

**MADHAV UNIVERSITY, SIROHI**  
**CENTRE FOR DISTANCE AND ONLINE**  
**EDUCATION**



**PROGRAMME PROJECT REPORT**  
**BACHELOR OF BUSINESS**  
**ADMINISTRATION**  
**2026-27**



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## 1. Program Mission and Objectives

Madhav University, Sirohi, established in 2014, is a leading private University of Rajasthan. **Madhav University, Sirohi is accredited with Grade A by National Assessment and Accreditation Council (NAAC)**, offers courses in the field of Engineering, Architecture, Design, Basic and Applied Sciences, Management, Commerce, Hotel Management, Pharmacy, Computer Applications, Law, Agriculture, Journalism & Mass communication, Humanities and Social Sciences. Following the principles of Madhav University and driven by intellectual creativity and critical thinking. The university is well-known in Rajasthan for its brilliance in technical education, practical research, innovation, entrepreneurship, and industrial consultancy.

Madhav University, is committed to promote quality education, training, research, consultancy, and enhance employability and entrepreneurial skills of our students. To integrate industry with academics in order to prepare our students in an immersive way for the world of work developing an effective interface with the industry and other institutes within and outside the country is the cornerstone of our approach. To meet these ends, we encourage and nurture the development of students' physical, mental, emotional, secular, and spiritual faculties. The programme aims to strengthen the critical and creative thinking of the learners by offering a broad range of social, political, historical and professional courses of study.

The program aims to achieve the following objectives:

- To introduce students to concepts and domains of management including HR, Marketing, Management, Systems and Analytics.
- To understand effective leadership techniques, including aspects of character and ethical decision-making.
- To inculcate entrepreneurial skills and knowledge about emerging markets and technologies

## **2. Relevance of the Program with Madhav University, Sirohi Mission and Goals**

Madhav University was established with a vision to become a university with a commitment to excellence in education, research, and innovation aimed towards human advancement. The proposed program is highly relevant to the MU's mission, i.e.

- Facilitate holistic education through knowledge sharing, skilling, research, and development.
- Integrate academic and research work towards the nation's development.
- Mentor students' physical, mental, emotional, secular, and spiritual attributes to become a valued human resource as it aims to provide quality education to those aspiring candidates who are deprived of higher education due to the limited number of intakes in the conventional mode of education in the Universities.

Moreover, to keep the quality intact, the curriculum and syllabus have been designed at par with the conventional mode, keeping in mind the specific needs and acceptability of the learners' ODL mode. In keeping with the aims and objectives of the University, it also ensures the industry and future skills relevance.

## **3. Nature of Prospective Target Group of Learners**

The curriculum of Bachelor of Business Administration is designed to provide basic understanding about Management education and to train the students in communication skills effectively which inculcate entrepreneurship skills. The students are prepared to explore opportunities being newly created in management profession. The program will target the learners who want to enhance their knowledge, skills and build careers in entrepreneurial and business world. The learners who are not bounded by a fixed schedule but want to enhance their knowledge along with learning flexibility.

The target group of learners will be those students who are deprived of admission in the regular mode due to limited intake capacity, dropouts primarily due to social, financial, and economic compulsions as well as demographic reasons, population of any age and those living in remote areas where higher education institutes are not easily accessible. Delivery through ODL mode also contributes towards Gross Enrolment Ratio (GER) of 50% by 2035, as envisaged by the Government of India.



#### 4. Appropriateness of programme to be conducted in ODL Mode to acquire specific skills and competence

The Bachelor of Business Administration (BBA) programme is well-suited for delivery through the **Open and Distance Learning (ODL) mode**, as it focuses on developing **managerial, analytical, and decision-making skills** that can be effectively acquired through structured self-learning and technology-enabled instruction. The programme is designed in alignment with **UGC-DEB guidelines**, ensuring quality, flexibility, and accessibility.

The curriculum is supported by **comprehensive Self Learning Materials (SLMs)**, case studies, and digital resources that enable learners to understand key areas such as management, marketing, finance, human resources, and entrepreneurship. The integration of **ICT tools**, including online lectures, webinars, discussion forums, and virtual case analysis, facilitates interactive and experiential learning.

The ODL mode is particularly effective in developing **problem-solving abilities, business communication skills, leadership qualities, and strategic thinking**, as learners engage in assignments, projects, and case-based learning independently. Continuous assessment and feedback mechanisms ensure that learners achieve the desired competencies and learning outcomes.

Furthermore, the flexibility of ODL mode makes the programme accessible to **working professionals, entrepreneurs, and learners from diverse socio-economic and geographical backgrounds**, including those in rural and remote areas. It allows them to pursue higher education and acquire professional skills without disrupting their personal or work commitments.

Thus, the BBA programme delivered through ODL mode effectively facilitates the acquisition of **business knowledge, managerial competencies, communication skills, and employability attributes**, contributing to career opportunities in corporate sectors, start-ups, and family businesses, while promoting inclusive and lifelong learning as envisaged by UGC-DEB.

## 5. Instructional Design

### 5.1 Curriculum Design

The curriculum is designed by experts in the field of management and have taken into account to include relevant topics that are contemporary and create environmental awareness. The curriculum has been rigorously reviewed and approved by the **Board of Studies, the Centre for Internal Quality Assurance, and the University Academic Council**, ensuring high academic standards and relevance.

### 5.2 Programme Structure and Detailed Syllabus

Name of programme	Bachelor of Business Administration
<b>Programme Outcome</b>	<p><b>PO1.Knowledge:</b> Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.</p> <p><b>PO2.Effective Communication:</b> 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 people, ideas, books, media and technology.</p> <p><b>PO3.Social Interaction:</b> Elicit views of others, mediate disagreements and help reach conclusions in group settings.</p> <p><b>PO4. Effective Citizenship:</b> Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.</p> <p><b>PO5. Ethics:</b> Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.</p> <p><b>PO6. Environment and Sustainability:</b> Understand the issues of environmental contexts and sustainable development.</p>



	<p><b>PO7. Self-directed and Life-long Learning:</b> Acquire the ability to engage in independent and lifelong learning in the broadest context socio-technological changes.</p>
<b>Programme Specific Outcome</b>	<p><b>PSO 1: Business Knowledge Application</b> Apply fundamental and advanced knowledge of business concepts including management, marketing, finance, human resource, and operations to real-world business situations.</p> <p><b>PSO 2: Managerial Decision-Making</b> Analyze business problems using quantitative and qualitative techniques and make effective managerial decisions in dynamic environments.</p> <p><b>PSO 3: Communication and Interpersonal Skills</b> Demonstrate effective oral and written communication skills and exhibit strong interpersonal abilities required for professional success.</p> <p><b>PSO 4: Leadership and Teamwork</b> Exhibit leadership qualities, teamwork, and the ability to manage diverse teams in organizational settings.</p> <p><b>PSO 5: Ethical and Social Responsibility</b> Understand and apply ethical principles in business practices and demonstrate awareness of corporate social responsibility and sustainability.</p> <p><b>PSO 6: Entrepreneurship and Innovation</b> Develop entrepreneurial skills, creativity, and innovation to identify and exploit business opportunities.</p> <p><b>PSO 7: Digital and Analytical Skills</b> Utilize modern business tools, information technology, and data analytics for business decision-making and problem-solving.</p>

**Teaching and Examination Scheme for Bachelor of Business Administration (2026-27)**  
**(Applicable for both Regular Mode & Distance Mode Education)**

**Year – I | Semester – I**

**Semester: AUTUMN/PAVAS**

S.No	Course Code	Course Title	Hours/Week				Credits	Weightage		
			L	T	P	S		ITE	ETE	Total
1	BBA5101T	Principles of Management	4	0	0	0	4	30	70	100
2	BBA5102T	Financial Accounting	4	0	0	0	4	30	70	100
3	BBA5103T	Indian Diversity & Business	4	0	0	0	4	30	70	100
4	AECPA01T	General English-I	4	0	0	0	4	30	70	100
5	GECVA01T	Environmental Studies-I	4	0	0	0	4	30	70	100
		<b>Grand Total</b>					<b>20</b>			500

**Year – I | Semester – II**

**Semester: SPRING/BASANT**

S.No	Course Code	Course Title	Hours/Week				Credits	Weightage		
			L	T	P	S		ITE	ETE	Total
1	BBA5201T	Micro Economics	4	0	0	0	4	30	70	100
2	BBA5202T	Corporate Accounting	4	0	0	0	4	30	70	100
3	BBA5203T	Organizational Behaviour	4	0	0	0	4	30	70	100
4	AECPA02T	General English-II	4	0	0	0	4	30	70	100
5	GECVA02T	Environmental Studies-II	4	0	0	0	4	30	70	100
		<b>Grand Total</b>					<b>20</b>			500



**Teaching and Examination Scheme for Bachelor of Business Administration (2026-27)**  
**(Applicable for both Regular Mode & Distance Mode Education)**

**Year – II | Semester – III**

**Semester: AUTUMN/PAVAS**

S.No	Course Code	Course Title	Hours/Week				Credits	Weightage		
			L	T	P	S		ITE	ETE	Total
1	BBA6301T	Cost Accounting	4	0	0	0	4	30	70	100
2	BBA6302T	Principles of Marketing	4	0	0	0	4	30	70	100
3	BBA6303T	Legal Dimensions of Business	4	0	0	0	4	30	70	100
4	AECPA03T	Human Values and Ethics	4	0	0	0	4	30	70	100
5	GECVA03T	Introduction to computer	4	0	0	0	4	30	70	100
		<b>Grand Total</b>					<b>20</b>			<b>500</b>

**Year – II | Semester – IV**

**Semester: SPRING/BASANT**

S.No	Course Code	Course Title	Hours/Week				Credits	Weightage		
			L	T	P	S		ITE	ETE	Total
1	BBA6401T	Macro Economics	4	0	0	0	4	30	70	100
2	BBA6402T	Financial Management	4	0	0	0	4	30	70	100
3	BBA6403T	Human Resource Management	4	0	0	0	4	30	70	100
4	BBA6404T	Introduction to Research	4	0	0	0	4	30	70	100
5	AECVA04T	Communication skills	4	0	0	0	4	30	70	100
		<b>Grand Total</b>					<b>20</b>			<b>500</b>



**Teaching and Examination Scheme for Bachelor of Business Administration (2026-27)**  
**(Applicable for both Regular Mode & Distance Mode Education)**

**Year – III | Semester – V**

**Semester: AUTUMN/PAVAS**

S.No	Course Code	Course Title	Hours/Week				Credits	Weightage		
			L	T	P	S		ITE	ETE	Total
1	BBA7501T	Introduction to Business Analytics	4	0	0	0	4	30	70	100
2	BBA7502T	Business Ethics	4	0	0	0	4	30	70	100
<b>**After compulsory subjects, Select Any One Elective specialization from the below listed Elective specializations.</b>										
<b>Human Resource</b>										
4	BHR7501T	Human Resource Planning	4	0	0	0	4	30	70	100
5	BHR7502T	Training & Development	4	0	0	0	4	30	70	100
6	BHR7503T	Leadership Development	4	0	0	0	4	30	70	100
<b>Finance</b>										
4	BFN7501T	Security Analysis & Portfolio Management	4	0	0	0	4	30	70	100
5	BFN7502T	International Financial Management	4	0	0	0	4	30	70	100
6	BFN7503T	Income Tax	4	0	0	0	4	30	70	100
<b>Marketing</b>										
4	BMK7501T	Product & Brand Management	4	0	0	0	4	30	70	100
5	BMK7502T	Advertising Management	4	0	0	0	4	30	70	100
6	BMK7503T	Consumer Behaviour	4	0	0	0	4	30	70	100
		<b>Grand Total</b>					<b>20</b>			<b>500</b>



**Teaching and Examination Scheme for Bachelor of Business Administration (2026-27)**

**(Applicable for both Regular Mode & Distance Mode Education)**

**Year – III | Semester – VI**

**Semester: SPRING/BASANT**

S.No	Course Code	Course Title	Hours/Week				Credits	Weightage		
			L	T	P	S		ITE	ETE	Total
1	BBA7601T	International Business	4	0	0	0	4	30	70	100
2	BBA7602T	Entrepreneurship Development	4	0	0	0	4	30	70	100
<b>**After compulsory subjects, Select Any One Elective specialization from the below listed Elective specializations.</b>										
<b>Human Resource</b>										
4	BHR7601T	Performance Management	4	0	0	0	4	30	70	100
5	BHR7602T	Compensation Management	4	0	0	0	4	30	70	100
6	BHR7603T	Organization Development & Change Management	4	0	0	0	4	30	70	100
<b>Finance</b>										
4	BFN7601T	Corporate Restructuring	4	0	0	0	4	30	70	100
5	BFN7602T	Financial Derivatives	4	0	0	0	4	30	70	100
6	BFN7603T	Project & Micro Finance	4	0	0	0	4	30	70	100
<b>Marketing</b>										
4	BMK7601T	Retail Management	4	0	0	0	4	30	70	100
5	BMK7602T	Logistics & Supply Chain Management	4	0	0	0	4	30	70	100
6	BMK7603T	Digital Marketing	4	0	0	0	4	30	70	100
		<b>Grand Total</b>					<b>20</b>			<b>500</b>

**\*This is a proposed list of Electives is a flexible basket from which students can chose basis their interest and career goals.**



**MADHAV**  
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# **SYLLABUS (SEMESTER-I)**



**Program: Bachelor of Business Administration (BBA)**

Course Name: Principles of Management	Course Code: BBA5101T
Semester: 1	Core / Elective: Core
Teaching Scheme in Hrs (L:T:P): 3:00	Credits: 4
Type of course: Lecture+ Assignments	Total Contact Hours: 12
Continuous Internal Evaluation: 30 Marks	ESE: 70 Marks

**Course Objectives**

The objectives of this course are to:

- Introduce students to the fundamental concepts, principles, and functions of management.
- Develop understanding of managerial roles, skills, and decision-making processes.
- Familiarize learners with classical and modern management theories.
- Build a foundation for advanced study in management and business disciplines.
- Enhance analytical, communication, and leadership capabilities of learners.

<b>Topic and Contents</b>
<b>BLOCK I: Introduction to Management</b>
<b>Unit 1: Management – Meaning and Nature</b>
<ul style="list-style-type: none"> <li>• Concept and definition of management</li> </ul>
<ul style="list-style-type: none"> <li>• Nature and characteristics of management</li> </ul>
<ul style="list-style-type: none"> <li>• Management as science, art, and profession</li> </ul>
<ul style="list-style-type: none"> <li>• Levels of management</li> </ul>
<b>Unit 2: Evolution of Management Thought</b>
<ul style="list-style-type: none"> <li>• Early management practices</li> </ul>
<ul style="list-style-type: none"> <li>• Classical theories: Scientific, Administrative, Bureaucratic</li> </ul>
<ul style="list-style-type: none"> <li>• Neo-classical theories: Human relations approach</li> </ul>



- Modern management approaches

### **Unit 3: Managerial Roles and Skills**

- Functions of managers
- Managerial roles (interpersonal, informational, decisional)
- Managerial skills: technical, human, conceptual
- Contemporary challenges of managers

## **BLOCK II: Planning and Decision Making**

### **Unit 4: Planning – Concepts and Process**

- Meaning and importance of planning
- Planning process
- Types of plans
- Planning premises

### **Unit 5: Decision Making**

- Meaning and importance of decision making
- Types of managerial decisions
- Decision-making process
- Techniques of decision making

### **Unit 6: Management by Objectives and Strategic Planning**

- Concept of Management by Objectives (MBO)
- Benefits and limitations of MBO
- Strategic planning process
- Role of strategy in management



### **BLOCK III: Organizing and Staffing**

#### **Unit 7: Organizing**

- Meaning and process of organizing
- Principles of organization
- Departmentation
- Authority, responsibility, and accountability

#### **Unit 8: Organizational Structure and Design**

- Types of organizational structures
- Formal and informal organization
- Centralization and decentralization
- Span of management

#### **Unit 9: Staffing**

- Meaning and importance of staffing
- Recruitment and selection
- Training and development
- Performance appraisal

### **BLOCK IV: Directing and Leadership**

#### **Unit 10: Directing**

- Meaning and elements of directing
- Supervision
- Motivation
- Communication



**Unit 11: Leadership**

- Meaning and importance of leadership
- Leadership styles and theories
- Leadership vs. management
- Contemporary leadership challenges

**Unit 12: Motivation and Communication**

- Theories of motivation
- Incentives and motivation techniques
- Communication process and barriers
- Improving organizational communication

**BLOCK V: Controlling and Contemporary Issues**

**Unit 13: Controlling**

- Meaning and importance of controlling
- Control process
- Types of control
- Techniques of control

**Unit 14: Coordination and Control Techniques**

- Meaning and importance of coordination
- Techniques of coordination
- Budgetary and non-budgetary control
- Management control systems

**Unit 15: Contemporary Issues in Management**

- Globalization and management



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| <ul style="list-style-type: none"><li>• Ethics and social responsibility</li></ul> |
| <ul style="list-style-type: none"><li>• Management in digital age</li></ul>        |
| <ul style="list-style-type: none"><li>• Future trends in management</li></ul>      |

### **Course Outcome**

After successful completion of the course, the student will be able to:

**CO1:** Explain fundamental concepts and functions of management

**CO2:** Apply managerial principles in organizational situations

**CO3:** Analyze planning and decision-making processes

**CO4:** Evaluate leadership and motivation theories

**CO5:** Demonstrate basic managerial and teamwork skills

### **References:**

- Koontz, H. & Weihrich, H., *Essentials of Management*, McGraw-Hill.
- Robbins, S.P. & Coulter, M., *Management*, Pearson Education.
- Griffin, R.W., *Management*, Cengage Learning.
- L.M. Prasad, *Principles and Practice of Management*, S. Chand.

### **Online Resources:**

- Open Educational Resources (OER)
- MOOCs on management fundamentals
- Case studies and business simulations



**Program: Bachelor of Business Administration (BBA)**

Course Name: Financial Accounting	Course Code: BBA5102T
Semester: 1	Core / Elective: core
Teaching Scheme in Hrs (L:T:P): 3:00	Credits:4
Type of course: Lecture+ Assignments	Total Contact Hours: 12
Continuous Internal Evaluation: 30 Marks	ESE: 70 Marks

**Course Objectives**

The objectives of this course are to:

- Introduce students to basic concepts, principles, and conventions of financial accounting.
- Develop skills in recording, classifying, and summarizing business transactions.
- Enable preparation of final accounts of sole proprietorship concerns.
- Familiarize learners with accounting standards and ethical practices in accounting.
- Build a strong foundation for advanced accounting subjects.

<b>Topic and Contents</b>
<b>BLOCK I: Introduction to Financial Accounting</b>
<b>Unit 1: Accounting – Meaning and Framework</b>
<ul style="list-style-type: none"> <li>• Meaning and objectives of accounting</li> </ul>
<ul style="list-style-type: none"> <li>• Users of accounting information</li> </ul>
<ul style="list-style-type: none"> <li>• Bookkeeping vs. accounting</li> </ul>
<ul style="list-style-type: none"> <li>• Branches of accounting</li> </ul>
<b>Unit 2: Accounting Principles and Concepts</b>
<ul style="list-style-type: none"> <li>• Accounting concepts</li> </ul>
<ul style="list-style-type: none"> <li>• Accounting conventions</li> </ul>
<ul style="list-style-type: none"> <li>• Accounting standards</li> </ul>



- Role of accounting standards in India

### **Unit 3: Accounting Process and Bases**

- Accounting cycle
- Cash basis and accrual basis of accounting
- Capital and revenue items
- Accounting equation

## **BLOCK II: Recording of Business Transactions**

### **Unit 4: Journal and Subsidiary Books**

- Journal: meaning and rules
- Subsidiary books: cash book, purchase book, sales book
- Journal proper
- Practical illustrations

### **Unit 5: Ledger and Trial Balance**

- Ledger posting
- Balancing of accounts
- Trial balance
- Errors and their types

### **Unit 6: Rectification of Errors**

- Types of errors
- Rectification before and after trial balance
- Suspense account
- Practical problems



### **BLOCK III: Bank Reconciliation and Depreciation**

#### **Unit 7: Bank Reconciliation Statement**

- Meaning and importance of BRS
- Causes of difference
- Preparation of BRS
- Practical problems

#### **Unit 8: Depreciation Accounting**

- Meaning and causes of depreciation
- Methods of depreciation
- Accounting treatment
- Asset disposal

#### **Unit 9: Provisions and Reserves**

- Meaning and need
- Types of provisions
- Types of reserves
- Distinction between provisions and reserves

### **BLOCK IV: Final Accounts of Sole Proprietor**

#### **Unit 10: Final Accounts – Introduction**

- Trading account
- Profit and loss account
- Balance sheet
- Adjustments in final accounts



**Unit 11: Accounting for Incomplete Records**

- Meaning of incomplete records
- Statement of affairs method
- Conversion into double entry
- Practical problems

**Unit 12: Bills of Exchange**

- Meaning and types
- Parties to a bill
- Accounting treatment
- Dishonour and renewal of bills

**BLOCK V: Special Topics and Contemporary Issues**

**Unit 13: Accounting for Consignment**

- Meaning and features
- Accounting treatment
- Valuation of stock
- Practical illustrations

**Unit 14: Accounting for Joint Ventures**

- Meaning and features
- Accounting methods
- Joint venture vs. partnership
- Practical problems

**Unit 15: Accounting Ethics and Emerging Trends**

- Ethical issues in accounting



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| <ul style="list-style-type: none"><li>• Role of ethics in financial reporting</li></ul>   |
| <ul style="list-style-type: none"><li>• Introduction to computerized accounting</li></ul> |
| <ul style="list-style-type: none"><li>• Future trends in accounting</li></ul>             |

### **Course Outcome**

After successful completion of the course, the student will be able to:

- CO1:** Explain accounting concepts, principles, and standards
- CO2:** Record business transactions systematically
- CO3:** Prepare financial statements of business entities
- CO4:** Analyze financial performance using accounting data
- CO5:** Interpret accounting information for decision-making

### **References:**

- Meigs & Meigs, *Financial Accounting*, McGraw-Hill.
- R.L. Gupta & V.K. Gupta, *Financial Accounting*, Sultan Chand.
- T.S. Grewal, *Introduction to Accounting*, S. Chand.
- ICAI Foundation Study Material on Accounting.

### **Online Resources:**

- Open Educational Resources (OER)
- MOOCs on basic accounting
- Practice problem repositories



**Program: Bachelor of Business Administration (BBA)**

Course Name: Indian Diversity and Business	Course Code: BBA5103T
Semester: 1	Core / Elective: Core
Teaching Scheme in Hrs (L:T:P): 3:00	Credits: 4
Type of course: Lecture+ Assignments	Total Contact Hours: 12
Continuous Internal Evaluation: 30 Marks	ESE: 70 Marks

**Course Objectives**

The objectives of this course are to:

- Understand the concept and dimensions of Indian diversity.
- Examine the impact of cultural, social, and regional diversity on business practices.
- Develop sensitivity towards inclusive and ethical business behavior in a diverse society.
- Analyze how diversity influences management, marketing, and consumer behavior in India.
- Build a foundational perspective for managing business in a multicultural environment.

**BLOCK I: Understanding Indian Diversity**

**Unit 1: Concept of Diversity**

- Meaning and dimensions of diversity
- Diversity vs. inclusion
- Importance of diversity in society and business
- Managing diversity in organizations

**Unit 2: Cultural Diversity in India**

- Indian culture and heritage
- Languages, religions, and traditions
- Values and belief systems



- Cultural pluralism in India

### **Unit 3: Social Diversity in India**

- Caste, class, and community structure
- Gender diversity
- Tribal and minority communities
- Social inclusion and equality

## **BLOCK II: Economic and Regional Diversity**

### **Unit 4: Regional Diversity of India**

- Geographic diversity
- Regional cultures and lifestyles
- Regional economic disparities
- Impact of regional diversity on markets

### **Unit 5: Demographic Diversity and Workforce**

- Population composition
- Workforce diversity
- Youth and aging population
- Diversity challenges in employment

### **Unit 6: Economic Diversity in India**

- Income distribution
- Rural and urban economies
- Informal and formal sectors
- Impact on consumption patterns



### **BLOCK III: Diversity and Business Environment**

#### **Unit 7: Diversity and Consumer Behavior**

- Cultural influence on buying behavior
- Regional preferences and tastes
- Brand adaptation in diverse markets
- Consumer segmentation in India

#### **Unit 8: Diversity in Marketing and Advertising**

- Multilingual marketing strategies
- Cultural symbols and advertising ethics
- Regional marketing campaigns
- Case studies of Indian brands

#### **Unit 9: Diversity in Business Organizations**

- Workforce diversity in Indian organizations
- Cross-cultural communication
- Managing diverse teams
- Inclusive leadership

### **BLOCK IV: Diversity, Ethics, and Governance**

#### **Unit 10: Diversity and Business Ethics**

- Ethical issues in diverse societies
- Respect for cultural differences
- Inclusive business practices
- Corporate social responsibility



### **Unit 11: Legal and Policy Framework for Diversity**

- Constitutional provisions for equality
- Government policies for inclusion
- Reservation and affirmative action
- Diversity-related workplace laws

### **Unit 12: Diversity and Corporate Governance**

- Diversity in boards and leadership
- Gender diversity initiatives
- Governance practices in Indian companies
- Global perspectives on diversity

## **BLOCK V: Contemporary Issues and Future Perspectives**

### **Unit 13: Globalization and Indian Diversity**

- Impact of globalization on Indian culture
- Global business and local diversity
- Managing cultural change
- Challenges of cultural integration

### **Unit 14: Diversity, Technology, and Business**

- Digital divide in India
- Technology as a tool for inclusion
- E-commerce and diverse markets
- Role of social media

### **Unit 15: Future of Diversity in Indian Business**

- Emerging diversity trends



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| <ul style="list-style-type: none"><li>• Sustainable and inclusive growth</li></ul>     |
| <ul style="list-style-type: none"><li>• Diversity as a competitive advantage</li></ul> |
| <ul style="list-style-type: none"><li>• Future challenges and opportunities</li></ul>  |

### **Course Outcome**

After successful completion of the course, the student will be able to:

- CO1:** Describe the nature of cultural diversity in India
- CO2:** Examine the impact of diversity on business practices
- CO3:** Analyze regional and cultural business environments
- CO4:** Apply inclusive practices in business decisions
- CO5:** Develop sensitivity towards multicultural workplaces

### **References:**

- Hofstede, G., *Cultures and Organizations*, McGraw-Hill.
- Ahuja, R., *Indian Social System*, Rawat Publications.
- Government of India reports on social and economic diversity.
- Articles and case studies on Indian business practices

### **Online Resources:**

- Open Educational Resources (OER)
- MOOCs on diversity and inclusion
- Policy documents and reports



**Program: Bachelor of Business Administration (BBA)**

Course Name: General English I	Course Code: AECPA01T
Semester: 1	Core / Elective: Core
Teaching Scheme in Hrs (L:T:P): 3:00	Credits:4
Type of course: Lecture+ Assignments	Total Contact Hours: 12
Continuous Internal Evaluation: 30 Marks	ESE: 70 Marks

**Course Objectives**

The objectives of this course are to:

- Develop basic proficiency in English language skills: listening, speaking, reading, and writing.
- Strengthen grammar and vocabulary for academic and professional communication.
- Improve comprehension and interpretation of written texts.
- Build confidence in everyday and workplace communication.
- Lay a foundation for advanced English and business communication courses.

**BLOCK I: Foundations of English Language**

**Unit 1: Introduction to English Communication**

- Importance of English in higher education and business
- Types of communication
- Barriers to communication
- Effective communication skills

**Unit 2: Parts of Speech**

- Nouns and pronouns
- Verbs and auxiliaries
- Adjectives and adverbs
- Prepositions and conjunctions



### **Unit 3: Sentence Structure**

- Kinds of sentences
- Subject–predicate
- Phrase and clause
- Common sentence errors

## **BLOCK II: Grammar and Usage**

### **Unit 4: Tenses**

- Present tense forms and usage
- Past tense forms and usage
- Future tense forms and usage
- Common tense errors

### **Unit 5: Articles and Determiners**

- Definite and indefinite articles
- Zero article
- Demonstratives and possessives
- Correct usage in sentences

### **Unit 6: Active and Passive Voice**

- Concept of voice
- Formation of passive voice
- Uses of active and passive voice
- Practice exercises



### **BLOCK III: Reading and Vocabulary Skills**

#### **Unit 7: Reading Comprehension**

- Skimming and scanning techniques
- Literal and inferential comprehension
- Short passages and questions
- Vocabulary in context

#### **Unit 8: Vocabulary Development**

- Synonyms and antonyms
- One-word substitutions
- Idioms and phrases
- Commonly confused words

#### **Unit 9: Dictionary and Reference Skills**

- Use of dictionary
- Word meanings and pronunciation
- Parts of a dictionary entry
- Thesaurus and reference tools

### **BLOCK IV: Writing Skills**

#### **Unit 10: Paragraph Writing**

- Structure of a paragraph
- Topic sentence and coherence
- Descriptive and narrative paragraphs
- Practice exercises



### **Unit 11: Letter and Email Writing**

- Formal and informal letters
- Business letters
- Email writing etiquette
- Common errors in correspondence

### **Unit 12: Report and Notice Writing**

- Basic report writing
- Format of reports
- Notice writing
- Practical illustrations

## **BLOCK V: Speaking and Practical Communication**

### **Unit 13: Speaking Skills**

- Pronunciation and stress
- Intonation patterns
- Everyday conversations
- Public speaking basics

### **Unit 14: Presentation and Interview Skills**

- Introduction to presentations
- Non-verbal communication
- Interview skills and etiquette
- Group discussion basics

### **Unit 15: Functional English for Daily Use**

- English for workplace situations



- |   |
|---|
| <ul style="list-style-type: none"><li>• Telephonic communication</li></ul>        |
| <ul style="list-style-type: none"><li>• Common errors in spoken English</li></ul> |
| <ul style="list-style-type: none"><li>• Confidence building activities</li></ul>  |

### Course Outcome

After successful completion of the course, the student will be able to:

- CO1:** Explain the concept and dimensions of Indian diversity.
- CO2:** Analyze the impact of cultural and regional diversity on business.
- CO3:** Evaluate diversity-related challenges in organizations.
- CO4:** Apply inclusive and ethical practices in business environments.
- CO5:** Demonstrate awareness of diversity as a strategic advantage in India.

### References:

- Wren & Martin, *High School English Grammar and Composition*, S. Chand.
- Thomson, A.J. & Martinet, A.V., *A Practical English Grammar*, Oxford.
- Krzanowski, M., *Reading Skills for Academic Study*, Cambridge.

### Online Resources:

- Open Educational Resources (OER)
- MOOCs on basic English communication
- Online grammar and vocabulary practice platforms



**Program: Bachelor of Business Administration(BBA)**

Course Name: Environmental Studies – 1	Course Code: GECVA01T
Semester: 1	Core / Elective: Core
Teaching Scheme in Hrs (L:T:P): 3:00	Credits:4
Type of course: Lecture+ Assignments	Total Contact Hours: 12
Continuous Internal Evaluation: 30 Marks	ESE: 70 Marks

**Course Objectives**

The objectives of this course are to:

- Create awareness about the environment and its interrelationship with human activities.
- Understand basic ecological concepts and natural resources.
- Sensitize learners to environmental problems and sustainable development.
- Promote environmental ethics and responsible citizenship.
- Develop an interdisciplinary perspective relevant to business and society.

**BLOCK I: Introduction to Environmental Studies**

**Unit 1: Environment – Concept and Scope**

- Meaning and definition of environment
- Components of environment
- Interrelationship between environment and society
- Importance of environmental studies

**Unit 2: Ecology and Ecosystems**

- Basic concepts of ecology
- Structure and functions of ecosystem
- Types of ecosystems: forest, grassland, desert, aquatic
- Energy flow and food chains



### **Unit 3: Biodiversity and Conservation**

- Meaning and levels of biodiversity
- Values of biodiversity
- Threats to biodiversity
- Conservation of biodiversity

## **BLOCK II: Natural Resources**

### **Unit 4: Forest Resources**

- Types and distribution of forests
- Forest resources and uses
- Deforestation and its impacts
- Forest conservation measures

### **Unit 5: Water Resources**

- Sources and uses of water
- Water scarcity and conflicts
- Dams and their impacts
- Water conservation and rainwater harvesting

### **Unit 6: Mineral and Energy Resources**

- Mineral resources: use and conservation
- Renewable and non-renewable energy sources
- Conventional and non-conventional energy
- Sustainable energy management



### **BLOCK III: Environmental Pollution**

#### **Unit 7: Air Pollution**

- Causes and effects of air pollution
- Air pollutants
- Control measures
- Air quality management

#### **Unit 8: Water and Soil Pollution**

- Causes and effects of water pollution
- Soil pollution and land degradation
- Control and prevention methods
- Case studies

#### **Unit 9: Noise and Solid Waste Pollution**

- Noise pollution and its effects
- Solid waste: types and management
- Hazardous waste
- Role of individuals in waste management

### **BLOCK IV: Environmental Issues and Management**

#### **Unit 10: Climate Change and Global Warming**

- Meaning and causes of climate change
- Greenhouse effect
- Impacts of global warming
- Mitigation and adaptation strategies



### **Unit 11: Sustainable Development**

- Concept and principles of sustainable development
- Sustainable Development Goals (SDGs)
- Role of business in sustainability
- Green business practices

### **Unit 12: Environmental Management**

- Environmental impact assessment (EIA)
- Environmental management systems
- ISO 14000 standards
- Role of government and institutions

## **BLOCK V: Environment, Society, and Ethics**

### **Unit 13: Environmental Laws and Policies**

- Need for environmental legislation
- Major environmental acts
- Role of judiciary
- Environmental governance

### **Unit 14: Human Population and Environment**

- Population growth and environment
- Urbanization and environmental issues
- Health and environment
- Role of education and awareness

### **Unit 15: Environmental Ethics and Awareness**

- Environmental ethics



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|--|
| <ul style="list-style-type: none"><li>• Role of individuals and communities</li></ul>    |
| <ul style="list-style-type: none"><li>• Environmental movements</li></ul>                |
| <ul style="list-style-type: none"><li>• Future challenges and responsibilities</li></ul> |

### **Course Outcome**

After successful completion of the course, the student will be able to:

**CO1:** Demonstrate basic proficiency in English grammar and usage.

**CO2:** Develop effective reading and comprehension skills.

**CO3:** Write paragraphs, letters, and simple reports correctly.

**CO4:** Communicate effectively in everyday and academic situations.

**CO5:** Apply appropriate vocabulary and language skills in communication.

### **References:**

- Erach Bharucha, *Textbook of Environmental Studies*, Universities Press.
- Rajagopalan, R., *Environmental Studies: From Crisis to Cure*, Oxford University Press.
- Government of India publications on environment and sustainability.

### **Online Resources:**

- Open Educational Resources (OER)
- MOOCs on environmental studies and sustainability
- Reports by UNEP and UNDP



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# **SYLLABUS (SEMESTER-II)**



**Program: Bachelor of Business Administration (BBA)**

Course Name: Micro Economics	Course Code: BBA5201T
Semester: 2	Core / Elective: Core
Teaching Scheme in Hrs (L:T:P): 3:00	Credits:4
Type of course: Lecture+ Assignments	Total Contact Hours: 12
Continuous Internal Evaluation: 30 Marks	ESE: 70 Marks

**Course Objectives**

The objectives of this course are to:

- Introduce students to fundamental principles of microeconomics.
- Analyze consumer and producer behavior under different market conditions.
- Understand demand, supply, production, and cost concepts.
- Examine pricing and output decisions of firms.
- Apply microeconomic reasoning to business and policy decisions.

**BLOCK I: Introduction to Micro Economics**

**Unit 1: Nature and Scope of Micro Economics**

- Meaning and definition of micro economics
- Importance and limitations
- Micro vs. macro economics
- Role of micro economics in business decisions

**Unit 2: Demand Analysis**

- Meaning and determinants of demand
- Law of demand
- Exceptions to the law of demand
- Elasticity of demand and its types

**Unit 3: Consumer Behaviour**



- Utility analysis
- Law of diminishing marginal utility
- Indifference curve analysis
- Consumer equilibrium

## **BLOCK II: Production and Cost Analysis**

### **Unit 4: Production Function**

- Meaning and concept of production
- Production function
- Law of variable proportions
- Returns to scale

### **Unit 5: Cost Concepts**

- Meaning and classification of costs
- Short-run cost curves
- Long-run cost curves
- Economies and diseconomies of scale

### **Unit 6: Revenue Analysis**

- Meaning of revenue
- Total, average, and marginal revenue
- Revenue curves
- Profit maximization

## **BLOCK III: Market Structures**

### **Unit 7: Perfect Competition**

- Features of perfect competition
- Price determination under perfect competition
- Equilibrium of firm and industry



- Criticism of perfect competition

### **Unit 8: Monopoly**

- Meaning and features of monopoly
- Price determination under monopoly
- Price discrimination
- Monopoly control and regulation

### **Unit 9: Monopolistic Competition and Oligopoly**

- Meaning and features of monopolistic competition
- Product differentiation and selling costs
- Oligopoly: features and price rigidity
- Kinked demand curve

## **BLOCK IV: Factor Pricing and Welfare Economics**

### **Unit 10: Factor Pricing – Wages**

- Meaning of factor pricing
- Theories of wages
- Modern theory of wages
- Wage determination

### **Unit 11: Rent, Interest, and Profit**

- Theories of rent
- Interest: classical and modern theories
- Profit: meaning and theories
- Role of entrepreneur

### **Unit 12: Welfare Economics**

- Meaning and scope of welfare economics
- Pareto optimality



- Social welfare function

- Role of government in welfare

## **BLOCK V: Applications and Contemporary Issues**

### **Unit 13: Pricing Policies and Practices**

- Cost-plus pricing
- Marginal cost pricing
- Administered pricing
- Price leadership

### **Unit 14: Micro Economics and Business Decisions**

- Demand forecasting
- Cost control and pricing decisions
- Production planning
- Market strategy formulation

### **Unit 15: Contemporary Issues in Micro Economics**

- Market failure
- Role of competition policy
- Micro economics in digital markets
- Emerging challenges

## **Course Outcome**

After successful completion of the course, the student will be able to:

**CO1:** Explain fundamental concepts of demand, supply, and consumer behavior.

**CO2:** Analyze production, cost, and revenue functions.

**CO3:** Evaluate price determination under different market structures.

**CO4:** Interpret factor pricing and welfare economics concepts.



**CO5:** Apply microeconomic principles to business decision-making.

## References

- Koutsoyiannis, A., *Modern Microeconomics*, Macmillan.
- Dominick Salvatore, *Microeconomics: Theory and Applications*, Oxford.
- Mote, V.L., Paul, S. & Gupta, G.S., *Managerial Economics*, McGraw-Hill.
- Pindyck, R.S. & Rubinfeld, D.L., *Microeconomics*, Pearson.



**Program: Bachelor of Business Administration (BBA)**

Course Name: Corporate Accounting	Course Code: BBA5202T
Semester: 2	Core / Elective: Core
Teaching Scheme in Hrs (L:T:P): 3:00	Credits:4
Type of course: Lecture+ Assignments	Total Contact Hours: 12
Continuous Internal Evaluation: 30 Marks	ESE: 70 Marks

**Course Objectives**

The objectives of this course are to:

- Develop an understanding of accounting principles applicable to corporate entities.
- Familiarize learners with accounting for share capital, debentures, and company accounts.
- Enable preparation and analysis of corporate financial statements.
- Understand accounting treatment for mergers, acquisitions, and reconstruction.
- Provide knowledge of recent trends and regulatory aspects in corporate accounting.

**BLOCK I: Introduction to Corporate Accounting**

**Unit 1: Corporate Accounting – An Overview**

- Meaning and scope of corporate accounting
- Difference between partnership and company accounts
- Types of companies
- Regulatory framework governing companies

**Unit 2: Issue of Shares**

- Meaning and types of shares
- Issue of shares at par, premium, and discount



- Accounting treatment of share issue

- Forfeiture and reissue of shares

### **Unit 3: Issue and Redemption of Debentures**

- Meaning and types of debentures
- Issue of debentures at par, premium, and discount
- Redemption of debentures
- Accounting entries for debentures

## **BLOCK II: Profit Determination and Distribution**

### **Unit 4: Final Accounts of Companies**

- Preparation of company final accounts
- Statement of Profit and Loss
- Balance Sheet as per Companies Act
- Notes to accounts

### **Unit 5: Managerial Remuneration**

- Meaning and objectives of managerial remuneration
- Provisions of Companies Act
- Calculation of managerial remuneration
- Accounting treatment

### **Unit 6: Declaration and Payment of Dividend**

- Meaning and types of dividend
- Provisions relating to dividend
- Accounting for dividend
- Transfer to reserves



### **BLOCK III: Company Reconstruction and Amalgamation**

#### **Unit 7: Internal Reconstruction**

- Meaning and objectives
- Reduction of share capital
- Accounting treatment
- Preparation of revised balance sheet

#### **Unit 8: External Reconstruction**

- Meaning and forms of external reconstruction
- Purchase consideration
- Accounting entries in books of vendor company
- Accounting entries in books of purchasing company

#### **Unit 9: Amalgamation of Companies**

- Meaning and types of amalgamation
- Methods of amalgamation
- Accounting under pooling of interests method
- Purchase method

### **BLOCK IV: Holding Company Accounts**

#### **Unit 10: Holding and Subsidiary Companies**

- Meaning of holding and subsidiary companies
- Legal provisions
- Mutual holding companies
- Minority interest



**Unit 11: Consolidated Financial Statements**

- Need for consolidated statements
- Preparation of consolidated balance sheet
- Treatment of goodwill and capital reserve
- Inter-company transactions

**Unit 12: Accounting for Bonus and Rights Issue**

- Meaning of bonus shares
- Accounting treatment of bonus issue
- Rights issue of shares
- Accounting entries and impact

**BLOCK V: Contemporary Issues in Corporate Accounting**

**Unit 13: Valuation of Shares and Goodwill**

- Meaning and need for valuation
- Methods of valuation of shares
- Valuation of goodwill
- Practical problems

**Unit 14: Accounting Standards and Corporate Reporting**

- Meaning and importance of accounting standards
- Overview of Indian Accounting Standards (Ind AS)
- Disclosure requirements
- Role of regulatory bodies

**Unit 15: Emerging Trends in Corporate Accounting**

- Corporate governance and reporting



n- Social and sustainability accounting

- Digitalization and accounting software
- Future challenges in corporate accounting

### Course Outcome

After successful completion of the course, the student will be able to:

**CO1:** Explain the nature and characteristics of services marketing.

**CO2:** Analyze service quality and customer satisfaction models.

**CO3:** Apply service marketing mix strategies (7Ps).

**CO4:** Evaluate service delivery and service recovery processes.

**CO5:** Demonstrate ability to manage service operations effectively.

### References

- S.N. Maheshwari & S.K. Maheshwari, *Corporate Accounting*, Vikas Publishing House.
- M.C. Shukla, T.S. Grewal & S.C. Gupta, *Advanced Accounts*, S. Chand.
- Arulanandam & Raman, *Corporate Accounting*, Himalaya Publishing House.
- ICAI Study Material on Corporate Accounting.

### Online Resources:

- Open Educational Resources (OER)
- MCA and ICAI official publications
- MOOCs on advanced accounting and corporate reporting



**Program: Bachelor of Business Administration (BBA)**

Course Name: Organizational Behavior	Course Code: BBA5203T
Semester: 2	Core / Elective: Core
Teaching Scheme in Hrs (L:T:P): 3:00	Credits:4
Type of course: Lecture+ Assignments	Total Contact Hours: 12
Continuous Internal Evaluation: 30 Marks	ESE: 70 Marks

**Course Objectives**

1. Understand human behavior in organizations.
2. Study individual and group dynamics.
3. Develop leadership skills.
4. Improve organizational effectiveness.
5. Apply OB concepts in management.

**Course Content**

**BLOCK 1: Introduction to OB**

- Unit 1: Nature and Scope of OB
- Unit 2: Individual Behavior
- Unit 3: Perception and Attitudes

**BLOCK 2: Motivation**

- Unit 4: Motivation Concepts
- Unit 5: Motivation Theories
- Unit 6: Learning and Reinforcement

**BLOCK 3: Group Behaviour**

- Unit 7: Group Dynamics
- Unit 8: Leadership
- Unit 9: Communication

**BLOCK 4: Organizational Structure**

- Unit 10: Organizational Design
- Unit 11: Organizational Culture
- Unit 12: Power and Politics



## **BLOCK 5: Change Management**

- Unit 13: Conflict Management
- Unit 14: Stress Management
- Unit 15: Organizational Change

### **Course Outcomes**

1. Analyze individual behavior.
2. Understand motivation and leadership.
3. Manage group dynamics.
4. Handle organizational conflict.
5. Apply OB theories practically.

### **References:**

1. Organisational Behaviour Textbook
2. Human Resource Management Resources
3. Case Studies in OB



**Program: Bachelor of Business Administration (BBA)**

Course Name: General English – II	Course Code: AECPA02T
Semester: 2	Core / Elective: Core
Teaching Scheme in Hrs (L:T:P): 3:00	Credits:4
Type of course: Lecture+ Assignments	Total Contact Hours: 12
Continuous Internal Evaluation: 30 Marks	ESE: 70 Marks

**Course Objectives**

The objectives of this course are to:

- Enhance learners’ proficiency in English language skills acquired in Semester I.
- Develop advanced reading, writing, speaking, and listening skills.
- Improve functional, professional, and academic communication abilities.
- Strengthen grammar, vocabulary, and usage for business and workplace contexts.
- Build confidence in presentations, discussions, and professional correspondence.

**BLOCK I: Advanced Language Skills**

**Unit 1: Advanced Communication Skills**

- Importance of effective communication
- Verbal and non-verbal communication
- Barriers to communication and remedies
- Professional communication skills

**Unit 2: Advanced Grammar Usage**

- Sentence transformation
- Clauses and phrases (revision and application)
- Common grammatical errors
- Editing and proofreading



### **Unit 3: Vocabulary Enrichment**

- Academic and business vocabulary
- Collocations and phrasal verbs
- Words often confused
- Vocabulary building techniques

## **BLOCK II: Reading and Interpretation**

### **Unit 4: Reading Comprehension – Advanced**

- Analytical reading skills
- Critical and inferential comprehension
- Long passages and interpretation
- Vocabulary in context

### **Unit 5: Literary and Non-Literary Texts**

- Short stories and essays
- Business articles and reports
- Theme and message analysis
- Writing responses to texts

### **Unit 6: Note Making and Summarization**

- Techniques of note making
- Use of abbreviations and symbols
- Summarization skills
- Practice exercises



### **BLOCK III: Writing Skills for Business and Academics**

#### **Unit 7: Business Correspondence**

- Business letters
- Official emails
- Circulars and memos
- Common formatting standards

#### **Unit 8: Report and Proposal Writing**

- Types of reports
- Structure of business reports
- Proposal writing basics
- Writing practice

#### **Unit 9: Resume and Application Writing**

- Resume/CV writing
- Job application letters
- Cover letters
- Professional profiles

### **BLOCK IV: Speaking and Presentation Skills**

#### **Unit 10: Public Speaking**

- Principles of effective speaking
- Speech organization
- Overcoming stage fear
- Practice sessions



**Unit 11: Presentation Skills**

- Preparing presentations
- Use of visual aids
- Presentation delivery techniques
- Audience handling

**Unit 12: Group Discussion and Interview Skills**

- Group discussion techniques
- Role of communication in GDs
- Interview skills and etiquette
- Mock interviews

**BLOCK V: Functional and Digital English**

**Unit 13: Functional English for Workplace**

- English for meetings
- Telephonic and online communication
- Workplace conversations
- Cross-cultural communication

**Unit 14: Digital Communication Skills**

- Email etiquette
- Online meetings and webinars
- Social media communication
- Professional digital presence

**Unit 15: Contemporary Issues in English Communication**

- English in global business



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| <ul style="list-style-type: none"><li>• Gender-sensitive language</li></ul>      |
| <ul style="list-style-type: none"><li>• Ethical communication</li></ul>          |
| <ul style="list-style-type: none"><li>• Future trends in English usage</li></ul> |

### Course Outcome

After successful completion of the course, the student will be able to:

- CO1:** Demonstrate advanced grammar and vocabulary skills in communication.
- CO2:** Analyze and interpret literary and non-literary texts.
- CO3:** Draft professional documents such as reports, resumes, and business correspondence.
- CO4:** Apply effective presentation, group discussion, and interview skills.
- CO5:** Demonstrate competence in digital and workplace communication.

### References

- Thomson, A.J. & Martinet, A.V., *A Practical English Grammar*, Oxford University Press.
- Murphy, R., *English Grammar in Use*, Cambridge University Press.
- Krzanowski, M., *Reading Skills for Academic Study*, Cambridge.

### Online Resources:

- Open Educational Resources (OER)
- MOOCs on communication and business English
- Online grammar and vocabulary practice platforms



**Program: Bachelor of Business Administration (BBA)**

Course Name: Environmental Studies – II	Course Code: GECVA02T
Semester: 2	Core / Elective: Core
Teaching Scheme in Hrs (L:T:P): 3:00	Credits:4
Type of course: Lecture+ Assignments	Total Contact Hours: 12
Continuous Internal Evaluation: 30 Marks	ESE: 70 Marks

**Course Objectives**

The objectives of this course are to:

- Deepen understanding of environmental challenges and human–environment interactions.
- Examine environmental governance, laws, and institutional mechanisms.
- Promote sustainable development practices with relevance to business and society.
- Build awareness of climate action, disaster management, and environmental health.
- Encourage responsible citizenship and ethical environmental behavior.

**BLOCK I: Environment and Development**

**Unit 1: Environment and Economic Development**

- Environment–development nexus
- Natural capital and ecosystem services
- Environmental externalities
- Sustainable development pathways

**Unit 2: Environmental Governance and Institutions**

- Environmental governance: concept and principles
- National and international institutions



- Role of NGOs and civil society

- Community participation

### **Unit 3: Environmental Impact Assessment (EIA)**

- Concept and objectives of EIA
- EIA process and methodologies
- Public hearing and decision-making
- Limitations of EIA

## **BLOCK II: Environmental Laws and Policies**

### **Unit 4: Environmental Legislation in India**

- Need for environmental laws
- Major environmental acts
- Environmental courts and tribunals
- Compliance and enforcement

### **Unit 5: International Environmental Agreements**

- Global environmental issues
- Major conventions and protocols
- Role of international organizations
- India's commitments

### **Unit 6: Environmental Policy and Planning**

- Environmental policy framework
- Policy instruments
- Environmental planning tools
- Policy challenges



### **BLOCK III: Climate Change and Disaster Management**

#### **Unit 7: Climate Change Science and Impacts**

- Climate system and variability
- Causes of climate change
- Impacts on ecosystems and livelihoods
- Adaptation strategies

#### **Unit 8: Climate Change Mitigation**

- Mitigation measures
- Renewable energy transition
- Carbon markets and pricing
- Role of business in mitigation

#### **Unit 9: Disaster Risk Reduction and Management**

- Types of natural and man-made disasters
- Disaster management cycle
- Institutional framework
- Community-based disaster management

### **BLOCK IV: Environmental Health and Resource Management**

#### **Unit 10: Environmental Health**

- Environment and human health
- Water, sanitation, and hygiene
- Occupational and urban health issues
- Environmental epidemiology basics



### **Unit 11: Sustainable Resource Management**

- Integrated water resource management
- Land and soil conservation
- Sustainable forestry and fisheries
- Circular economy concepts

### **Unit 12: Waste Management and Pollution Control**

- Solid and hazardous waste management
- E-waste and plastic waste
- Pollution control technologies
- Extended Producer Responsibility (EPR)

## **BLOCK V: Sustainability, Ethics, and Business**

### **Unit 13: Corporate Sustainability and ESG**

- Corporate sustainability concepts
- ESG framework
- Sustainability reporting
- Green finance basics

### **Unit 14: Environmental Ethics and Social Responsibility**

- Environmental ethics
- Indigenous knowledge systems
- Environmental justice
- Community stewardship

### **Unit 15: Future Pathways for Sustainability**

- Innovation for sustainability



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| <ul style="list-style-type: none"><li>• Sustainable cities and infrastructure</li></ul> |
| <ul style="list-style-type: none"><li>• Climate-resilient development</li></ul>         |
| <ul style="list-style-type: none"><li>• Future challenges and opportunities</li></ul>   |

## Course Outcome

After successful completion of the course, the student will be able to:

**CO1:** Explain the relationship between environment and sustainable development.

**CO2:** Analyze environmental laws, policies, and governance mechanisms.

**CO3:** Evaluate climate change impacts and disaster management strategies.

**CO4:** Apply sustainable resource management and waste management practices.

**CO5:** Demonstrate awareness of corporate sustainability and environmental ethics.

## References

- Erach Bharucha, *Textbook of Environmental Studies*, Universities Press.
- UNEP & IPCC assessment summaries.
- Government of India notifications and policy documents.

## Online Resources:

- Open Educational Resources (OER)
- MOOCs on sustainability and climate action
- Reports by UNDP, UNEP, and World Bank



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# **SYLLABUS**

## **(SEMESTER-III)**



**Program: Bachelor of Business Administration (BBA)**

Course Name: Cost Accounting	Course Code: BBA6301T
Semester: 3	Core / Elective: Core
Teaching Scheme in Hrs (L:T:P): 3:00	Credits:4
Type of course: Lecture+ Assignments	Total Contact Hours: 12
Continuous Internal Evaluation: 30 Marks	ESE: 70 Marks

**Course Objectives**

The objectives of this course are to:

- Provide fundamental knowledge of cost concepts, methods, and techniques.
- Enable students to ascertain, analyze, and control costs.
- Develop skills for cost planning, budgeting, and decision-making.
- Understand the role of cost accounting in managerial control.
- Prepare a foundation for advanced management and cost accounting studies.

**BLOCK I: Introduction to Cost Accounting**

**Unit 1: Cost Accounting – Nature and Scope**

- Meaning and definition of cost accounting
- Objectives and importance
- Cost accounting vs. financial accounting
- Installation of cost accounting system

**Unit 2: Cost Concepts and Classification**

- Cost concepts
- Elements of cost



- Classification of costs

- Cost behavior and cost control

### **Unit 3: Cost Sheet and Cost Statements**

- Meaning and importance of cost sheet

- Components of cost sheet

- Preparation of cost sheet

- Practical problems

## **BLOCK II: Material and Labour Costing**

### **Unit 4: Material Costing**

- Purchase procedure

- Inventory control techniques

- Pricing of material issues

- Stock levels and EOQ

### **Unit 5: Labour Costing**

- Meaning and importance of labour cost

- Time keeping and time booking

- Wage payment methods

- Labour turnover

### **Unit 6: Overheads – Concept and Classification**

- Meaning of overheads

- Classification of overheads

- Allocation and apportionment

- Absorption of overheads



### **BLOCK III: Methods of Costing**

#### **Unit 7: Job Costing**

- Meaning and features of job costing
- Procedure of job costing
- Job cost sheet
- Applications of job costing

#### **Unit 8: Process Costing**

- Meaning and features of process costing
- Normal and abnormal loss
- Valuation of work-in-progress
- Process costing problems

#### **Unit 9: Contract Costing**

- Meaning and features of contract costing
- Costing of contracts
- Escalation clause
- Profit on incomplete contracts

### **BLOCK IV: Operating and Standard Costing**

#### **Unit 10: Operating and Service Costing**

- Meaning and application
- Transport costing
- Power and hospital costing
- Cost unit and cost structure



### **Unit 11: Standard Costing**

- Meaning and importance
- Setting of standards
- Variance analysis
- Advantages and limitations

### **Unit 12: Budgetary Control**

- Meaning and objectives of budgeting
- Types of budgets
- Preparation of budgets
- Budgetary control system

## **BLOCK V: Marginal Costing and Decision Making**

### **Unit 13: Marginal Costing**

- Meaning and principles
- Contribution and P/V ratio
- Break-even analysis
- Applications of marginal costing

### **Unit 14: Cost Control and Cost Reduction**

- Techniques of cost control
- Cost reduction programmes
- Value analysis
- Productivity improvement

### **Unit 15: Contemporary Issues in Cost Accounting**

- Cost accounting in service sector



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| <ul style="list-style-type: none"><li>• Use of IT in cost accounting</li></ul>          |
| <ul style="list-style-type: none"><li>• Activity-based costing (ABC) overview</li></ul> |
| <ul style="list-style-type: none"><li>• Future trends in cost accounting</li></ul>      |

## Course Outcome

After successful completion of the course, the student will be able to:

**CO1:** Explain cost concepts and elements of cost.

**CO2:** Prepare cost sheets and analyze material, labour, and overhead costs.

**CO3:** Apply job, process, and contract costing methods.

**CO4:** Analyze standard costing, budgeting, and variance analysis.

**CO5:** Apply marginal costing techniques for managerial decision-making.

## References

- M.N. Arora, *Cost Accounting*, Vikas Publishing House.
- Charles T. Horngren, *Cost Accounting: A Managerial Emphasis*, Pearson.
- S.P. Jain & K.L. Narang, *Cost Accounting*, Kalyani Publishers.
- ICAI publications on Cost and Management Accounting.

## Online Resources:

- Open Educational Resources (OER)
- MOOCs on cost and management accounting
- Practice problem repositories



**Program: Bachelor of Business Administration (BBA)**

Course Name: Principles of Marketing	Course Code: BBA6302T
Semester: 3	Core / Elective: Core
Teaching Scheme in Hrs (L:T:P): 3:00	Credits:4
Type of course: Lecture+ Assignments	Total Contact Hours: 12
Continuous Internal Evaluation: 30 Marks	ESE: 70 Marks

**Course Objectives**

The objectives of this course are to:

- Introduce students to fundamental concepts and principles of marketing.
- Understand the role of marketing in business and economic development.
- Familiarize learners with consumer behavior and market segmentation.
- Develop basic understanding of marketing mix decisions.
- Build a foundation for advanced marketing subjects.

**BLOCK I: Introduction to Marketing**

**Unit 1: Marketing – Meaning and Scope**

- Meaning and definition of marketing
- Evolution of marketing concept
- Importance of marketing
- Marketing vs. selling

**Unit 2: Marketing Environment**

- Micro and macro environment
- Internal environment
- External environment



- Impact of environment on marketing decisions

### **Unit 3: Marketing Ethics and Social Responsibility**

- Ethical issues in marketing
- Consumer rights
- Social responsibility of marketers
- Sustainable marketing

## **BLOCK II: Consumer and Market Analysis**

### **Unit 4: Consumer Behavior**

- Meaning and importance of consumer behavior
- Factors influencing consumer behavior
- Buying decision process
- Organizational buying behavior

### **Unit 5: Market Segmentation**

- Meaning and benefits of segmentation
- Bases of market segmentation
- Target market selection
- Market positioning

### **Unit 6: Marketing Research**

- Meaning and importance of marketing research
- Marketing research process
- Data collection methods
- Applications of marketing research



## **BLOCK III: Product and Pricing Decisions**

### **Unit 7: Product Concept and Classification**

- Meaning and types of products
- Product life cycle
- Product mix and product line
- New product development

### **Unit 8: Branding and Packaging**

- Meaning and importance of branding
- Brand types and strategies
- Packaging and labeling
- Brand equity

### **Unit 9: Pricing Decisions**

- Meaning and objectives of pricing
- Factors influencing pricing
- Pricing methods and strategies
- Price policies

## **BLOCK IV: Promotion and Distribution**

### **Unit 10: Promotion Mix**

- Meaning and elements of promotion mix
- Advertising
- Sales promotion
- Public relations and publicity



**Unit 11: Personal Selling and Sales Management**

- Meaning and importance of personal selling
- Selling process
- Sales force management
- Role of salesperson

**Unit 12: Distribution Channels**

- Meaning and functions of distribution channels
- Types of intermediaries
- Physical distribution
- Logistics and supply chain basics

**BLOCK V: Contemporary Marketing Issues**

**Unit 13: Digital and E-Marketing Basics**

- Introduction to digital marketing
- Online consumer behavior
- Social media marketing basics
- E-commerce overview

**Unit 14: Rural and Green Marketing**

- Concept of rural marketing
- Characteristics of rural markets
- Green marketing
- Sustainable marketing practices

**Unit 15: Emerging Trends in Marketing**

- Relationship marketing



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| <ul style="list-style-type: none"><li>• Experiential marketing</li></ul>         |
| <ul style="list-style-type: none"><li>• Global marketing overview</li></ul>      |
| <ul style="list-style-type: none"><li>• Future challenges in marketing</li></ul> |

## Course Outcome

After successful completion of the course, the student will be able to:

- CO1:** Explain fundamental concepts and scope of marketing.
- CO2:** Analyze consumer behavior and market segmentation strategies.
- CO3:** Apply marketing mix principles in business decisions.
- CO4:** Evaluate pricing, promotion, and distribution strategies.
- CO5:** Demonstrate understanding of emerging trends in marketing.

## References

- Philip Kotler & Gary Armstrong, *Principles of Marketing*, Pearson Education.
- Ramaswamy & Namakumari, *Marketing Management*, McGraw-Hill.
- William J. Stanton, *Fundamentals of Marketing*, McGraw-Hill.

## Online Resources:

- Open Educational Resources (OER)
- MOOCs on marketing fundamentals
- Case studies on Indian marketing practices



**Program: Bachelor of Business Administration (BBA)**

Course Name: Legal Dimensions of Business	Course Code: BBA6303T
Semester: 3	Core / Elective: Core
Teaching Scheme in Hrs (L:T:P): 3:00	Credits:4
Type of course: Lecture+ Assignments	Total Contact Hours: 12
Continuous Internal Evaluation: 30 Marks	ESE: 70 Marks

**Course Objectives**

1. Understand business laws.
2. Learn contractual obligations.
3. Understand company law basics.
4. Study consumer protection.
5. Develop legal awareness.

**Course Content**

**BLOCK 1: Legal Framework**

Unit 1: Introduction to Business Law

Unit 2: Indian Contract Act

Unit 3: Types of Contracts

**BLOCK 2: Special Contracts**

Unit 4: Sale of Goods Act

Unit 5: Bailment and Pledge

Unit 6: Indemnity and Guarantee

**BLOCK 3: Company Law**

Unit 7: Company Formation

Unit 8: Memorandum and Articles

Unit 9: Management of Companies

**BLOCK 4: Consumer Laws**

Unit 10: Consumer Protection Act

Unit 11: Competition Law

Unit 12: Intellectual Property Rights

**BLOCK 5: Cyber and Ethics**

Unit 13: Cyber Laws



Unit 14: Business Ethics
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Unit 15: Corporate Governance
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### **Course Outcomes**

1. Understand legal framework.
2. Apply contract laws.
3. Identify business legal issues.
4. Understand consumer rights.
5. Comply with legal requirements.

### **References:**

1. Business Law Textbook
2. Company Law Manuals
3. Legal Case Studies



**Program: Bachelor of Business Administration (BBA)**

Course Name: Human Values and Ethics	Course Code: AECPA03T
Semester: 3	Core / Elective: Core
Teaching Scheme in Hrs (L:T:P): 3:00	Credits:4
Type of course: Lecture+ Assignments	Total Contact Hours: 12
Continuous Internal Evaluation: 30 Marks	ESE: 70 Marks

**Course Objectives**

The objectives of this course are to:

- Inculcate human values and ethical awareness among learners.
- Develop moral reasoning and ethical decision-making skills.
- Understand the relevance of values and ethics in personal, social, and professional life.
- Promote responsible citizenship, integrity, and social sensitivity.
- Apply ethical principles to business and organizational situations.

**BLOCK I: Foundations of Human Values**

**Unit 1: Human Values – Concept and Importance**

- Meaning and definition of values
- Types of values: moral, social, cultural, spiritual
- Importance of values in human life
- Value-based living

**Unit 2: Sources of Human Values**

- Family, society, and culture
- Education and value formation



- Religion and philosophy

- Media and technology influence

### **Unit 3: Values and Personal Development**

- Self-awareness and self-discipline
- Character building
- Emotional intelligence
- Role of values in personality development

## **BLOCK II: Ethics – Concepts and Theories**

### **Unit 4: Introduction to Ethics**

- Meaning and nature of ethics
- Ethics vs. morals
- Branches of ethics
- Importance of ethics in modern society

### **Unit 5: Ethical Theories and Approaches**

- Utilitarianism
- Deontological ethics
- Virtue ethics
- Ethical relativism

### **Unit 6: Ethical Decision Making**

- Ethical dilemmas
- Decision-making models
- Role of conscience and judgment
- Resolving ethical conflicts



### **BLOCK III: Values, Ethics, and Society**

#### **Unit 7: Social Ethics**

- Ethics in social relationships
- Justice, equality, and human rights
- Gender ethics
- Respect for diversity

#### **Unit 8: Professional Ethics**

- Meaning and importance of professional ethics
- Codes of conduct
- Ethics in various professions
- Ethical challenges at workplace

#### **Unit 9: Ethics and Citizenship**

- Duties and responsibilities of citizens
- Ethical leadership
- Role of youth in nation building
- Values in democratic society

### **BLOCK IV: Business Ethics and Corporate Responsibility**

#### **Unit 10: Business Ethics**

- Concept and scope of business ethics
- Ethical issues in business
- Ethics in marketing, finance, and HR
- Corporate ethical culture



### **Unit 11: Corporate Social Responsibility (CSR)**

- Meaning and objectives of CSR
- CSR initiatives in India
- Legal provisions relating to CSR
- CSR and sustainable development

### **Unit 12: Corporate Governance and Ethics**

- Meaning of corporate governance
- Principles of good governance
- Role of board and management
- Transparency and accountability

## **BLOCK V: Contemporary Ethical Issues**

### **Unit 13: Ethics in Technology and Media**

- Ethics in information technology
- Social media ethics
- Data privacy and security
- Cyber ethics

### **Unit 14: Environmental Ethics**

- Concept of environmental ethics
- Human–nature relationship
- Sustainable development
- Ethical responsibility towards future generations

### **Unit 15: Global Ethics and Future Challenges**

- Globalization and ethical challenges



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| <ul style="list-style-type: none"><li>• Human values in global business</li></ul>        |
| <ul style="list-style-type: none"><li>• Peace, tolerance, and universal values</li></ul> |
| <ul style="list-style-type: none"><li>• Future of ethics in society</li></ul>            |

## Course Outcome

After successful completion of the course, the student will be able to:

**CO1:** Explain fundamental human values and ethical principles.

**CO2:** Analyze ethical theories and decision-making models.

**CO3:** Evaluate ethical issues in social and professional contexts.

**CO4:** Apply business ethics and corporate social responsibility concepts.

**CO5:** Demonstrate responsible and ethical behavior in personal and professional life.

## References

- R. Subramanian, *Professional Ethics*, Oxford University Press.
- Velasquez, M.G., *Business Ethics: Concepts and Cases*, Pearson.
- Chakraborty, S.K., *Ethics in Management*, Oxford University Press.
- Government of India publications on ethics and citizenship.

## Online Resources:

- Open Educational Resources (OER)
- MOOCs on ethics and value education
- Case studies on ethical issues



**Program: Bachelor of Business Administration (BBA)**

Course Name: Introduction to Computer	Course Code: GECVA03T
Semester: 3	Core / Elective: Core
Teaching Scheme in Hrs (L:T:P): 3:00	Credits:4
Type of course: Lecture+ Assignments	Total Contact Hours: 12
Continuous Internal Evaluation: 30 Marks	ESE: 70 Marks

**Course Objectives**

The objectives of this course are to:

- Introduce basic concepts of computers and information technology.
- Develop computer literacy for academic and business applications.
- Familiarize learners with hardware, software, and operating systems.
- Provide practical knowledge of office automation tools.
- Enable understanding of internet usage, cyber security, and digital business environment.

**BLOCK I: Computer Fundamentals**

**Unit 1: Introduction to Computers**

- Meaning and definition of computer
- Characteristics of computers
- Data, information, and processing
- Applications of computers in business

**Unit 2: Evolution and Generations of Computers**

- History of computers
- Generations of computers
- Types of computers



- Limitations of computers

### **Unit 3: Components of Computer System**

- Input devices
- Output devices
- Central Processing Unit (CPU)
- Memory units

## **BLOCK II: Hardware, Software, and Operating Systems**

### **Unit 4: Computer Hardware**

- Internal hardware components
- Storage devices
- Peripheral devices
- Maintenance of hardware

### **Unit 5: Computer Software**

- System software
- Application software
- Utility software
- Open-source and proprietary software

### **Unit 6: Operating Systems**

- Meaning and functions of operating system
- Types of operating systems
- Basics of Windows OS
- File and folder management



### **BLOCK III: Office Automation Tools**

#### **Unit 7: Word Processing Software**

- Creating and formatting documents
- Tables, styles, and templates
- Mail merge
- Business document preparation

#### **Unit 8: Spreadsheet Software**

- Spreadsheet concepts
- Formulas and functions
- Charts and data analysis
- Business applications of spreadsheets

#### **Unit 9: Presentation Software**

- Creating presentations
- Slide layouts and themes
- Use of charts and multimedia
- Effective presentation techniques

### **BLOCK IV: Internet, Networking, and Security**

#### **Unit 10: Computer Networks**

- Meaning and types of networks
- LAN, MAN, WAN
- Networking devices
- Uses of networking in business



### **Unit 11: Internet and E-Communication**

- Internet basics
- Email services
- Search engines and browsers
- Introduction to e-commerce

### **Unit 12: Cyber Security and Ethics**

- Cyber threats and risks
- Malware, viruses, phishing
- Data protection and privacy
- Ethical issues in IT

## **BLOCK V: Digital Business and Emerging Technologies**

### **Unit 13: Information Systems in Business**

- Management Information System (MIS)
- Decision Support System (DSS)
- Office automation systems
- Role of IT in management

### **Unit 14: Digital Business and E-Payments**

- Digital transformation
- E-business models
- Digital payment systems
- Role of technology in commerce

### **Unit 15: Emerging Trends in Computing**

- Cloud computing



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| <ul style="list-style-type: none"><li>• Artificial Intelligence (basic concepts)</li></ul> |
| <ul style="list-style-type: none"><li>• Internet of Things (IoT)</li></ul>                 |
| <ul style="list-style-type: none"><li>• Future scope of computers</li></ul>                |

## Course Outcome

After successful completion of the course, the student will be able to:

**CO1:** Explain fundamental human values and ethical principles.

**CO2:** Analyze ethical theories and decision-making models.

**CO3:** Evaluate ethical issues in social and professional contexts.

**CO4:** Apply business ethics and corporate social responsibility concepts.

**CO5:** Demonstrate responsible and ethical behavior in personal and professional life.

## References

- P.K. Sinha & P. Sinha, *Computer Fundamentals*, BPB Publications
- Alexis Leon & Mathews Leon, *Fundamentals of IT*, Vikas Publishing
- V. Rajaraman, *Introduction to Information Technology*, PHI

## Online Resources:

- Open Educational Resources (OER)
- MOOCs on computer fundamentals
- Office automation tutorials



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# **SYLLABUS**

## **(SEMESTER-IV)**



**Program: Bachelor of Business Administration (BBA)**

Course Name: Macro Economics	Course Code: BBA6401T
Semester: 4	Core / Elective: Core
Teaching Scheme in Hrs (L:T:P): 3:00	Credits:4
Type of course: Lecture+ Assignments	Total Contact Hours: 12
Continuous Internal Evaluation: 30 Marks	ESE: 70 Marks

**Course Objectives**

The objectives of this course are to:

- Introduce students to the fundamental concepts and theories of macroeconomics.
- Understand the determination of national income, employment, and price level.
- Analyze monetary and fiscal policies and their impact on the economy.
- Examine inflation, unemployment, business cycles, and economic growth.
- Apply macroeconomic analysis to contemporary economic issues and policy debates.

**BLOCK I: Introduction to Macro Economics**

**Unit 1: Nature and Scope of Macro Economics**

- Meaning and definition of macroeconomics
- Importance and limitations
- Micro vs. macro economics
- Relevance of macro economics to business and policy

**Unit 2: Circular Flow of Income**

- Meaning and significance
- Circular flow in two-sector, three-sector, and four-sector economy
- Leakages and injections
- Importance of circular flow



### **Unit 3: National Income Accounting**

- Concepts of national income
- Methods of measuring national income
- Difficulties in national income estimation
- Uses of national income data

## **BLOCK II: Determination of Income and Employment**

### **Unit 4: Classical Theory of Employment**

- Say's Law of Markets
- Classical theory of employment
- Criticism of classical theory
- Role of wage flexibility

### **Unit 5: Keynesian Theory of Income and Employment**

- Principle of effective demand
- Consumption function
- Investment function
- Determination of equilibrium income

### **Unit 6: Multiplier and Accelerator**

- Concept of multiplier
- Working of multiplier
- Concept of accelerator
- Interaction of multiplier and accelerator

## **BLOCK III: Money, Banking, and Monetary Policy**

### **Unit 7: Money – Meaning and Functions**

- Meaning and types of money



- Functions of money

- Demand for money

- Quantity theory of money

### **Unit 8: Banking System and Credit Creation**

- Commercial banking system

- Credit creation by commercial banks

- Limitations of credit creation

- Role of central bank

### **Unit 9: Monetary Policy**

- Meaning and objectives of monetary policy

- Instruments of monetary policy

- Monetary policy in India

- Effectiveness of monetary policy

## **BLOCK IV: Public Finance and Fiscal Policy**

### **Unit 10: Public Revenue and Expenditure**

- Sources of public revenue

- Principles of taxation

- Public expenditure

- Effects of public expenditure

### **Unit 11: Fiscal Policy**

- Meaning and objectives of fiscal policy

- Tools of fiscal policy

- Fiscal policy and economic stability



- Fiscal policy in India

### **Unit 12: Inflation and Unemployment**

- Meaning and types of inflation
- Causes and effects of inflation
- Meaning and types of unemployment
- Measures to control inflation and unemployment

## **BLOCK V: Growth, Cycles, and Contemporary Issues**

### **Unit 13: Economic Growth and Development**

- Meaning of economic growth and development
- Factors affecting growth
- Growth theories (basic overview)
- Role of government in development

### **Unit 14: Business Cycles**

- Meaning and phases of business cycles
- Causes of business cycles
- Measures to control business cycles
- Impact on business and economy

### **Unit 15: Contemporary Macroeconomic Issues**

- Globalization and macro economy
- Macroeconomic challenges in India
- Sustainable growth
- Future economic challenges



## Course Outcome

After successful completion of the course, the student will be able to:

**CO1:** Explain national income concepts

**CO2:** Analyze inflation, unemployment, and growth

**CO3:** Examine fiscal and monetary policies

**CO4:** Interpret macro-economic indicators

**CO5:** Evaluate economic stability measures

## References

- Mankiw, N.G., *Macroeconomics*, Cengage Learning.
- Ackley, G., *Macroeconomic Theory*, Macmillan.
- Jhingan, M.L., *Macroeconomic Theory*, Vrinda Publications.
- Dornbusch, R., Fischer, S. & Startz, R., *Macroeconomics*, McGraw-Hill.

## Online Resources:

- Open Educational Resources (OER)
- Government economic surveys and RBI reports
- MOOCs on macroeconomics



**Program: Bachelor of Business Administration (BBA)**

Course Name: Financial Management	Course Code: BBA6402T
Semester: 4	Core / Elective: Core
Teaching Scheme in Hrs (L:T:P): 3:00	Credits:4
Type of course: Lecture+ Assignments	Total Contact Hours: 12
Continuous Internal Evaluation: 30 Marks	ESE: 70 Marks

**Course Objectives**

1. Understand financial management concepts.
2. Learn financial planning and control.
3. Analyze investment and financing decisions.
4. Understand capital structure.
5. Develop financial decision-making skills.

<b>Course Content</b>
<b>BLOCK 1: Introduction to Finance</b>
Unit 1: Meaning and Scope of Financial Management
Unit 2: Financial Goals and Functions
Unit 3: Time Value of Money
<b>BLOCK 2: Financial Planning</b>
Unit 4: Financial Planning Process
Unit 5: Capital Budgeting
Unit 6: Risk and Return
<b>BLOCK 3: Financing Decisions</b>
Unit 7: Capital Structure
Unit 8: Cost of Capital
Unit 9: Leverage Analysis



## **BLOCK 4: Dividend Decisions**

Unit 10: Dividend Policies

Unit 11: Retained Earnings

Unit 12: Share Valuation

## **BLOCK 5: Working Capital**

Unit 13: Working Capital Management

Unit 14: Cash Management

Unit 15: Receivables and Inventory Management

### **Course Outcomes**

1. Explain financial management principles.
2. Analyze financial statements.
3. Make investment decisions.
4. Understand capital structure decisions.
5. Apply working capital management.

### **References:**

1. Financial Management Textbook
2. Corporate Finance Books
3. Financial Analysis Resources



**Program: Bachelor of Business Administration (BBA)**

Course Name: Human Resource Management	Course Code: BBA6403T
Semester: 4	Core / Elective: Core
Teaching Scheme in Hrs (L:T:P): 3:00	Credits:4
Type of course: Lecture+ Assignments	Total Contact Hours: 12
Continuous Internal Evaluation: 30 Marks	ESE: 70 Marks

**Course Objectives**

The objectives of this course are to:

- Introduce students to the concepts, scope, and importance of Human Resource Management (HRM).
- Develop understanding of HR functions such as procurement, development, compensation, and maintenance.
- Familiarize learners with contemporary HR practices and legal framework.
- Build skills related to employee relations, performance management, and HR planning.
- Enable application of HRM principles in organizational contexts.

**BLOCK I: Foundations of Human Resource Management**

**Unit 1: Introduction to Human Resource Management**

- Meaning, nature, and scope of HRM
- Evolution of HRM
- Objectives and importance of HRM
- HRM vs. Personnel Management

**Unit 2: HRM Environment and Functions**

- Internal and external HR environment
- Strategic role of HRM



- Line and staff responsibilities

- Emerging trends in HRM

### **Unit 3: Human Resource Planning**

- Meaning and objectives of HR planning
- HR demand and supply forecasting
- Succession planning
- HR information system (HRIS)

## **BLOCK II: Procurement and Development of Human Resources**

### **Unit 4: Recruitment and Selection**

- Sources of recruitment
- Recruitment process
- Selection techniques
- Placement and induction

### **Unit 5: Training and Development**

- Meaning and importance of training
- Types of training
- Training methods
- Management development programmes

### **Unit 6: Performance Appraisal**

- Concept and objectives of performance appraisal
- Traditional and modern appraisal methods
- Performance feedback
- Appraisal problems and remedies



### **BLOCK III: Compensation and Motivation**

#### **Unit 7: Compensation Management**

- Meaning and components of compensation
- Wage and salary administration
- Incentives and fringe benefits
- Pay equity and wage differentials

#### **Unit 8: Motivation**

- Meaning and importance of motivation
- Theories of motivation
- Financial and non-financial incentives
- Employee engagement

#### **Unit 9: Career and Talent Management**

- Career planning and development
- Talent management
- Retention strategies
- Employee turnover

### **BLOCK IV: Employee Relations and Labour Aspects**

#### **Unit 10: Industrial Relations and Trade Unions**

- Concept of industrial relations
- Role of trade unions
- Collective bargaining
- Industrial disputes



### **Unit 11: Labour Laws and Social Security**

- Overview of labour legislations
- Industrial Disputes Act
- Factories Act
- Social security measures

### **Unit 12: Employee Welfare and Quality of Work Life**

- Employee welfare measures
- Quality of work life (QWL)
- Work–life balance
- Occupational health and safety

## **BLOCK V: Contemporary Issues in HRM**

### **Unit 13: HRM in Global and Digital Context**

- Global HRM
- Cross-cultural management
- Digital HR and e-HRM
- HR analytics basics

### **Unit 14: Ethics, Diversity, and Inclusion**

- Ethics in HRM
- Diversity and inclusion
- Gender and workforce diversity
- Inclusive HR practices

### **Unit 15: Emerging Trends and Future of HRM**

- Strategic HRM



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| <ul style="list-style-type: none"><li>• Green HRM</li></ul>                   |
| <ul style="list-style-type: none"><li>• Remote work and gig economy</li></ul> |
| <ul style="list-style-type: none"><li>• Future challenges in HRM</li></ul>    |

### **Course Outcome**

After successful completion of the course, the student will be able to:

- CO1:** Explain the concepts, scope, and functions of human resource management.
- CO2:** Apply recruitment, selection, and training techniques in organizational settings.
- CO3:** Analyze performance appraisal and compensation management systems.
- CO4:** Evaluate employee relations and labour law provisions.
- CO5:** Demonstrate understanding of contemporary HR practices and workplace ethics.

### **References**

- Gary Dessler, *Human Resource Management*, Pearson Education.
- K. Aswathappa, *Human Resource Management*, McGraw-Hill.
- C.B. Matoria & S.V. Gankar, *Personnel Management*, Himalaya Publishing House.
- Government of India labour law publications.

### **Online Resources:**

- Open Educational Resources (OER)
- MOOCs on HRM and people management
- Case studies on HR practices



**Program: Bachelor of Business Administration (BBA)**

Course Name: Introduction to Research	Course Code: BBA6404T
Semester: 4	Core / Elective: Core
Teaching Scheme in Hrs (L:T:P): 3:00	Credits:4
Type of course: Lecture+ Assignments	Total Contact Hours: 12
Continuous Internal Evaluation: 30 Marks	ESE: 70 Marks

**Course Objectives**

1. Understand research fundamentals.
2. Learn research design.
3. Develop data collection skills.
4. Understand research ethics.
5. Interpret research findings.

**Course Content**

**BLOCK 1: Research Basics**

Unit 1: Meaning of Research

Unit 2: Types of Research

Unit 3: Research Process

**BLOCK 2: Research Design**

Unit 4: Research Design

Unit 5: Sampling Techniques

Unit 6: Data Collection Methods

**BLOCK 3: Data Analysis**

Unit 7: Data Editing and Coding

Unit 8: Statistical Tools

Unit 9: Interpretation of Data

**BLOCK 4: Report Writing**

Unit 10: Research Report Format

Unit 11: Referencing



Unit 12: Research Ethics

**BLOCK 5: Applications**

Unit 13: Business Research

Unit 14: Case Study Method

Unit 15: Research Applications

**Course Outcomes**

1. Explain research concepts.
2. Design basic research studies.
3. Collect and analyze data.
4. Prepare research reports.
5. Apply research ethics.

**References:**

1. Research Methodology Textbook
2. Business Research Methods
3. Academic Writing Guides



**Program: Bachelor of Business Administration (BBA)**

Course Name: Communication Skills	Course Code: AECVA05T
Semester: 4	Core / Elective: Core
Teaching Scheme in Hrs (L:T:P): 3:00	Credits:4
Type of course: Lecture+ Assignments	Total Contact Hours: 12
Continuous Internal Evaluation: 30 Marks	ESE: 70 Marks

**Course Objectives**

The objectives of this course are to:

- Develop effective oral and written communication skills for academic and professional use.
- Enhance interpersonal, group, and organizational communication abilities.
- Build confidence in presentations, discussions, and workplace interactions.
- Improve listening, speaking, reading, and writing competencies.
- Prepare learners for professional communication challenges in business environments.

**BLOCK I: Fundamentals of Communication**

**Unit 1: Communication – Concept and Process**

- Meaning and importance of communication
- Elements of communication process
- Types of communication
- Barriers to effective communication

**Unit 2: Verbal and Non-Verbal Communication**

- Verbal communication techniques
- Non-verbal communication: body language, gestures



- Facial expressions and eye contact

- Importance of non-verbal cues

### **Unit 3: Listening Skills**

- Meaning and importance of listening

- Types of listening

- Barriers to effective listening

- Improving listening skills

## **BLOCK II: Written Communication Skills**

### **Unit 4: Business Writing Basics**

- Principles of effective writing

- Clarity, conciseness, and tone

- Common writing errors

- Writing practice

### **Unit 5: Business Correspondence**

- Business letters

- Emails and e-communication

- Memos and circulars

- Report writing basics

### **Unit 6: Resume and Application Writing**

- Resume/CV preparation

- Cover letters

- Job application letters

- Professional profiles



### **BLOCK III: Oral and Interpersonal Communication**

#### **Unit 7: Oral Communication Skills**

- Public speaking basics
- Speech preparation and delivery
- Overcoming stage fear
- Voice modulation

#### **Unit 8: Interpersonal Communication**

- Communication in teams
- Emotional intelligence
- Conflict management
- Feedback skills

#### **Unit 9: Group Communication**

- Group discussion techniques
- Role of communication in teamwork
- Leadership in groups
- Decision-making in groups

### **BLOCK IV: Professional and Organizational Communication**

#### **Unit 10: Presentation Skills**

- Planning presentations
- Use of visual aids
- Presentation delivery techniques
- Handling audience questions



### **Unit 11: Interview and Workplace Communication**

- Interview skills and etiquette
- Telephonic communication
- Workplace conversations
- Professional behavior

### **Unit 12: Cross-Cultural and Digital Communication**

- Cross-cultural communication
- Communication in global business
- Digital communication tools
- Online meeting etiquette

## **BLOCK V: Contemporary Communication Skills**

### **Unit 13: Communication for Leadership**

- Role of communication in leadership
- Persuasion and negotiation
- Motivational communication
- Ethical communication

### **Unit 14: Business Communication Ethics**

- Ethics in communication
- Gender-sensitive language
- Inclusive communication
- Corporate communication policies

### **Unit 15: Emerging Trends in Communication**

- Communication in digital age



- |   |
|---|
| <ul style="list-style-type: none"><li>• Social media communication</li></ul>          |
| <ul style="list-style-type: none"><li>• AI and communication tools</li></ul>          |
| <ul style="list-style-type: none"><li>• Future challenges and opportunities</li></ul> |

## Course Outcome

After successful completion of the course, the student will be able to:

**CO1:** Explain the communication process and its importance in business.

**CO2:** Apply effective written and oral communication techniques.

**CO3:** Analyze interpersonal and group communication dynamics.

**CO4:** Demonstrate professional presentation and interview skills.

**CO5:** Apply ethical and digital communication practices in workplace contexts.

## References

- Lesikar, R.V. & Flatley, M.E., *Basic Business Communication*, McGraw-Hill.
- Bovee, C.L. & Thill, J.V., *Business Communication Today*, Pearson.
- Raman, M. & Sharma, S., *Technical Communication*, Oxford University Press.

## Online Resources:

- Open Educational Resources (OER)
- MOOCs on communication and soft skills
- Video-based communication practice platforms



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# **SYLLABUS**

## **(SEMESTER-V)**



**Program: Bachelor of Business Administration (BBA)**

Course Name: Introduction to Business Analytics	Course Code: BBA7501T
Semester: 5	Core / Elective: Core
Teaching Scheme in Hrs (L:T:P): 3:00	Credits:4
Type of course: Lecture+ Assignments	Total Contact Hours: 12
Continuous Internal Evaluation: 30 Marks	ESE: 70 Marks

**Course Objectives**

1. Understand analytics concepts.
2. Learn data-driven decision making.
3. Understand analytical tools.
4. Apply analytics in business.
5. Interpret data insights.

**Course Content**

**BLOCK 1: Analytics Basics**

Unit 1: Introduction to Business Analytics

Unit 2: Data and Information

Unit 3: Types of Analytics

**BLOCK 2: Data Handling**

Unit 4: Data Collection

Unit 5: Data Cleaning

Unit 6: Data Visualization

**BLOCK 3: Analytical Tools**

Unit 7: Descriptive Analytics

Unit 8: Predictive Analytics

Unit 9: Prescriptive Analytics



## **BLOCK 4: Business Applications**

Unit 10: Marketing Analytics

Unit 11: Financial Analytics

Unit 12: HR Analytics

## **BLOCK 5: Decision Making**

Unit 13: Data-driven Decisions

Unit 14: Ethical Issues in Analytics

Unit 15: Emerging Trends

### **Course Outcomes**

1. Explain business analytics.
2. Analyze business data.
3. Use basic analytical tools.
4. Support managerial decisions.
5. Interpret analytical reports.

### **References:**

1. Business Analytics Textbook
2. Data Analysis Guides
3. Online Analytics Resources



**Program: Bachelor of Business Administration (BBA)**

Course Name: Business Ethics	Course Code: BBA7502T
Semester: 5	Core / Elective: Core
Teaching Scheme in Hrs (L:T:P): 3:00	Credits:4
Type of course: Lecture+ Assignments	Total Contact Hours: 12
Continuous Internal Evaluation: 30 Marks	ESE: Marks: 70 Marks

**Course Objectives**

1. Understand ethical issues in business.
2. Develop ethical decision-making.
3. Understand corporate responsibility.
4. Promote ethical culture.
5. Understand governance standards.

**Course Content**

**BLOCK 1: Ethics Introduction**

Unit 1: Meaning of Business Ethics

Unit 2: Ethical Theories

Unit 3: Ethical Decision Making

**BLOCK 2: Corporate Responsibility**

Unit 4: Corporate Social Responsibility

Unit 5: Stakeholder Theory

Unit 6: Sustainability

**BLOCK 3: Ethical Issues**

Unit 7: Ethics in Marketing

Unit 8: Ethics in Finance

Unit 9: Ethics in HR

**BLOCK 4: Governance**

Unit 10: Corporate Governance

Unit 11: Compliance and Ethics Programs

Unit 12: Whistle Blowing



<b>BLOCK 5: Global Ethics</b>
Unit 13: Global Business Ethics
Unit 14: Ethical Leadership
Unit 15: Future of Ethics

**Course Outcomes**

1. Explain business ethics concepts.
2. Identify ethical dilemmas.
3. Apply ethical frameworks.
4. Promote responsible business.
5. Understand corporate governance.

**References:**

1. Business Ethics Textbook
2. Corporate Governance Resources
3. Ethical Case Studies



**Program: Bachelor of Business Administration (BBA)**

Course Name: Human Resource Planning	Course Code: BHR7501T
Semester: 5	Core / Elective: Elective I
Teaching Scheme in Hrs (L:T:P): 3:00	Credits:4
Type of course: Lecture+ Assignments	Total Contact Hours: 12
Continuous Internal Evaluation: 30 Marks	ESE: 70 Marks

**Course Objectives**

1. Understand HR planning process.
2. Forecast manpower needs.
3. Understand job analysis.
4. Align HR with strategy.
5. Improve workforce efficiency.

<b>Course Content</b>
<b>BLOCK 1: HR Planning Basics</b>
Unit 1: Meaning and Importance of HR Planning
Unit 2: HR Planning Process
Unit 3: Factors Affecting HR Planning
<b>BLOCK 2: Job Analysis</b>
Unit 4: Job Analysis
Unit 5: Job Description
Unit 6: Job Specification
<b>BLOCK 3: Manpower Forecasting</b>
Unit 7: Demand Forecasting
Unit 8: Supply Forecasting
Unit 9: HR Information Systems
<b>BLOCK 4: HR Strategies</b>
Unit 10: Succession Planning
Unit 11: Career Planning



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Unit 12: Talent Management

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**BLOCK 5: Control and Review**

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Unit 13: HR Audit

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Unit 14: HR Metrics

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Unit 15: HR Planning Evaluation

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**Course Outcomes**

1. Explain HR planning concepts.
2. Forecast HR requirements.
3. Conduct job analysis.
4. Align HR plans with goals.
5. Support workforce planning.

**References:**

1. Human Resource Planning Textbook
2. Strategic HRM Resources
3. Workforce Planning Guides



**Program: Bachelor of Business Administration (BBA)**

Course Name: Training and Development	Course Code: BHR7502T
Semester: 5	Core / Elective: Elective I
Teaching Scheme in Hrs (L:T:P): 3:00	Credits:4
Type of course: Lecture+ Assignments	Total Contact Hours: 12
Continuous Internal Evaluation: 30 Marks	ESE: 70 Marks

**Course Objectives**

1. Understand training concepts.
2. Identify training needs.
3. Design training programs.
4. Evaluate training effectiveness.
5. Develop employee skills.

<b>Course Content</b>
<b>BLOCK 1: Training Basics</b>
Unit 1: Meaning of Training
Unit 2: Training vs Development
Unit 3: Training Process
<b>BLOCK 2: Training Needs</b>
Unit 4: Training Needs Analysis
Unit 5: Training Objectives
Unit 6: Training Methods
<b>BLOCK 3: Program Design</b>
Unit 7: Training Program Design
Unit 8: On-the-job Training
Unit 9: Off-the-job Training
<b>BLOCK 4: Evaluation</b>
Unit 10: Training Evaluation



Unit 11: Learning Outcomes

Unit 12: Training Effectiveness

**BLOCK 5: Development**

Unit 13: Management Development

Unit 14: Executive Development

Unit 15: Career Development

**Course Outcomes**

1. Identify training needs.
2. Design training programs.
3. Apply training methods.
4. Evaluate training outcomes.
5. Support employee development.

**References:**

1. Training and Development Textbook
2. HRD Manuals
3. Learning and Development Resources



**Program: Bachelor of Business Administration (BBA)**

Course Name: Leadership Development	Course Code: BHR7503T
Semester: 5	Core / Elective: Elective I
Teaching Scheme in Hrs (L:T:P): 3:00	Credits:4
Type of course: Lecture+ Assignments	Total Contact Hours: 12
Continuous Internal Evaluation: 30 Marks	ESE: 70 Marks

**Course Objectives**

1. Understand leadership concepts.
2. Develop leadership skills.
3. Study leadership styles.
4. Enhance decision-making.
5. Promote team development.

**Course Content**

**BLOCK 1: Leadership Basics**

Unit 1: Meaning of Leadership

Unit 2: Leadership Theories

Unit 3: Leadership Styles

**BLOCK 2: Leader Skills**

Unit 4: Communication Skills

Unit 5: Motivation and Influence

Unit 6: Decision Making

**BLOCK 3: Team Leadership**

Unit 7: Team Building

Unit 8: Conflict Management

Unit 9: Emotional Intelligence



## **BLOCK 4: Organizational Leadership**

Unit 10: Change Leadership

Unit 11: Strategic Leadership

Unit 12: Ethical Leadership

## **BLOCK 5: Development**

Unit 13: Leadership Development

Unit 14: Coaching and Mentoring

Unit 15: Leadership Challenges

### **Course Outcomes**

1. Explain leadership theories.
2. Apply leadership styles.
3. Develop teams effectively.
4. Demonstrate leadership skills.
5. Promote organizational growth.

### **References:**

1. Leadership and Management Textbook
2. Leadership Case Studies
3. Organizational Development Resources



**Program: Bachelor of Business Administration (BBA)**

Course Name: Securities Analysis And Portfolio Management	Course Code: BFN7501T
Semester: 5	Core / Elective: Elective 2
Teaching Scheme in Hrs (L:T:P): 3:00	Credits:4
Type of course: Lecture+ Assignments	Total Contact Hours: 12
Continuous Internal Evaluation: 30 Marks	ESE: 70 Marks

**Course Objectives:**

1. To understand the fundamentals of investment and securities markets.
2. To analyze various financial securities and valuation techniques.
3. To study risk and return characteristics of investments.
4. To learn portfolio construction and diversification strategies.
5. To evaluate portfolio performance.

**Course Content:**

**BLOCK 1: Introduction to Investment**

Unit 1: Investment Environment and Investment Process

Unit 2: Financial Markets and Financial Instruments

Unit 3: Risk, Return and Uncertainty

**BLOCK 2: Security Analysis**

Unit 4: Fundamental Analysis – Economic and Industry Analysis

Unit 5: Company Analysis and Financial Statement Analysis

Unit 6: Technical Analysis – Tools and Techniques

**BLOCK 3: Valuation of Securities**

Unit 7: Valuation of Equity Shares

Unit 8: Valuation of Bonds and Debentures

Unit 9: Valuation of Derivatives



<b>BLOCK 4: Portfolio Management</b>
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Unit 10: Portfolio Theory and Efficient Frontier
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Unit 11: Portfolio Diversification and Asset Allocation
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Unit 12: Portfolio Construction and Revision
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<b>BLOCK 5: Portfolio Evaluation</b>
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Unit 13: Portfolio Performance Measurement
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Unit 14: Portfolio Risk Analysis
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Unit 15: Behavioral Finance
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**Course Outcomes:**

1. Understand investment avenues and securities markets.
2. Analyze and value different financial securities.
3. Apply portfolio management concepts.
4. Manage risk through diversification.
5. Evaluate portfolio performance effectively.

**Reference:**

1. Investment Analysis and Portfolio Management textbooks
2. Financial newspapers and journals
3. Online investment portals
4. Open educational resources



**Program: Bachelor of Business Administration (BBA)**

Course Name: International Financial Management	Course Code: BFN7502T
Semester: 5	Core / Elective: Elective 2
Teaching Scheme in Hrs (L:T:P): 3:00	Credits: 4
Type of course: Lecture+ Assignments	Total Contact Hours: 12
Continuous Internal Evaluation: 30 Marks	ESE: 70 Marks

**Course Objectives:**

1. To understand international financial management concepts.
2. To study foreign exchange markets and systems.
3. To analyze international investment decisions.
4. To manage foreign exchange risk.
5. To understand global financial institutions.

**Course Content:**

**BLOCK 1: Fundamentals of International Finance**

Unit 1: Nature and Scope of International Financial Management

Unit 2: International Monetary System

Unit 3: Balance of Payments

**BLOCK 2: Foreign Exchange Market**

Unit 4: Structure of Foreign Exchange Market

Unit 5: Exchange Rate Determination

Unit 6: Exchange Rate Systems

**BLOCK 3: International Investment Decisions**

Unit 7: International Capital Budgeting



Unit 8: International Portfolio Investment

Unit 9: Foreign Direct Investment

**BLOCK 4: International Financing**

Unit 10: Sources of International Finance

Unit 11: International Financial Instruments

Unit 12: Cost of Capital for Multinational Firms

**BLOCK 5: Risk Management and Institutions**

Unit 13: Foreign Exchange Risk and Exposure

Unit 14: Management of Exchange Risk

Unit 15: International Financial Institutions

**Course Outcomes:**

1. Understand global financial environment.
2. Analyze foreign exchange markets.
3. Evaluate international investment opportunities.
4. Apply risk management techniques.
5. Gain knowledge of global institutions.

**Reference:**

1. International Financial Management textbooks.
2. Global finance journals.
3. Financial news portals.
4. Online learning resources.



**Program: Bachelor of Business Administration (BBA)**

Course Name: Income Tax	Course Code: BFN7503T
Semester: 5	Core / Elective: Elective 2
Teaching Scheme in Hrs (L:T:P): 3:00	Credits:4
Type of course: Lecture+ Assignments	Total Contact Hours: 12
Continuous Internal Evaluation: 30 Marks	ESE: 70 Marks

**Course Objectives:**

1. To understand the basic concepts of income tax.
2. To study residential status and scope of income.
3. To compute income under various heads.
4. To apply deductions and exemptions.
5. To understand tax planning concepts.

**Course Content:**

**BLOCK 1: Introduction to Income Tax**

Unit 1: Basic Concepts and Definitions

Unit 2: Residential Status

Unit 3: Scope of Total Income

**BLOCK 2: Salary and House Property**

Unit 4: Income from Salary

Unit 5: Income from House Property

Unit 6: Deductions from Salary and House Property

**BLOCK 3: Business Income and Capital Gains**

Unit 7: Profits and Gains from Business or Profession

Unit 8: Capital Gains

Unit 9: Set-off and Carry Forward of Losses



<b>BLOCK 4: Other Heads of Income</b>
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Unit 10: Income from Other Sources
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Unit 11: Clubbing of Income
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Unit 12: Deductions under Chapter VI-A
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<b>BLOCK 5: Tax Computation and Planning</b>
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Unit 13: Computation of Total Income and Tax Liability
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Unit 14: Tax Planning and Rebates
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Unit 15: Filing of Income Tax Returns
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**Course Outcomes:**

1. Understand income tax fundamentals.
2. Compute taxable income accurately.
3. Apply deductions and exemptions.
4. Calculate tax liability.
5. Develop basic tax planning skills.

**Reference:**

1. Income Tax Law and Practice books
2. Taxation study materials
3. Government tax portals
4. Online lectures and tutorials



**Program: Bachelor of Business Administration (BBA)**

Course Name: Product & Brand Management	Course Code: BMK7501T
Semester: 5	Core / Elective: Elective 3
Teaching Scheme in Hrs (L:T:P): 3:00	Credits:4
Type of course: Lecture+ Assignments	Total Contact Hours: 12
Continuous Internal Evaluation: 30 Marks	ESE: 70 Marks

**Course Objectives:**

1. To understand product planning and development.
2. To study brand management concepts.
3. To analyze product life cycle strategies.
4. To understand brand positioning and equity.
5. To apply branding strategies in competitive markets.

**Course Content:**

**BLOCK 1: Introduction to Product Management**

Unit 1: Product Concepts and Classification

Unit 2: Product Planning and Development

Unit 3: Product Life Cycle

**BLOCK 2: Product Strategy**

Unit 4: Product Mix and Product Line Decisions

Unit 5: Product Differentiation and Positioning

Unit 6: New Product Development

**BLOCK 3: Brand Management Basics**

Unit 7: Branding Concepts and Types

Unit 8: Brand Identity and Brand Image

Unit 9: Brand Equity

**BLOCK 4: Brand Strategy**



Unit 10: Brand Positioning Strategies

Unit 11: Brand Extension and Brand Portfolio

Unit 12: Brand Communication

**BLOCK 5: Contemporary Issues**

Unit 13: Brand Valuation

Unit 14: Managing Brands in Digital Era

Unit 15: Global Branding

**Course Outcomes:**

1. Understand product and brand concepts.
2. Develop product strategies.
3. Analyze brand equity and positioning.
4. Apply branding decisions.
5. Understand global branding trends.

**Reference:**

- 1.Product and Brand Management textbooks
- 2.Marketing journals
- 3.Business magazines
- 4.Online learning resources



**Program: Bachelor of Business Administration (BBA)**

Course Name: Advertising Management	Course Code: BMK7502T
Semester: 5	Core / Elective: Elective 3
Teaching Scheme in Hrs (L:T:P): 3:00	Credits:4
Type of course: Lecture+ Assignments	Total Contact Hours: 12
Continuous Internal Evaluation: 30 Marks	ESE: 70 Marks

**Course Objectives:**

1. To understand advertising concepts and functions.
2. To study advertising planning and strategy.
3. To analyze creative and media decisions.
4. To understand advertising budgeting.
5. To evaluate advertising effectiveness.

**Course Content:**

**BLOCK 1: Introduction to Advertising**

Unit 1: Advertising Meaning and Importance

Unit 2: Advertising Objectives

Unit 3: Advertising Ethics and Regulations

**BLOCK 2: Advertising Planning**

Unit 4: Advertising Strategy

Unit 5: Market and Consumer Analysis

Unit 6: Advertising Budgeting

**BLOCK 3: Creative Strategy**

Unit 7: Creativity in Advertising

Unit 8: Copy Writing

Unit 9: Visual and Audio Advertising

**BLOCK 4: Media Planning**

Unit 10: Media Types and Selection



Unit 11: Media Scheduling

Unit 12: Media Buying

**BLOCK 5: Evaluation and Trends**

Unit 13: Advertising Effectiveness

Unit 14: Measuring Advertising Impact

Unit 15: Digital Advertising Trends

**Course Outcomes:**

1. Understand advertising management.
2. Plan advertising campaigns.
3. Develop creative strategies.
4. Analyze media decisions.
5. Evaluate advertising performance.

**Reference:**

1. Advertising Management textbooks
2. Advertising case studies
3. Media research reports
4. Online advertising platforms



**Program: Bachelor of Business Administration (BBA)**

Course Name: Consumer Behaviour	Course Code: BMK7503T
Semester: 5	Core / Elective: Elective 3
Teaching Scheme in Hrs (L:T:P): 3:00	Credits:4
Type of course: Lecture+ Assignments	Total Contact Hours: 12
Continuous Internal Evaluation: 30 Marks	ESE: 70 Marks

**Course Objectives:**

1. To understand consumer behavior concepts.
2. To analyze consumer decision-making.
3. To study psychological influences.
4. To understand social and cultural factors.
5. To apply consumer behavior knowledge in marketing.

**Course Content:**

**BLOCK 1: Introduction to Consumer Behaviour**

Unit 1: Consumer Behaviour Meaning and Scope

Unit 2: Consumer Research Process

Unit 3: Consumer Decision-Making

**BLOCK 2: Psychological Factors**

Unit 4: Motivation

Unit 5: Perception

Unit 6: Learning and Attitudes

**BLOCK 3: Social and Cultural Factors**

Unit 7: Culture and Subculture

Unit 8: Social Class

Unit 9: Reference Groups and Family

**BLOCK 4: Individual Influences**



Unit 10: Personality and Self Concept

Unit 11: Lifestyle and Values

Unit 12: Consumer Involvement

**BLOCK 5: Contemporary Issues**

Unit 13: Consumer Satisfaction and Loyalty

Unit 14: Online Consumer Behaviour

Unit 15: Ethical Consumerism

**Course Outcomes:**

1. Understand consumer behaviour.
2. Analyze consumer decisions.
3. Evaluate psychological influences.
4. Apply consumer insights.
5. Understand modern consumer trends.

**Reference:**

1. Consumer Behaviour textbooks
2. Marketing research journals
3. Case studies
4. Online databases



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# **SYLLABUS**

## **(SEMESTER-VI)**



**Program: Bachelor of Business Administration (BBA)**

Course Name: International Business	Course Code: BBA7601T
Semester: 6	Core / Elective: Core
Teaching Scheme in Hrs (L:T:P): 3:00	Credits:4
Type of course: Lecture+ Assignments	Total Contact Hours: 12
Continuous Internal Evaluation: 30 Marks	ESE: 70 Marks

**Course Objectives:**

1. To understand international business environment.
2. To analyze global trade theories.
3. To study international market entry strategies.
4. To understand global operations management.
5. To analyze international business challenges.

<b>Course Content</b>
<b>BLOCK 1: Introduction to International Business</b>
Unit 1: Nature and Scope of International Business
Unit 2: Globalization
Unit 3: International Trade Theories
<b>BLOCK 2: International Trade Environment</b>
Unit 4: Trade Barriers
Unit 5: Regional Trade Agreements
Unit 6: World Trade Organization
<b>BLOCK 3: International Market Entry</b>
Unit 7: Exporting and Importing
Unit 8: Licensing and Franchising
Unit 9: Foreign Direct Investment
<b>BLOCK 4: Global Operations</b>
Unit 10: International Production



Unit 11: Global Supply Chain Management

Unit 12: International Marketing

**BLOCK 5: Contemporary Issues**

Unit 13: International Business Ethics

Unit 14: Cultural Issues

Unit 15: Global Business Trends

**Course Outcomes:**

1. Understand international business concepts.
2. Analyze global trade practices.
3. Evaluate market entry strategies.
4. Understand global operations.
5. Analyze current global business trends.

**Reference:**

- International Business textbooks
- Trade journals
- Business news portals
- Online learning resources



**Program: Bachelor of Business Administration (BBA)**

Course Name: Entrepreneurship Development	Course Code: BBA7602T
Semester: 6	Core / Elective: Core
Teaching Scheme in Hrs (L:T:P): 3:00	Credits:4
Type of course: Lecture+ Assignments	Total Contact Hours: 12
Continuous Internal Evaluation: 30 Marks	ESE: 70 Marks

**Course Objectives:**

1. To understand entrepreneurship concepts.
2. To develop entrepreneurial mindset.
3. To study business idea generation.
4. To understand startup management.
5. To promote innovation and self-employment.

**Topic and Contents**

**BLOCK 1: Introduction to Entrepreneurship**

Unit 1: Entrepreneurship Meaning and Importance

Unit 2: Entrepreneurial Traits

Unit 3: Role of Entrepreneurship in Economy

**BLOCK 2: Opportunity Identification**

Unit 4: Business Idea Generation

Unit 5: Feasibility Analysis

Unit 6: Business Model Development

**BLOCK 3: Starting a New Venture**



Unit 7: Business Plan Preparation

Unit 8: Legal and Regulatory Framework

Unit 9: Financial Planning for Startups

**BLOCK 4: Managing the Enterprise**

Unit 10: Marketing for Startups

Unit 11: Operations Management

Unit 12: Human Resource Management

**BLOCK 5: Growth and Support System**

Unit 13: Growth Strategies

Unit 14: Institutional Support

Unit 15: Contemporary Entrepreneurial Trends

**Course Outcomes:**

1. Understand entrepreneurship concepts.
2. Develop entrepreneurial skills.
3. Prepare business plans.
4. Manage startup operations.
5. Encourage innovation and self-employment.

**Reference:**

- Entrepreneurship Development textbooks
- Startup case studies
- Government entrepreneurship portals



**Program: Bachelor of Business Administration (BBA)**

Course Name: Performance Management	Course Code:BHR7601T
Semester: 6	Core / Elective: Elective 1
Teaching Scheme in Hrs (L:T:P): 3:00	Credits:4
Type of course: Lecture+ Assignments	Total Contact Hours: 12
Continuous Internal Evaluation: 30 Marks	ESE: 70 Marks

**Course Objectives:**

1. To understand performance management concepts.
2. To study performance appraisal systems.
3. To link performance with organizational goals.
4. To understand employee motivation and productivity.
5. To develop performance improvement strategies.

<b>Topic and Contents</b>
<b>BLOCK 1: Introduction to Performance Management</b>
Unit 1: Concept and Scope of Performance Management
Unit 2: Performance Planning
Unit 3: Performance Standards
<b>BLOCK 2: Performance Appraisal</b>
Unit 4: Methods of Performance Appraisal
Unit 5: Rating Errors and Bias
Unit 6: 360-Degree Appraisal
<b>BLOCK 3: Performance Measurement</b>
Unit 7: Key Performance Indicators
Unit 8: Balanced Scorecard
Unit 9: Performance Feedback
<b>BLOCK 4: Performance Improvement</b>
Unit 10: Performance Counseling
Unit 11: Training and Development



Unit 12: Reward Systems

**BLOCK 5: Contemporary Issues**

Unit 13: Performance Management Systems

Unit 14: Linking Performance with Strategy

Unit 15: Emerging Trends

**Course Outcomes:**

1. Understand performance management systems.
2. Evaluate employee performance.
3. Apply appraisal techniques.
4. Improve organizational performance.
5. Analyze modern performance trends.

**Reference:**

- Performance Management textbooks
- HR journals
- Case studies
- Online HR platforms



**Program: Bachelor of Business Administration (BBA)**

Course Name: Compensation Management	Course Code: BHR7602T
Semester: 6	Core / Elective: Elective 1
Teaching Scheme in Hrs (L:T:P): 3:00	Credits:4
Type of course: Lecture+ Assignments	Total Contact Hours: 12
Continuous Internal Evaluation: 30 Marks	ESE: 70 Marks

**Course Objectives:**

1. To understand compensation concepts.
2. To study wage and salary administration.
3. To design compensation structures.
4. To understand incentives and benefits.
5. To link compensation with performance.

**Topic and Contents**

**BLOCK 1: Introduction to Compensation**

Unit 1: Concept and Objectives of Compensation

Unit 2: Wage Theories

Unit 3: Compensation Policies

**BLOCK 2: Job Evaluation**

Unit 4: Job Analysis and Job Evaluation

Unit 5: Wage Structure

Unit 6: Pay Grades and Bands



### **BLOCK 3: Incentives and Benefits**

Unit 7: Financial Incentives

Unit 8: Employee Benefits

Unit 9: Executive Compensation

### **BLOCK 4: Compensation Administration**

Unit 10: Payroll Management

Unit 11: Legal Framework

Unit 12: Compensation Surveys

### **BLOCK 5: Contemporary Issues**

Unit 13: Strategic Compensation

Unit 14: Pay for Performance

Unit 15: Global Compensation Practices

#### **Course Outcomes:**

1. Understand compensation management.
2. Design wage structures.
3. Analyze incentive plans.
4. Apply legal provisions.
5. Understand global practices.

#### **Reference:**

- Compensation Management textbooks
- Labour law references



**Program: Bachelor of Business Administration (BBA)**

Course Name: Organization Development & Change Management	Course Code: BHR7603T
Semester: 6	Core / Elective: Elective 1
Teaching Scheme in Hrs (L:T:P): 3:00	Credits:4
Type of course: Lecture+ Assignments	Total Contact Hours: 12
Continuous Internal Evaluation: 30 Marks	ESE: 70 Marks

**Course Objectives:**

1. To understand organizational development concepts.
2. To study change management processes.
3. To analyze organizational culture.
4. To manage resistance to change.
5. To develop intervention strategie

<b>Topic and Contents</b>
<b>BLOCK 1: Introduction to Organization Development</b>
Unit 1: Concept and Scope of OD
Unit 2: OD Values and Assumptions
Unit 3: Organizational Culture
<b>BLOCK 2: Change Management</b>
Unit 4: Nature and Types of Change
Unit 5: Models of Change
Unit 6: Resistance to Change
<b>BLOCK 3: OD Interventions</b>
Unit 7: Human Process Interventions
Unit 8: Techno-Structural Interventions
Unit 9: HR Interventions
<b>BLOCK 4: Implementing Change</b>
Unit 10: Role of Change Agent



Unit 11: Communication in Change

Unit 12: Evaluating Change

**BLOCK 5: Contemporary Issues**

Unit 13: Organizational Transformation

Unit 14: Learning Organizations

Unit 15: Managing Change in Digital Era

**Course Outcomes:**

1. Understand OD and change concepts.
2. Manage organizational change.
3. Apply OD interventions.
4. Handle resistance effectively.
5. Analyze modern change issues.

**Reference:**

- Organization Development textbooks
- Change management case studies
- Management journals
- Online resources



**Program: Bachelor of Business Administration (BBA)**

Course Name: Corporate Restructuring	Course Code: BFN7601T
Semester: 6	Core / Elective: Elective 2
Teaching Scheme in Hrs (L:T:P): 3:00	Credits:4
Type of course: Lecture+ Assignments	Total Contact Hours: 12
Continuous Internal Evaluation: 30 Marks	ESE: 70 Marks

**Course Objectives:**

1. To understand corporate restructuring concepts.
2. To study mergers and acquisitions.
3. To analyze financial restructuring.
4. To understand legal aspects.
5. To evaluate restructuring strategies.

<b>Topic and Contents</b>
<b>BLOCK 1: Introduction to Corporate Restructuring</b>
Unit 1: Meaning and Scope
Unit 2: Forms of Restructuring
Unit 3: Motives for Restructuring
<b>BLOCK 2: Mergers and Acquisitions</b>
Unit 4: Types of Mergers
Unit 5: Acquisition Process
Unit 6: Valuation in M&A
<b>BLOCK 3: Financial Restructuring</b>
Unit 7: Capital Restructuring
Unit 8: Debt Restructuring
Unit 9: Buybacks and Divestments
<b>BLOCK 4: Legal and Regulatory Framework</b>
Unit 10: Legal Provisions



Unit 11: Corporate Governance

Unit 12: Role of Regulators

**BLOCK 5: Contemporary Issues**

Unit 13: Cross-Border Restructuring

Unit 14: Turnaround Strategies

Unit 15: Recent Trends

**Course Outcomes:**

1. Understand restructuring concepts.
2. Analyze mergers and acquisitions.
3. Evaluate restructuring strategies.
4. Understand legal framework.
5. Analyze current trends.

**Reference:**

- Corporate Restructuring textbooks
- Financial journals
- Case studies
- Online databases



**Program: Bachelor of Business Administration (BBA)**

Course Name: Financial Derivatives	Course Code: BFN7602T
Semester: 6	Core / Elective: Elective 2
Teaching Scheme in Hrs (L:T:P): 3:00	Credits:4
Type of course: Lecture+ Assignments	Total Contact Hours: 12
Continuous Internal Evaluation: 30 Marks	ESE: 70 Marks

**Course Objectives:**

1. To understand derivative instruments.
2. To study futures and options.
3. To analyze risk management strategies.
4. To understand pricing of derivatives.
5. To apply derivatives in financial markets.

<b>Topic and Contents</b>
<b>BLOCK 1: Introduction to Derivatives</b>
Unit 1: Meaning and Types
Unit 2: Derivative Markets
Unit 3: Uses of Derivatives
<b>BLOCK 2: Futures</b>
Unit 4: Futures Contracts
Unit 5: Pricing of Future
Unit 6: Hedging with Futures
<b>BLOCK 3: Options</b>



Unit 7: Options Contracts
Unit 8: Option Pricing Models
Unit 9: Option Strategies
<b>BLOCK 4: Swaps and Other Derivatives</b>
Unit 10: Interest Rate Swaps
Unit 11: Currency Swaps
Unit 12: Credit Derivatives
<b>BLOCK 5: Contemporary Issues</b>
Unit 13: Derivatives and Risk Management
Unit 14: Regulatory Framework
Unit 15: Recent Developments

**Course Outcomes:**

1. Understand derivative instruments.
2. Analyze futures and options.
3. Apply hedging strategies.
4. Price derivative contracts.
5. Understand market regulations.

**Reference:**

- Financial Derivatives textbooks
- Market reports
- Case studies
- Online trading platforms



**Program: Bachelor of Business Administration (BBA)**

Course Name: Project & Micro Finance	Course Code: BFN7603T
Semester: 6	Core / Elective: Elective 2
Teaching Scheme in Hrs (L:T:P): 3:00	Credits:4
Type of course: Lecture+ Assignments	Total Contact Hours: 12
Continuous Internal Evaluation: 30 Marks	ESE: 70 Marks

**Course Objectives:**

1. To understand project finance concepts.
2. To study project appraisal techniques.
3. To understand microfinance institutions.
4. To analyze financial inclusion.
5. To evaluate project financing methods.

<b>Topic and Contents</b>
<b>BLOCK 1: Introduction to Project Finance</b>
Unit 1: Project Finance Meaning and Scope
Unit 2: Project Identification
Unit 3: Project Life Cycle
<b>BLOCK 2: Project Appraisal</b>
Unit 4: Technical Appraisal
Unit 5: Financial Appraisal
Unit 6: Economic and Social Appraisal
<b>BLOCK 3: Project Financing</b>
Unit 7: Sources of Project Finance
Unit 8: Risk Analysis
Unit 9: Project Monitoring and Control
<b>BLOCK 4: Micro Finance</b>



Unit 10: Concept of Micro Finance
Unit 11: Micro Finance Institutions
Unit 12: Micro Credit Models
<b>BLOCK 5: Contemporary Issues</b>
Unit 13: Financial Inclusion
Unit 14: Role of Micro Finance in Development
Unit 15: Emerging Trends

**Course Outcomes:**

1. Understand project finance concepts.
2. Apply project appraisal techniques.
3. Analyze micro finance systems.
4. Evaluate financing methods.
5. Understand role in economic development.

**Reference:**

- Project Finance textbooks
- Micro Finance journals
- Development reports
- Online learning resources



**Program: Bachelor of Business Administration (BBA)**

Course Name: Retail Management	Course Code: BMK7601T
Semester: 6	Core / Elective: Elective 3
Teaching Scheme in Hrs (L:T:P): 3:00	Credits:4
Type of course: Lecture+ Assignments	Total Contact Hours: 12
Continuous Internal Evaluation: 30 Marks	ESE: 70 Marks

**Course Objectives:**

1. To understand the fundamentals of retail management.
2. To study retail formats and strategies.
3. To analyze consumer behavior in retailing.
4. To understand merchandising and store management.
5. To examine emerging trends in retail sector.

**Topic and Contents**

<b>BLOCK 1: Introduction to Retailing</b>
Unit 1: Meaning, Scope and Importance of Retailing
Unit 2: Retail Environment
Unit 3: Retail Formats and Types
<b>BLOCK 2: Retail Strategy</b>
Unit 4: Retail Location and Layout
Unit 5: Retail Market Segmentation
Unit 6: Retail Pricing Strategies
<b>BLOCK 3: Retail Operations</b>
Unit 7: Merchandise Management
Unit 8: Store Operations and Management
Unit 9: Inventory Management
<b>BLOCK 4: Retail Marketing</b>



Unit 10: Retail Promotion and Communication

Unit 11: Customer Relationship Management

Unit 12: Visual Merchandising

**BLOCK 5: Contemporary Retailing**

Unit 13: E-Retailing

Unit 14: Technology in Retail

Unit 15: Global Retail Trends

**Course Outcomes:**

1. Understand retail management concepts.
2. Analyze retail strategies.
3. Manage retail operations effectively.
4. Apply retail marketing tools.
5. Understand modern retail trends.

**Reference:**

- Retail Management textbooks
- Retail case studies
- Trade journals
- Online retail platforms



**Program: Bachelor of Business Administration (BBA)**

Course Name: Logistics & Supply Chain Management	Course Code: BMK7602T
Semester: 6	Core / Elective: Elective 3
Teaching Scheme in Hrs (L:T:P): 3:00	Credits:4
Type of course: Lecture+ Assignments	Total Contact Hours: 12
Continuous Internal Evaluation: 30 Marks	ESE: 70 Marks

**Course Objectives:**

1. To understand logistics and supply chain concepts.
2. To study supply chain design and operations.
3. To analyze transportation and warehousing.
4. To understand inventory and distribution management.
5. To examine global supply chain practices.

<b>Topic and Contents</b>
<b>BLOCK 1: Introduction to Logistics and SCM</b>
Unit 1: Concepts and Scope of Logistics
Unit 2: Supply Chain Management Overview
Unit 3: Role of Logistics in Business
<b>BLOCK 2: Supply Chain Design</b>
Unit 4: Supply Chain Network Design
Unit 5: Demand Forecasting
Unit 6: Supply Chain Planning
<b>BLOCK 3: Logistics Operations</b>
Unit 7: Transportation Management
Unit 8: Warehousing Management
Unit 9: Inventory Control Techniques
<b>BLOCK 4: Supply Chain Integration</b>



Unit 10: Information Technology in SCM

Unit 11: Supplier Relationship Management

Unit 12: Distribution Management

**BLOCK 5: Contemporary Issues**

Unit 13: Global Supply Chains

Unit 14: Sustainable Supply Chain

Unit 15: Emerging Trends in SCM

**Course Outcomes:**

1. Understand logistics and SCM fundamentals.
2. Design efficient supply chains.
3. Manage logistics operations.
4. Apply SCM integration techniques.
5. Analyze global SCM trends.

**Reference:**

- Logistics and SCM textbooks
- Industry reports
- Case studies
- Online learning resources



**Program: Bachelor of Business Administration (BBA)**

Course Name: Digital Marketing	Course Code:BMK7603T
Semester: 6	Core / Elective: Elective 3
Teaching Scheme in Hrs (L:T:P): 3:00	Credits:4
Type of course: Lecture+ Assignments	Total Contact Hours: 12
Continuous Internal Evaluation: 30 Marks	ESE: 70 Marks

**Course Objectives:**

1. To understand digital marketing concepts.
2. To study online marketing tools and platforms.
3. To analyze consumer behavior in digital environment.
4. To design digital marketing strategies.
5. To understand analytics and performance measurement.

<b>Topic and Contents</b>
<b>BLOCK 1: Introduction to Digital Marketing</b>
Unit 1: Digital Marketing Meaning and Scope
Unit 2: Digital Marketing Environment
Unit 3: Online Consumer Behavior
<b>BLOCK 2: Digital Marketing Tools</b>
Unit 4: Search Engine Marketing
Unit 5: Social Media Marketing
Unit 6: Content Marketing
<b>BLOCK 3: Digital Advertising</b>
Unit 7: Display Advertising
Unit 8: Email Marketing
Unit 9: Mobile Marketing
<b>BLOCK 4: Strategy and Analytics</b>



Unit 10: Digital Marketing Strategy

Unit 11: Web Analytics

Unit 12: Performance Measurement

**BLOCK 5: Contemporary Trends**

Unit 13: Influencer Marketing

Unit 14: E-Commerce Marketing

Unit 15: Emerging Digital Trends

**Course Outcomes:**

1. Understand digital marketing fundamentals.
2. Use digital marketing tools effectively.
3. Design digital marketing strategies.
4. Analyze marketing performance.
5. Understand emerging digital trends.

**Reference:**

- Digital Marketing textbooks
- Online marketing blogs and platforms
- Industry reports
- Open online courses

### 5.3 Faculty and Support Staff

The University has identified the dedicated requisite faculty and support staff as mandated by the UGC and they are allocated the positions exclusively for ODL mode.

**List of Faculty associated with B.B.A. program is as follows:-**

S. No	Name of Faculty	Designation	Nature of Appointment	Qualification	Subject
1	Dr. Amit Singh	Associate Professor	Full-Time	PhD	Management
2	Dr. Atul Kumar Mishra	Associate Professor	Full-Time	PhD	Management
3	Dr. Pankaj Kumar	Assistant Professor	Full-Time	PhD	Management

### 5.4 Delivery Mechanism

The Madhav University (MU) ODL Programmes follows a modern ICT (Information & Communication Technology) enabled approach for instruction. The methodology of instruction in ODL of MU is different from that of the conventional/regular programs. Our ODL system is more learner-oriented and the learner is an active participant in the teaching learning process. ODL of MU academic delivery system comprises:

➤ **Print Material**

The printed material of the programme supplied to the students will be unit wise for every course.

➤ **Counselling Sessions**

There will be 12 counselling/ contact classes in face to face mode of one hours each for a course of 4 credits. The counselling sessions / face to face contact classes will be held on the campus of the University on Saturdays and Sundays.

### 5.5 Support Systems

The Madhav University shall not have its Study Centres outside its campus. There shall be a Study Centre at the campus of the University for providing academic support to the ODL learners. The Study Centre at the campus shall be headed by a Coordinator, who shall not be below the rank of an Assistant Professor. The

University shall augment the academic and nonacademic staff depending on the number of students enrolled following the UGC guidelines. The University has made appropriate arrangements for various support services including counselling schedule and resource-oriented services evaluation methods and dates for easy and smooth services to the students of distance mode. At present the University has only one study centre in the campus. The institution is not promoting any study centres outside the campus. All student support services will be provided to the student through a single window method/mode onsite.

## **6 Procedure for Admissions, Curriculum, Transaction and Evaluation**

### **6.1 Admission Process**

Students who are seeking admission in programs offered by CDOE-MU need to apply through <https://cdoemu.in> in the programme offered there. Admission to the BBA programme will be done on the basis of screening of candidate's eligibility on first come first serve basis. The University will follow the reservation policy as per norms of the Government. Admission shall not be a right to the students and MU, CDOE shall retain the right to cancel any admission at any point of time if any irregularity is found in the admission process, eligibility etc.

### **6.2 Maximum Duration**

- A. The maximum duration of the B.B.A. programme is six years. Thereafter, students seeking completion of the left-over course(s) will be required to seek fresh admission.
- B. The student can complete his programme within a period of 6 years failing which he/she shall seek fresh admission to complete the programme.

### **6.3 Minimum Eligibility Criteria for Admission**

The minimum eligibility criteria for admission in BBA program is 12th or equivalent examination in any stream from a recognized Board / Council / University. The learner should also meet all the required documentation criteria as mentioned on the website for admission in the program. Admission will stand cancelled, if candidate does not submit proof of eligibility within stipulated time given by CDOE-MU.

Candidates are expected to read all instructions given in the Program prospectus before filling of application form.

#### 6.4 Programme Fee Academic Session beginning July 2026

Name of the Program	Degree	Duration	Year	Program Fee/Year	Exam	Fee/Year Total (in Rs.)
Bachelor of Business Administration	UG	3 Years	1	21,500	3000	24,500
			2	21,500	3000	24,500
			3	21,500	3000	24,500
					<b>Total</b>	<b>73,500</b>

#### 6.5 Academic Calendar

Sr.No	Event	Batch	Last Date
1	Admission	January	March
		July	September
2	Assignment Submission	January	By March 31st and May 31st
		July	By September 30th and November 30th
3	Distribution of SLM	January	15 <sup>th</sup> February
		July	15 <sup>th</sup> September
4	Project Report Submission (Applicable during Final semester)	January	30th April
		July	30th October
5	Admit Card Generation	January	May 20th
		July	November 20th
6	Term End Examination	January	June 15onward
		July	December 15onward
7	Result Declaration of End Term Examination	January	By end of August
		July	By end of February

## 6.6 Credit System

MU, CDOE proposes to follow the ‘Credit System’ for most of its programs. Each credit amounts to 30 hours of study comprising all learning activities. Thus, a 8 credit course requires 240 hours, 6 credit course requires 180 hours , 4 credit course requires 120 hours and 2 credit course requires 60 hours of study. This helps the student to understand the academic effort to complete a course. Completion of an academic programme requires successful clearing of both, the assignments and the term-end examination of each course in a programme.

## 6.7 Assignments

Distance Education learners have to depend much on self study. In order to ascertain the writing skill and level of comprehension of the learner, assignment work is compulsory for all learners. Each assignment shall consist of a number of questions, case studies and practical related tasks. The Assignment Question Papers will be uploaded to the website within a scheduled time and the learners shall be required to respond them within a specified period of time. The response of the learner is examined by a faculty member.

**Evaluation:** The evaluation system of the programme is based on two components:

**A. Continuous Evaluation in the form of assignments (weightage 30%):**

This Component carries a weightage of 30%. There will be at least one graded assignment and test per course. These assignments are to be submitted to the Co-ordinator of the CDOE/Study Centre to which the student is assigned or attached with.

**B. Term-end examination (weightage 70%):**

This will be held twice every year in the months of June and December. The students are at liberty to appear in any of the examinations conducted by the University during the year. A student will be allowed to appear in the Term-End Examination only after she/he has registered for that course and submitted the assignment. For appearing in the Examination, every student has to submit an Examination form through online <https://cdoemu.in> or offline before the due dates as given in the schedule of operations. If a student misses any term-end examination of a course for any reason, s/he may appear for any of them or all the courses subject to the maximum of 12courses in the subsequent term-end examinations. This facility

will be available until a student secures the minimum pass grade in the courses but up to a maximum period of 06 semesters, since the date of registration of the course is valid for 06 semesters. Beyond this period s/he may continue for another 06 semesters by getting Re-registration by paying fee again. In that case, the score of qualified assignments and/or term-end examination will be retained and the student will be required to complete the left out requirements of such re-registered courses. Minimum requirement for passing a course will be 40% marks.

### **7. Laboratory Support and Library Resources**

The library of Madhav University aims to empower the teaching mission and intellectual culture of the community through availability through an organized collection of information as well as instruction in its access, relevance and evaluation. The University Library enriches advance learning and discovery by providing access to a broad array of resources for education, research and creative work to ensure the rich interchange of ideas in the pursuit of knowledge. The Center for Distance Education of Madhav University has initiated the process of setting up a dedicated Library for ODL program and acquiring printed books and e-books for this purpose. The required International and National subject journals are also provided. We already have annual journal subscriptions and the capacity can be enlarged at later stages as the University lines up with more online journals. The collection of the Library is rich and diverse especially in terms of the breadth and depth of coverage. Collection encompasses subjects in Management, Commerce, Information Technology, Computer Applications, and other allied areas. This collection further includes Books, Research Journals, Project Reports/Dissertations and online Journals. The University has well equipped Computer Laboratories, Lecture Capturing Systems, Audio Video facilities, ICT enabled class rooms, Wi-Fi facilities etc.

### **8. Cost estimate of the programme and the provisions**

Initial expenses have been done by the University to in terms of provision of infrastructure, manpower, printing of self-study material and other. The University intends to allocate expenses out of the total fee collection as per following details:

- a) SLM development and distribution: 20%
- b) Postal expense: 10%
- c) Salary and other administrative expenses : 60%

d) Future development : 10% .

Once programmes are operational, fee receipt from the programmes' budget to be planned as per the guidelines of University Grants Commission.

## 9. Quality Assurance

The University has established the Centre for Internal Quality Assurance (CIQA) in the University campus. The CIQA will monitor and maintain the quality of the ODL programmes. It has the following objectives in making the compliances of quality implementations.

### Objectives

The objective of Centre for Internal Quality Assurance is to develop and put in place a comprehensive and dynamic internal quality assurance system to ensure that programmes of higher education in the Open and Distance Learning mode and Online mode being implemented by the Higher Educational Institution are of acceptable quality and further improved on continuous basis.

### Functions of CIQA

The functions of Centre for Internal Quality Assurance would be following

- To maintain quality in the services provided to the learners.
- To undertake self-evaluative and reflective exercises for continual quality improvement in all the systems and processes of the Higher Educational Institution.
- To contribute in the identification of the key areas in which Higher Educational Institution should maintain quality.
- To devise mechanism to ensure that the quality of Open and Distance Learning programmes and Online programmes matches with the quality of relevant programmes in conventional mode.
- To devise mechanisms for interaction with and obtaining feedback from all stakeholders namely, learners, teachers, staff, parents, society, employers, and Government for quality improvement.
- To suggest measures to the authorities of Higher Educational Institution for qualitative improvement.
- To facilitate the implementation of its recommendations through periodic reviews.
- To organize workshops/ seminars/ symposium on quality related themes, ensure participation of all stakeholders, and disseminate the reports of such activities among all the stakeholders in Higher Educational Institution.



- To develop and collate best practices in all areas leading to quality enhancement in services to the learners and disseminate the same all concerned in Higher Educational Institution.
- To collect, collate and disseminate accurate, complete and reliable statistics about the quality of the programme(s).
- To ensure that Programme Project Report for each programme is according to the norms and guidelines prescribed by the Commission and wherever necessary by the appropriate regulatory authority having control over the programme;
- To put in place a mechanism to ensure the proper implementation of Programme Project Reports.
- To maintain a record of Annual Plans and Annual Reports of Higher Educational Institution, review them periodically and generate actionable reports.
- To provide inputs to the Higher Educational Institution for restructuring of programmes in order to make them relevant to the job market.
- To facilitate system-based research on ways of creating learner centric environment and to bring about qualitative change in the entire system.
- To act as a nodal coordinating unit for seeking assessment and accreditation from a designated body for accreditation such as NAAC etc.
- To adopt measures to ensure internalization and institutionalization of quality enhancement practices through periodic accreditation and audit.
- To coordinate between Higher Educational Institution and the Commission for various quality related initiatives or guidelines.
- To obtain information from other Higher Educational Institutions on various quality benchmarks or parameters and best practices.
- To record activities undertaken on quality assurance in the form of an annual report of Centre for Internal Quality Assurance.
- It will be mandatory for Centre for Internal Quality Assurance to submit Annual Reports to the Statutory Authorities or Bodies of the Higher Educational Institution about its activities at the end of each academic session. A copy of report in the format as specified by the Commission, duly approved by the statutory authorities of the Higher Educational Institution shall be submitted annually to the Commission.