

**List of Multi-Disciplinary Courses (MDC), Skill Enhancement Courses (SEC) & Value Added Courses (VAC)
offered by The Department of Management**

Multidisciplinary Courses (MDC) offered by the department in university Pool	Multi disciplinary courses		Semester	Subject	Credits
	24UN-BBA-MDC101	MDC 1			
	24UN-BBA-MDC201	MDC 2			
	24UN-BBA-MDC301	MDC 3			
			I	Personal Finance	3
			II	Introduction to Entrepreneurship Development	3
			III	Fundamentals of Indian Capital Markets	3

Ability Enhancement Courses (AEC): Student will opt the course from pool provided by university.

Pool of Skill Enhancement Courses (SEC)	Skill enhancement course		Semester	Subject	Credits
	24UN-BBA-SEC101	SEC 1			
	24UN-BBA-SEC201	SEC 2			
	24UN-BBA-SEC301	SEC 3			
			I	Computer Applications in Mgt	3
			II	Essentials of Corporate Communication	3
			III	Business Etiquettes	3

Pool of Value Added Courses (VAC) offered by the Department	Value Added Course		Semester	Subject	Credits
	24UN-BBA-VAC101	VAC 1			
	24UN-BBA-VAC201	VAC 2			
	24UN-BBA-VAC401	VAC 3			
			I	From University Pool	3
			II	From University Pool	3
			IV	Business Ethics	3

**Scheme & Syllabi of MDCs offered by the Department of Management
for UG Programs wef. Session 2024-25**

Total Credits-24

Paper Code	Type of Course	Nomenclature of Paper	Contact Hours			Credits			External Marks	Internal Assessment	Practical Marks	Total Marks	Exam Hours*
			Theory	Practical	Total	Theory	Practical	Total					
24UN-COM-MDC101	MDC 1	Personal Finance	3	0	3	3	0	3	50	20	-	70	
24UN-COM-MDC201	MDC 2	Introduction to Entrepreneurship Development	3	0	3	3	0	3	50	20	-	70	
24UN-COM-MDC301	MDC 3	Fundamentals of Indian Capital Markets	3	0	3	3	0	3	50	20	-	70	

**Scheme & Syllabi of SECs offered by the Department of Management
for UG Programs wef. Session 2024-25**

Total Credits-24

Paper Code	Type of Course	Nomenclature of Paper	Contact Hours			Credits			External Marks	Internal Assessment	Practical Marks	Total Marks	Exam Hours*
			Theory	Practical	Total	Theory	Practical	Total					
24UN-BBA-SEC101	SEC 1	Computer Applications in Mgt	2	2	4	2	1	3	35	15	15(External) 05(internal)	70	
24UN-BBA-SEC201	SEC 2	Essentials of Corporate Communication	3	0	3	3	0	3	50	20	-	70	
24UN-BBA-SEC301	SEC 3	Business Etiquettes	3	0	3	3	0	3	50	20	-	70	

**Scheme & Syllabi of VAC offered by the Department of Management
for UG Programs wef. Session 2024-25**

Paper Code	Type of Course	Nomenclature of Paper	Contact Hours			Credits			External Marks	Internal Assessment	Practical Marks	Total Marks	Exam Hours*
			Theory	Practical	Total	Theory	Practical	Total					
24UN-BBA-VAC401	VAC 3	Business Ethics	2	0	2	2	0	2	35	15	0	50	

Subject	Business Administration (Offered by Department of Management)			
Semester	I			
Subject	Business Administration			
Name of the Course	Personal Finance			
Course Code	24UN-BBA-MDC101			
Course Type:	MDC-I			
(CC/MCC/MDC/CCM/DSEC/VOC/DSE/PC/AEC/VAC				
Pre-requisite for the course (if any)	NIL			
Course Learning Outcomes (CLO)	1. understand the basics of personal finance and personal financial planning. 2. gain the knowledge of investment and different investment avenues available for managing finance. 3. understand the relationship between investment risk and return and the role of regulatory environment in managing personal finance. 4. do insurance planning, tax and estate planning and retirement planning.			
Credits		02	01	Total
		Theory	Tutorial	
Internal Assessment Marks		20	-	20
End Term Exam Marks		50	-	50
Exam Time		3 Hrs.		3 Hrs.
Part-B Contents of the Course				
Instructions for Paper Setters				
1. The examiner will set 9 questions in all covering the course learning outcomes (CLOs). Question No. 1 will be compulsory and comprises of seven parts of 2 marks each. Question Nos. 2 to 9 will carry 9 marks each, having two questions from each unit. 2. Students are required to attempt 5 questions in all, selecting one question from each unit and the compulsory question.				
Unit Topics	Contact Hours			
I	Personal finance: Concept, need, principles, scope; Personal finance services and strategies; Personal financial planning: Process, factors affecting; Financial planner: Role and functions; Financial objectives; Time Value of Money; Compounding and discounting.	12		
II	Basics of investment; Investment avenues and strategies; Mutual Funds: Concept, types, asset management companies, identifying mutual fund for investment; Investing in stock markets: Identifying stocks, holding, day trading, hedging instruments, etc.; Investing in real estate: Identifying properties, likely legal issues in purchase of property, documents in purchase of property; Other avenues for investment: Gold bonds, sovereign bonds, tax saving instruments, PPF, Provident Fund, etc.; Loans: Sources and types; Identifying risky avenues for investment.	11		

Session 2024-2025	
Part-A Introduction	
Subject	Business Administration (Offered by Department of Management)
Semester	II
Name of the Course	Introduction to Entrepreneurship Development
Course Code	24UN-BBA-MDC201
Course Type: (CC/MCC/MDC/CCM/ DSEC/VOC/DSE/PC/AEC/VAC)	MDC2
Pre-requisite for the course (if any)	NIL
Course Learning Outcomes (CLO)	Course Outcome: At the end of the course students will be able to: CO1: Demonstrate an understanding of basic concepts of entrepreneurship. CO2: Exhibit practical knowledge required for being an entrepreneur. CO3: Link entrepreneurship to Economy. CO4: Understand and apply the process of entrepreneurship. CO5: Distinguish the pros and cons of various government schemes with reference to a particular business venture. CO6: Prepare a business plan that can be submitted to investor/lender. CO7: Appraise a business project.

Internal Assessment:	
☐ Theory	Class Participation Seminar/Presentation/Assignment/Quiz/Class Test etc. Mid Term Exam
End Term Exam	
Part-C Learning Resources	
Recommended Books/E-Resources/LMS:	
- Arthur J. Keown: Personal Finance, Pearson India. - Halal, Monika, Lets Talk Money: You've Worked Hard for It, Now Make It Work for You, July 2018, Harper Business. - Jack R. Kapoor, Les R. Diabay, Robert J. Hughes, Melissa Hart: Personal Finance, Tata McGraw Hill India. - Lewis Altfest: Personal Financial Planning, Tata McGraw Hill. - Madura Jeff: Personal Finance, Pearson India. - Simha. Madhu, Financial Planning: A Ready Reckoner July 2017 McGraw Hill.	
Suggested Evaluation Methods	
III	Calculating risk and return of various investment avenues; Calculating costs in investment and loans; Identifying hidden costs; Tax treatment of investment; Likely causes of cheating and fraud in investment; Institutional framework for investing: SEBI, IRDA, RERA, AMFI, bank ombudsman, etc.
IV	Insurance planning: Concept, importance; Types of insurance policies; Risk coverage and returns from insurance; Considerations in purchase of insurance policy; Retirement planning; Pension plans, NPS.

CO8: Start a small business venture in India.				Credits		2	1	3
				Theory	Tutorial	Total		
				Internal Assessment Marks		20	-	20
				End Term Exam Marks		50	-	50
				Exam Time		3 Hrs.	-	3 Hrs.
				Part-B Contents of the Course				
Instructions for Paper Setters								
1. The examiner will set 9 questions in all covering the course learning outcomes (CLOs). Question No. 1 will be compulsory and comprise of seven parts of 2 marks each. Question Nos. 2 to 9 will carry 09 marks each, having two questions from each unit.								
2. Students are required to attempt 5 questions in all, selecting one question from each unit and the compulsory question.								
Unit		Topics		Contact Hours				
I	Basics of Entrepreneurship: Introduction, functions, need and importance, Competencies and characteristics, Role of Creativity and Innovation in Entrepreneurship.		12					
II	Preparing a Business Plan: Meaning and Objectives of a Business Plan, Advantages and cost of preparing a Business Plan, Elements, and Critical Assessment		11					
III	Financing the New Venture: Importance of new venture financing, types of ownership securities, venture capital, types of debt securities, determining ideal debt-equity mix, and financial institutions and banks.		11					
IV	Entrepreneurial Challenges: Barriers to Entrepreneurship, Challenges faced by entrepreneurs. Case Study of some successful Entrepreneurs in India		11					
Suggested Evaluation Methods								
Internal Assessment:								
Class Participation Seminar/Presentation/Assignment/Quiz/Class Test etc. Mid Term Exam								
End Term Exam								
Part-C Learning Resources								
Recommended Books/E-Resources/LMS:								
SUGGESTED READINGS: (Latest Edition)								
1. Brace R., and R., Duane Ireland, Entrepreneurship, Pearson Prentice Hall.								
2. Charanithmath, Poornima, Entrepreneurship Development and Small Business Enterprises, Pearson Education, New Delhi.								
3. Desai Vasant, Management of Small Scale Industries, Himalaya Publishing House								
4. Gupta C.B. &Srinivas, Entrepreneurial Development, Sultan D, Chand & Sons, New Delhi								
5. Lall, Madhurma, and Shikha Sahai, Entrepreneurship, Excel Book, New Delhi								

Part-A Introduction

Subject	Business Administration (Offered by Department of Management)
Semester	III
Name of the Course	Fundamentals of Indian Capital Markets
Course Code	24UN-BBA-MDC301
Course Type: (CC/MCC/MDC/CCM/DSBC/VOC/DSE/PC/AEC/VAC)	MDC-3
Pre-requisite for the course (if any)	NIL

Course Learning Outcomes (CLO)	After completing this course, the learner will be able to: 1. understand the basics of Indian capital market. 2. understand the stock market regulator and provisions for investors' protection. 3. get acquainted with the functioning of stock exchanges of India. 4. understand the depository system of Indian capital market
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Credits	Theory	Tutorial	Total
	02	01	03
Internal Assessment Marks	20	-	20
End Term Exam Marks	50	-	50
Exam Time	3 Hrs.	-	3 Hrs.

Part-B Contents of the Course

Instructions for Paper Setters

1. The examiner will set 9 questions in all covering the course learning outcomes (CLOs). Question No. 1 will be compulsory and comprises of seven parts of 2 marks each. Question Nos. 2 to 9 will carry 9 marks each, having two questions from each unit.
2. Students are required to attempt 5 questions in all, selecting one question from each unit and the compulsory question.

Unit	Topics	Contact Hours
I	Capital market: Need and structure; Types of capital market; Primary and secondary market; Functions of primary and secondary market; Financial instruments in Indian capital market.	12
II	Regulation of Indian capital market: The Securities Exchange Board of India- Constitution, role of SEBI in regulating primary and secondary market; Investor protection and grievance redressal.	11
III	Stock Exchanges in India: Origin, role and functions; Listing of Securities: Concept, merits & demerits, listing requirements, procedure.	11
IV	Depository System in India: Role, function, dematerialisation of securities; Recent trends in Indian capital market.	11
Suggested Evaluation Methods		

Internal Assessment:

□ Theory

Class Participation

Seminar/Presentation/Assignment/Quiz/Class Test etc.

Mid Term Exam

End Term Exam

Session 2024-2025			
Part-A Introduction			
Subject	Business Administration		
Semester	I		
Name of the Course	COMPUTER APPLICATIONS IN MANAGEMENT		
Course Code	24UN-BBA-SEC 101		
Course Type: (CC/MCC/MDC/CCM/DSEC/VOC/DSE/PC/AEC/VAC)	SEC1		
Pre-requisite for the course (if any)	NIL		
Course Learning Outcomes (CLO)	to: CO1: Explain the basics of Computer Hardware and Software CO2: Demonstrate the role of IT in various fields and strategies CO3: Familiarize with the Use and Application of MS-Office. CO4: Demonstrate the concept of data warehousing and mining and approaches		
Credits	Theory	Practical	Total
	2	1	3
Internal Assessment Marks	15	5	20
End Term Exam Marks	35	15	50
Exam Time	3 Hrs.	2 hrs	
Part-B Contents of the Course			
Instructions for Paper Setters			
1. The examiner will set 9 questions in all covering the course learning outcomes (CLOs). Question No. 1 will be compulsory and comprise of seven parts of equal marks. Question Nos. 2 to 9 will carry equal marks, having two questions from each unit. About 40% questions should be numerical type if it is requirement of the subject. 2. Students are required to attempt 5 questions in all, selecting one question from each unit and the compulsory question.			
Unit	Topics	Contact Hours	

Part-C Learning Resources	
Recommended Books/E-Resources/LMS:	
- Bhole L.M., Financial Markets and Institutions, Tata McGraw Hill, Delhi. - Kanuk, Alan R., Capital Markets of India, Wiley Finance - Khan M.Y., Indian Financial System, Tata McGraw Hill, Delhi. - Machi Raju, H.R., Working of Stock Exchanges in India, Wiley Eastern Ltd., New Delhi. - Pathak Bharti V., The Indian Financial System, Pearson Education. - Raghumathan V., RajibPrabima, Stock Exchanges, Investments and Derivatives, Tata McGraw Hill, New Delhi.	

12	Computer organization: Introduction, components, classification, capabilities characteristics & limitations, Operating systems, Computer Languages & types; storage devices; application of computer in Business	
11	Use of MS-Office: Basics of MS-Word, MS-Excel and MS-Power Point; Applications in documentation preparation and making reports; preparation of questionnaires, presentations, tables and graphs.	
11	Internet: Networking, Concepts, Internet Protocol Addresses, WWW Pages & Browsing, Security, Internet Applications, Analog & Digital Signals, Bandwidth, Network Topology, Packet Transmission, Long Distance communication, Network Applications. E-mail.	
11	Introduction to database: Concept, characteristics, objectives, Advantage & limitations, entity, attribute, schema, subschema. Lab: Operating Systems Commands, Internet Surfing, MS-Office, MS-Word, MS-Excel, and MS-PowerPoint.	
Suggested Evaluation Methods		
Internal Assessment:		
☐ Theory Class Participation Seminar/Presentation/Assignment/Quiz/Class Test etc.		
Part-C Learning Resources		
Recommended Books/E-Resources/LMS: SUGGESTED READINGS: (Latest Edition) 1. Commerce, Computer networks and Internet, Pearson Education. 2. June Jamrich Parsons, Computer Concepts Thomson Learning, Bombay. 3. Leon & Leon Introduction to Computers, Vikas publishing House, New Delhi. 4. White, Data Communications & Computers Network, Thomson Learning Bombay		

Session 2024-2025			
Part-A Introduction			
Subject	Business Administration		
Semester	II		
Name of the Course	ESSENTIALS OF CORPORATE COMMUNICATION		
Course Code	24UN-BBA-SEC 201		
Course Type: (CC/MCC/MDC/CCM/DSEC/VOC/DSE/PC/AEC/VAC)	SEC2		
Pre-requisite for the course (if any)	NIL		
Course Learning Outcomes (CLO)	Course Outcome: At the end of the course students will be able to: CO1: Explain of the communication skills necessary in an office environment and will sensitize them to their potential to become successful managers. CO2: Understand the major practices in managerial communication that are in vogue. CO3: Familiarise of relevant, practical and applicable business communication skill including reading, writing, speaking, listening, non-verbal and analysis. CO4: To improve the student's self-confidence to be able to demonstrate Business Etiquette. CO5: Demonstrate effective presentations and public skills. CO6: Communicate effectively and even perform writing operations in business settings on an interpersonal level. CO7: Practicing the principles of effective business writing and document design in all written documents. CO8: Familiarise about cross cultural business communication and ethics in business communication.		
Credits	3	0	3
Internal Assessment Marks	20	-	20
End Term Exam Marks	50	-	50
Exam Time	3 Hrs.	-	3 Hrs.
Part-B Contents of the Course			
Instructions for Paper Setters			
1. The examiner will set 9 questions in all covering the course learning outcomes (CLOs). Question No. 1 will be compulsory and comprise of seven parts, each of equal marks each. Question Nos. 2 to 9 will carry equal marks for each, having two questions from each unit. About 40% questions should be numerical type if required by the subject. 2. Students are required to attempt 5 questions in all, selecting one question from each unit and the compulsory question.			
Unit	Topics		
I	Business Communication: Nature and process, forms of communication, role of communication skills in business, communication networks, barriers to communication		
Contact Hours	12		

II	Communication Skills: Listening skills, cognitive process of listening, barriers to listening, reading skills, speaking skills, public speaking, Keynesian and paralanguage.	11
III	Written Communication: Types, structures and layout of business letters, sales letters, claim letters, employment letters, writing memo, notice and circular; Business Reports: Purpose and types, framework of business reports, presentation of reports.	11
IV	Business Meeting, brochures, issuing notice and agenda of meeting and recording of minutes of meetings, email and telephone etiquette, interview and presentation skills.	11
Suggested Evaluation Methods		
Internal Assessment:		
☐ Theory Class Participation Seminar/Presentation/Assignment/Quiz/Class Test etc.		End Term Exam
Part-C Learning Resources		
Recommended Books/E-Resources/LMS:		
1. Das, Biswajit and Ipseeta Satpathy, Business Communication and Personality Development, Excel Books, New Delhi! 2. Koneru, Arun, Professional Communication, Tata McGraw Hill, New Delhi! 3. McGrath, E.H., Basic Managerial Skills for All, Prentice Hall of India, New Delhi! 4. Monipally, M.M., Business Communication Strategies, Tata McGraw Hill, New Delhi! 5. Rai, Urmila and S.M. Rai, Business Communication, Himalaya Publishing House, Mumbai		

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Part-A Introduction			
Subject	Business Administration	Semester	III
Name of the Course	Business Etiquettes	Course Code	24UN-BBA-SEC301
Course Type: (CC/MCC/MDC/ CCM/ DSEC/VOC/DSE/PC/AEC/ VAC	SEC3	Pre-requisite for the course (if any)	NIL
Course Learning Outcomes (CLO)	Course Outcome: At the end of the course students will be able to: CO1: To learn the principles of business etiquettes and professional behavior. CO2: To understand the etiquettes for making business correspondence effective. CO3: To be able to present yourself confidently at various business situations. CO4: Develop awareness of dining and multicultural etiquettes.		
Credits	Theory	Tutorial	Total
Internal Assessment Marks	3	0	3
End Term Exam Marks	50	-	50
Exam Time	3 Hrs.	-	3 Hrs.
Part-B Contents of the Course			
1. The examiner will set 9 questions in all covering the course learning outcomes (CLOs). Question No. 1 will be compulsory and comprise of seven parts, each of equal marks. Question Nos. 2 to 9 will carry equal marks, having two questions from each unit. About 40% questions should be numerical type as required in subject. Students are required to attempt 5 questions in all, selecting one question from each unit and the compulsory question.			
Instructions for Paper Setters			
Unit	Topics	Contact Hours	
I	Business Etiquettes- An Overview: Significance of Business Etiquettes in 21st Century Professional Advantage; Need and Importance of Professionalism Workplace Etiquette: Etiquette for Personal Contact- Personal Appearance, Gestures, Postures, Facial Expressions, Eye-contact, Space distancing.	12	
II	E-Mail Etiquette: Significance of Netiquette, E-mail: Way of professional communication, Basic Email Etiquettes: Proper Grammar, Spelling, Punctuation, Styling and Formatting, Body of Email, Response, Privacy	11	
III	Telephone Etiquette: Telephone Communication Techniques -Placing Telephone calls, Answering Calls, Transferring Calls, Putting Calls on Hold, Taking Messages, Handling Rude Callers, Tactful Responses, Leaving Professional Messages; Developing Cell Phone Etiquettes; Voicemail Etiquette; Telephonic Courtesies	11	

IV	Dining Etiquette: Basics of Dining Etiquettes; Basic essentials of dining table etiquettes - Napkin Etiquette, Seating arrangements, laying the table, how to use Cutlery, Posture & Behavior, Do's and Don'ts; International Dining Etiquettes. Multi-Cultural Challenges: Cultural Differences and their Effects on Business Etiquette
Suggested Evaluation Methods	
Internal Assessment: ☐ Theory Class Participation Seminar/Presentation/Assignment/Quiz/Class Test etc. Mid Term Exam	Part-C Learning Resources
End Term Exam	Recommended Books/E-Resources/LMS: SUGGESTED READINGS:(Latest Edition) 1. Barbara Pachter, Marjorie Brody, Complete Business Etiquette Handbook, Prentice Hall. 2. Dhanavel, S.P. English and Soft Skills. Hyderabad: Orient BlackSwan. 3. Koneru, Aruna. Professional Communication. Delhi: McGraw. 4. Mahanand, Anand. English for Academic and Professional Skills. Delhi: McGraw. 5. Nancy Mitchell. Etiquette Rules: A Field Guide to Modern Manners. Wellfleet Press.

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Part-A Introduction

Subject	Business Administration
Semester	IV
Name of the Course	Business Ethics
Course Code	24UN-BBA-VAC401
Course Type: (CC/MCC/MDC/CCM/DSEC/VOC/DSE/PC/AEC/VAC)	VAC3
Pre-requisite for the course (if any)	NIL
Course Learning Outcomes (CLO)	Course Outcome: At the end of the course students will be able to: COURSE OUTCOME: CO1: To Identify and apply ethical principles to human decision typical of business as a result of reading course texts and participating in lecture presentation and class discussion. CO2: To Enhance analytical skill of ethical position taken on these matters and formulate moral defenses of decisions by completing course activities. CO3: To Embrace value system in decision making. CO4: To Recognize organizational challenges to ethical behavior and ethical dilemma resolution process.

Credits	Theory	Tutorial	Total
	2	0	2
Internal Assessment Marks	35	-	35
End Term Exam Marks	15	-	15
Exam Time	3 Hrs.	-	3 Hrs.

Part-B Contents of the Course

Instructions for Paper Setters

- The examiner will set 9 questions in all covering the course learning outcomes (CLOs). Question No. 1 will be compulsory and comprise of seven parts of equal marks. Question Nos. 2 to 9 will carry equal marks, having two questions from each unit. About 40% questions should be numerical type.
- Students are required to attempt 5 questions in all, selecting one question from each unit and the compulsory question.

Unit	Topics	Contact Hours
I	Introduction to Business Ethics: An Overview, Ethics and Morals, Need for Business Ethics, Types of Ethics, Benefits of Business Ethics, Principles of Business Ethics, Factors affecting Business Ethics.	8
II	Organisational Ethics: Introduction, Ethical Corporate Behaviour, Development of Ethical Corporate behaviour, Ethical Leadership; Concept of Morals, Values; Moral issues in business; Ethical Dilemmas in Organisation.	8
III	Workplace Ethics: Introduction, Factors affecting Ethical Behavior at work; Ethical Issue: Business Relationships, Conflicts of Interest, Fairness and Honesty, Communications, Discrimination, Harassment; Role of Business Ethics in building a good society.	7

IV	Ethical Issues in the Functional Area-Ethics in Marketing, Finance, HR, Production and Information Technology; Gender Ethics	7
Suggested Evaluation Methods		
Internal Assessment:		End Term Exam
☐ Theory Class Participation Seminar/Presentation/Assignment/Quiz/Class Test etc. Mid Term Exam		
Part-C Learning Resources		
Recommended Books/E-Resources/LMS:		
SUGGESTED READINGS: (Latest Edition)		
1. Sharma Subash; <i>New Mantras in Corporate Corridors</i> ; New age International Publishers. 2. Sadri S., Jayashree; <i>Business Ethics and Corporate Governance (towards excellence and sustainability)</i> ; Himalaya Publishing House. 3. Manuel G Velasquez; <i>Business ethics - concepts and cases</i> ; Pearsons. 4. Chakraborty S.K.; <i>Management by Values</i> ; Oxford. R. Subramanian; <i>Professional Ethics</i> ; OXFORD. 5. Jayashree S. Sadri S. and Dastoor D.S.; <i>Theory and Practice of Managerial Ethics</i> ; Jaico.		