

Bachelor of Business Administration (BBA)

3 Years Degree Program

Program Educational Objectives (PEOs)

PEO – 1: After completion of three years' Bachelor of Business Administration (BBA), Students will be capable of making a positive contribution to business, trade and industry in the national and global context.

PEO – 2: Students will be able to Identify and analyze ethical conflicts and social responsibility issues involving among different stakeholders of the business.

PEO - 3: Program offers variety of specialization courses to students which will have a strong foundation to pursue professional careers and take up higher learning courses such as MBA, CA, M. Phil, Ph.D as well as research.

PEO - 4: Students with an interest in self-employment, the program offers courses in making them able to initiate and build upon entrepreneurial ventures.

PEO - 5: The program will help students in recognizing the need for adapting change and have the aptitude and ability to engage in independent and life – long learning of socio-economic, technological and global change.

Program Outcomes

Program aims at:

PO 1: Developing the knowledge, skill and attitude to apply the principles of management science creatively and systematically to solve management problems and work effectively in business and non-business organizations.

PO 2: Identifying business opportunities, design and implement innovations in workspace by applying in-depth knowledge and understanding of management such as banking and finance, accounting, marketing, HR, event management, IT along with the tools such as MS Excel, MS Office, etc

PO 3: Demonstrating the critical thinking and the ability to identify and formulate research problems, Review literature, define and analyze management research problems to provide valid conclusions and contextual approaches across a variety of subject matter.

PO 4: Applying reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to management practice.

PO 5: Exhibit knowledge gained in finance to prove proficiency with the ability to engage in professional courses like CA, CS, ICWA and other courses.

PO 6: Students will learn and understand about banking reforms, financial institutions in India and in global context, and will be able to apply the theoretical knowledge to build their

carrier in banking and finance sector.

PO 7: The students will be able to work well in teams, including virtual settings, inculcate a global mindset, develop functional and general management skills, integrates theories and able to perform strategic analysis.

PO 8: Students having specialization in Event Management with media and entertainment can handle work in event and media industry or can be self-entrepreneur in the specialized stream.

PO 9: Function effectively as an individual and as a member or leader in teams, in multidisciplinary settings by demonstrating life skills, coping skills and human values as an Event manager.

PO 10: Students having specialization in Information Technology can handle work at industrial sector, Software development Companies etc.

Curriculum Component

Components	Credits
Program Core (18 Courses)	72
Program Electives (Discipline Specific Electives) (06 Courses)	24
Generic Electives (04 Courses)	8
Ability & Skill Development (Ability Enhancement Courses)	12
Ability & Skill Development (Skill Enhancement Courses)	14
Project Based Learning (PBL)/MOOCs (04 courses)	8
Summer Training Internship & Business Research project Dissertation	10
International Context/Yoga & Mediation (05 Courses)	05*
Green Credit (06 Courses)	06*
Total	148+11*

*Mandatory non-graded course

Distribution of credits across all components

SEM No.	Program Core	Discipline Specific Electives (DSE)	Generic Electives (GE)	Ability & Skill Development		Project Based Learning (PBL)/	Project/Filed work	International Context/Yoga & Mediation	Green Credit	Total Credit
				Ability Enhancement Courses	Skill Enhancement Courses	MOOCs				
I.	12	4	-	2	2	2	-	1*	1*	22+2*
II.	12	4	-	3	2	2	-	1*	1*	23+2*
III.	12	4	2	3	4	2	-	1*	1*	27+2*
IV.	12	4	2	2	4	2	-	1*	1*	26+2*
V.	12	4	2	2	-	-	6	1*	1*	26+2*
VI.	12	4	2	-	2	-	4	-	1*	24+1*
Total	72	24	8	12	14	8	10	05*	06*	148+11*

*Mandatory non-graded course

SCHEME FOR BBA

First Year – Semester First												
Course Code	Course Title	Contact Hours per Week			Credits	ETE Duration (Hours)	Weightage					
		L	T	P			MS E	AS G	TA	ATTD	ESE	
UC20B101	Environment and Waste Management	2	-	-	2	3	30	5	5	10	50	
UC20B102	Communication Skills	2	-	-	2	3	30	5	5	10	50	
MG20B101	Principles of Management	4	-	-	4	3	30	5	5	10	50	
MG20B102	Financial Accounting	3	1	-	4	3	30	5	5	10	50	
MG20B103	Business Environment	4	-	-	4	3	30	5	5	10	50	
	DSE – I	4	-	-	4	3	30	5	5	10	50	
PB20B101	Project Based Learning –I	-	-	2	2	2	50 (2 assessments by panel of Experts)				50	
IY20B101	Yoga & Meditation-I	-	-	1	1*	2	50 (2 assessments by panel of Experts)				50	
GC20B101	Green Credit-I	-	-	1	1*	-	50 (2 assessments by panel of Experts)				50	
		Total			22+2*							

*Mandatory non-graded course

MSE- Mid Semester Exam, ASG- Assignment, TA- Teacher's Assessment, ATTD-Attendance, ESE- End Sem Exam

SCHEME FOR BBA

First Year – Semester Second												
Course Code	Course Title	Contact Hours per Week			Credits	ETE Duration (Hours)	Weightage					
		L	T	P			MSE	ASG	TA	ATTD	ESE	
UC20B201	Computer Application – I	3	-	-	3	3	30	5	5	10	50	
UC20B202	Entrepreneurship Development	2	-	-	2	3	30	5	5	10	50	
MG20B201	Quantitative Techniques	3	1	-	4	3	30	5	5	10	50	
MG20B202	Financial Management	4	-	-	4	3	30	5	5	10	50	
MG20B203	Organization Behavior and HR	4	-	-	4	3	30	5	5	10	50	
	DSE – II	4	-	-	4	3	30	5	5	10	50	
PB20B201	Project Based Learning – II	-	-	2	2	2	50 (2 assessments by panel of Experts)				50	
IY20B201	Yoga & Meditation – II	-	-	1	1*	2	50 (2 assessments by panel of Experts)				50	
GC20B201	Green Credit – II	-	-	1	1*	-	50 (2 assessments by panel of Experts)				50	
		Total			23+	2*						

*Mandatory non-graded course

MSE- Mid Semester Exam, ASG- Assignment, TA- Teacher's Assessment, ATTD-Attendance, ESE- End Sem Exam

SCHEME FOR BBA

Second Year – Semester Third											
Course Code	Course Title	Contact Hours per Week			Credits	ETE Duration (Hours)	Weightage				
		L	T	P			MSE	ASG	TA	ATTD	ESE
UC20B301	Computer Application – II	3	-	-	3	3	30	5	5	10	50
UC20B302	Quantitative Aptitude – I	3	1	-	4	3	30	5	5	10	50
MG20B301	Marketing Management	4	-	-	4	3	30	5	5	10	50
MG20B302	Business Economics	4	-	-	4	3	30	5	5	10	50
MG20B303	Business Laws	3	1	-	4	3	30	5	5	10	50
	DSE – III	4	-	-	4	3	30	5	5	10	50
	Generic Elective – I	2	-	-	2	2	30	5	5	10	50
PB20B301	Project Based Learning – III	-	-	2	2	2	50 (2 assessments by panel of Experts)				50
IY20B301	Yoga & Meditation – III	-	-	1	1*	2	50 (2 assessments by panel of Experts)				50
GC20B301	Green Credit – III	-	-	1	1*	-	50 (2 assessments by panel of Experts)				50
		Total			27+2*						

*Mandatory non-graded course

MSE- Mid Semester Exam, ASG- Assignment, TA- Teacher’s Assessment, ATTD-Attendance, ESE- End Sem Exam

SCHEME FOR BBA

Second Year – Semester Fourth											
Course Code	Course Title	Contact Hours per Week			Credits	ETE Duration (Hours)	Weightage				
		L	T	P			MSE	ASG	TA	ATTD	ESE
UC20B401	Design Thinking	2	-	-	2	3	30	5	5	10	50
UC20B402	Quantitative Aptitude – II	3	1	-	4	3	30	5	5	10	50
MG20B401	Cost Accounting (3+1)	3	1	-	4	3	30	5	5	10	50
MG20B402	Research Methodology (4)	4	-	-	4	3	30	5	5	10	50
MG20B403	Integrated Marketing Communication (4)	4	-	-	4	3	30	5	5	10	50
	DSE – IV	4	-	-	4	3	30	5	5	10	50
	Generic Elective – II	2	-	-	2	2	30	5	5	10	50
PB20B401	Project Based Learning – IV	-	-	2	2	2	50 (2 assessments by panel of Experts)				50
IY20B401	Yoga & Meditation – IV	-	-	1	1*	2	50 (2 assessments by panel of Experts)				50
GC20B401	Green Credit – IV	-	-	1	1*	-	50 (2 assessments by panel of Experts)				50
		Total			26+2*						

*Mandatory non-graded course

MSE- Mid Semester Exam, ASG- Assignment, TA- Teacher’s Assessment, ATTD-Attendance, ESE- End Sem Exam

SCHEME FOR BBA

Third Year – Semester Fifth												
Course Code	Course Title	Contact Hours per Week			Credits	E TE Duration (Hours)	Weightage					
		L	T	P			MSE	ASG	TA	ATTD	ESE	
UC20B501	Introduction to Management and Leadership	2	-	-	2	3	30	5	5	10	50	
MG20B501	Management Accounting	3	1	-	4	3	30	5	5	10	50	
MG20B502	Business Communication – I	3	1	-	4	3	30	5	5	10	50	
MG20B503	Business Ethics and Corporate Governance	4	-	-	4	3	30	5	5	10	50	
	DSE – V	4	-	-	4	3	30	5	5	10	50	
	Generic Elective – III	2	-	-	2	2	30	5	5	10	50	
PB20B501	Yoga & Meditation – V	-	-	1	1*	2	50 (2 assessments by panel of Experts)				50	
GC20B501	Green Credit – V	-	-	1	1*	-	50 (2 assessments by panel of Experts)				50	
MGPB501	Summer Internship	-	-	6	6	-	50 (2 assessments by panel of Experts)				50	
		Total			26+2*							

*Mandatory non-graded course

MSE- Mid Semester Exam, ASG- Assignment, TA- Teacher’s Assessment, ATTD-Attendance, ESE- End Sem Exam

SCHEME FOR BBA

Third Year – Semester Sixth												
Course Code	Course Title	Contact Hours Per Week			Credits	ETE Duration (Hours)	Weightage					
		L	T	P			MSE	ASG	TA	ATTD	ESE	
UC20B601	Social and Professional Ethics	2	-	-	2	3	30	5	5	10	50	
MG20B601	Business Communication – II	3	1	-	4	3	30	5	5	10	50	
MG20B602	Production and Operations Management	4	-	-	4	3	30	5	5	10	50	
MG20B603	Business Policy & Strategy	4	-	-	4	3	30	5	5	10	50	
	DSE – VI	4	-	-	4	3	30	5	5	10	50	
	Generic Elective – IV	2	-	-	2	2	30	5	5	10	50	
IY20B601	Yoga & Meditation – VI	-	-			2	50 (2 assessments by panel of Experts)				50	
GC20B601	Green Credit – VI	-	-	1	1*	-	50 (2 assessments by panel of Experts)				50	
MGPB601	Business Research Project (Dissertation)	-	-	4	4	-	50 (2 assessments by panel of Experts)				50	
		Total			24 +1 *							

*Mandatory non-graded course

MSE- Mid Semester Exam, ASG- Assignment, TA- Teacher's Assessment, ATTD-Attendance, ESE- End Sem Exam

List of Program (Discipline Specific) Electives (DSE)

Track 1 BBA General			
S.NO.	Course Code	Course Title	Credit
1	MG20BG104	International Business	4
2	MG20BG204	Human Resource Management	4
3	MG20BG304	Retail Management	4
4	MG20BG404	Service Marketing	4
5	MG20BG504	Team Building and Leadership	4
6	MG20BG604	Sales and Distribution Management	4

Track 2 BBA Banking and Finance			
S.NO.	Course Code	Course Title	Credit
1	MG20BF105	Introduction to Banking	4
2	MG20BF205	Indian Banking System	4
3	MG20BF305	Management of Financial Services & Institutions	4
4	MG20BF405	Retail Banking	4
5	MG20BF505	Security analysis & Investment Management	4
6	MG20BF605	International Finance & Foreign Exchange Management	4

Track 3 Event Management with Media & Entertainment			
S.NO.	Course Code	Course Title	Credit
1	MG20BE106	Basics of Event Management	4
2	MG20BE206	Event Accounting	4
3	MG20BE306	Strategic Event Marketing	4
4	MG20BE406	Event Logistics and Coordination	4
5	MG20BE506	Event Advertising and Media Management	4
6	MG20BE606	Legal issues in Event Management	4

Track 4 Information Technology Management			
S.NO.	Course Code	Course Title	Credit
1	MG20BIT107	Introduction to Operating System	4
2	MG20BIT207	Fundamentals of IT in Business Process	4
3	MG20BIT307	E-Business Technology	4
4	MG20BIT407	Information Technology and Regulatory Compliance	4
5	MG20BIT507	Big Data	4
6	MG20BIT607	IT Audit	4

Generic Electives

Students of all Undergraduate programs are required to study 1 generic elective in each of the semesters from 3rd to 6th. They may choose any one of the following courses (excluding the courses offered by the parent departments, if not stated otherwise).

List of Generic Electives

Generic Electives for III Semester

SN	Code	Nomenclature of the Course	Offering School
1	GE20B301	Introductory Biology	School of Sciences
2	GE20B302	Basic Analytical Chemistry	School of Sciences
3	GE20B303	Basic Instrumentation Skills	School of Sciences
4	GE20B304	Elementary Number Theory	School of Sciences
5	GE20B305	Production Technology for Vegetable and Spices	School of Agriculture
6	GE20B306	General Studies – I	Arts and Humanities
7	GE20B307	Basics of Acting	School of Performing Arts
8	GE20B308	C++ Programming	School of Advances Computing
9	GE20B309	Photography	School of Design
10	GE20B310	Introduction to Retail Chain System	School of Commerce

Generic Electives for IV Semester

SN	Code	Nomenclature of the course	Offering School
1	GE20B401	Genetics and Society	School of Sciences
2	GE20B402	Green Chemistry and Green Methods in Chemistry	School of Sciences
3	GE20B403	Electrical circuit network Skills	School of Sciences
4	GE20B404	Introduction to statistical methods and probability	School of Sciences
5	GE20B405	Farming System & Sustainable Agriculture	School of Agriculture
6	GE20B406	General Studies – II	Arts and Humanities
7	GE20B407	Script Writing	School of Performing Arts
8	GE20B408	R Programming	School of Advances Computing
9	GE20B409	Typography	School of Design
10	GE20B410	Building Leadership & Fellowship Skills	School of Commerce

Generic Electives for V Semester

SN	Code	Nomenclature of the course	Offering School
1	GE20B501	Biotechnology	School of Sciences
2	GE20B502	Pharmaceutical Chemistry	School of Sciences
3	GE20B503	Digital, Analog and Instrumentation	School of Sciences
4	GE20B504	Applications of Mathematic in Finance and Insurance	School of Sciences
5	GE20B505	Crop Improvement-I	School of Agriculture
6	GE20B506	Civil Services Aptitude Test – I	Arts and Humanities
7	GE20B507	Mime	School of Performing Arts
8	GE20B508	Web designing	School of Advances Computing
9	GE20B509	Fine Arts	School of Design
10	GE20B510	Resolving Conflicts and Negotiation Skills	School of Commerce

Generic Electives for VI Semester

SN	Code	Nomenclature of the course	Offering School
1	GE20B601	Bioinformatics and Systems Biology	School of Sciences
2	GE20B602	Pesticide Chemistry	School of Sciences
3	GE20B603	Elements of Modern Physics	School of Sciences
4	GE20B604	Mathematical Modeling	School of Sciences
5	GE20B605	Post Harvest Management and Value Addition of Fruits and Vegetables	School of Agriculture
6	GE20B606	Civil Services Aptitude Test – II	Arts and Humanities
7	GE20B607	Body Movement (Expressing through Body nuances)	School of Performing Arts
8	GE20B608	Python programming	School of Advances Computing
9	GE20B609	Digital learning-Adobe cloud	School of Design
10	GE20B610	Introduction to IFRS	School of Commerce

SYLLABUS-BBA I Year (Semester I and II)

Course Name:	PRINCIPLES OF MANAGEMENT	Total Lectures: 60 Practical: 0
Course Code: MG20B101	4.0.0.4	
<p>Course Objective: This course describes the principles, techniques, and concepts needed for managerial analysis and decision-making. It highlights the effective management of planning, organizing, influencing, and controlling related to the internal and external environment.</p>		
Unit	Contents	Hours
1.	<p>Concepts of Management: Introduction to Basic Managerial Concepts, Definition and Meaning of Management, Management as a Science or Art, Functions and Responsibilities of Management, Principles of Management, School & Thoughts of Management, Forms of Business Organization.</p>	14
2.	<p>Planning: Nature and Definition of Planning, Process, Types and Significance, planning vs. Forecasting, Strategies and Policies, MBO, Decision making: Process & Significance.</p>	10
3.	<p>Organizing: Nature and Purpose of organizing, Importance and process of Organizing, Organizational structures: types and relevance, Line and Staff relationship, Delegation of Authority.</p>	12
4.	<p>Direction: Principles & Techniques, Motivation: Types & Significance, Hierarchy, Theory X & Y of Motivation, Leadership: Styles and Importance.</p>	14
5.	<p>Controlling: The system and Co-ordination: Meaning, Principles and Coordination.</p>	10

Course Outcomes

At the end of the course the student should be able to:

CO1	Students will be able to have clear understanding of managerial functions.
CO2	Students will be able know planning, organizing process and will able to apply appropriately.
CO3	Develop basic knowledge on international aspect of management to understand the planning process in the organization.

CO4	Demonstrate the ability to directing, leadership and communicate effectively.
CO5	Formulate best control methods.

Books:	
Text Books	<ol style="list-style-type: none"> 1. Pillai R. S. N. & Kala S,” Principles and Practices of Management “, S. Chand, Latest edition. 2. Murgan M Sakthivel, “Management Principles and Practices, New Age International Publisher, Latest edition. 3. Gupta S, “Principles of Management”, SBPD, Latest edition. 4. Saksena S C, “Principles of Management”, Sahitya Bhawan, Latest edition.
Reference Books	<ol style="list-style-type: none"> 1. Harold Koontz & Heinz Weihrich “Essentials of Management” Tata Mc Graw Hill, Latest edition 2. Stephen A. Robbins & David A. Decenzo & Mary Coulter, “Fundamentals of Management”, Pearson Education, Latest edition.

Course Name	FINANCIAL ACCOUNTING	Theory Lectures: 60 Practical: 0
Course Code:MG20B102	3-1-0-4	
Course Objectives: This course is designed to acquaint students with the basics of Accounting. The main objectives of the course are: <ol style="list-style-type: none"> 1. To introduce the basics of financial accounting and enabling the student to prepare financial statement. 2. To build a base for learning financial accounting. 3. To develop the analytical skills of financial position of Business. 		
UNIT	CONTENT	HOURS
1	Accounting: meaning, definition, objectives, scope, basic, terms, accounting principles, branches of accounting, uses & limitations of Accounting, Concepts & Conventions, Accountings uses, Accounting information. Accounting equations – Meaning of accounting equation, compensation of accounting, effects of transactions. Double Entry System – its advantage, ledger, meaning, utility, posting entries. Practical system of book keeping, Differences between Book-keeping and Accountancy.	10
2	Basic Accounting Procedure – Rules and types of accounts, Objective, preparation, Journal, rules of debit & credit, method of journalizing, advantage. –Cashbook, types of cash book, Single column, double column entries, Ledgers, Trial Balance, errors & rectification, Suspense Accounting – meaning, utility & preparation.	15
3	Preparation of Final Account: Trading Account, Profit & Loss Account, Balance Sheet with and without Adjustments.	10
4	Bank Reconciliation Statement, Royalty Accounts, Accounting record in the book of lease & landlord (When royalty is less than & more than minimum rent).	12
5	Preparation of accounts from incomplete records. Understanding Company Accounts Issue, forfeiture and reissue of shares and debentures, understanding company final accounts and schedules.	13
Course Outcome(s)		
At the end of the course the students should be able to:		
CO1	Define the knowledge of preparation of Financial Statements and financial schedules in accordance with Generally	

	Accepted Accounting Principles through analysis and synthesis of information as well.
CO2	Demonstrate the functions of basic accounting procedures and combine practice and theoretical knowledge of financial accounting.
CO3	Utilize the knowledge to develop the analytical skills which facilitate the decision making in Business situations.
CO4	Illustrate and analyze financial accounting problems and opportunities in real life situations.
CO5	Develop decision making skills to the students in the financial analysis context.
Text Books	<ul style="list-style-type: none"> • Shukla, M.C., Grewal,T.S. &. Gupta, S.C. Advanced Accounts. Vol.-I. S. Chand & Co., Latest edition. • Maheshwari S.N & Maheshwari S K, “A text book of Accounting for Management “, Vikas, Latest edition. • Gupta S K, “Financial Accounting”, SBPD, Latest edition. • Shukla S , Financial Accounting”, Sahitya Bhawan, Latest edition
Reference Books	<ul style="list-style-type: none"> • Tulsian, P.C. “Financial Accounting”, Pearson, Latest edition. • Jawarhar Lal & Seema Srivastava. “Financial Accounting”, S Chand, Latest edition. • Dhamija,“Financial Accounting for managers”. Prentice Hall, Latest edition. • Gopal Rama, “Accounting for Managers”, New Age International, Latest edition.

Course Name:	BUSINESS ENVIRONMENT	Theory Lectures: 60 Practical: 0
Course Code:MG20B103		4-0-0-4
Course Objectives:		
<ol style="list-style-type: none"> 1. The aim of this paper is to familiarize the students with the environmental factors and their relevance in the business. 2. To expose them to the latest changes in the economic scene of the country as well as the global business scenario. 3. To familiarize students with the political and social environment in relevance to business. 4. To acquaint the students with the emerging issues in business at national and international level in the light of new economic development. 		
Units	Contents	Hours
1.	Business Environment: Concept, Significance and Nature of Business Environment, Element of Environment – Internal and External, Types of Environment, Significance of Business Environment, Challenges and Problems of Indian Business Environment.	15
2.	Political Environment: Meaning and significance, Government and Business Relationship in India- Provisions of Indian Constitution to Business.	10
3.	Social Environment: Meaning, Cultural Heritage, Social Attitudes, impact of Foreign Culture, Castes and Communities, Joint Family System, Linguistic and Religious Groups, Types of Social Organisation, Social Responsibilities of Business.	12
4.	Economic Environment: Economic Systems and its Impact on Business, Macroeconomic Parameters like GDP, GDP- Growth Rate, Population – Urbanisation. Fiscal Deficit- Investment Plans, Per Capita Income and its Impact on Business Decisions- Five Year Planning.	13
5.	Global Environment: Factors Determining Global Environment- Forex Environment, Financial System, Commercial Banks, Financial Institutions, RBI, Monetary Policy, stock exchange, IDBI, Non-Banking Financial Companies (NBFCs).	10

Course Outcomes

At the end of the course student would be able to:
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CO1	Develop the basic understanding of business and environment as one and separate entries.
CO2	Describe the political environment and provisions of Indian constitution to Business.
CO3	Acquire knowledge about the social environment and social responsibilities of business.
CO4	Describe the Economic systems and its impact on busines.
CO5	Develop the understanding of factors determining global environment.

Books:	
Text Books	<ol style="list-style-type: none"> 1. Cherunilam F, “Business Environment: Text & Cases”, Himalayan Publishing 2. Awasthappa K, Essentials of Business environment – Text & cases”, Himalaya Publishing House, New Delhi, 2018. 3. Paul J., Business Environment, Tata McGraw Hill Publishing Co. New Delhi, 1st Ed., 2018. 4. Adhikary M: Economic Environment of Business, Sultan Chand & Sons, New Delhi, 2004. 5. Chidambaram K,” Business Environment”, Vikas, 1996
Reference Books	<ol style="list-style-type: none"> 1. Shaikh Saleem, Business Environment, Pearson Education, New Delhi, 2015.

Course Name	INTERNATIONAL BUSINESS	Theory Lectures: 60 Practical: 0
Course Code:MG20BG104		4-0-0-4
<p>Course Objectives:</p> <p>This course describes the principles, techniques, and concepts needed for international business management and its decision-making. Students will analyze international management and investment strategies. This course provides insights on tools and practices that help to identify and interpret international business opportunities. The course objectives of the course are listed below:</p> <ol style="list-style-type: none"> 1. The students will introduce of the concept international business, reason, importance and problems of international business. 2. The course will give knowledge about the international business environment and theories of international business. 3. The course will develop understanding about modes of entering into international business. 4. The course will provide idea about the international organisation & agreements. 5. The course acquaints students with the conflict management and ethics related to international business. 		
Units	Contents	Hours
1.	Introduction to International Business: Meaning, Distinction between domestic and international business, reason, importance, problems of international business, Globalization: Importance, impact essential condition.	12
2.	International business environment; economic, social, cultural, political, legal or regulatory, technology, natural. Theory of international business	12
3.	Modes of entering international business: E-business vs. international business. Methods of entry into foreign markets: Licensing, Franchising, Joint Ventures, Acquisitions, Strategic Alliances; Trade barriers, Trade blocks.	14
4.	International Organisation & Agreements: World trade organisation (WTO), UNCTAD, IBRD, IMF, World bank. Foreign Direct Investment: Concept, types of FDI, forms of FDI, advantages, limitations.	13

5.	Conflict Management and Ethics in International Business management: Conflict in international business, sources and types, conflict resolutions, negotiation, ethical issues in international business, ethical decision making.	11
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Course Outcomes	
At the end of the course student would be able to:	
CO1	Define the concept, reason, importance and problems of international business.
CO2	Demonstrate the various environments of international business.
CO3	Utilize the modes of entry and methods of entry into foreign market.
CO4	Illustrate about the international organisation & agreements.
CO5	Interpret the conflict and manage the conflict in international business.

Books:	
Text Books	<ol style="list-style-type: none"> 1. Gupta C.B., International Business, S. Chand Publishing, 2014. 2. Bhalla V.K., International business, S. Chand Publishing, 2013. 3. Gupta S., International Business, McGraw Hill, 2015. 4. Aswathappa K., International Business, McGraw Hill, 2008. 5. Sinha V.C., International Business, SBPD, 2020.
Reference Books	<ol style="list-style-type: none"> 1. Sharan V., International Business: concepts, environment and strategy, Pearson, 2011. 2. Daniels J.D., Radebaugh L.H., Sullivan D.P., International business, Prentice Hall; 2014. 3. Hill C.W., Wee CH, Udayasanker K., International business: an Asian perspective, Mc-Graw Hill Education (Asia); 2012. 4. Rao Subba, International Business: Text & Cases, Himalaya Publishing Pvt. Ltd. 5. Ricky W.G., Michael P.W., International business: A managerial perspective, Prentice Hall; 2005. 6. Sinha P.K., Sinha S., International Business Management: A Global Perspective, Excel Books, 2008.

Course Name	INTRODUCTION TO BANKING	Theory Lectures: 60 Practical: 0
Course Code:MG20BF105	4-0-0-4	
Course Objectives:		
This course is designed to acquaint students with the basics of banking. Banking is crucial to economy and involves a gamut of activities. This course introduces students to major banking activities, terminologies, instruments and policies related with banking and acquaints them with the working of banks and the norms under which banks operate.		
Units	Contents	Hours
1.	Definition of Bank , history of banking, Banking System in India- (i) Commercial Banks (ii) Private Sector Banks (iii) Public Sector Banks (iv) Foreign Banks (v) Regional Rural Banks (vi) Co-operative Banks. Reserve Bank of India- RBI - Origin and growth - Functions - Bank Nationalization in India Banking Regulation Act - Banking Sector Reforms. Other Acts/laws applied on banking.	12
2.	Retail & Wholesale Banking Deposit Accounts – Savings Accounts, Current Accounts, Fixed Deposit Accounts, Opening and operation of Accounts, Nomination, KYC requirements & importance. Anti-money laundering: concept and role of banks, Banker and Customer Relationship, Priority sector customers etc. credit ratings- CIBIL.	10
3.	Treasury management, loans & advances - Secured and Unsecured loans, Term Loans, Cash Credit, Overdraft, Discounting of Bills of Exchange, Modes of creating charge on Securities, Types of Securities, credit management, operational risk management by banks; Negotiable Instruments, Definition & Characteristics of Cheques, Bills of Exchange & Promissory Notes, Crossings, Endorsements, Collection and payment of Cheques, Liabilities of Parties, Foreign exchange, priority sector lending, EFT, NEFT, RTGS,SWIFT, Green Channel.	14
4.	Employment of Bank Funds- Liquid Assets-Cash in Hand, Cash with RBI & Cash with other Banks, Investment in securities,	

	Advances. Book Keeping and Accountancy for Bankers. Documentation requirements. Asset – liability management, managing liquidity- liquidity gap and liquidity risk management, Non-performing assets, securitization- concept and importance.	14
5.	BASEL Norms- Introduction and importance, important decisions of BASEL accords; Digital Banking. New age payment gateways- national & International, payment clearing systems, internet banking, mobile banking; payment banks, banking in rural areas Microfinance and Financial Inclusion.	10

Course Outcomes

At the end of the course student would be able to:

CO1	Define the various concepts, terminologies and methodologies used in banking.
CO2	Demonstrate the differences between asset and liabilities and their management by banks and the different risks undertaken by banks.
CO3	Utilize the various laws, reforms and policy level changes in banking for better decision making for personal as well as organizational level.
CO4	Illustrate the properties of different instruments of banking inclusive of latest technological developments in banking.
CO5	Interpret the application of banking policy changes and new age banking and the need for continuous reforms in banking sector- nationally and internationally.

Books:

Text Books	<ol style="list-style-type: none"> 1. Banking Theory – Law and Practice, K.Natarajan & E.Gordon, Himalaya Publishing, 24th Revised Edition. 2. Banking Law and Practice, S.N.Maheshwari, Kalyani Publications, Latest Edition 3. Banking Law & Practice, P.N.Varshney, Sultan Chand & Sons, 2017. 3. Introduction to Banking, G.Vijayraghavan Iyengar, Excel books, 2007 4. Modern Banking- Theory & Practice, D.Muraleedharan, PHI Private Limited, Second Edition.
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Reference Books	<ol style="list-style-type: none">1. Introduction to Banking; Barbara Casu, Claudia Girardone, Philip Molyneux; Prentice Hall , 2006.2. Tannan's Banking -Law and Practice in India, Vinod Kothari, LexisNexis,26th Edition.3. An introduction to Banking – principles, strategy and risk management, Moorad Chaoudhry, WILEY , Second Edition.
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Course Name	BASICS OF EVENT MANAGEMENT	Theory Lectures: 60 Practical: 0
Course Code:MG20BE106		4-0-0-4
Course Objectives:		
<ol style="list-style-type: none"> 1. To develop understanding about event management. 2. To learn about different types of events. 3. To develop knowledge about the event industry. 4. To study the procedural insights of event management. 		
Units	Contents	Hours
1.	Introduction to Event Management Event – Meaning, Significance , Analysis of Event, Scope of Event, Decision Makers – Event Manager, Technical Staff – Establishing of Policies and Procedure – Developing Record Keeping Systems.	15
2.	Event Management Procedure Principles for Holding an Event, General Details, Permissions – Policies, Government and Local Authorities – Phonographic Performance, License, Utilities – Fire Brigade, Ambulance, Catering, Electricity, Water, Taxes Applicable.	10
3.	Conduct of an Event Preparing a Planning Schedule, Organizing Tables, Assigning Responsibility, Communication and Budget of Event – Checklist, Computer Aided Event Management, Roles and Responsibilities of Event Managers for Different Events.	12
4.	Public Relations Introduction to Public Relations – Concept – Nature – Importance – Limitations – Media – Types of Media – Media Management, Public Relation Strategy and Planning. Brainstorming Sessions – Writings for Public Relations.	12
5.	Corporate Events Planning of Corporate Event, Job Responsibility of Corporate Events Organizer, Arrangements, Budgeting, Safety of Guests and Participants, Creating Blueprint, Need for Entertainment in Corporate Events and Reporting.	11

Course Outcomes	
At the end of the course student would be able to:	
CO1	Define Students will be able to have understanding Different types of events.
CO2	Demonstrate Students will be able to judge the events on the basis of different type of events.
CO3	Utilize the basic knowledge of event management in managing physical events.
CO4	Illustrate the concepts of event management on the real events being organized by different organizations.
CO5	Interpret Students will have knowledge about the legal issues pertaining in the event industry.

Books:	
Text Book(s)	1. Principles of Event Management , Annie Stephen, Hariharran, Himalaya Publishing House,2017
Reference Book(s)	Event Management, Lynn Van Der Wagem, Pearson Publication

Course Name	INTRODUCTION TO OPERATING SYSTEM	Theory Lectures: 60 Practical: 0
Course Code:MG20BIT107		4-0-0-4
Course Objectives:		
<ol style="list-style-type: none"> 1. To develop understanding about operating systems and process management. 2. To learn about the inter process communication and synchronization. 3. To develop knowledge about the memory and storage management. 4. To study the system protection and system security. 		
Units	Contents	Hours
1.	Operating System Overview: Evolution and types of operating systems. Process Management: Process concepts, operations on processes, process control block. Scheduling: Types of schedulers, process scheduling criteria, CPU scheduling algorithms, evaluation of scheduling algorithms.	15
2.	Inter process Communication & Synchronization: Mutual Exclusion, Semaphores, classic problems of synchronization, Deadlocks: reusable and consumable resources, characterization of deadlock, prevention, avoidance, detection and recovery from deadlocks.	10
3.	Memory Management: Basic hardware, address binding, swapping, contiguous memory allocation, paging, and segmentation, Virtual memory Management: demand paging, page replacement algorithms, Allocation of frames, Thrashing.	12
4.	Storage Management: File concepts, access methods, directory structure, file system implementation, directory implementation, disk space management, disk structure and disk scheduling algorithms. I/O systems: I/O Hardware, polling, interrupt driven I/O, direct memory access.	12
5.	System protection: Goals of protection, domain of protection, access matrix. access control. System Security: System problem, program threats, system and network threats, security tool. User authentication.	11

Course Outcomes	
At the end of the course student would be able to:	
CO1	Define Students will be able to have understanding of operating systems and process management.
CO2	Demonstrate Students will be able describe Inter process communication and synchronization.
CO3	Utilize Develop basic knowledge on memory management and virtual memory

	management.
CO4	Illustrate Describe the storage management and input and output system.
CO5	Interpret Students will have knowledge about system protection and system security.

Books:	
Text Books	<ol style="list-style-type: none"> 1. AviSilberschatz, Peter Baer Galvin, and Greg Gagne, Operating System Concepts, 8th Ed., Addition Wesley. 2. Bhatt Promod Chandra, "An Introduction to operating Systems", Prentice Hall. 3. Silberschatz, Galvin, Gagne. Operating System Concepts. John Wiley & sons , inc 4. Operating systems design and implementation, Andrew s. Tanenbaum, Prentice-Hall.
Reference Books	<ol style="list-style-type: none"> 1. 1 Milan Milenkovic, Operating Systems: Concept and Design, 3rd Ed., McGraw Hill Inc. Andrew S. Tanenbaum, "Modern Operating Systems", 3rd Ed, Prentice Hall Professional Technical Ref. 2. William Stalling, "Operating System Internals and Design Principle", edition 6th, Pearson Education India, 2009. 3. Peter bears Galvin, "Operating System Principle", Edition 7th, Wiley India,2009 4. J.Harris,"Operating System SCHAUM'S OUTLINE", Special Indian edition, Tata McGraw Hill. 2008.

Course Name:	QUANTITATIVE TECHNIQUES	Theory Lectures: 60 Practical: 0
Course Code:MG20B201	3-1-0-4	
Course Objectives:		
<ol style="list-style-type: none"> 1. Demonstrate a sound knowledge of statistical terms 2. Be able to read and interpret statistical information and be able recognize when meaningful statistics are (and are not) being used 3. Be able to apply quantitative techniques to solve a variety of business problem. 		
Units	Contents	Hours
1.	Ratio – Gaining, Sacrificing Ratio, Proportion, Percentage, Commission. Introduction to Sets. Forms and Types of set, Venn diagram, Basic Operations on Set, Union and Intersection of Set, Demorgan's Law for two sets	12
2.	Simultaneous Equations - Meaning, Characteristic Types and calculations. Preparation of Invoice. Linear Equations in Two variables. Solution of Linear Equation, Linear Equalities. Solution set for equalities, Graphical Solution, Quadratic Equations, Root and Coefficient of Quadratic Equations, Relation between Root and Coefficient.	10
3.	Determinants and Matrices, Matrix- Definition. Types. Basic Operation on Matrices. Transpose of Matrix. Determinants. Minors and Co factor. Ad joint and Inverse of Matrix	14
4.	Limits, Continuity and Logarithm, Introduction of Calculus, Methods of Differentiation, Partial Derivative. Calculus Integral Calculus: Standard formulas on Algebraic Differential Calculus: Exponential and Logarithmic Function (Introductory), Logarithm-Use of logarithmic formulae	14
5.	Exponential and Logarithmic integral. Definite and indefinite integral (Introductory). Maxima and minima Functions. Simple and compound Interest, Profit and Loss. Linear Programming - Introduction.	10

Course Outcomes	
At the end of the course student would be able to:	
CO1	Define statistical methods and tools that are essential for the empirical and analytical study of business policies.
CO2	Demonstrate the use of various statistical techniques in designing business policies.
CO3	Utilize understanding about the quantitative aspects regarding research and economic analysis.

CO4	Illustrate and stimulate Critical thinking by applying the statistical tools in business.
CO5	Interpret Knowledge of Logarithms and methods of differentiation

Books:	
Text Books	<ol style="list-style-type: none"> 1. R.S. Bhardwaj, "Mathematics for Economics and Business", Latest edition. 2. Padmalochan Hazarika, "Business Mathematics" S Chand, Latest edition. 3. Amarnath Dikshit & Jinendra Kumar Jain, "Business Mathematics", Himalaya Publication, Latest edition. 4. Sundaresan, V. & Jeysoelan, S.B.: An Introduction to Business Mathematics, S. Chand, Latest edition. 5. Shukla, S.M., Business Mathematics, Sahitya Bhawan, Latest edition. 6. S.C. Gupta and V.K. Kapoor, "Fundamental of Mathematical Statistics", Sultan Chand & Sons.
Reference Books	<ol style="list-style-type: none"> 1. Raghavanchari, M.: Mathematics for Management - An Introduction. Tata McGraw Hill, Latest edition. 2. D.C. Sancheti and V.K. Kapoor, "Business Mathematics", Latest edition.

Course Name:	FINANCIAL MANAGEMENT	Theory Lectures: 60 Practical: 0
Course Code:MG20B202	3-1-0-4	
Course Objectives: The objective of this is: <ol style="list-style-type: none"> 1. To provide in depth knowledge of financial management to the students 2. To enable them to make financial decision making in business, which are also highly important for further studies in Management. 3. To provide the students with good understanding of Market structures. 		
Units	Contents	Hours
1.	Introduction: Concepts, Nature, Scope, Function and Objectives of Financial Management. Approaches to Financial Management - Traditional, Modern; Basic Financial Decisions: Investment, Financing and Dividend Decisions. Role of finance manager.	12
2.	Sources of Finance: Sources of Finance: External: - Shares, Debentures, Public Deposits, borrowing from banks: - meaning, types, advantages and limitations of these sources, Internal: - Reserves and surplus, Bonus shares Retained earnings.	12
3.	Capital Structure: Meaning criteria for determining capital structure, Factors affecting capital structure, Capitalization:- Meaning, over capitalization and Under Capitalization - meaning, causes, consequences, remedies	12
4.	Investment Decisions: Analysis of Risk and Uncertainty. Concept and Computation of Time Value of Money, DCF and Non DCF methods of Investment Appraisal. Project selection on the basis of Investment Decisions. Valuating Investment Proposals for Decision Making. Capital Rationing.	12
5.	Parameters of Business Efficiency & Working Capital Mgt.: Understanding the Parameters of health of Business: Liquidity, Profitability, Solvency and Efficiency; Developing the Concept of Leverage in Finance. Degree of Operating Leverage, Financial Leverage and Combined Leverage. Management of Working Capital: Concepts, components, Determinants and need of Working Capital. Computation of Working	12

	Capital for a Company.	
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Course Outcomes	
At the end of the course student would be able to:	
CO1	Define important financial management concepts.
CO2	Understand financial management in relation to business decision-making
CO3	Describe relevance of different financial management concepts with reference to real business situations.
CO4	Apply financial management for short and long term decision making.
CO5	Analyze and compare performance of any business based on financial information available

Books:	
Text Books	<ol style="list-style-type: none"> 1. Dr.R.P. Rustagi Fundamentals of Financial Management, Taxmann's Publications. 2. I.M. Pandey, Financial Management, Vikas Publication House, 8th Ed. 3. Sudhindra Bhat , Financial Management Excel Book
Reference Books	<ol style="list-style-type: none"> 1. Financial management – Theory and Practice, Prasanna Chandra, McGraw Hill Education, New Delhi 2. Financial Management, Rajiv Srivastava , Anil Misra, Oxford – University Press, New Delhi 3. Fundamentals of Financial management, James C. Van Horne , John M. Wachowicz , JR, Prentice Hall of India Pvt. Lit., New Delhi

Course Name:	ORGANIZATION BEHAVIOR AND HR	Theory Lectures: 60 Practical: 0
Course Code:MG20B203	4-0-0-4	
Course Objectives:		
<ol style="list-style-type: none"> 1. To help the students to develop cognizance of the importance of human behaviour. 2. To enable students to describe how people behave under different conditions and understand why people behave as they do. 3. To provide the students to analyse specific strategic human resources demands for future action. 4. To enable students to synthesize related information and evaluate options for the most logical and optimal solution such that they would be able to predict and control human behaviour and improve results 		
Units	Contents	Hours
1.	Introduction to Organizational Behavior: Concept of Organizational Behavior Scope and Application in Management – Contributions of Other Disciplines to OB. Emerging Issues in Organizational Behavior.	12
2.	Personality, Perception and Attitudes: Personality: Meaning – Determinants of Personality, Interactive Behavior and Interpersonal Conflict. Perception, Attitude, Learning and Behavioral Modification, Motivation, Leadership, Contemporary Business Leaders	10
3.	Group Dynamics: Meaning – Types of Groups – Functions of Small Groups – Group Size Status – Managerial Implications – Group Behavior – Group Norms – Cohesiveness – Group Think, Organizational Change and Development	14
4.	Introduction to HRM: Human Resource Management, HRM functions, HRM Department, Procurement and Development Functions, Training and development.	14
5.	Introduction to Maintenance: Employee Welfare, and Integration Functions of HRM, Introduction to basic Labor Laws	10

Course Outcomes	
At the end of the course student would be able to:	
CO1	Define the concept of Organisation behavior in various levels.
CO2	Demonstrate the behavioral theories application in business organization.
CO3	Utilize the knowledge of organization behavior in understanding, predicting and controlling the behavior of people within the organization.
CO4	Illustrate behavioral concepts in real practice.
CO5	Interpret the employee behavior in business organization.

Books:	
Text Books	<ol style="list-style-type: none"> 1. Khanka, S, “OrganisationalBehaviour”,S Chand, Latest Edition. 2. Shajahan&Shajahan, “OrganisationalBehaviour”, New Age International, Latest Edition. 3. Sharma F C, “OrganisationalBehaviour”, SBPD, Latest Edition. 4. Saksena& Sankalp, “Management &OrganisationalBehaviour”, Sahitya Bhawan

	Publication, Latest Edition.
Reference Books	<ol style="list-style-type: none">1. Robbins, S. P/ Judge, T. A/ Sanghi, S., Organizational Behavior, Pearson Publication.2. Organizational Behavior, K. Aswathappa, Himalaya Publishing House.

Course Name:	HUMAN RESOURCE MANAGEMENT	Theory Lectures: 60 Practical: 0
Course Code:MG20BG204		4-0-0-4
Course Objectives:		
The objective of this is:		
<ol style="list-style-type: none"> 1. To provide in depth knowledge of human resource management to the students 2. To enable them understanding of various concepts and issues relating to human resources in an organization. 3. To understand the factors having a direct or indirect affect over their performance. 		
Units	Contents	Hours
1.	Introduction: Human Resource Management – Meaning, Nature and Scope, Importance, Functions and Role of HR Manager – Advisory and service function to other department – HRM function planning – objectives and policies, organizing the HRM Department.	12
2.	Procurement and Development Functions: Job Analysis, Job description, job specification, recruitment, selection, placement and induction and socialization	12
3.	Training & development: Types and method, job change – career planning, promotion, demotion, transfer, separations	12
4.	Compensation Function: Job evaluation – Merit rating – Methods of wage, payment, incentive compensation – Types, advantages, perquisites. Wage system in India – Minimum wage, fair wage, living wage	12
5.	Maintenance, Integration & Audit Functions: Administration of welfare, amenities & fringe benefits, safety & accident prevention work, environment fatigue safety, accident prevention. Employee grievances and their redressal, suggestion schemes, administration of discipline Audit and Control Function: Performance appraisal – purpose, factors, methods 360 degree feedback uses and application, human resource accounting.	12

Course Outcomes	
At the end of the course student would be able to:	
CO1	Define important human resource management concepts.
CO2	Understand human resource management in relation to business decision-making

CO3	Describe relevance of different human resource management concepts with reference to real business situations.
CO4	Apply the learned concepts to different requirements of organizations with respect to human resource development.
CO5	Analyze and map performance of human resources to the expected job role.

Books:	
Text Books	<ol style="list-style-type: none"> 1. P L Rao Comprehensive Human Resource Management Excel Books 2. Rajkumar Human Resource Management Strategic Analysis and Cases, I.K International Publishers, Delhi 3. Subba Rao, Essential of HRM and Industrial Relation, 2008, Himalaya P
Reference Books	<ol style="list-style-type: none"> 1. Ashwathappa, K Human Resource Management, 6e Tata McGraw Hill 2. Saiyadain Mirza, Human Resources Management, 4e, Tata McGraw Hill

Course Name:	INDIAN BANKING SYSTEM	Theory Lectures: 60 Practical: 0
Course Code:MG20BF205		4-0-0-4
Course Objectives:		
<ol style="list-style-type: none"> To provide students with an overview of commercial banking in the Indian economy To familiarize students with the regulatory framework of banks in India 		
Units	Contents	Hours
1.	Introduction Definition (as per Banking Regulation Act) and meaning of banking; and importance of banks, Structure of Indian Banking System - Scheduled and Non-scheduled; commercial, cooperative and regional rural banks	11
2.	Commercial Banks Meaning, Nature, Definition and Importance of commercial banks Growth, Development and weaknesses of Indian commercial banking system from nationalization to reforms (in brief) Banking Sector Reforms and development in Banking since the 1990's Relative importance of public sector banks, private sector banks and foreign banks	11
3.	Cooperative Banks and Regional Rural Banks Cooperative Banks: features, types, cooperative banking structure, problems faced by cooperative banks in India, Recent development in Indian cooperative banking sector Regional Rural Banks: features, importance, problems, recent development in RRB's	14
4.	Reserve Bank of India Functions of RBI as India's Central Bank: Traditional and Promotional functions.	12
5.	Monetary policy – meaning; Instruments of credit control/ monetary policy - Quantitative (variable reserve requirements, open market operations, bank rate, liquidity adjustment facility through repo and reserve repo rate) and Qualitative instruments	12

Course Outcomes	
At the end of the course student would be able to:	
CO1	Define the state of Indian Banking System.
CO2	Demonstrate the procedure of banking system in India.
CO3	Utilize the knowledge in establishing the business setup.
CO4	Illustrate the monetary policy of Indian.
CO5	Interpret the RBI's functioning.

Books:	
Text Books	<ol style="list-style-type: none"> 1. Bedi H. L. & Hardikar V. K. (1993): Practical Banking Advances, New Delhi, UBS 2. Burton M. & Lombra R. (2000): The Financial System and the Economy: Principles of Money and Banking, Australia: South-Western College 3. Gordon E. & Natarajan K. (1998): Banking Theory, Law and Practice, Mumbai, Himalaya
Reference Books	<ol style="list-style-type: none"> 3. Indian Institute of Banking and Finance (2008): Principles & Practices of Banking, New Delhi, Macmillan, 2e

Course Name:	EVENT ACCOUNTING	Theory Lectures: 60 Practical: 0
Course Code:MG20BE206	4-0-0-4	
Course Objectives:		
<ol style="list-style-type: none"> 1. To develop understanding about the event cost accounting. 2. To learn about the event coating and budgets. 3. To describe about the income categories for an event. 4. To develop knowledge about the event market, technical and financial analysis. 		
Units	Contents	Hours
1.	Introduction to Event Cost Accounting: Objectives and scope of event cost accounting, event cost centres and cost units, event cost classification, profit measurement, decision making and control, elements of costing system, cost ascertainment, material cost, employee cost, direct expenses, overheads, making of a cost statement and profit calculations.	12
2.	Event Costing: Fixed cost & variable cost, volume profit analysis, break-even point, B.E.Panalysis for events, B.E.P. analysis as applied to event management and tactical decisions.	10
3.	Budget and Events: Introduction, making the budget, do's, don'ts, contingency, monitoring the budget, budget review, budget control & variance.	14
4.	Income categories for an event, expenses, venue, outdoor venues, indoor venues, budget for sets, security, sound & lights, generators, walkie talkie, pyros, advertising PR, print, hoardings, buses, public relations, performers, use of cost centers in event management, event management fees, percentage of the total event cost, flat fees, package price.	14
5.	Event market analysis, technical analysis, financial analysis, key issues in project analysis, project appraisal, financial appraisal, application for financial assistance, ratio analysis for events, means of financing, profitability & cash flow, managing cash flow in events significance, types of expenses, accounting pattern, evaluation.	10

Course Outcomes	
At the end of the course student would be able to:	
CO1	Define Students will be able to define event cost accounting.
CO2	Demonstrate Students will be able describe about the fixed cost, profit analysis and break-even analysis.
CO3	Utilize the knowledge Developed to formulate budgets and events.

CO4	Illustrate Describe the expenses, and income categories for an event.
CO5	Interpret Students will have knowledge about event market, technical, financial and project analysis.

Books:	
Text Books	<ol style="list-style-type: none"> 1. ThukaramM, “Management Accounting”. New Age International, latest edition. 2. Maheswari S, “Management Accounting”, S Chand, latest edition. 3. S.N.Maheswari, “A textbook of Accounting for Management”, Vikas Publishing, latest edition.
Reference Books	<ol style="list-style-type: none"> 1. Rajasekaran V & Lalitha R, “Financial Accounting”, Pearson, Latest edition. 2. Khan, M & Jain P, “Management Accounting-Text, Problems and cases”, McGraw-Hill, Latest edition. 3. Donoghue Donncha. “Financial Accounting for the hospitality, tourism, leisure, events sectors”. Orpen Press. 4. Brown and Howard, “Management Accounting”, Plymouth: Macdonald and Evan.

Course Name:	FUNDAMENTALS OF IT IN BUSINESS PROCESS	Theory Lectures: 60 Practical: 0
Course Code:MG20BIT207	3-0-1-4	
Course Objectives:		
<ol style="list-style-type: none"> 1. To give students a basic understanding of DBMS concepts. 2. To understand the the networking technologies used in business. 3. To develop knowledge of coding languages. 4. To know about the various softwares used in business. 		
Units	Contents	Hours
1.	Database Management System: Components of data processing system, Three level architecture of data base management system (Data Abstraction), Relational data model, Network data model, Hierarchical model.	12
2.	Networking: Introduction to networking, Components of data communication, Communications channels, Networking, Networks types, Network types defined by their size and complexity, Centralized network, Network topology, Transmission media, Components of network.	10
3.	Introduction to Programming Language: Introduction, Programming language, Machine language, Assembly language, Higher level language, Compiler and interpreter	14
4.	Computer Virus: Virus, Types of virus, How virus spreads, Virus action, Virus effects, Antivirus program	14
5.	Software for Business Application: Business software, Types of business software tools, Brief history of business software, Customer Relationship Management (CRM), Strategy, Implementation issued, Privacy and data security, A Human Resource Management System (HRMS, EHRMS), Enterprise Resource Planning (ERP), Fax machine, E-mail (Electronic Mail), Use of CD ROM for business applications, Computer aided advertisement	10

Course Outcomes	
At the end of the course student would be able to:	
CO1	Define DBMS concepts.
CO2	Demonstrate the networking techniques used in business process.

CO3	Utilize programming languages to develop and understand the software development process.
CO4	Illustrate and stimulate Critical thinking by applying programming tools in business.
CO5	Interpret the use of various software applications used in business process.

Books:	
Text Books	<ol style="list-style-type: none"> 1. Computer Application in Business by Sheraad Paatill; VISION Publications. 2. Henry F.korth ,1997,Data base system concept ,6 edition, McGraw-Hill Education 3. TD malhotra,2020, New trends in computer 1st EDITION, Evergreen Publications