanton and Ajay Pandit. (2017). Marketing. McGraw Hill Education.
3. V S Ramaswamy and S Namakumari. (2018). Marketing Management: Indian Context Global Perspective. Sage Publications India Pvt. 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.

### Distribution of Continuous Evaluation Table

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

### Assessment Tools:

Assignment/Tutorials  
Sessional tests  
Surprise questions during lectures/Class Performance  
Term end examination

### Course Articulation Matrix

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
2.224.1	1		2			3		1		
2.224.2		1		3		2			2	
2.224.3		2			2		3			3
2.224.4	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)

## 2.225: OPERATIONS MANAGEMENT

Periods/week	Credits	Max. Marks: 200
L: 4	4	Continuous Evaluation: 100
Duration of Examination: 3 hours		End Semester Examination: 100

**Course Outcomes:** On successful completion of this course, learners will be able to:

- 2.225.1 Appreciate main functions of production and operations management.
- 2.225.2 Examine the types of transformation processes occurring within operations.
- 2.225.3 Critically analyse techniques used in operations management for decision-making.
- 2.225.4 Understand relationship between operations and other business functions.

### PART – A

#### Unit 1: Introduction to operations management

- 1.1 Operations management and its range
- 1.2 Productivity versus efficiency
- 1.3 Supply chain versus value chain
- 1.4 Outsourcing

#### Unit 2: Operations strategy in global environment

- 2.1 Global operations orchestration
- 2.2 Achieving competitive advantage through operations
- 2.3 Key success factors and core competencies
- 2.4 Forecasting techniques

#### Unit 3: Management techniques used in operations

- 3.1 Linear programming and its formulation
- 3.2 Graphical method of solving linear programming problems
- 3.3 Breakeven analysis
- 3.4 Quality management

### PART – B

#### Unit 4: Facility design

- 4.1 Location strategies
- 4.2 Plant layout
- 4.3 Transportation problems
- 4.4 Assignment problems

#### Unit 5: Capacity management

- 5.1 Capacity management
- 5.2 Managing Inventories
- 5.3 Resource Management

#### Unit 6: Process control and project management

- 6.1 Statistical processes control (SPC)
- 6.2 Control charts

### 6.3 PERT/CPM

#### Recommended Books

1. Krajewski and Srivastava. (2015). Operations Management. Pearson Education.
2. B Mahadevan (2015). Operations Management: Theory and Practice. Pearson Education.
3. J K Sharma (2017). Operations Research: Theory and Applications. Laxmi Publications.
4. Jay Heizer and Render Barry, et al. (2017). Operations Management. Pearson Education.

**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. Student needs to attempt two questions out of three from each part. Each question will be of 20 marks.

#### Distribution of Continuous Evaluation Table

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

#### Assessment Tools:

Assignment/Tutorials

Sessional tests

Surprise questions during lectures/Class Performance

Term end examination

#### Course Articulation Matrix

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
2.225.1	1		2			3		1		2
2.225.2		1		3	2				2	1
2.225.3	1		2			2	3	1	3	
2.225.4	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)

## 2.355: SERVICE MARKETING

Periods/week                      Credits  
L: 3                                      3  
Duration of Examination: 3 hours

Max. Marks: 200  
Continuous Evaluation: 100  
End Semester Examination: 100

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

- 2.355.1 Apply the principles of Marketing to Services.
- 2.355.2 Understand and appreciate the involvement of People, Process and Physical Evidence in Service Industry.
- 2.355.3 Promote a customer service-oriented mind-set.
- 2.355.4 Analyse 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 Indian service industry
- 1.3 Different types of services
- 1.4 Distinctive marketing challenges
- 1.5 Services marketing mix
- 1.6 Overview of gaps model of service quality

#### Unit 2: Understanding Customers

- 2.1 Customer behavior in service encounters
- 2.2 Customer interaction
- 2.3 Purchase process
- 2.4 Customer expectations and perception of service

#### Unit 3: Understanding Customer Requirements

- 3.1 Understanding customer relationship
- 3.2 Managing relationships & building loyalty
- 3.3 Complaints & service recovery, service guarantees, opportunistic behaviour, learning from Feedback

### PART B

#### Unit 4: Aligning Service Design and Standards

- 4.1 Planning & creating services
- 4.2 Supplementary services
- 4.3 New service development
- 4.4 Customer-defined service standards, physical evidence and the service scape

#### Unit 5: Service Delivery

- 5.1 Managing employees' and customers' role in service delivery
- 5.2 Alternative service delivery channels
- 5.3 Balancing demand and capacity

#### Unit 6: Services Marketing: Key Elements

- 6.1 Designing the communications mix for services
- 6.2 Branding & communications
- 6.3 The Internet

### Recommended Books

1. Christopher H Lovelock, Services Marketing, Prentice Hall
2. S M Jha, Services Marketing, Himalaya Publishing Co.
3. 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.

### Distribution of Continuous Evaluation Table

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

### Assessment Tools:

Assignment/Tutorials

Sessional tests

Surprise questions during lectures/Class Performance

Term end examination

### 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
<b>2.355.1</b>	1						2			2
<b>2.355.2</b>	1									2
<b>2.355.3</b>	1	2	2	3	3	3	3		3	2
<b>2.355.4</b>	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-DSE-009: FOREIGN EXCHANGE MANAGEMENT

Periods/week Credits

L:3 3

Duration of Examination: 3 hours

Max. Marks: 200

Continuous Evaluation: 100

End Semester Examination: 100

### Course Outcomes:

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

BBA-DSE-009.1 Understand the foreign exchange market.

BBA-DSE-009.2 Use the tools for working out foreign exchange contracts.

BBA-DSE-009.3 Determine the foreign exchange risks.

BBA-DSE-009.4 Understand the applications of foreign exchange in routine and commercial activities.

### PART A

#### Unit 1

1.1 Concepts and components of balance of trade and balance of payment

1.2 Equilibrium and disequilibrium in balance of payment

#### Unit 2

2.1 Meaning of exchange rates

2.2 Fixed, flexible and managed exchange rates

2.3 Convertibility of rupee on current and capital account

#### Units 3

3.1 Foreign exchange markets

3.2 Purchasing power parity theory

3.3 Spot and forward transaction

### PART B

#### Unit 4

4.1 Meaning and objectives of exchange control

4.2 Methods of exchange control

4.3 FEMA – Introduction and features

#### Unit 5

5.1 An overview of international capital and money markets

5.2 Arbitrage opportunities

5.3 GDRs, DRs, Euro bonds, dual currency bonds, euro equity

#### Unit 6

6.1 Swaps, options, offshore banking

6.2 Commercial invoice

6.3 Letter of credit, bills of exchange, documents and financing techniques

### Recommended Books

1. VivekViswan and M MSulphey. (2016). Foreign Exchange Management and International Finance. Viva Books.
2. EshaSharma (2015). Foreign Exchange Management. Laxmi Publications.
3. Taxmann. (2017). Foreign Exchange Management Act with Rules. Taxmann Publications Pvt. Ltd.

### 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. Students need to attempt two questions out of three from each part. Each question will be of 20 marks.

### Distribution of Continuous Evaluation Table

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

### Assessment Tools:

Assignment/Tutorials  
Sessional tests  
Surprise questions during lectures/Class Performance  
Term end examination

### Course Articulation Matrix

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
BBA-DSE-009.1	1		2			3		1		
BBA-DSE-009.2		1		3		2			2	
BBA-DSE-009.3		2			2		3			3
BBA-DSE-009.4	2	2			2		3	1	2	2

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above show 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-DSE-010: INTERNATIONAL ADVERTISING AND PROMOTION

Periods/week            Credits  
L: 3                            3  
Duration of Examination: 3 hours

Max. Marks: 200  
Internal/Continuous Evaluation : 100  
End Semester Examination: 100

### Course Outcomes:

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

1. To understand the basic principles and concepts in cross-cultural advertising.
2. Critically analyse diverse approaches to international cultures, emerging technologies and advertising.
3. Compare and contrast international advertising business environments, and research the impact of cultural diversity in international advertising practices
4. Design and evaluate advertising propositions to suit a variety of international settings

### PART - A

#### Unit 1: Introduction to advertisement

- 1.1 Understanding International advertising
- 1.2 Impact of globalization on advertising
- 1.3 Types of International advertising and market communications
- 1.4 International advertising agencies

#### Unit 2: Analyzing the international market environment

- 2.1 Understanding and analyzing international marketing environment
- 2.2 Understanding before entering a new country of group (includes demographic, cultural, social, political, legal, geographic, business, financial, technological)
- 2.3 Contemporary issues in international advertising
- 2.4 Impact of culture on advertising

#### Unit 3: International Marketing Mix

- 3.1 International Marketing Mix elements
- 3.2 Global communication: objectives and strategies
- 3.3 Product designing in the international market
- 3.4 International pricing and distribution strategies

### PART- B

#### Unit 4: International advertising strategy

- 4.1 Creative strategy and execution
- 4.2 International advertising: media and message strategy
- 4.3 Ethical and social issues in international advertising
- 4.4 International advertising cases

#### Unit 5: Global promotion

- 5.1 International Promotional tools
- 5.2 Role of advertising in promotion mix
- 5.3 Factor to consider in developing sales promotion programs for foreign market
- 5.4 Sales promotion tools and techniques
- 5.5 Role of public relations in global marketing

## Unit 6: Designing advertising and promotion campaigns

- 6.1 Designing of advertising and sales promotion campaign with strategies
- 6.2 Integrated promotion (coordination within the various promotion techniques)
- 6.3 Case studies.

### 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
BBA-DSE-010.1	1						2			2
BBA-DSE-010.2	1									2
BBA-DSE-010.3	1	2	2	3	3	3	3		3	2
BBA-DSE-010.4	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**

### Distribution of Continuous Evaluation Table

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

### Recommended books

1. MuelleBarbara, Dynamics of International Advertising: Theoretical and Practical Perspectives
2. Terence A. Shimp, Integrated Marketing Communications in Advertising and Promotion, International Edition, South-Western/Cengage Learning publication
3. Belch & Belch, Advertising and Promotions, Tata Mcgraw Hill.

**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. Student needs to attempt two questions out of three from each part. Each question will be of 20 marks.



# **4TH SEMESTER**

# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

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

## 2.232: CONSUMER BEHAVIOUR

Periods/week            Credits  
L: 3                            3  
Duration of Examination: 3 hours

Max. Marks: 200  
Continuos Evaluation : 100  
End Semester Examination: 100

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

- 2.232.1 Learn key concepts and theories of consumer behaviour.
- 2.232.2 Evaluate psychological theories relevant for understanding consumer behaviour.
- 2.232.3 Understand how different aspects of the environment influence consumer behaviour.
- 2.232.4 Learn what marketing strategy is and how it influences consumer behaviour.

### PART A

#### Unit I-Introduction

- 1.1 Consumer behaviour
- 1.2 Market analysis
- 1.3 consumer decision process

#### UNIT II- Culture and Consumer Behaviour

- 2.1 Meaning, characteristics, function, and types of culture
- 2.2 Cross-cultural consumer analysis
- 2.3 Problem in cross-cultural marketing
- 2.4 Motivation and consumer behaviour
- 2.5 Consumer motives- personal, social motives
- 2.6 Involvement and its measurement, values and attitudes, means and end chain model

#### UNIT III- Perception and Consumer Behaviour

- 3.1 Introduction of groups - advantages and disadvantages
- 3.2 Reference group, types of reference groups
- 3.3 Social class and consumer behaviour; social class categorization
- 3.4 Lifestyle and buying behaviour, market segmentation, and social factors

### PART B

#### UNIT IV-Perception and Consumer Behaviour

- 4.1 Introduction, meaning, nature, Importance, and limitation of perception
- 4.2 Barriers to accurate perception
- 4.3 Sensation, perception of values, perception of process
- 4.4 Determining consumer buying behaviour
- 4.5 Consumer purchase decision, types of decision
- 4.6 Buying stage and situational influence
- 4.7 Models of consumer behaviour

#### UNIT-V- Attitude and Consumer Behaviour

- 5.1 Meaning, nature, characteristics, and types of attitude, learning of attitude

- 5.2 Sources of influence on attitude formation
- 5.3 Model of attitude- Tricomponent attitude model, multi-attribute attitude model

**UNIT- VI-Consumer Decision Making Process**

- 6.1 Introduction, levels of consumer decision
- 6.2 Consumer information processing model
- 6.3 Hierarchy of effects model

**Recommended Readings**

1. L G Schiffman and andLLKanuk, Consumer Behaviour, New Delhi: Prentice- Hall of India.
2. D L Loudon and A J D Bitta, Consumer Behaviour, Singapore: McGraw- Hill

**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. Student needs to attempt two questions out of three from each part. Each question will be of 20 marks.

**Distribution of Continuous Evaluation Table**

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

**Assessment Tools:**

- Assignment/Tutorials
- Sessional tests
- Surprise questions during lectures/Class Performance
- Term end examination

**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
2.232.1	1		1	1			2			2
2.232.2	1									2
2.232.3	1	2	2	3	3	3	3		3	2
2.232.4	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)

## 2.366: E- MARKETING

Periods/week            Credits  
L: 3                            3  
Duration of Examination: 3 hours

Max. Marks: 200  
Continuos Evaluation : 100  
End Semester Examination: 100

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

2.366.1 Understand the scope of E- marketing and how it integrates with overall business and marketing strategy globally.

2.366.2 Assess various digital channels and understand which are most suitable to an idea or solution.

2.366.3 Understand the fundamentals of a digital marketing campaign and be able to apply it to achieve your business objectives.

### PART - A

#### Unit 1

- 1.1 The concept and significance of Web Marketing
- 1.2 Internal measures for SEO
- 1.3 Do and don'ts for web content; link building
- 1.4 Introduction to web marketing tools

#### Unit 2

- 2.1 Concept of Ad Words; keyword planner
- 2.2 Online advertising and search engines
- 2.3 Creating and managing campaigns

#### Unit 3

- 3.1 Advertising on Display Networks
- 3.2 Image Advertising
- 3.3 Mobile Advertising

### PART - B

#### Unit 4

- 4.1 Social Media Advertising
- 4.2 E-Mail Marketing
- 4.3 Video Advertising; YouTube Advertising

#### Unit 5

- 5.1 Concept of SNS industry (Social networking site industry)
- 5.2 Facebook Advertising

#### Unit 6

- 6.1 Introduction to Google Analytics
- 6.2 Tracking performances

**Recommended books:**

1. Damian Ryan, Understanding Digital Marketing, Kogan Page.
2. Godfrey Parkin, Digital Marketing: Strategies for Online Success, New Holland Publishers.
3. W Hanson and Kalyanam, E-Commerce and Web Marketing, Cengage.

**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.

**Distribution of Continuous Evaluation Table**

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

**Assessment Tools:**

Assignment/Tutorials

Sessional tests

Surprise questions during lectures/Class Performance

Term end examination

**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
2.366.1	1						2			2
2.366.2	1									2
2.366.3	1	2	2	3	3	3	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-406: EXPORT AND IMPORT MANAGEMENT, POLICY, PROCEDURES AND DOCUMENTATION

Periods/week Credits

L: 4 4

Duration of Examination: 3 Hrs

Max. Marks: 200

Continuous Evaluation: 100

End Semester Examination: 100

### Course Outcomes:

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

BBA-DS-406.1 Demonstrate good comprehension of export and import policy, procedures and documentation.

BBA-DS-406.2 Apply basic research methods and identify strategies to handle export and import issues.

BBA-DS-406.3 Identify environmental problems, evaluate problem-solving strategies, develop and implement export-import plans and programs effectively.

BBA-DS-406.4 Evaluate appropriate information from various sources to acquaint with documents and logistics system in export and import.

### PART - A

#### Unit 1: Introduction and Policy Framework

- 1.1 India's Foreign Trade in Pre- and Post-liberalisation Era
- 1.2 Export-Import Policy
- 1.3 Infrastructural Support for India's Foreign Trade
- 1.4 Consultative and Deliberative Bodies
- 1.5 Canalization Policy

#### Unit 2: Support Organizations and Services

- 2.1 IIFT, ITPO, Export Inspection Agencies; Indian Council of Arbitration
- 2.2 State Governments and their Role in Trade Promotion
- 2.3 Role of Public Sector Organizations
- 2.4 Special Economic Zones: Objectives and Benefits

#### Unit 3: Procedures

- 3.1 Setting up Export Company
- 3.2 IEC Number/RCMC from Export Promotion Council
- 3.3 Benefits and Cost Export Sales Contracts
- 3.4 Processing of export order

### PART - B

#### Unit 4: Documentation

- 4.1 Proforma Invoice
- 4.2 Commercial Invoices and its Attestation
- 4.3 Packing List
- 4.4 Inspection Certificate
- 4.5 Bill of lading
- 4.6 ECGC Policy
- 4.7 Bill of exchange
- 4.8 Bank Realization Certificate

4.9 BSP Certificate/SplConsularInvoice and other related documents

**Unit 5: Methods and Terms of Payments for Exports and Import**

- 5.1 Procedure for Filing Claims
- 5.2 Custom Clearance of Imports –Regulations and Procedures
- 5.3 Managing risks
- 5.4 Pre shipment and post shipment finance role of EXIM bank and ECGC in India
- 5.5 UCPDC guidelines

**Unit 6: Foreign Trade Financing and Insurance Schemes**

- 6.1 Pre-and Post-shipment Export Credit Schemes
- 6.2 Import Financing Schemes
- 6.3 Export Credit and Foreign Exchange Covers

**Recommended Books:**

- 1 Francis Cherunilam, International Trade and Export Management, Himalaya publication.
- 2 R L Varshneyand B Bhattacharya, International Marketing Management, Sultan Chand and Sons.
- 3 MDJitendra, Export Procedures and Documentation, Rajat Publications.
- 4 PervinWadia, Export Markets and Foreign Trade Management, Kanishka 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 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.

**Distribution of Continuous Evaluation Table**

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

**Assessment Tools:**

- Assignment/Tutorials
- Sessional tests
- Surprise questions during lectures/Class Performance
- Term end examination

**Course Articulation Matrix**

<b>COs</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>
BBA-DS-406.1	1		2			3		1		1
BBA-DS-406.2		3		2	2		2		2	2
BBA-DS-406.3		2	3			3		1	3	
BBA-DS-406.4	1	3		3	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.

**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 Examination: 100

### Course Outcomes:

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

BBA-DS-403.1 Describe the fundamental principles of financial management.

BBA-DS-403.2 Apply basic research methods and interpret the application of financial management for decision making.

BBA-DS-403.3 Analyse today's dynamic business environment with techniques of financial management.

BBA-DS-403.4 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

**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. PrasannaChandreaa, 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.

**Distribution of Continuous Evaluation Table**

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

**Assessment Tools:**

Assignment/Tutorials

Sessional tests

Surprise questions during lectures/Class Performance

Term end examination

**Course Articulation Matrix**

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
BBA-DS-403.1	1	2		3		3		1	2	3
BBA-DS-403.2			2		2				1	2
BBA-DS-403.3			3			2		1	3	
BBA-DS-403.4	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)

## 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, and 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 mind-set 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

### Course Articulation Matrix

COs	PO	PO	PO	PO	PO	PO	PO	PSO	PSO	PSO
-----	----	----	----	----	----	----	----	-----	-----	-----

	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>1</b>	<b>2</b>	<b>3</b>
<b>1</b>	1	1	1				1			1
<b>2</b>	2	2	2				2		1	2
<b>3</b>	2	2	2				2		3	
<b>4</b>	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)

## 2.227: RETAIL MANAGEMENT

Periods/week	Credits	Max. Marks: 200
L: 3	3	Internal / Continuous Evaluation : 100
Duration of Examination: 3 hours		End Semester Examination: 100

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

1. Understand types of retailers and multichannel retailing.
2. Appraise customer relationship management.
3. Compare merchandise management and pricing plans.
4. Critique the key elements of managing a retail business.

### PART – A

#### Unit 1: An Introduction to Retailing

- 1.1 Types of Retailers
- 1.2 Multichannel Retailing
- 1.3 Customer Buying Behaviour
- 1.4 Building and Sustaining Relationships

#### Unit 2: Retail Strategy

- 2.1 Definition and scope
- 2.2 Strategies and channels
- 2.3 Strategic Planning

#### Unit 3: Retailing Institutions

- 3.1 Retailing Institutions by Ownership
- 3.2 Retailing Institutions by Strategy Mix- Non store-based Retailing
- 3.3 Identifying and understanding customers information gathering and processing

### PART – B

#### Unit 4: Human Resource Management

- 4.1 Retail Organisation and HRM
- 4.2 Operations Management: Financial
- 4.3 Information Systems and Supply Chain Management

#### Unit 5: Merchandising Management

- 5.1 Customer Relationship Management
- 5.2 Managing the Merchandise Planning Process
- 5.3 Developing Merchandise Plans
- 5.4 Financial Merchandise Management

#### Unit 6: Retail Promotion

- 6.1 Establishing and Managing a retail image
- 6.2 Retail Communication Mix
- 6.3 Promotional Strategy
- 6.4 Integrating and controlling the Retail Strategy
- 6.5 Managing the Store

### 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
2.227.1	1						2			2
2.227.2	1									2
2.227.3	1	2	2	3	3	3	3		3	2
2.227.4	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**

### Distribution of Continuous Evaluation Table

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

### Recommended Reading

1. M Levy & B A Weitz, *Retailing Management* (7<sup>th</sup>ed.). McGraw-Hill/Irwin.
2. *Harvard Business Review on Retailing and Merchandising* (2008). Harvard Business School Press.
3. B Berman & J R Evans, *Retail Management: A Strategic Approach: International Edition* (11<sup>th</sup>ed.). New Jersey: Pearson Education, Inc.
4. R Lewis & M Dart, *The new rules of Retail: competing in the world's toughest marketplace*. Palgrave MacMillian.

**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. Student needs to attempt two questions out of three from each part. Each question will be of 20 marks.

# 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	Max. Marks: 200
L: 3	3	Continuos Evaluation : 100
Duration of Examination: 3 hours		End Semester Examination: 100

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

BBA-DSE-004.1 Analyse social media's usefulness for businesses as a vehicle for facilitating customer communication and interactions;

BBA-DSE-004.2 Understand the use of social media marketing and promotional tools in order to effectively communicate tactics, strategies and decisions related to social media marketing;

BBA-DSE-004.3 Develop an understanding and learn to use various e-Commerce sites and develop basic understanding of conventional marketing over digital marketing;

BBA-DSE-004.4 Integrate knowledge and scholarly approaches across social media and its approaches.

### PART-A

#### Unit 1: Introduction to social media promotion

- 1.1 Defining social media
- 1.2 Importance and role of social media
- 1.3 Global and local trends in social media
- 1.4 Implications for business and marketing-B2B and B2C
- 1.5 Tips for social media marketing–do's and don'ts

#### Unit 2: Social Media tools and techniques

- 2.1 Social Media consumers and digital consumers
- 2.2 Major channels like Facebook and Twitter
- 2.3 Growing channels like Google+, you tube, LinkedIn and geo-location and other upcoming social media.
- 2.4 Other channels like photo-sharing networks like Instagram, Pinterest and mobile apps
- 2.5 Keywords research and analysis
- 2.6 Search Engine Optimization (SEO)
- 2.7 Careers in social media marketing

#### Unit 3: Social media promotion strategy and tactics

- 3.1 Social media promotion mix
- 3.2 Social media market analysis
- 3.3 Social media marketing segmentation, targeting and positioning
- 3.4 Social media advertising
- 3.5 Web marketing and Ad words

### PART - B

#### Unit 4: Social Commerce and E-commerce

- 4.1 Social Media for customer support
- 4.2 Types of e-commerce sites
- 4.3 Popular e-commerce sites like Flip kart, Amazon, ebay, Myntra, Jabong, SnapdeaLetc
- 4.4 Marketing products on e-commerce sites
- 4.5 Impact of e-commerce
- 4.6 Integrated social media campaign

#### Unit 5: Social media measurement and metrics

- 5.1 Quantifying success
- 5.2 Data mining and social media
- 5.3 The role of social media in marketing research
- 5.4 Social media measurement techniques
- 5.5 Metrics and ROI

**Unit 6: Ethical and Legal issues of Social Media**

- 6.1 Ethical and Legal guidelines
- 6.2 Copyright and Trademark implications
- 6.3 Social media and privacy/ethics
- 6.4 Internet security issues and management
- 6.5 Online reputation management

**Recommended books**

1. T Tuten&MSolomon, Social Media Marketing. Boston, MA: Pearson publications.
2. Lon Safko, David K. Brake, The Social Media Bible: Tactics, Tools, and Strategies for Business Success,McGrawHill.

**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. Student needs to attempt two questions from each part. Each question will be of 20 marks.

**Distribution of Continuous Evaluation Table**

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

**Assessment Tools:**

- Assignment/Tutorials
- Sessional tests
- Surprise questions during lectures/Class Performance
- Term end examination

**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
BBA-DSE-004.1	1						2			2
BBA-DSE-004.2	1									2
BBA-DSE-004.3	1	2	2	3	3	3	3		3	2
BBA-DSE-004.4	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**

# **5TH SEMESTER**

# 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 Assessment: 100

End Semester Examination: 100

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

BBA-DS-502.1 Know about the area of their interest in industry.

BBA-DS-502.2 Develop research temperament.

BBA-DS-502.3 Work in the practical industrial environment.

BBA-DS-502.4 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.

### 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
BBA-DS-502.1	1	1	2			3		1		2
BBA-DS-502.2		1		3	2				2	1
BBA-DS-502.3	1		2			2	3	1	3	
BBA-DS-502.4	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**

**Recommended Readings:** To be prescribed by the concerned supervisor.

## MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

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

### 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:

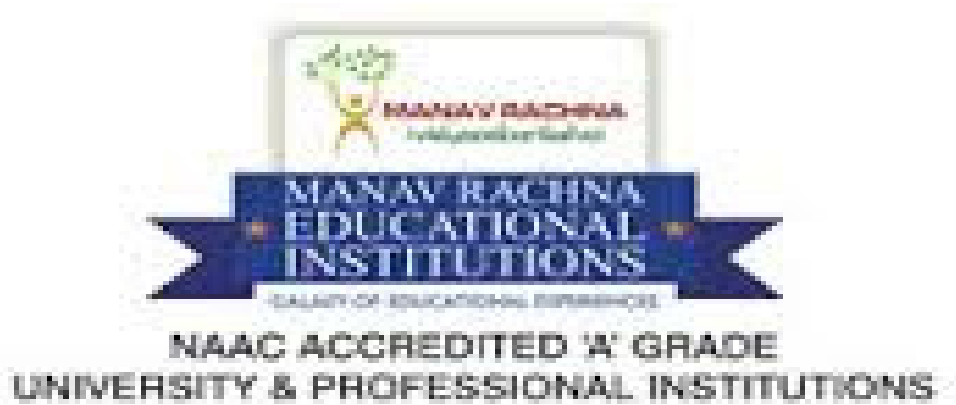
<b>Date (Summer Training Project)</b>	<b>Item</b>
1 June to 20 July	Training period
30 August	Report submission
5 September to 10 September	Departmental presentation
Between 25 November and 10 December	Final viva voce examination

**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.

**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 MANAGEMENT STUDIES  
ManavRachna International Institute of Research and Studies  
Sector 43, SurajkundBadkalRoad,  
Faridabad, Haryana - 121004

# MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

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

## 2.361: Applied Marketing Management

Periods/week	Credits	Max. Marks: 200
L: 4	4	Continuos Evaluation : 100
Duration of Examination: 3 hours		End Semester Examination: 100

**Objective:** The aim of the Applied Marketing Management is to develop business planning and management skills, for various marketing decisions by integrating theoretical knowledge gained in other courses previously taken and applying that knowledge in the global context. The course requires making a detailed analysis of a business venture and determining its feasibility.

**Course Outcomes:** On successful completion of this course learners will be able to:

2.361.1 Develop an understanding of the role of marketing research in the overall marketing function and in the international business world.

2.361.2 Create a marketing strategy and identify implementation approaches using social media technologies based on a various business concepts.

2.361.3 Analyse and evaluate from a theoretical and practical perspective the integration of channels of communication in an offline as well as digital business and stakeholder context.

2.361.4 Evaluate and apply all the marketing techniques to prepare and execute a successful marketing project.

### PART A

#### Unit1: Marketing Research Dynamics

- 1.1 Meaning of Research and its characteristics
- 1.2 Various Types of Research
- 1.3 Marketing Research and its Management
- 1.4 Nature and Scope of Marketing Research

#### Unit II: Research Process and Design

- 2.1 Research Process: An Overview
- 2.2 Formulation of a Problem
- 2.3 Marketing Research Process and Methods
- 2.4 Components of Research Proposal
- 2.5 Meaning and types of Research Design
- 2.6 Descriptive and Causal Research
- 2.7 Marketing Decision Process

#### Unit III: Data Collection Sources and Methods

- 3.1 Meaning and Nature of Secondary Data
- 3.2 Advantages of Secondary Data and its Drawbacks
- 3.3 Types of Secondary Data Sources
- 3.4 Primary Data and its Types
- 3.5 Questionnaire Design
- 3.6 Process of Questionnaire Design
- 3.7 Interview Method
- 3.8 Questionnaire Format

## Part B

### Unit 4: Measurement and Sampling

- 4.1 Importance of Measurement and Scales of Measurement
- 4.2 Primary Scales of Measurement
- 4.3 Meaning of Sampling and its Importance
- 4.4 Sampling Basic Constructs and Sampling Design
- 4.5 Probability and Non-Probability Sampling

### Unit5: Hypotheses and Data processing

- 5.1 Hypothesis and its Testing
- 5.2 Data Processing and Preliminary Data Analysis
- 5.3 Field Work, Data Collection and Data Preparation
- 5.4 Editing, Coding, Data Entry, Data Cleaning and Preliminary Data Analysis

### Unit6: Interpretation, Report Writing and Application of Marketing Research

- 6.1 Data Interpretation
- 6.2 Writing Research Report and its Presentation
- 6.3 Sales Analysis, Forecasting, and Data Mining
- 6.4 Marketing Research and Social Marketing

### Recommended readings

1. Edward F. (Francis) McQuarrie. The Marketing Research Toolbox: A concise Guide for Beginners, Sage Publication
2. Nigel Bradley; Marketing Research: Tools & Techniques; Oxford University Press
3. Naresh K. Malhotra, Qualitative Consumer Research: Review of Marketing Research, Emerald Group Publishing
4. Naresh. K. Malhotra, Marketing Research : an applied orientation, Pearson Higher Education & Professional Group

**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.

### Distribution of Continuous Evaluation Table

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

### Assessment Tools:

Assignment/Tutorials  
Sessional tests  
Surprise questions during lectures/Class Performance  
Term end examination



**Course Articulation Matrix**

<b>CO STATEMENT</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>
2.361.1	1	1	1	1	2	1	2	1	1	2
2.361.2	1	1	2	2	2	2	2	2	2	2
2.361.3	1	2	2	3	3	3	3	2	3	2
2.361.4	1	2	2	2	3	2	2	2	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)

## 2.222: STRATEGIC MANAGEMENT

Periods/week                      Credits  
L: 4                                      4  
Duration of Examination: 3 Hrs

Max. Marks: 200  
Continuos Evaluation: 100  
End Semester Examination: 100

### Course Outcomes:

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

- 2.222.1 Demonstrate good comprehension of strategy in business management.
- 2.222.2 Apply basic research methods and understanding of environment factors and policy formulation.
- 2.222.3 Identify environmental problems, evaluate problem-solving strategies, develop and implement business strategies effectively.
- 2.222.4 Evaluate appropriate information from various sources to work through social responsibilities of business.

### PART – A

#### Unit 1: Introduction to Strategic Management

- 1.1 Understanding Strategy
- 1.2 Corporate Governance
- 1.3 Strategic Management Process

#### Unit 2: Environmental Scanning

- 2.1 Industry Analysis
- 2.2 CE Scanning
- 2.3 Organizational Analysis
- 2.4 SWOT Analysis

#### Unit 3: Strategic Formulation

- 3.1 Situation Analysis and Business Strategy
- 3.2 Corporate Strategy
- 3.3 Functional Strategy
- 3.4 Strategic Choice

### PART – B

#### Unit 4: Strategy Implementation

- 4.1 Activating Strategies
- 4.2 Structural Implementation
- 4.3 Behavioral Implementation
- 4.4 Leadership and Human Resources strategic direction

#### Unit 5: Strategy Evaluation and Control

- 5.1 Strategic Evaluation
- 5.2 Strategic Control
- 5.3 Techniques of Strategic Evaluation and Control

#### Unit 6: Social Responsibility and Corporate Governance

- 6.1 Business Ethics
- 6.2 Corporate Social Responsibility

**Reference Books:**

1. T L Wheelan, J D Hunger, A N Hoffman & C E Bamford, *Concepts in Strategic Management and Business Policy: Globalization, Innovation and Sustainability*. Upper Saddle River, NJ: Prentice Hall.
2. F R David, *Strategic Management: Concepts and cases*. New Jersey: Pearson Education Inc.
3. D Hanson, M A Hitt, R D Ireland & R E Hoskisson, *Strategic Management: Concepts: Competitiveness and Globalization*. Cengage Learning.
4. G Johnson & H K Scholes, *Exploring corporate strategy*. Harlow: Financial Times/Prentice Hall.
5. J A Pearce & R Robinson, *Strategic Management: Formulation, implementation, and control*. New York: McGraw-Hill/Irwin.
6. A A Thompson, A J Strickland & J E Gamble, *Crafting and executing strategy: The quest for competitive advantage: concepts and cases*. New York: McGraw-Hill/Irwin.

**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 each from PART-A and PART-B. Student needs to attempt two questions out of three from each part. Each question will be of 20 marks.

**Distribution of Continuous Evaluation Table**

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

**Assessment Tools:**

Assignment/Tutorials

Sessional tests

Surprise questions during lectures/Class Performance

Term end examination

**Course Articulation Matrix**

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
2.222.1	1		2			2		1	1	
2.222.2		2		3	2		3	1	2	
2.222.3		3				2			3	3
2.222.4	1			2	3		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.

**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-505: INTERNATIONAL LOGISTICS MANAGEMENT

Periods/week Credits

L: 4 4

Duration of Examination: 3 Hrs

Max. Marks: 200

Continuous Evaluation: 100

End Semester Examination: 100

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

BBA-DS-505.1 Learn various elements of international logistics and the growing strategic importance of various transport and logistical infrastructure facilities.

BBA-DS-505.2 Understand how logistics can become an important tool to reach goals of cost reduction and enhance customer service.

BBA-DS-505.3 Appreciate the importance of international logistics management in achieving global integration.

BBA-DS-505.4 Know about various techniques of warehousing and inventory management.

### PART- A

#### Unit 1: Overview of Logistics

- 1.1 Definition, concept and evolution
- 1.2 Components, importance, objectives of logistics
- 1.3 Logistic subsystem; the work of logistics
- 1.4 Integrated logistics
- 1.5 Barrier to international integration

#### Unit 2: Marketing and Logistics

- 2.1 International marketing channels
- 2.2 Role of clearing agents
- 2.3 Alternative modes of transport
- 2.4 Transport cost analysis.

#### Unit 3: Basics of Transportation

- 3.1 Transportation functionality and principles
- 3.2 Multimodal Transport: classification
- 3.3 Air Cargo Tariff Structure

### PART- B

#### Unit 4: Containerization and Chartering

- 4.1 Containerization: concept, classification, benefits and constraints
- 4.2 Inland container depot (ICD): roles and functions,
- 4.3 CFS, export clearance at ICD
- 4.4 CONCOR & ICDs under CONCOR
- 4.5 Chartering: kinds of charter

#### Unit 5: Inventory Management and Packaging

- 5.1 Introduction and characteristics of inventory management
- 5.2 Significance and types of warehousing facilities
- 5.3 Total cost approach to logistics
- 5.4 International packaging, marking and labelling

## Unit 6: Challenges and Role of Information Technology

- 6.1 Future challenges and opportunities in international logistics
- 6.2 Risk associated with international logistics
- 6.3 Management of risks
- 6.4 Role and importance of information technology in international logistics
- 6.5 Sustainability in international logistics

### Recommended books:

1. Donald J Bowerson, Logistic and Supply Chain Management. Prentice Hall of India.
2. SakOnkvisit&Shaw J John, International Marketing. Prentice Hall of 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 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.

### Distribution of Continuous Evaluation Table

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

### Assessment Tools:

Assignment/Tutorials

Sessional tests

Surprise questions during lectures/Class Performance

Term end examination

### Course Articulation Matrix

COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
BBA-DS-505.1	1		2			3		1		2
BBA-DS-505.2		1		3	2				2	1
BBA-DS-505.3	1		2			2	3	1	3	
BBA-DS-505.4	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**

# **6TH SEMESTER**

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES**  
(Deemed to be University under section 3 of the UGC Act 1956)

**2.342: BUSINESS INDUSTRY PRACTICE**

Periods/week	Credits	Max. Marks: 200
L: 4	4	Continuos Evaluation : 100
Duration of Examination: 3 hours		End Semester Examination: 100

**Objective:** The aim of this course is to introduce the students with the standards, practices, methods, and procedures which would reasonably and ordinarily be expected from and within the relevant industry or business sector. Business industry practices are the ways to do so in the most cost-effective way.

**Course Outcomes**

Students who successfully complete this course will be able to demonstrate a knowledge of:

- 2.342.1. The business industry practices that represent the efficient and prudent course of action in a given business situation.
- 2.342.2. The business industry practices that can be used as benchmarks for improving the performance of the organization.
- 2.342.3. The conformance to the standards, practices, methods, and procedures established by the authorities, such as regulators or governing bodies or internally decreed by a company's management team.
- 2.342.4. The quality control systems that can be implemented across an organization by identifying the problems, suggesting solutions and monitoring their execution.

**PART-A**

**Unit 1: Code of Business Conduct and Ethics**

- 1.1 Case study on corporate values and ethical principles
- 1.2 Case study on responsibilities towards stakeholders – shareholders, suppliers, and customers

**Unit 2: Business Industry Benchmarking Practices**

- 2.1 Case study on benchmarking practices for products
- 2.2 Case study on benchmarking practices for services

**PART-B**

**Unit 3: Regulatory Compliances**

- 3.1 Case study on regulatory practices
- 3.2 Case study on product regulatory compliance

**Unit 4: Quality Control Systems**

- 4.1 Case study on TQM (Total quality management)
- 4.2 Case study on ISO 9000

**Reference Material**

1. Harvard Business Review
2. Business Today



3. The Economic Times
4. IIM Journals

**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.

**Distribution of Continuous Evaluation Table**

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

**Assessment Tools:**

- Assignment/Tutorials
- Sessional tests
- Surprise questions during lectures/Class Performance
- Term end examination

**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
2.342.1	1	1	2		2		2	1	2	2
2.342.2	1	1	2			2		1		2
2.342.3	1	2	2	3	3	3	3		3	2
2.342.4	1	2	2	3	3			2	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)

## 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

### 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**

**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 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.

# **Curriculum**

## **BBA (Global) International Business 2019-22**

### **Other Courses Added**

# 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

### 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**

### Recommended Books

1. C R Kothari and GauravGarg. (2019). Research Methodology: Methods and Techniques. New Age International Publishers.

2. William G Zikmund et al. (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.

# 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 analyse 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

- 1.1 Research process
- 1.2 Finding the research problem
- 1.3 Sample size
- 1.4 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

### 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

**Recommended Books**

1. C R Kothari and GauravGarg. (2019). Research Methodology: Methods and Techniques. New Age International Publishers.
2. William G Zikmund et al. (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.



# 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 research 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

### 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
<b>1</b>	1	2	2				3		2	
<b>2</b>	1	2	2						1	2
<b>3</b>	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**

### Recommended Books

1. C R Kothari and GauravGarg. (2019). Research Methodology: Methods and Techniques. New Age International Publishers.
2. William G Zikmund et al. (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.

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES**  
(Deemed to be University under section 3 of the UGC Act 1956)

**Research Innovation Catalyst - II**

Periods/week Credits

L: 0 T: 1

Duration of Examination:

Max. Marks :

Internal :

External :

**Course Outcomes:**

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

1. Identify and analyze the problem and collect of data for analysis.
2. Able to formulate questionnaire

**PART – A**

**Research Design, Data Collection and Scaling**

**Unit 1:**

- 1.1 Types of research designs
- 1.2 Secondary and Primary data collection techniques
- 1.3 Tutorial on collecting data practically for a small sample

**Unit 2:**

- 2.1 Measurement of Scales
- 2.2 Special types of scales viz. Likert Scale and Dichotomous scale

**PART - B**

**Questionnaire Designing**

**Unit 3:**

- 3.1 Criteria for questionnaire designing
- 3.2 How to form various types of questions for surveys and questionnaire

**Unit 4:**

- 4.1 Questionnaire structure
- 4.2 Develop a Questionnaire for any Research Problem
- 4.3 Importance of demographics in a questionnaire

**Recommended Books:**

1. C R Kothari, Research Methodology, VishwaPrakashan
2. William G Zikmund, Business Research Methods, Cenage Publications
3. Donald R Copper, Business Research Methods, Tata McGraw Hill

*Only latest available editions of the books are recommended.*

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES**

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

**Research Innovation Catalyst - III**

Periods/week Credits

L: 0 T: 1

Duration of Examination: 3 Hrs

Max. Marks :

Internal :

External :

**Course Outcomes:**

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

- 1. Learn ways to collect, analyze, present and interpret data.
- 2. Able to formulate and present effective research reports.

**PART – A**

**Sampling**

**Unit 1:**

- 1.1 Population and sample
- 1.2 How to select a sample from a population
- 1.3 Sampling unit and frame

**Unit 2:**

- 2.1 Normal distribution
- 2.2 Size of the sample
- 2.3 Sampling errors

**PART – B**

**Report writing**

**Unit 3:**

- 3.1 How to present the research
- 3.2 Writing report for various types of researches
- 3.3 Steps in report writing

**Unit 4:**

- 4.1 Conclusion and Citations,
- 4.2 Bibliography and Referencing
- 4.3 APA style of referencing
- 4.4 Annexure in report

**Recommended Books:**

- 1. C R Kothari, Research Methodology, VishwaPrakashan
- 2. Deepak Chawla and Neena Sondhi, Research Methodology, Vikas Publishing
- 3. William G Zikmund, Business Research Methods, Cenage Publications
- 4. Donald R Copper, Business Research Methods, Tata McGraw Hill

**AppendixA: List of courses having relevance to the Local/Regional, National and Global Development needs.**

<b>Course code</b>	<b>Course Name</b>	<b>Regional</b>	<b>National</b>	<b>Global</b>
2.115	Business Mathematics and Statistics	√		
BBA-DS-108	English for Academic Purpose-IIA			√
2.102	Management Principles			√
2.101	Accounting Principles		√	
2.111	Business Communication			√
2.113	Business Economics		√	
2.231	Introduction to International Business			√
2.120	English: Study Writing		√	
CH-202B	Environmental Studies		√	
BBA-DS-207	English for Academic Purpose-IIB			√
2.226	Human Resource Management	√		
2.112	Information Technology Concepts		√	
BBA-DS-208	International Business Environment			√
2.103	Marketing Principles	√		
2.218	Organisational Behaviour	√		
HM-205	ManavRachna Life Skills-I		√	
BBA-DS-352	Advanced Excel			√
2.350	Business and Social Ethics			√
2.224	Marketing Management			√
2.225	Operations Management		√	
2.355	Service Marketing			√
RIC 300	Research Innovation Catalyst - I	√	√	
BBA-DSE-009	Foreign Exchange Management			√
BBA-DSE-010	International Advertising and Promotions			√
2.232	Consumer Behaviour			√
2.366	E-Marketing			√
BBA-DS-406	Export and Import Management, Policy, Procedures and Documentation			√
BBA-DS-403	Financial Management		√	
HM-404	ManavRachna Life Skills-II		√	
RIC 400	Research Innovation Catalyst - II	√		
2.227	Retail Management	√		
BBA-DSE-004	Social Media for Promotion			√
BBA-DS-502	Summer Training Project	√		
2.361	Applied Marketing Management			√
2.222	Strategic Management			√
BBA-DS-505	International Logistics Management			√
RIC 500	Research Innovation Catalyst - III		√	
2.342	Business Industry Practice			√
HM-604	ManavRachna Life Skills-III		√	

**Appendix B: List of courses having focus on Employability, Entrepreneurship and Skill Development**

<b>Course code</b>	<b>Course Name</b>	<b>Employability</b>	<b>Entrepreneurship</b>	<b>Skill development</b>
2.115	Business Mathematics and Statistics	√		
BBA-DS-108	English for Academic Purpose-IIA	√	√	√
2.102	Management Principles	√		
2.101	Accounting Principles	√		
2.111	Business Communication	√	√	√
2.113	Business Economics	√		
2.231	Introduction to International Business			√
2.120	English: Study Writing	√	√	√
CH-202B	Environmental Studies			
BBA-DS-207	English for Academic Purpose-IIB	√	√	√
2.226	Human Resource Management	√		
2.112	Information Technology Concepts	√	√	√
BBA-DS-208	International Business Environment			√
2.103	Marketing Principles	√		
2.218	Organisational Behaviour	√		
BBA-DS-352	Advanced Excel	√	√	√
2.350	Business and Social Ethics	√	√	√
2.224	Marketing Management	√		
2.225	Operations Management	√		
2.355	Service Marketing	√		
RIC-300	Research Innovation Catalyst – I	√	√	√
BBA-DSE-009	Foreign Exchange Management	√		
BBA-DSE-010	International Advertising and Promotions	√		
2.232	Consumer Behaviour			√
2.366	E-Marketing		√	√
BBA-DS-406	Export and Import Management, Policy, Procedures and Documentation		√	√
BBA-DS-403	Financial Management		√	
RIC-400	Research Innovation Catalyst – II	√	√	√
2.227	Retail Management	√		
BBA-DSE-004	Social Media for Promotion	√	√	

BBA-DS-502	Summer Training Project	√	√	√
2.361	Applied Marketing Management		√	
2.222	Strategic Management		√	
BBA-DS-505	International Logistics Management		√	
RIC-500	Research Innovation Catalyst – III	√	√	√
2.342	Business Industry Practice	√		√

**Appendix C: List of courses and proposed activities relevant to Professional Ethics, Gender, Human Values, Environment and Sustainability**

Course Code	Course Name	Environment and Sustainability	Professional Ethics	Human Values	Gender Equal
CH-202B	Environmental Studies	√			
BBA-DS-108	English for Academic Purpose-IIA		√		
2.111	Business Communication		√		
2.120	English: Study Writing		√		
BBA-DS-207	English for Academic Purpose-IIB		√		
2.350	Business and Social Ethics		√	√	
2.112	Information Technology Concepts		√		
BBA-DS-502	Summer Training Project		√		
2.342	Business Industry Practice		√		
HM-205	ManavRachna Life Skills-I			√	
HM-404	ManavRachna Life Skills-II			√	
HM-604	ManavRachna Life Skills-III			√	