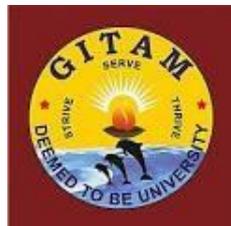


**GANDHI INSTITUTE OF TECHNOLOGY AND MANAGEMENT(GITAM)
(Deemed to be University)**

**VISAKHAPATNAM * HYDERABAD * BENGALURU
Accredited by NAAC with A⁺ Grade**



REGULATIONS AND SYLLABUS

OF

BBA

(for 2020-21 admitted batch)

Bachelor of Business Administration (BBA)
(W.e.f 2020-21 admitted batch)

1.0. REGULATIONS

1.1. ADMISSION

Admission into BBA program of GITAM (Deemed to be University) is governed by GITAM (Deemed to be University) admission regulations.

1.2. ELIGIBILITY CRITERIA

A minimum of 50% of marks in Pre-University / Higher Secondary / 10+2 / Intermediate examination in any discipline or equivalent from any recognized Board or Council.

Qualified in UGAT or GAT or qualified in GIM Online Test (GOT) conducted by GITAM Institute of Management, GITAM (Deemed to be University)

ACADEMIC REGULATIONS

MEDIUM OF INSTRUCTION

The medium of instruction (including examinations and project reports) shall be English.

1.3 REGISTRATION

Every student has to register himself/herself for each semester individually at the time specified by the Institute / University.

1.4 ATTENDANCE REQUIREMENTS

A student whose attendance is less than **85%** in all the courses put together in any semester will not be permitted to attend the end- semester examination and he/she will not be allowed to register for subsequent semester of study. He/she has to repeat the semester along with his/her juniors.

However, the Vice Chancellor on the recommendation of the Principal / Director of the University College / Institute may condone the shortage of attendance to the students whose attendance is between 66% and 74% on genuine medical grounds and on payment of prescribed fee.

EVALUATION

The assessment of the student's performance in a theory course shall be based on two components: Continuous evaluation (40 marks) and semester end examination 60 marks

A student has to secure an aggregate of 40% in the course in the two components put together to be declared to have passed the course, subject to the condition that the candidate must have secured a minimum of 24 marks (ie. 40%) in the theory components at the semester –end examination.

Practical/project work/industrial training /Viva Voce/Seminar/

Professional competency development courses etc are completely assessed under continuous evaluation for a maximum of 100 marks, and a student has to obtain a minimum of 40% to secure pass grade. Details of the assessment are as follows

S. No.	Component Of Assessment	Marks Allotted	Type Of Assessment	Scheme Of Examination
.	Theory	40	Continuous Evaluation	(i) <u>Mid Semester examinations:</u> Two mid examinations will be conducted for 20 marks each. Better of two will be considered for final 20 marks. If the student is absent for one Mid exam, the marks secured in the other mid exam will be considered as final marks. No re examinations will be conducted under any circumstances except exceptional cases as approved by the HOI.
	Total	60	Semester- end Examination	i) Coursera course/on line Course : 10 marks. (student need to complete respective subject wise Coursera course/ on line course listed by GIM through online and required to submit the course completion certificate. Up on which student need to give presentation/viva for awarding marks up to 10) ii) Class room Presentations/Seminars and Case analysis//workshop/training/Assignments/survey/project work : 10 marks.
		100		The semester-end examination in theory subjects: 60 marks. Note: In respect of courses having practical's, theory examination shall be for 40 marks and practical exam for 20 marks.
	Practicals (Tally / Excel)	100	Continuous Evaluation	Forty (40) marks for lab performance, record and viva-voce Sixty (60) marks for two tests of 30 marks each (one at the mid-term and the other towards the end of the semester) conducted by the concerned lab Teacher.
2.	Viva Voce at the end of each semester	50	Viva Voce	Viva at the end of each Semester shall be on all courses of that Semester and Industrial visits of that Semester.
3.	Social Project/ rural project at the end first year for 20-30 days	50	Project Evaluation	The student has to do a social project for a period of 20-30 days during first year by choosing any Social/Rural issue/problem. Project Report : 30 marks Viva Voce : 20 marks
4.	Company Project Report/ Venture Planning / Business Plan (6 weeks) at the end of IV semester	100	Project/plan Evaluation	ii. (i) Project/plan Seminar:50 (ii) Project/plan Evaluation: 50
5.	Comprehensive Viva	100	Viva-Voce	Comprehensive Viva on all the Courses of Study, minor project and industrial visits of I to VI semesters.

6.	Current Business Affairs	50	Continuous Evaluation	i. Group Discussion: Best two out of three :20Marks ii. Online Tests: Best six out of eight: Marks 30
7.	Soft Skills	50	Continuous Evaluation	Objective type tests: Best two scores out of three: Marks 50
8.	Business Simulation	100	Internal Evaluation	Lab exercise-oriented paper
9.	Families in Business	100	Internal Evaluation	Independent Research Paper: Student should select any family firm (First or Second Generation) either from their locality or elsewhere.(50 Marks) Seminar Paper Presentation: Seminar Paper should be between 2500 to 3500 words and present the same.(25 Marks) Assignment Preparation from the lead case studies.(15 Marks) Innovativeness in selecting and presenting the topic.(10 Marks)

Assessment Procedure Professional competency development courses

S. No.	Course Code	Course	Total Credits	Marks	Evaluation
1.	MBA372	Coursera Course	1	50	Will be evaluated on submission of course completion certificate by the student. Marks will be awarded based on the student performance in the respective Coursera Course and presentation thereon.
2.	MBA370	Yoga	1	50	Attendance- 5 Marks Viva- 5 Marks Practical Exercises- 40
3.	MBA358	CBA(Current Business Affairs)Starts from the 3rd Semester	4 crdts * 4 sems)	200	GD and Online quizzes
4.	MBA360	Soft Skills	2	100	Class Activity: Class activities will be conducted for 10 marks each and best two out of the three will be taken into consideration (20 marks) Online Test: Online tests will be conducted for 10 marks each and best two out of the three will be taken into consideration (20 marks) Classroom participation:5 marks Attendance:5 marks
5.	MBA362	BEC	2	100	As per the British Council norms
6.	MBA364	General Book Review	1	50	Self Study& Presentation of the review – evaluated by Internal panel members
7.	MBA366	Management Book Review	1	50	Self Study& Presentation of the review – evaluated by Internal panel members

8.	VDC 111	Venture Discovery	02	100	Internal assessment as per VDC Guidelines/regulations
TOTAL			18	700	

8.0 RETOTALLING, REVALUATION & REAPPEARANCE AS PERNEW REFORMS

9.1 Retotaling of the theory answer script of the semester-end examination is permitted on request by the student by paying the prescribed fee within one week after the announcement of the results.

9.2 Revaluation of the theory answer scripts of the semester-end examination is permitted on request by the student by paying the prescribed fee within one week after the announcement of the result.

9.3.1 A student who has secured 'F' grade in a theory course shall have to reappear at the subsequent Semester - end examinations held for that course.

9.3.2 A student who has secured 'F' grade in Project work/industrial training etc shall have to improve his/her report and reappear for viva voce with the juniors for the first two years, whereas the final year student will appear for re-examination at the instant special examination.

9.4 Provision for Answer Book Verification & Challenge Evaluation:

If a student is not satisfied with his/her grade after revaluation, the student can apply for, answer book verification on payment of prescribed fee for each course within one week after announcement of revaluation results.

9.4.1 After verification, if a student is not satisfied with revaluation marks/ grade awarded, he/she can apply for challenge valuation within one week after announcement of answer book verification result/ two weeks after the announcement of revaluation results, which will be valued by the two examiners i.e., one Internal and one External examiner in the presence of the student on payment of prescribed fee. The challenge valuation fee will be returned, if the student is succeeded in the appeal with a change for a better grade.

9.5 Supplementary Examinations & Special Examinations:

9.5.1 The odd semester supplementary examinations will be conducted on daily basis after conducting regular even semester examinations in April/May.

9.5.2 The even semester supplementary examinations will be conducted on daily basis after conducting regular odd semester examinations during Oct/Nov.

9.5.3 A student who has completed his/her period of study and still has "F" grade in final semester courses is eligible to appear for Special Examination normally held during summer vacation.

10. Promotion to the Next Year of Study

9.6.1 A student shall be promoted to the next academic year only if he/she completes the academic requirements of 60% of the credits till the previous academic year.

9.6.2 Whenever there is a change in syllabus or curriculum he/ she has to continue the course with new regulations after detention as per the equivalency established by the BoS to continue his/her further studies.

10.11 The courses like Workshop, Industrial tour and Industrial training are to be considered in supplementary exams.

10.12 A student who has secured 'F' Grade in project work / Industrial Training shall be permitted to submit the report only after satisfactory completion of the work and viva-voce

examination.

11. Repeat Continuous Evaluation:

A student who has secured 'F' grade in a theory course shall have to reappear at the subsequent examination held in that course. A student who has secured 'F' grade can improve continuous evaluation marks upto a maximum of 50% by attending special instruction classes held during summer.

12.1 A student who has secured 'F' grade in a practical course shall have to attend Special Instruction classes held during summer.

12.2 A student who has secured 'F' grade in a combined (theory and practical) course shall have to reappear for theory component at the subsequent examination held in that course. A student who has secured 'F' grade can improve continuous evaluation marks upto a maximum of 50% by attending special instruction classes held during summer.

12.3 The Repeat Continuous Evaluation (RCE) will be conducted during summer vacation for both odd and even semester students. A student can register a maximum of 4 courses. Biometric attendance of these RCE classes has to be maintained. The maximum marks in RCE be limited to 50% of Continuous Evaluation marks. The RCE marks are considered for the examination held after RCE except for final semester students.

12.4 RCE for the students who completed course work can be conducted during the academic semester. The student can register a maximum of 4 courses at a time in slot of 4 weeks. Additional 4 courses can be registered in the next slot.

12.5 A student is allowed to Special Instruction Classes (RCE) 'only once' per course.

10.0 SPECIAL EXAMINATION

A student who has completed the stipulated periods of study for the BBA program and still has failure grade 'F' in not more than Four theory courses, excluding practical examination and Project viva, may be permitted to appear for special examinations, which shall be conducted during the summer vacation at the end of the last academic year.

11.0 BETTERMENT OF GRADES

Students who secured second class or pass who wish to improve their grades will be permitted ONLY ONCE to improve their grades at the end the program.

1. Candidates who have passed all the courses of a program within the stipulated period of study and who have obtained a Pass or Second Class only are eligible for Betterment of Grades
2. Candidates who have already secured First Class or First Class with Distinction are not eligible for betterment of Grades.
3. Candidates who have completed the program of study beyond the stipulated period of study i.e. through Special examinations or subsequently, are not eligible for betterment of Grades
4. Betterment of Grades is permitted only through appearance of the theory examinations.
5. Betterment of Grades is permitted only once, at the end of the program of study, simultaneously along with Special examinations.
6. Candidates can appear for betterment at one course, across the semesters, for the number of semesters they have studied. i.e. a Six semester BBA student can appear for betterment in any Six courses of study.
7. The better Grade secured either in the first or betterment appearance shall be considered as the final Grade.
8. New Grade Card/PC shall be issued to candidates who have improved their Grades/Class

after submitting the old Grade Card/PC.

9. The date, month and year of the declaration of betterment result shall be printed on the Grade Card/PC
10. Betterment marks shall not be taken into consideration for award of ranks, prizes, and medals.
11. Candidates have to pay a betterment fee as prescribed by the University.
12. Betterment of Grades is permitted 'only once', immediately after completion of the program of study
13. The rules & regulations framed by the University from time to time shall be applicable.

12.0 GRADING SYSTEM

12.1 Based on the student performance during a given semester/trimester, a final letter grade will be awarded at the end of the trimester/semester in each course. The letter grades and the corresponding grade points are as given in Table 3.

Table 3: Grades & Grade Points

Sl.No.	Grade	Grade Points	Absolute Marks
1	O (outstanding)	10	90 and above
2	A+ (Excellent)	9	80 to 89
3	A (Very Good)	8	70 to 79
4	B+ (Good)	7	60 to 69
5	B (Above Average)	6	50 to 59
6	C (Average)	5	45 to 49
7	P (Pass)	4	40 to 44
8	F (Fail)	0	Less than 40
9	Ab(Absent)	0	-

12.2 A student who earns a minimum of 4 grade points (P grade) in a course is declared to have successfully completed the course, and is deemed to have earned the credits assigned to that course, subject to securing a **GPA of 5** for a pass in the semester.

This is applicable to both theory and practical papers. In the case of project Report (dissertation) and Vice-Voce also, the minimum pass percentage shall be 40%.

13.0 GRADE POINT AVERAGE

13.1 A Grade Point Average (GPA) for the semester/trimester will be calculated according to the formula:

$$\Sigma [C \times G] \text{ GPA} = \frac{\Sigma [C \times G]}{\Sigma C}$$

Where

C = number of credits for the course,

G = grade points obtained by the student in the course.

13.2 GPA is awarded to those candidates who pass in all the subjects of the semester/trimester. To arrive at Cumulative Grade Point Average (CGPA), a similar formula is used considering the student's performance in all the courses taken, in all the semesters/trimesters up to the particular point of time.

13.3 CGPA required for classification of class after the successful completion of the program is shown in Table 4.

Table 4: CGPA required for award of Class

Distinction	$\geq 8.0^*$
First Class	≥ 6.5
Second Class	≥ 5.5
Pass	≥ 5.0

* In addition to the required CGPA of 8.0, the student must have necessarily passed all the courses of every semester in first attempt.

14.0 ELIGIBILITY FOR AWARD OF THE BBA DEGREE

14.1 Duration of the program:

A student is normally expected to complete the BBA program of six semesters within three years. If due to some unavoidable circumstances that is not possible, a student may extend and complete the program in not more than five years including study period.

14.2 However the above regulation may be relaxed by the vice chancellor in individual cases for cogent and sufficient reasons.

14.3 A student shall be eligible for award of the BBA degree if he or she fulfills the following conditions.

- i) Registered and successfully completed all the courses and projects.
- ii) Successfully acquired the minimum required credits as specified in the curriculum within the stipulated time.
- iii) Has no dues to the Institute, Hostels, Libraries, NCC/NSS, etc. and,
- iv) No disciplinary action is pending against him/her

14.4 The degree shall be awarded after approval by the Academic Council

15. PEDAGOGY

The class room pedagogy is customized by individual faculty to enhance the learning experience, which is dependent on the course and the degree of absorption by students. It has been proven that the degree of absorption is directly proportional to self-learning or preparedness before the classroom sessions and the interactions during the classes. Knowledge thus gained builds a strong long-lasting foundation. Typically class room pedagogy ranges from instructions, simulations, case discussions, role plays, etc. Simulations and case discussions are adopted extensively across the curriculum, to supplement class room instructions/lectures.

15.1 Experiential Learning

Rather than giving cut flowers to students, at GITAM Institute of Management we would prefer to teach them how to grow their own plants. Practical field-based experiential learning enhances class-room instructions and links theory to practice, which is highly emphasized in this curriculum. Outbound Program, NGO Projects, Summer Internship, Social & Rural Projects and Industry Visits are integral parts of the field-based program, some of which are listed below.

15.2 Interaction with CEOs

Classrooms can teach how a bee looks, but to taste honey one should venture into the fields. At GITAM Institute of Management we endorse this learning philosophy by inviting senior leaders from the business arena and by conducting industrial visits, which can help connect and reinforce class work with real world solutions.

15.3 Guest and Visiting Faculty

Senior executives from corporate are invited periodically to serve as guest and visiting faculty. Attendance for guest lectures is mandatory. Students are required to submit a reflective report about each guest lecture to their respective faculty member.

15.4 Industrial Visits

Industry visits are organized with an aim to simulate thought process and questions that help clarify the reasoning or justification of a particular style of doing things. Students should have an eye-for-detail and ask questions in their area of interest/discipline within the industry, and ensure they are answered by the executive. Students shall make no less than one industrial visit in each semester. A brief account of the visits shall be prepared and produced at the semester-end viva.

16.0 SEMESTER END EXAMINATIONS

16.1 Examinations

Examinations are not the end, but a launching platform into a brighter future. The knowledge gained during the semester is tested through the semester end-examinations. Violation of norms regarding behavior in the examination hall will attract severe penalty. Students found copying in the examination halls will have one grade point less or asked to leave the programme basing on the consequences.

16.2 Examination Duration

The duration of each semester end-examination shall be for 3 hours. In case of courses having practicals, the duration of the theory exam shall be for 2 hours and the practical for an additional hour..

The medium of semester end examination for all the courses shall be English with the exception of languages (other than English)

16.3 Examination pattern

A. The following shall be the structure of the question papers of different courses with case Analysis

S.No.	Pattern	Marks
1.	Section A : Ten questions each carry 2 marks	10 X 2 = 20 marks
2.	Section B : Five Essay type questions (either or choice Questions from each unit)	5 X 6 = 30 marks
3.	Section C : One Case let (not more than 200 words)	1 X 10 = 10 marks
	Total	60 marks

B. The following shall be the structure of question paper for courses with numerical problems.

S.No.	Pattern	Marks
1.	Section A : Ten questions each carry 2 marks (both theory / problems)	10 X 2 marks = 20 marks
2.	Section B : Problems/Theory (either or choice Questions from each unit)	5 X 8 = 40 marks
	Total	60 marks

C. The following shall be the structure of question paper for all the other theory courses

S.No.	Pattern	Marks
1.	Section A : Ten questions each carry 2 marks	10 X 2 marks = 20 marks
2.	Section B : Five Essay type questions (either or choice Questions from each unit)	5 X 8 = 40 marks

	Total	60 marks
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16.4 VIVA VOCE

The Composition of Viva-Voce Board for Semester end/Year end consists of:

Program Coordinator : Chairman

One Senior Faculty from the Institute / Practitioner : Member

The Comprehensive Viva-Voce Board consists of

Director/Dy. Director : Chairman

One Senior Faculty from the Institute : Member

Program Coordinator : Convener

Senior Faculty/Practitioner : Member

S. No.	Code No.	Title of the Course	Level of course	Theory	Practical	Credits	Internal Assessment Marks	External Assessment Marks	Total Marks
1.	GEL 131	Communicative English	Foundation Compulsory	3	-	3	40	60	100
2.	MBG121*	MS Office & IT	Foundation Compulsory	2	2	3	100	-	100
3.	MBG103	Business Economics	Foundation Compulsory	3	-	3	40	60	100
4.	MBG105	Financial Accounting	Foundation Compulsory	4	-	4	40	60	100
5.	MBG107	Business Mathematics	Foundation Compulsory	4	-	4	40	60	100
6.	MBG109	Indian Business Environment	Foundation Compulsory	3	-	3	40	60	100
7.	MBA191	Semester End Viva	Core Skill Building	-	-	1	50	-	50
TOTAL...				19	02	21	290	360	650

PROFESSIONAL COMPETENCY DEVELOPMENT COURSES IN SEMESTER-1

S. No.	Code No.	Title of the Course	Theory	Practical	Credits	Internal Assessment Marks	External Assessment Marks	Total Marks
1	MBA 372	Coursera Course*	-	2	1	50	-	50

The student can choose a coursera course from the courses listed and complete the course through online and required to submit the course completion certificate for awarding marks up to 50.

Note-Professional Competency Development courses will be added in the 6th Semester

2.0. PROGRAM EDUCATIONAL OBJECTIVES (PEOs)

1. The three year BBA program aims at developing a student's intellectual ability, executive personality and management skills through an appropriate blending of business and general education.
2. The program assists the student in understanding and developing the unique leadership qualities required for successfully managing business functions in an organizational unit or an enterprise.
3. The program also seeks to prepare students for higher education in business at home and abroad.

3.0. PROGRAM OUTCOMES(POs)

At the end of the program the students would be able to

PO1	Acquire adequate knowledge through principles, theories and models of business
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	management, Accounting, Marketing, Finance, IT, Operations and Human Resource.
PO2	Demonstrate proficiency for Business Communication for effective and professional business management.
PO3	Acquire employability skills through practical exposure of IT and its usage in different domains of management.
PO4	Analyze and comprehend the applicability of management principles in solving complex business challenges.
PO5	Develop entrepreneurial skills among the students, to venture out their own domain proficiencies.
PO6	Build a perspective about global competitive environment including socio-cultural, technical and sustainability issues.
PO7	Develop leadership skills to achieve the individual, group and organizational goals.
PO8	Appreciate the importance of ethics in decision-making and inculcate the spirit of social responsibility.
PO9	Comprehend the applicability of management principles in the situations pertaining to global business world.
PO10	Illustrate various concepts, theories and models in the functional areas of business to face the challenges of changes.
PO11	Apply business analytics in different functional area for organizational effective results.
PO12	Interpret the legal environment and its dynamics to various business operations for effective end-results.

PROGRAM SPECIFIC OUTCOMES(PSOs):

PSO1	Utilize the tools such as Excel, SPSS, R, Weka and Tableau to solve business analytics problem.
PSO2	Analyze, design and develop solutions to a business problem
PSO3	Apply analytics techniques to analyze and interpret the data.

4.0.STRUCTURE OF THE PROGRAM:

4.1. 3.0 STRUCTURE OF THE PROGRAM

4.1 The Program Consists of

- i) Foundation Courses (compulsory) which give general exposure to a student in communication and subject related area.
- ii) Core Courses (compulsory).
 - a) are supportive to the discipline
 - b) give expanded scope of the subject Intra Departmental Electives
 - c) give inter disciplinary exposure
 - d) Nurture students skills
Inter Departmental Electives
- iii) Discipline centric electives which
 - iv) Open electives - which are of general nature and unrelated to the discipline to expose

the student in areas such as general knowledge, personality development, economy, civil society, governance etc.

4.2 Each course is assigned a certain number of credits depending upon the number of contact hours (lectures & tutorials) per week.

4.3 In general credits are assigned to the courses based on the following contact hours per week per semester

- 1 credit for each lecture/tutorial hour per week
- 1 credit for 2 hrs of practical per week
- 2 credits for three or more hours of practical per week

4.4 Range of credits

Name of the course	Range of credits
Theory	2 to 6
Practical's	2 or 3
Project work	1 to 5
Professional competency development course	1 or 2
Viva voce	1 or 2
Seminar	1 or 2

4.5 The BBA program comprises of six semesters spread across three academic years of study. The three year Program consists of fundamental knowledge about business, core courses and skill development courses (Electives) along with professional competency development courses.

Table-1

Description of the courses	Total Credits offered	Compulsory credits required to complete the program
Foundation Courses	37 Credits	37 Credits
Core courses	60 Credits	60 Credits
Elective Courses	48 Credits	24 Credits
Professional Competency Development courses	15 Credits	12 Credits
Total.....	161 Credits	132 Credits

NOTE:

1. A student has to earn a total of 121 credits out of 161 Credits in Foundation, Core and Elective Courses which are compulsory courses.
2. A Student has to secure 12 out of 15 credits in Professional Competency Development Courses.
3. A minimum of 132 Credits out of 161 credits are compulsory to complete the program and for awarding of the degree.

Every course offered as part of the curriculum, has been carefully picked and the course objectives clearly defined, based on the competency outcome that is expected to be delivered by the end of the course. Credits are assigned to a course, depending on the effort that is required to teach the laid out course objectives and the effort expected from students. One credit is represented by 1 hour of contact class interactions per week.

NOTE: GITAM Institute of Management reserves the right to change the total credits/courses offered without prior notice.

4.6 Semester wise course structure

SEMESTER– I

S. No.	Code No.	Title of the Course	Level of course	Theory	Practical	Credits	Internal Assessment Marks	External Assessment Marks	Total Marks
1.	GEL 131	Communicative English	Foundation Compulsory	3	-	3	40	60	100
2.	MBG121*	MS Office & IT	Foundation Compulsory	2	2	3	100	-	100
3.	MBG103	Business Economics	Foundation Compulsory	3	-	3	40	60	100
4.	MBG105	Financial Accounting	Foundation Compulsory	4	-	4	40	60	100
5.	MBG107	Business Mathematics	Foundation Compulsory	4	-	4	40	60	100
6.	MBG109	Indian Business Environment	Foundation Compulsory	3	-	3	40	60	100
7.	MBA191	Semester End Viva	Core Skill Building	-	-	1	50	-	50
TOTAL...				19	02	21	290	360	650

- **100% Internal Assessment**

PROFESSIONAL COMPETENCY DEVELOPMENT COURSES IN SEMESTER-II

S. No.	Code No.	Title of the Course	Theory	Practical	Credits	Internal Assessment Marks	External Assessment Marks	Total Marks
1	MBA 372	Coursera* course	-	2	1	50	-	50

*the student need to choose a coursera course from the GITAM University listed courses, and required the complete the course through online and submit the course completion certificate for awarding marks up to 50.

Note-Professional Competency Development courses will be added in the 6th Semester

S. No.	Code No.	Title of the Course	Level of course	Theory	Practical	Credits	Internal Assessment Marks	External Assessment Marks	Total Marks
1.	MBG102/ MBG104/ MBG106/ MBG108	Telugu/Sanskrit/ Hindi/Special English* (Second Language)	Foundation Compulsory	3	-	3	40	60	100
2.	MBG110	Principles and Practice of Management	Core	3	-	3	40	60	100
3.	MBA102	Self Awareness & Personality Development	Foundation Compulsory	3	-	3	40	60	100
4.	MBA104	Cost and Management Accounting	Core	4	-	4	40	60	100
5.	MBG112	Business Statistics	Foundation Compulsory	3	-	3	40	60	100
6	MBA106	Innovation By Design	Core	3	-	3	40	60	100
7.	MBA192	Semester end Viva	Core Skill Building	-	1	1	50	-	50
TOTAL.....				19	01	20	290	360	650

**** Note: The Student has to do a Social Project/Rural Project for a period of 20-30 days during First year, carrying 1 credit which will be shown in III Semester . The student can study/analyze any social/rural issues or challenges in form of survey and needs to submit a report . A Viva will be conducted for awarding marks.**

Note –Special English is offered only to foreign nationals.

PROFESSIONAL COMPETENCY DEVELOPMENT COURSES IN SEMESTER-II

S. No.	Code No.	Title of the Course	Theory	Practical	Credits	Internal Assessment Marks	External Assessment Marks	Total Marks
1	MBA370	Yoga & Meditation	-	2	1	50	-	50
	VDC 111	Venture Discovery	2		2	100		100
		Total	2	2	3	150		150

Note-Professional Competency Development courses will be added in the 6th Semester

SEMESTER – III

S. No.	Code No.	Title of the Course	Level of course	Theory	Practical	Credits	Internal Assessment Marks	External Assessment Marks	Total Marks
1.	MBG201	Indian Heritage & Culture	Foundation Compulsory	2	-	2	40	60	100
2.	MBG203	Business Communication	Core	2	-	2	40	60	100
3	MBG231*	MS Excel	Foundation Compulsory	2	1	3	100		100*
4	MBG205	Human Resource Management	Core	3	-	3	40	60	100
5.	MBA201	Fundamentals of Entrepreneurship	Core	3	-	3	40	60	100
6.	MBG207	Marketing Management	Core	3	-	3	40	60	100
7.	MBA291**	Social Project/ Rural Project	Core Skill Building	-			50	-	50
8.	MBA293	Semester End Viva	Core Skill Building				50	-	50
TOTAL.....				15	03	18	400	300	700

***100% Marks Internal**

PROFESSIONAL COMPETENCY DEVELOPMENT COURSES IN SEMESTER-III

S. No.	Code No.	Title of the Course	Theory	Practical	Credits	Internal Assessment Marks	External Assessment Marks	Total Marks
1.	MBA358	Current Business Affairs (CBA)*		2		50	-	50
2.	MBA360	Soft skills -1	-	2	1	50	-	50
3.	MBA362	BEC		2	2	-	100	100

CBA courses across 4 semesters carry 4 credits to be shown in VI semester only.

*** Note-Professional Competency Development Courses will be added in the 6th Semester**

SEMESTER – IV

S. No.	Code No.	Title of the Course	Level of course	Theory	Practical	Credits	Internal Assessment Marks	External Assessment Marks	Total Marks
1.	MBG202	Environmental Science	Foundation Compulsory	3	-	3	40	60	100
2.	MBG204	Banking Theory & Practice	Core	3	-	3	40	60	100
3.	MBA202	Organizational Behavior	Core	3	-	3	40	60	100
4.	MBA204	Sales and Distribution Management	Core	3	-	3	40	60	100
5.	MBA206	Business Laws	Core	4	-	4	40	60	100
6.	MBG206	Financial Management	Core	4	-	4	40	60	100
7.	MBA292	Semester End Viva-Voce	Core Skill Building	-	1	1	50	-	50
TOTAL....				20	1	21	290	360	650

PROFESSIONAL COMPETENCY DEVELOPMENT COURSES IN SEMESTER-IV

S. No.	Code No.	Title of the Course	Theory	Practical	Credits	Internal Assessment Marks	External Assessment Marks	Total Marks
1.	MBA358	Current Business Affairs (CBA)*		2		50	-	50

CBA courses across 4 semesters carry 4 credits to be shown in VI semester only.

Note : Student has to do internship in any organization/company for a period of 6 weeks during the summer at end of second year for 2 credits. Credits will be shown in V Semester.

SEMESTER – V

S. №.	Code №.	Title of the Course	Level of course	Theory	Practical	Credits	Internal Assessment Marks	External Assessment Marks	Total Marks
1.	MBA301	Business Plan Preparation	Core	3	-	3	40	60	100
2.	MBG301	Production & Operations Management	Core	3	-	3	40	60	100
3.	MBA341	Consumer Behavior	Elective Discipline Centric	3	-	3	40	60	100
4.	MBA343	Logistics and Supply Chain Management	Elective Discipline Centric	3	-	3	40	60	100
5.	MBA345	Stock Market Operations	Elective Discipline Centric	3	-	3	40	60	100
6.	MBA347	Indian Financial System	Elective Discipline Centric	3	-	3	40	60	100
7.	MBA349	Human Resource Development	Elective Discipline Centric	3	-	3	40	60	100
8.	MBA351	Performance management	Elective Discipline Centric	3	-	3	40	60	100
9.	MBA353	Social Entrepreneurship	Elective Discipline Centric	3		3	40	60	100
10.	MBA355	Family Business Management	Elective Discipline Centric	3		3	40	60	100
11.	MBA391*	Industrial Project Report & Viva-voce	Core Skill Building	-	2	2	100	-	100
12.	MBA393	Semester End Viva	Core Skill Building	-	1	1	50	-	50
TOTAL ...				30	03	33	550	600	1150

Note: The student has to earn 21 credits out of 33 credits offered in 5thSemester

In case of electives, the student has to earn 12 (4 courses with 3 credits each) compulsory credits out of a maximum of 24 credits.

The student has to choose one out of two electives in the following four elective pairs: The Minimum No. of Students for each elective should be 20.

- I. MBA353: Social Entrepreneurship or MBA355: Family BusinessManagement

II. MBA341: Consumer Behavior or MBA 343: Logistics and Supply Chain Management

III. MBA 345: Stock Market Operations or MBA 347: Indian Financial System

IV. MBA 349: Human Resource Development or MBA 351: Performance management.

PROFESSIONAL COMPETENCY DEVELOPMENT COURSES IN SEMESTER- V

S. No.	Code No.	Title of the Course	Theory	Practical	Credits	Internal Assessment Marks	External Assessment Marks	Total Marks
1.	MBA358	Current Business Affairs (CBA)		2		50	-	50
2.	MBA374	Soft skills-2	-	2	1	50	-	50
3.	MBA364	General Book Review	1		1	50	-	50

CBA courses across 4 semesters carry 4 credits to be shown in VI semester only.

Note-Professional Competency Development courses will be added in the 6th Semester

SEMESTER – VI

S. No.	Code No.	Title of the Course	Level of course	Theory	Practical	Credits	Internal Assessment Marks	External Assessment Marks	Total Marks
1.	MBA302	Contemporary Business Models	Core	3	-	3	40	60	100
2.	MBG304	E-Commerce	Core	3	-	3	40	60	100
3.	MBA342	Customer Relationship Management	Elective Discipline Centric	3	-	3	40	60	100
4.	MBA344	Advertising and Brand Management	Elective Discipline Centric	3	-	3	40	60	100
5.	MBA346	Insurance Management	Elective Discipline Centric	3	-	3	40	60	100
6.	MBA348	Income Tax Law & Practice	Elective Discipline Centric	3	-	3	40	60	100
7.	MBA350	Industrial Relations	Elective Discipline Centric	3	-	3	40	60	100
8.	MBA352	Employment Laws	Elective Discipline Centric	3	-	3	40	60	100

9.	MBA354	Business Simulation	Elective Discipline Centric		3	3	100	-	100	
10.	MBA356	Families in Business (100% Internal)	Elective Discipline Centric	3	-	3	100	-	100	
11.	MBA392	Comprehensive Viva	Core Skill Building	-	1	2	100	-	100	
TOTAL....					27	04	32	620	480	1100

Note: The student has to earn 30 credits (10 credits from PCDS) out of 46credits (including 14 credits of all PCD's) offered in 6th Semester

In case of electives, the student has to earn 12 compulsory credits (4 courses with 3 credits each) out of a maximum of 24 credits. The student has to choose one out of two electives in the following combinations

- I. MBA 342: Customer Relationship Management or MBA 344: Advertising and Brand Management,
- II. MBA 346: Insurance Management or MBA 348: Income Tax Law & Practice,
- III. MBA 350: Industrial Relations or MBA 352: Employment Laws,
- IV. MBA354 : Business Simulation or MBA356: Families in Business.

PROFESSIONAL COMPETENCY DEVELOPMENT COURSES IN SEMESTER-VI

S. No.	Code No.	Title of the Course	Theory	Practical	Credits	Internal Assessment Marks	External Assessment Marks	Total Marks
1.	MBA358	Current Business Affairs		2		50	-	50
2.	MBA366	Management Book Review	1	-	1	50	-	50

Note-Professional Competency Development Courses will be added in the 6th Semester Credits Professional Competency Development Courses to be added in the 6th Semester which comprises credits of all Professional Competency Development Courses offered in 1st, 2nd, 3rd, 4th, 5th and 6th Semesters respectively.

S.No.	Course Code	Course & Meditation	Total Credits	Semester
1.	MBA370	Yoga & Meditation	1	II
2.	MBA358	CBA(Current Business Affairs) Starts from the 3 rd Semester	4	III to VI
3.	MBA360	Soft Skills-1	1	III
	MBA374	Soft Skills-2	1	V
4.	MBA362	BEC	2	III
5.	MBA364	General Book Review	1	V
6.	MBA366	Management Book Review	1	VI
7.	MBA368	Coursera course	1	I
8	VDC III	Venture Discovery	2	II
TOTAL			14 *	

* A Student has to secure **10 credits** out of 14 credits in Professional Competency Development Courses.

Credit Break up details in Semester VI

S. No.	Details	Credits Offered	Credits to be earned
1.	Core Courses	6 Credits	6 Credits
2.	Electives (12 out of 24 to be earned)	24 Credits	12 Credits
3.	Professional Competency Development Courses (Minimum Compulsory Credits in Professional Competency Development courses=10 out of 14)	14 Credits	10 Credits
4.	Comprehensive Viva Voce	02 Credits	02 Credits
5.	Total Credits Offered	46	30 Credits

SEMESTER- I

S. No.	Code No.	Title of the Course	Level of course	Theory	Practical	Credits	Internal Assessment Marks	External Assessment Marks	Total Marks
1.	GEL 131	Communicative English	Foundation Compulsory	3	-	3	40	60	100
2.	MBG121*	MS Office & IT	Foundation Compulsory	2	2	3	100	-	100
3.	MBG103	Business Economics	Foundation Compulsory	3	-	3	40	60	100
4.	MBG105	Financial Accounting	Foundation Compulsory	4	-	4	40	60	100
5.	MBG107	Business Mathematics	Foundation Compulsory	4	-	4	40	60	100
6.	MBG109	Indian Business Environment	Foundation Compulsory	3	-	3	40	60	100
7.	MBA191	Semester End Viva	Core Skill Building	-	-	1	50	-	50
TOTAL...				19	02	21	290	360	650

PROFESSIONAL COMPETENCY DEVELOPMENT COURSES IN SEMESTER-1

S. No.	Code No.	Title of the Course	Theory	Practical	Credits	Internal Assessment Marks	External Assessment Marks	Total Marks
1	MBA 372	Coursera Course*	-	2	1	50	-	50

The student can choose a coursera course from the courses listed and complete the course through online and required to submit the course completion certificate for awarding marks up to 50.

Note-Professional Competency Development courses will be added in the 6th Semester

BBA – I SEMESTER
GEL 131: COMMUNICATIVE ENGLISH
B TECH, BBA & BSC SEMESTER I (2020-21)

Introduction

The course is a unified approach to enhance language skills of learners with an aim to hone their social skills and to increase their employability. The course is designed to acquaint the learners with the necessary LSRW (Listening/ Speaking / Reading/ Writing) skills needed either for recruitment or further studies abroad for which they attempt international exams like TOEFL, IELTS and GRE. It enables the learners improve their communication skills which are crucial in an academic environment as well as professional and personal lives.

Course Objectives

- To enable learners to develop listening skills for better comprehension of academic presentations, lectures and speeches.
- To hone the speaking skills of learners by engaging them in various activities such as just a minute (JAM), group discussions, oral presentations, and role plays.
- To expose learners to key Reading techniques such as Skimming and Scanning for comprehension of different texts.
- To acquaint the learners with effective strategies of paragraph and essay writing, and formal correspondence such as email, letters and resume.
- To provide learners with the critical impetus necessary to forge a path in an academic environment, in the professional life and in an increasingly complex, interdependent world.

UNIT I

LISTENING: Listening for gist and specific information

SPEAKING: Introducing self and others; Developing fluency through JAM

READING: Skimming for gist and Scanning for specific information
WRITING: Paragraph writing-writing coherent and cohesive paragraph(narrative and descriptive); use of appropriate Punctuation.

GRAMMAR & VOCABULARY: Articles & Prepositions;

Word Families (Verbs, Nouns, Adjectives, Adverbs; Prefixes and Suffixes)

Learning Outcomes:

After completion of this unit, the learners will be able to

- Apply the requisite listening skills and comprehend at local and global level. (L4 and L2) (L5)
- Introduce themselves with accurate structure in diverse social and professional contexts. (L3)
- Apply relevant reading strategies for comprehension of any given text(L3)
- Write a paragraph using cohesive devices maintaining coherence (L3)
- Understand the Use of Articles and Prepositions, and apply appropriately for meaningful communication (L3)

- Understand the relevance of various categories in word family and apply them meaningfully in context (L3)

UNIT II

LISTENING: Listening for Note taking and Summarizing

SPEAKING: Role plays and Oral Presentations. READING: Intensive Reading-

Reading for implicit meaning WRITING: Note making and summarizing

GRAMMAR & VOCABULARY: Verb forms-Tenses; synonyms to avoid repetition in speech and writing.

Learning Outcomes:

After completion of this unit, the learners will be able to

- Employ note taking and summarizing strategies to comprehend the listening text (L2)
- Use strategies for successful and relevant oral presentation (L3, L4)
- Demonstrate effective communication skills by applying turn-taking and role distribution techniques for meaningful and contextual Speaking (L3 and L4)
- Apply various reading strategies imbining inferential and extrapolative comprehension of any given text. (L2, L3)
- Apply various note-making techniques while comprehending the reading text to present a complete and concise set of structured notes(, L3, L4, L5)
- Apply the notes to draft a summary (L3)
- Use correct tense forms and appropriate structures in speech and written communication (L3)
- Context specific use of Prefixes and Suffixes for meaningful communication (L3)

UNIT III

LISTENING: Listening for presentation strategies: introducing the topic, organization of ideas, conclusion.

SPEAKING: Aided presentations READING: Inferring using textual

clues WRITING: Formal Letter and Email writing

GRAMMAR & VOCABULARY: Active and Passive Voice; linkers and discourse markers.

Learning Outcomes:

After completion of this unit, the learners will be able to

- Notice and understand effective listening strategies to identify discourse markers in presentations. (L1, L2)
- Make formal oral presentations using effective strategies such as audio – visual aids (L3)
- Infer meaning and inter – relatedness of ideas (L4)
- Understand relevant structures and draft formal letters in suitable format (L3, L4)
- Construct relevant sentences in active and passive voice for meaningful communication (L2, L3)
- Comprehend and apply available vocabulary items relevant to the context (L1, L2, L3)

UNIT IV

LISTENING: Listening for labeling-maps, graphs, tables, illustrations SPEAKING: Aided

group presentation using charts, graphs etc.

READING: Reading for identification of facts and opinions

WRITING: Information transfer (writing a brief report based on information from graph/chart/table)

GRAMMAR & VOCABULARY: Subject-verb agreement; language for comparison and contrast; Antonyms

Learning Outcomes:

After completion of this unit, the learners will be able to

- Match visual and auditory inputs and use the information comprehensively and will adequately demonstrate important relationships or patterns between data points (L2)
- choose and coordinate resources appropriate to context and speak intelligibly (L3, L4)
- Develop advanced reading skills for analytical and extrapolative comprehension (L4, L5)
- Make decisions on arrangement of ideas and transfer them from visual to verbal form using context appropriate structure. (L3, L4)
- Demonstrate ability to use task specific grammatically correct structures (L3)

Comprehend and use expressions for negation/contradiction ((L2, L3)

UNIT V

LISTENING: Listening to discussions for opinions SPEAKING: Group

Discussion

READING: Reading for inferences

WRITING: Coursera Course-Essay Writing-Getting Started with Essay Writing (UCI Division of Continuing Education) 24 hours

GRAMMAR & VOCABULARY: Editing short texts: correcting common errors in grammar and usage; Action verbs for fluency and effective writing.

COURSE OUTCOMES:

After completion of this unit, the learners will be able to

- Apply analytical and problem-solving strategies to identify and interpret facts and opinions from a dialogue. (L3)
- Able to administer group dynamics to contribute valid ideas to a discussion with clarity and precision (L3)
- Demonstrate techniques to analyze contextual clues (L4)
- Compare and correlate ideas and facts to produce an organized essay with adequate supporting evidences (L4, L5)
- Organize the available structural/grammatical knowledge and apply them in a real time context (L3)
- Comprehend meaning for new words/phrases used and apply them in a new context. (L2, L3)

Reference Books:

1. Arosteguy, K.O. and Bright, A. and Rinard, B.J. and Poe, M. *A Student's Guide to Academic and Professional Writing in Education*, UK, Teachers College Press, 2019

2. Raymond Murphy, *English Grammar in Use A Self-Study Reference and Practice Book for Intermediate Learners of English* : Cambridge University Press; 2019
3. Peter Watkins, *Teaching and Developing Reading Skills*: UK, CUP, 2018
4. Deeptha Achar et al. *Basic of Academic Writing*. (1 and 2) parts New Delhi: Orient BlackSwan. (2012 & 2013).
5. Kumar S and Lata P, *Communication Skills*: New Delhi Oxford University Press, 2015

BBA – I SEMESTER MBG121: MS OFFICE AND IT
(100% Internal Assessment)

INTRODUCTION

MS Office refers to all tools and methods that are applied to office activities which make it possible to process written, visual and sound data in a computeraided manner. MS Office is intended to provide elements which make it possible to simplify improve, and automate the organization of the activities of a company or a group of people.

COURSE OBJECTIVES

- 1) To acquaint the students with the fundamentals of information technology
- 2) To give basic understanding of working with MS Office.

SYLLABUS

UNIT-I: Introduction to Information Technology - Definition, Elements of IT – Computer System – Characteristics, Classification of Computers, Components of Computer – Input Devices, Output Devices, Types of Memories, Software – System Software, Application Software, Networking – Definition, Types of Networks – LAN, MAN, WAN, Internet and its applications

UNIT-II: Introduction to MS Office and MS Word - Components of MS Office, Applications of MS Office, MS Word – Working with MS Word Documents, Text Formatting, Working with Tables, Spelling and Grammar, Adding Graphics to document, Mail Merge

UNIT-III: MS Excel - Working with MS Excel Workbook, Worksheet Management, Formulae and Functions, Inserting Charts, Sorting, Filters, Printing in Excel

UNIT-IV: MS Access - Basic database concepts – Definition, Advantages, Integrity Constraints and Keys, creating database in MS Access, Creating Forms in MS Access, Creating Reports in MS Access, Working with Queries

UNIT-V: MS PowerPoint - MS PowerPoint – Creating Presentations, working with Slides - Slide Design and Slide Layout, Working with Animation, Working with Graphics – Pictures, ClipArt, Audio Clips, Video Clips

COURSE OUTCOMES

At the end of this course the student will -

- 1) Understand the different elements of Information Technology
- 2) Understand the importance of MS Office in carrying out organizational activities.
- 3) Get hands on experience in working with MS Office

TEXT BOOK

Gary B Shelly, Thomas J Cashman, Misty E Vermaat (2010), *Microsoft Office 2007*, New Delhi: Cengage Learning India Limited.

REFERENCE BOOKS

1. Bandari Vinod Babu (2012), *Fundamentals of Information Technology*, New Delhi: Pearson Education.

2. ITL ESL (2011), *Fundamentals of Computers*, New Delhi: Pearson Education.

JOURNALS

1. GITAM Journal of Management, GITAM (Deemed to be University), Visakhapatnam

BBA / IMBA – I SEMESTER MBG103: BUSINESS**ECONOMICS**

Course Code: MBG103	Course Title: BUSINESS ECONOMICS	
Semester: I	Course Type: Core Course	Credits: 3
Home Programme(s): BBA (20-21) Admitted Batch		
Course Leader: Dr.M. Sudha		

Introduction

In today's competitive business environment, effective managerial/business decision making requires use of economic concepts and tools.

Course Objectives:

The course intent to enable students to

1. Give outline on the fundamental concepts of business economics
2. Choose the right demand forecasting technique based on the imparted knowledge about demand and supply concepts
3. Specify the importance of cost and output relationships to take production decisions
4. Analyse the market structures under different competitive conditions
5. Apply relevant information for business decisions by gaining knowledge about various macro-economic aspects.

Unit I (8 sessions – CO1, CO2, L2)

Managerial Economics – Nature, scope, importance and application of Managerial Economics concepts in business decision making.

Unit II (8 sessions – CO1, CO2, L2)

Demand and Supply Analysis: Determinants of demand, types of demand, Law of Demand, determinants of supply, law of supply, market equilibrium, price mechanism. Elasticity of demand, types of elasticity, methods to measure elasticity, demand forecasting, Methods (Qualitative and Quantitative) of demand forecasting.

Unit III (8 sessions – CO1, CO3, L3)

- Production and Cost Analysis: Production function, Laws of Production Short run - one variable production function, Long run – Iso-quants, Iso-cost line, producer's equilibrium, expansion path, Law of returns to scale. Cost - Cost concepts, Cost output relation - short run cost output relationship, long run cost output relationship, Economies of scale.

Unit IV (8 sessions – CO1, CO2, CO4, L3)

Market Structure - Basis for classification of market power, kinds of competitive market, price and output decisions in perfect competition and imperfect market, Monopoly, Monopolistic, Oligopoly market. Market Failures – public goods, social goods, merit goods, administered prices (ceiling price and floor price) and Externalities – Positive and negative externalities.

Unit V (8 sessions – CO1, CO5, L3)

Macroeconomics- National Income-Concepts of national income, methods of calculating national income. Inflation- causes-demand pull and cost push inflation, measures to control inflation, business cycles -phases of business cycles and measures to control business cycles. Stabilization policies – Monetary Policy and Fiscal Policy.

Course Outcomes (CO):

1. Discuss the nature and scope of business economics concepts
2. Classify the differences between demand and supply analysis and the balance the market forces through price mechanism and government interference
3. Apply the techniques of production and the concepts of cost in production decisions
4. Differentiate the price and output decisions under various market structures.
5. Apply macroeconomic concepts knowledge in business decision making.

Assessment methods

Knowledge Dimension / Cognitive Dimension	L1 Remember (Recall)	L2 Understanding (Examine)	L3 Apply	L4 Analyze	L5 Evaluate	L6 Create
Factual Knowledge						
Conceptual Knowledge	CO1 (A1, A2)		CO3 (A1, A3, A4)			
Procedural Knowledge		CO2 (A1, A2, A3)	CO4 and CO5 (A1, A3, A4)			
Meta-cognitive Knowledge						

Case Analysis (Not Exceeding 200 words)

Learning and teaching activities

Case Analysis Situation Analysis Brainstorming

Group Discussion Research Project Chalk and Talk

Student Presentations

Indicative Teaching and learning resources

Soft copies of teaching notes/cases etc. will be uploaded onto the G-learn. Wherever necessary, printouts, handouts etc. will be distributed in the class. Prescribed text book will be provided to all. However, you should not limit yourself to this book and should explore other sources on your own. You need to read different books and journal papers to master certain relevant concepts to analyse cases and evaluate projects. Some of these reference books given below will be available in our library.

1. Geetika, P.Ghosh, P.R.Choudhury, Managerial Economics, McGraw Hill Education Private Limited, New Delhi, 2018.
2. Dominick Salvatore, Seventh Edition, Adapted Version, Oxford Publication New Delhi, 2014.
3. Dr.D.N.Dwivedi, Managerial Economics, Vikas Publishing House, New Delhi, 2015/Latest Edition.
4. Paul G. Keat, Phili K. Y. Young, Sreejata Banerjee, "Managerial Economics", Pearson, New Delhi, 2012/Latest Edition.

Journals:

1. Economic and Political Weekly, Sameeksha Trust, Mumbai
2. GITAM Journal of Management, GITAM Institute of Management, GITAM University, Visakhapatnam
3. Indian Journal of Economics, Academic Foundation, New Delhi
4. GITAM Journal of Management
5. E- Books and E-Journals

Company Profiles

Daily English Business News Papers

1. The Economic Times, 2. Business Standard, 3. Mint

Internal and End Term Examination - General Marking Criteria

Task	Task type	Task mode	Weightage (%)
A1. Quiz (2 best of 3)	Individual	Multiple Choice Online/Written	10
A2. Mid exam	Individual	Written	15
A3. Case / Project / Assignment	Groups* or Individual	Presentations/Report/Assignment with Q&A/Viva	15
A4. End-term exam	Individual	Written (short/long)	60

Transferrable and Employability Skills

	Outcomes	Assessment
1	Know how to use online learning resources: G-Learn, online journals, etc.	A1 & A2
2	Communicate effectively using a range of media	A2 & A3
3	Apply teamwork and leadership skills	A3
4	Find, evaluate, synthesize & use information	A1 & A2
5	Analyze real world situation critically	A4
6	Reflect on their own professional development	A4
7	Demonstrate professionalism & ethical awareness	A3
8	Apply multidisciplinary approach to the context	A3

BBA - I SEMESTER

MBG105: FINANCIAL ACCOUNTING

INTRODUCTION

Accounting is aptly called the language of business. This designation is applied to Accounting because it is the method of communicating business information. The basic function of any language is to serve as a means of communication. Accounting duly serves this function.

COURSE OBJECTIVES

- 1) To equip the students with knowledge of fundamentals of Financial Accounting systems
- 2) To make students proficient in the application of Financial Accounting techniques.

SYLLABUS

UNIT-I: Nature and Scope of Financial Accounting and Systems - Principles

- Accounting Concepts and conventions - Accounting Cycle – Double Entry System – Accounting equation - Preparation of Journals – Preparation of Ledgers.

UNIT-II: Subsidiary books – Types of Subsidiary Books - Cash Book – Types of cash book – Preparation of Triple Column Cash Book. (NP)

UNIT-III: Trial Balance - Meaning of Trial Balance - Preparation of Trial Balance - Types of Errors – Suspense Account. (NP)

UNIT-IV: Preparation of Final Accounts – Trading Account – Profit and Loss Account - Balance Sheet – Treatment of Adjustments- (NP)

UNIT-V: Bank Reconciliation Statement (BRS) - Introduction and Significance of BRS - Pass Book – Cash Book – Causes for difference between cash book and pass book- Preparation of Bank Reconciliation Statement. (NP)

COURSE OUTCOMES

The student is expected to -

- 1) Analyze a company's financial statements and come to a reasoned conclusion about the financial situation of the company.
- 2) Use accounting and business terminology, and understand the nature and purpose of generally accepted accounting principles (GAAP).
- 3) Explain the objective of financial reporting, the elements of the financial statements, and the related key accounting assumptions and principles.

TEXT BOOK

Mukharjee and Hanif (2013), *Financial Accounting*, New Delhi: Tata Mc-Graw Hill

REFERENCE BOOKS

1. Maheswari S.N & Maheswari S.K (2010), *Introduction to Financial Accounting*, New Delhi: Vikas Publishing House.
2. Tulsian P.C (2011), *Financial Accounting, Volume I and Volume II*, New Delhi: Pearson Education.

JOURNALS

1. The Chartered Accountant : The Institute of Chartered Accountants of India
2. Journal of Accounting and Finance : Research Development Association, Jaipur
3. Indian Journal of Accounting : The India Accounting Association, Udaipur
4. The Accounting World : ICAI Press, Hyderabad

BBA - I SEMESTER

MBG107: BUSINESS MATHEMATICS

Course code:MBG107	Course title: BUSINESS MATHEMATICS	
Semester:I	Course Type: Core Course	Credits:4
Programme: BBA		
Course Leader:		

INTRODUCTION

The course is designed to understand and acquire knowledge and skills in Basic Mathematics for solving business problems.

COURSE OBJECTIVES

- To provide practice in the handling of business problems that deal with day-to-day transactions encountered by business administrators.
- To use the results of mathematical calculations to help evaluate various options in reaching financial decisions, whether personal or business-related.
- Upon completion of the course the students will be familiarized with the nature of business problems and Able to analyze and take business decisions in day to day transactions.

UNIT I: (CO1, CO2, CO3, CO4, CO5, L1, L2, L3, L4, L5, L6)

Basic Mathematics - Theory of Indices: Definition, types of indices, properties of indices, basic problems on indices. Equations: Types of equations, solving linear simultaneous equations and Quadratic equations with one variable. Permutations and Combinations: Definition, basic problems on permutations and combinations.

UNIT II: (CO1, CO2, CO3, CO4, CO5, L1, L2, L3, L4, L5, L6) Matrix Algebra - Definition, types of matrices, Scalar Multiplication of Matrix, Equating of Matrices, Matrix operations: Addition, Subtraction and Multiplication; Transpose of Matrix, Determinant of matrix, Inverse of Matrix, Solving of Equations by Cramer's Rule, Matrix Inversion method, Rank of Matrix.

UNIT III:(CO1, CO2, CO3, CO4, CO5, L1, L2, L3, L4, L5, L6) Elementary Calculus - Differentiation: Definition, rules of differentiation, logarithmic differentiation, partial differentiation of first and second order, maxima & minima. Integration: Definition, some standard rules of integration, integration by substitution, integration by parts.

UNIT IV:(CO1, CO2, CO3, CO4, CO5, L1, L2, L3, L4, L5, L6) Application of Calculus - Elasticity of demand, Average revenue, Marginal revenue, Average cost, Marginal cost, Total cost, Consumer's surplus, Supply curve of short period and long period in perfect competition, Maximum revenue, Minimum Cost.

UNIT V:(CO1, CO2, CO3, CO4, CO5, L1, L2, L3, L4, L5, L6) Mathematics of Finance - Simple interest, Compound interest, Annuity, Concept of present value and amount of sum types of annuities, present value and amount of an annuity including the cases of continuous compounding, problems relating to sinking fund.

Problems will be given from all the units.

Course Outcomes (CO):

On fruitful and successful completion of this course, students will be able to:

1. Understand the basic concepts for solving business problems
2. Apply the analytical techniques in business transactions that would help in solving business problems
3. Analyze and take business decisions in day to day transactions
4. Use the results of mathematical calculations to help evaluate various options in reaching financial decisions
5. Create an edge for the business

Knowledge dimension /cognitive dimension	L1 Remember	L2 Understanding	L3 Apply	L4 Analyze	L5 Evaluate	L6 Create
Factual knowledge		CO1 (A1,A2,A3)				
Conceptual knowledge			CO2 (A1, A3, A4)			
Procedural knowledge		CO1 (A1,A3,A4)	CO2 (A1,A3,A4)	CO3 (A1, A3,A4)	CO4 (A1, A3, A4)	
Meta-cognitive knowledge				CO3 (A1,A3,A4)	CO4 (A1,A3,A4)	CO5 (A1, A3,A4)

Problems will be given from all the units.Note:

1. **Proofs of theorems and derivations of formulae are excluded.**
2. **Trigonometric functions, Inverse Trigonometric functions and Hyperbolic functions are excluded.**

Learning and teaching activities:

Mixed pedagogy approach is followed for this course. Classroom based face to face teaching, directed study, individual study through glearn, assignments, projects and practical activities (individual and group)

Internal and End term examination- General marking criteria:

Code:	Assessment	Task type	Task mode	Marks (%)
A1-(CO1, CO2, CO3, CO4, L1, L2, L3, L4, L5)	Mid exam	Individual	Written	15
A2-(CO1, CO2, CO3, L1, L2, L3, L4, L5)	Quizzes	Individual	Online	10
A3-(CO1, CO2, CO3, CO4, CO5, L1, L2, L3, L4, L5, L6)	Assignment/ Project	Individual/ Group	Report	15
A4--(CO1, CO2, CO3, CO4, CO5, L1, L2, L3, L4, L5, L6)	End term exam	Individual	Written	60

TEXT BOOK

R.C. Joshi (2013.), Business Mathematics, Jalandhar: New Academic Publishing Co.

REFERENCE BOOKS

1. J.K Singh (2013), Business Mathematics, Mumbai: Himalaya Publishing House.
2. Dr. Amarnath Dikshit & Dr. Jinendra Kumar Jain (2011.), Business Mathematics, Mumbai: Himalaya Publishing House.
3. Dr. C. Sancheti and V.K. Kapoor (2012), Business Mathematics, New Delhi: Sultan Chand & Sons.

BBA - I SEMESTER

MBG109: INDIAN BUSINESS ENVIRONMENT

Course Code: MBG109	Course Title: Indian Business Environment	
Semester I	Course Type: Core	Credits: 3
Home Programme (s):		
Course Leader:		

Introduction

The business environment in India is undergoing a dynamic change; what was looked upon as an underdeveloped nation is now regarded as a potential economic power and emerged as one of the emerging nations of the world. With the eruption of digitization and e-commerce its service industry is providing multinational companies with unparalleled opportunities. With liberalization, privatization and further on globalization India's business world is occupying a place in almost all major sectors of the world economy. In this context, the nature and extent of the role of the state is undergoing fundamental changes with digitization and financial inclusion. In this dynamic and changing external environment of such gigantic dimensions, this course is aimed at sensitizing the students to the value implications of environment on business, in general. The main drive of this course addresses structural changes, external environmental changes, planning and policies of the state, economic trends, information technology and its impact. Knowing the major legal environment concepts and acts in addition to other environments is also to be discussed in this course. Though business is an economic activity, business ethics, social responsibilities of business and corporate governance is introduced in this course.

Course Objectives

- To make the students to understand different facets of Business Environment in India.
- To enhance students ability to understand economic planning and industrial policy in India.
- To sensitize students about monetary and fiscal policy in India and its impact on business.
- To enable the student to understand social responsibility of business. To create awareness among the students about corporate governance.

SYLLABUS:

UNIT-I: Business Environment: Nature, scope and objectives of business- Environment of business description-internal environment and external environment- Political environment- Economic environment- Social Environment- Technological environment- Ecological & Legal environment- Macro environment and Micro environment.

UNIT-II: Economic Planning and Industrial Policy: Economic Planning impact on business environment- Meaning and Objectives of Industrial Policies -Need for Industrial Policies- Salient features of 1948, 1956, 1991 Industrial Policies- Closed economy and open economy- Liberalization, Privatization and Globalization-NITI AAYOG and its objectives- Ease of doing business- FERA- FEMA- Competition Act.

UNIT-III: Monetary and Fiscal Policy: Monetary Policy and its objectives -CRR and SLR-Money Supply- instruments of money supply- RBI's Monetary Policy Measures- Fiscal Policy and its objectives- Techniques of Fiscal Policy-Impact of Monetary and Fiscal Policy on business environment- Central and States Budget- finances of the central and state budgets.

UNIT-IV: Business and Social Environment: Business and Society- objectives and importance of business-Professionalization of Business- Ethics in business-Impact of cultural factors in business- Social Responsibility of Business-giving back to the society-Social involvement, social audit- Companies Act 2013 and CSR.

UNIT-V: Corporate Governance: Description of Corporate Governance- reasons for the growing demand for corporate governance-importance of corporate governance- prerequisites; regulatory and voluntary actions; recommendations of Birla Committee; legal environment of corporate governance in India.

Case Analysis (not exceeding 200 words)

COURSE OUTCOMES (CO)

CO	By the end of the course, students should be able to:	Blooms Taxonomy Level
1	Discuss about the various business environmental factors	L1 , L2 & L3
2	Assess the impact of Economic Planning and economic policies on the business environment	L2, L3 & L4
3	Appraise Monetary Policy and Fiscal Policy as stabilization techniques.	L2, L3 & L4
4	Illustrate the importance of ethical practices and social involvement of business.	L2, L3 & L4
5	Explain the need for Corporate Governance.	L2, L3 & L4

STUDENT EVALUATION:

Details	Assessment	Task type	Task mode	Marks (%)
A1 (CO1, CO2) (L1, L2, L3 & L4)	Mid Exam	Individual	Written	15
A2 (CO1, CO2) (L1, L2, L3 & L4)	Quiz 1	Individual	Objective & Online	05
A3 (CO3, CO4) (L1, L2, L3 & L4)	Quiz 2	Individual	Objective & Online	05
A4 (CO2, CO3, CO4) (L5 & L6)	Assignment	Individual	Written	05
A5 (CO2, CO3, CO4) (L5 & L6)	Case Discussion/ Presentation	Group	Discussion/Ppt Presentation	10
A6 (CO1, CO2, CO3, CO4, CO5) (L1, L2, L3, L4, L5 & L6)	End-term exam	Individual	Written (short/long)	60

SYLLABUS MAPPING WITH COURSE OBJECTIVES AND BLOOMS TAXONOMY LEVELS:

Cognitive Dimension/ Knowledge Dimension	L1 Remember	L2 Under- standing	L3 Apply	L4 Analyze	L5 Evaluate	L6 Create
Factual Knowledge	CO1 (A1, A2, A3, A4)	CO1 (A1, A2, A3, A4)	CO1 (A1, A2, A3, A4)			
Conceptual Knowledge				CO2, CO3 & CO5 (A2, A3, A4)	CO2, CO4, CO5 (A2, A3, A4)	

Procedural Knowledge						CO3,CO4, CO5 (A2, A3, A4, A5)
Meta-cognitive Knowledge						

REFERENCEBOOKS

1. Cherunilam, Francis, "Business Environment, Text& Cases", Himalaya Publishing House, New Delhi, 2019
2. Aswathappa, K, "Essentials of Business Environment", Himalaya Publishing House, New Delhi.
3. Dutt, Ruddra and Sundaram, K.P.M., "Indian Economy", S. Chand & Co. Ltd., New Delhi.
4. Misra and Puri, Indian Economy, Himalaya Publishing House. New Delhi : 2019
5. Joshi & Kapoor, Business Environment, Kalyani Publishers, New Delhi, 2019
6. Pual, Justin, Business Environment Text and Cases, Tata McGraw Hill, New Delhi
7. Worthington, I anand Britton, Chris, "The Business Environment", Pearson Education Ltd, New Delhi, 2019
8. Fernando, A.C., Indian Economy, Pearson Education Ltd, New Delhi, 2019.

SEMESTER – II

S. No.	Code No.	Title of the Course	Level of course	Theory	Practical	Credits	Internal Assessment Marks	External Assessment Marks	Total Marks
1.	MBG102/ MBG104/ MBG106/ MBG108	Telugu/Sanskrit/ Hindi/Special English* (Second Language)	Foundation Compulsory	3	-	3	40	60	100
2.	MBG110	Principles and Practice of Management	Core	3	-	3	40	60	100
3.	MBA102	Self Awareness & Personality Development	Foundation Compulsory	3	-	3	40	60	100
4.	MBA104	Cost and Management Accounting	Core	4	-	4	40	60	100
5.	MBG112	Business Statistics	Foundation Compulsory	3	-	3	40	60	100
6.	MBA106	Innovation By Design	Core	3	-	3	40	60	100
7.	MBA192	Semester end Viva	Core Skill Building	-	1	1	50	-	50
TOTAL.....				19	01	20	290	360	650

Note –Special English is offered only to foreign nationals.

PROFESSIONAL COMPETENCY DEVELOPMENT COURSES IN SEMESTER-II

S. No.	Code No.	Title of the Course	Theory	Practical	Credits	Internal Assessment Marks	External Assessment Marks	Total Marks
1	MBA370	Yoga	-	2	1	50	-	50
2.	VDC 111	Venture Discovery	2		2	100	-	100

Note-Professional Competency Development courses will be added in the 6th Semester

BBA – II SEMESTER

MBG102 -TELUGU

Introduction:

This course contains a rich the selection from Telugu language and literature.

Course Objectives:

1. To enlighten students about the richness and value of the regional language
2. To offer working knowledge of Telugu to the students.

3. SYLLABUS

4.

5. ప్రాచీన కవిత్వం :

6. 1. నన్నయ - గవంగాశవంతనుల కథ

7. ఆవంధ్ర మహాభారతవం - ఆదిపర్వం - నాల్గవ ఆశ్వాసం (120-165) “నరనరుడగు శవంతనునకు” నువండి “దివ్యభూషణాలవంకృత” వరకు

8. 2. తిక్కన - మూషిక మార్గాల వృత్తవంతవం

9. ఆవంధ్ర మహాభారతవం - శ్వంతిపర్వం - మూడవ ఆశ్వాసం (202 - 242) అడవిలో నొకమఱ్ఱి నువండి సౌఖ్యము

10. బవందెన్.

11. 3. అల్లసాని పెద్దన - హవంసీ చక్రవాక సవంవాదవం

12. మనుచరిత్రము - ఆరవ ఆశ్వాసం (62-68) “గవంగాతరవంగిణి” నువండి “జవంభారి భిదుర సవంరవంభవంబు” వరకు

13. 4. తరిగవండ వవంగమావంబ - ఎఱుకత శ్రీ వవంకటాచల మాహాత్మ్యం ఆశ్వాసం (4-51)

14. “వకుళను నేనా వివాహ ప్రయత్నవంబు” నువండి “అని యిట్ల” వరకు

15. ఆధునిక కవిత్వం

16. 5. గరిమెళ్ళ సత్యనార్యణ - మాకొద్ద తెల్లదొరతనము

17. 6. శ్రీశ్రీ - మహాప్రసాధానవం

18. 7. జాషువ - ముసాపరులు

19. 8. పుట్టపరీత నార్యణాచార్యులు- మేఘదూతము కథానికలు

20. 9. పాలగుమ్మ పద్మర్థు - గాలివాన

21. 10. కొలకటూరి ఇనాక్- ఆకలి

22. 11. కేతువిశ్వాధ రెడిడి - నమ్మకున్ననేల

23. 12. పాల్లపల్లెల రామర్వు - జైలు వేయకరణవం

24. 13. సవంధులు - సవర్ణద్రు, గుణ, యణాదేశ, వృదిధి, త్రిక, గ, స, డ, దవా దేశ,

25. రుగాగమ, ట్లాగమ, ఆమ్రేడిత, ఆత్సవంధి మొదలైనవి.

26. 14. సమాసాలు - తతుపురుష, కర్మధారయ, ద్వంధ్, దిగు, బహువ్రీహి

27. మొదలైనవి.

Course Outcomes:

1. The student learns reading and writing Telugu
2. Understands and learns proper use of Grammar
3. Develops communication Skills.

BBA – II SEMESTER

MBG104: SANSKRIT

Introduction:

This course contains a rich selection from Sanskrit language and literature.

Course Objectives

1. To enlighten students about the richness and value of the classical language
2. To offer working knowledge of Sanskrit to the students.

POETRY: Lesson No. 1 Saranagathi

From
Valmiki Ramayanam Yuddhakanda
17th Canto Slokas 11 – 68

Lesson No. 2 Ahimsa Paramodharmah

From Srimadbharatam, Adiparva 8th
chapter
Sloka 10 – to the end of 11 Chapter

Lesson No. 3 Raghoh Audaryam

From Raghuvamsa 5th Canto 1 – 35
Slokas

PROSE: Lesson No. 4 Mitrasampraptih

From Pancatantra – Ist Story
(Abridged)

Lesson No. 5 Modern prose Chikrodakatha

Andhra Kavya Kathah
By Sannidhanam Suryanarayana Sastry

Lesson No. 6 Computer Yanthram

By Prof. K.V. Ramakrishnamacharyulu

GRAMMAR

DECLENSIONS:

Nouns ending in Vowels:

Deva, Kavi, BhanuDhatr, Pitr, Go, Rama, Mati, Nadee, Tanu, Vadho, Matr,Phala, Vari and Madhu

SANDHI:

SwaraSandhi : Savarnadeergha, Ayavayava, Guna, Vrddhi, Yanadesa VyanjanaSandhi : Scutva, Stutva, Anunasikadvitva, Anunasika, Latva, Jastva VisargaSandhi : Visarga Utva Sandhi, Visargalopa Sandhi, Visarga Repha Sandhi, Ooshma Sandhi

SAMASA :

- Dwandwa (2) Tatpurusha (Common)
- (2a) Karmadharaya (2b) Dwigu
- (2c) ParadiTatpurusha (2d) Gatitaturusha (2e) UpapadaTatpurusha (3)

Bahuvrihi

- (4) Avyayibhava

CONJUGATIONS

IstConjugations – Bhoo, Gam, Shtha, DrhsLabh, Mud, IInd Conjugation – As ()

IIIrd Conjugation – Yudh, IV th Conjugation – Ish

VIII Conjugation – Likh, Kri () IXth Conjugation – Kreen ()

Xth Conjugation – Kath, Bhash, Ram, Vand,

COURSE OUTCOMES

1. The student learns reading and writing Sanskrit
2. Understands and learns proper use of Grammar
3. Develops communication Skills.

BBA – II SEMESTER

MBG106: HINDI

Introduction:

This course contains a rich selection from Hindi poetry and prose. Grammar and translations from official language are also included.

Course Objectives

1. To enlighten students about the richness and value of the national language
2. To offer working knowledge of Hindi to the students.

Syllabus

गद्य विभाग (Prose Detailed Text)

- | | |
|----------------------------------|---------------------------------|
| 1. बाजार दर्शन? | - श्री जैनेंद्र कुमार |
| 1 2. ईर्ष्या, तू न गई मेरे मन से | - रामधारी सिंह 'दिनकर |
| 3. आपने मेरी रचना पढ़ी? | - हज़ारी प्रसाद द्विवेदी |
| 2 4. भारतीय साहित्य की एकता | - नन्ददुलारे वाजपेयी |
| 5. अतिथि | - राम विलास शर्मा |
| 6. मेरी रुमाल खो गई | - विद्यानिवास मिश्र |
| 7. कवि और कविता | - आचार्य महावीर प्रसाद द्विवेदी |
| 3 8. सोना हिरनी | - महादेवी वर्मा |
| 4 9. कफ़न | - मुंशी प्रेमचन्द |

उपवाचक विभाग (Non Detailed Text)

- | | |
|----------------------|------------------------|
| 1. पुरस्कार | - जयशंकर प्रसाद |
| 2. हार | - मन्नू भंडारी |
| 5 3. सदाचार का तावीज | - हरिशंकर परसाई |
| 4. आदमी का बच्चा | - यशपाल |
| 6 5. हार की जीत | - सुदर्शन |
| 7 6. ठाकुर का कुआँ | - मुंशी प्रेमचन्द |
| 8 7. उसने कहा था | - चंद्रधर शर्मा गुलेरी |
| 8. रोज | - अज्ञेय |
| 9. चीफ की दावत | - भीष्म साहनी |

9 व्याकरण विभाग

I. निर्देश के अनुसार वाक्यों को बदलकर लिखिए

(Rewriting of sentences as directed)

- कारक (case)
- लिंग (gender)
- वचन (number)
- वाच्य (voice)

II. शुद्ध कीजिए (correction of sentences)

- चाहिए प्रयोग
- लिंग और वचन संबंधी

III. वाक्य प्रयोग (make your own sentences)

IV. कार्यालय हिंदी: प्रशासनिक

शब्दबली / परनाम (karyalay Hindi : Administrative terminology)

4. कार्यालयो के नाम

5. पद नाम

V. संधि विच्छेद

VI. विलोम शब्द

VII. पत्र लेखन

VII. गंधाश के आधार पर दिए गये प्रश्नो का उत्तर देना चाहिए

VII. निबंध

COURSE OUTCOMES

1. The student learns reading and writing Hindi
2. Understands and learns proper use of Grammar
3. Develops communication Skills.

Text Books

1. Prose Text: Dr. Ajaya Kumar Patnaik, **Gadya Gaurav**, Sonam Prakashan, Badamdadi, Cuttak.
2. Non, Detailed Text: Dr. Gulam Moinuddin Khan, **Charchit Kahaniyan**, Shabnam Pustak Mahal, Badamdadi, Cuttak. Text: Dr.T.Nirmala & Dr. S. Mohan, Padya Manjari, Rajkamal Prakashan, New Delhi.* Latest Editions

BBA – II SEMESTER
MBG108: SPECIAL ENGLISH

Introduction:

Course Objectives:

- Understand and appreciate different literary genres.
- Recognize and analyze the main elements of different literary genres particularly short stories, essays, and poetry.
- Demonstrate in written and oral form both the comprehension and the analysis of literary texts (poetry, prose, short stories and essays)
- Appreciate and apply stylistic differences while communicating in a contemporary context for different purposes
- Create reasonably professional scripts with correct and varied usage of grammatical structures and punctuation for accurate communication of ideas

Syllabus:

LEARNING OUTCOMES

Upon successful completion of Unit 1, the student will be able to:

1. Demonstrate an understanding of poetry as a literary genre (L2)
2. Identify and describe poetic forms and poetic devices (L2, L3)
3. Analyze and effectively communicate ideas related to the poetic works for their structure and meaning, using correct terminology. (L3,L4)

UNIT –I

Poetry

- 1) The Road Not Taken by Robert Frost
- 2) The Walrus and the Carpenter by Lewis Carroll
- 3) Captain! My Captain! by Walt Whitman
- 4) Sonnet 'No-60'-William Shakespeare
- 5) "The Sun Rising" by John Donne

LEARNING OUTCOMES

Upon successful completion of Unit II, the student will be able to:

- Demonstrate an understanding of short story as a literary genre (L2)
- Identify and describe distinct literary characteristics of the short story form (L2,L3)
- Analyze and effectively communicate ideas related to the short stories for their structure and meaning. (L3,L4)

UNIT-II

Short Stories

1. My Financial Career -Stephen Leacock
2. A Story from Confucius- Confucius
3. The Barber's Trade Union-Mulk Raj Anand
4. An Occurrence at Owl Creek Bridge by Ambrose Bierce
5. The Story of an Hour by Kate Chopin

LEARNING OUTCOMES

Upon successful completion of Unit III, the student will be able to:

- Read essays, and opinions while analyzing the structural and sentencelevel arrangement of the writing. (L1)
- Examine effective unity, support, coherence, and mechanics in essays.(L4)
- Write essays considered appropriate for the undergraduate level (L5)

UNIT-III

Essays

1. "A Hanging" – George Orwell
2. "Self-Reliance"- Ralph Waldo Emerson
3. "Attitude"- Margaret Atwood
4. "The Responsibility of Intellectuals"- Noam Chomsky
5. "Letter to His 10-Year-Old Daughter- Richard Dawkins

LEARNING OUTCOMES

Upon successful completion of Unit IV, the student will be able to:

- Engage with relevant scholarly works on contemporary issues (L1)
- Able to analyze, describe, and debate the complexities of globalization(L3)
- Situate one's own reading in terms of society, religion, caste, region,gender, and politics(L4)

UNIT-IV:

Contemporary Issues

1. "The Globalisation of Inequality"- P. Sainath
2. "Words from an Open Mind to a Closed or Sealed One"- Ramachandra Guha
3. "The idea of India" - Aruna Roy
4. "Why not a separate UN Charter on Casteism?"- K. Balagopal
5. "The root cause of corruption" -Tabish Khair

LEARNING OUTCOMES

Upon successful completion of Unit V, the student will be able to:

- Use prewriting techniques to develop ideas in paragraphs and essays.(L2)
- Practice unity, coherence (including transitions), and appropriate writing style. (L2)
- Recognize and incorporate proper grammar and mechanics including parts of speech, verb tense, subject-verb agreement, word choice, spelling, commas, and other punctuation.(L1)

- 1) Write a book/film review(L3)

UNIT-V: Coursera Courses:

- 2) Advanced Grammar & Punctuation Project (UCI Division of Continuing Education) 20 hours
- 3) Advanced Writing (UCI Division of Continuing Education) 26 hours

COURSE OUTCOMES

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

4. Recognize and incorporate proper grammar and other mechanics of language in one's communication acts.(L1, L3)
5. Demonstrate an understanding of the distinct literary characteristics of poetry, short story and essay as literary genres (L2)
6. Analyze and effectively communicate ideas related to the prescribed literary genres for their structure and meaning, using correct terminology. (L3,L4)
7. Write paragraphs, essays and reviews with the complexity considered appropriate for the undergraduate level (L3,L5)
8. Analyze, describe, and debate the complexities of globalization, situating own reading in terms of society, religion, caste, region, gender, and politics (L3, L4)

Book/Film Review

BBA - II SEMESTER

MBG110: PRINCIPLES AND PRACTICE OF MANAGEMENT

INTRODUCTION

One of the most important human activities is managing. Management, in fact can be traced back to the ancient times whenever there was large scale endeavor like great pyramids in Egypt, Great Wall of China, Taj Mahal in India. All these required a large number of people working in groups in a better coordinated way to achieve a well-defined target over a period of time. In the present context, of globalization, because of increasing role of large and complex organizations for the development of economy, the concept of management has become very significant for managing the business efficiently.

COURSE OBJECTIVES

- 1) To enable the students to understand the fundamental principles of management
- 2) To enable students to apply the practices of management

SYLLABUS

UNIT-I: Management: Nature, Concept, Scope and Significance; Functions; Management: Art or Science or Profession, Organization Vs. Administration Vs. Management, Schools of Management: Contributions of F.W. Taylor, Henry Fayol, Elton Mayo; Roles of Managers; Social Responsibility and Business Ethics.

UNIT-II: Planning: Concept, Objectives, Types, Steps and Techniques; Making Planning Effective; Decision Making: Steps in Decision Making and Types; Management by Objectives (MBO).

UNIT-III: Organizing: Structure, Nature, Types of Organisations, Principles of Organising, Departmentalisation, Delegation, and Decentralisation of Authority, Span of Control - Line and Staff Functions. Staffing: Concept, Significance and Functions.

UNIT-IV: Introduction, Characteristics of a Leader, Functions of a Leader, Leadership and Management, Principles of Leadership, Styles of Leaders

UNIT-V: Introduction, Concept of Controlling, Purpose of Controlling, Types of Control, Steps in Controlling, Techniques in Controlling

Case Analysis (Not exceeding 250 words).

COURSE OUTCOMES

- 1) After completing the course, the student will be able to understand and explain the concept of management and its managerial perspective.
- 2) It will equip students to map complex managerial aspects arising due to ground realities of an organization.
- 3) They will gain knowledge of contemporary issues in management and various approaches to resolve those issues

TEXT BOOK

Harold Koontz & Heinz Weirich (2012), *Management, a Global and Entrepreneurial Perspective*, New Delhi: Tata McGraw Hill Publishing company.

REFERENCE BOOKS

1. Dipak Kumar Bhattacharyya (2012), *Principles of Management: Text and Cases*, New Delhi: Pearson Publications.

2. Balasubrahmanian. N. (2012),*Management Perspectives*,New Delhi:MacMillan India Ltd.
3. Charles Hill, Steven Mc Shane (2012),*Principles of Management*,New Delhi: Tata Mac Graw Hill
4. Ricky W. Griffin(2012), *Management*,NewDelhi:Cengage Learning.
5. Terry and Franklin (2011),*Principles of Management*. New Delhi:AITBS Publishers.
6. Robert Kreitner (2012),*Principles of Management*. New Delhi:Cengage South-Western12 E.

JOURNALS

1. Vikalpa, Indian Institute of Management
2. Journal of General Management., Mercury House Business Publications, Limited
3. Harvard Business Review, Harvard Business School Publishing Co.USA
4. Indian Management, AIMA, New Delhi
5. IJBMT Global Business Innovation, SPIRI
6. GITAM Journal of Management, GIM, GITAM (Deemed to beUniversity) .

BBA - II SEMESTER

MBA102: SELF AWARENESS AND PERSONALITY DEVELOPMENT

INTRODUCTION

Self-awareness and personality development is going to build upon the students' basic understanding of intelligence, learning and personality. The course would help in relating their learning to its importance in the present industry context in a dynamic and complex environment where stress is on "HUMAN CAPITAL" The main aim of this course is to equip the students with the required theoretical knowledge to gain insight in personality development and self-awareness which would result in better motivation of self and group (team), implementing the same to bring about a cohesive development in their decision making process.

OBJECTIVES

- 1) To enable the Student to gain an insight into the self and the process of Personality Development
- 2) To enable the student to explain the factors that determine personality.

SYLLABUS

UNIT-I: Personality, Nature and Importance, Individuality, Character, Determinants of Personality, Hereditary Potentials, Environmental Influences, Situational Factors

UNIT-II: Self Esteem, Know Yourself, Develop Self Esteem, Face and Accept Reality, Accept Yourself, Self-Improvement, Plan to improve yourself, Visualize your best self, Long term goals, Short term objectives, Action Plans, Developing Positive Attitudes, Development of Attitudes, Learning Attitudes, Improve your attitudes, Coping with other people's negative attitudes,

UNIT-III: Self Motivation, Sources of Motivation, Willingness to work, Unpleasant tasks, Responsibility, Dependability, Self Management, Efficient work habits, Time Management, Resource Management, Stress Management, Thinking Skills, Thinking Defined, Higher-order thinking abilities, Critical thinking, Creative thinking, Decision Making, Problem Solving,

UNIT-IV: Transactional Analysis, Nature and Importance, Ego States, Life Positions, Transactions, Johari Window, Nature and Importance, Johari Window as a Model of Interpersonal Interactions,

UNIT-V: Emotional Intelligence: Nature and Importance, IQ versus EQ, Components of Emotional Intelligence, Self regulation, Self Awareness, Motivation, Empathy, Social Skills.

Case Analysis (**Not Exceeding 200 words**)

COURSE OUTCOMES

- 1) The student will be able to understand his/her personality and the process of self-development.
- 2) The student will be able to understand the other's personality too and interact positively.

TEXT BOOK

Wallace and Masters (2012), *Personal Development for Life and Work* 10th Edition, New Delhi: Cengage Learning

REFERENCE BOOKS

1. Robbins, Stephen & Sanghi.S. (2013), *Organizational Behavior*, New Delhi : Pearson Education.

2. Clegg, Brian(2012),*Personal Development*, New Delhi:Kogan PageLtd.,
3. McGrath E H.(2011), *Basic Managerial Skills for All* 6thEditionIndia,Prentice Hall.

JOURNALS

1. GITAM Journal of Management, GITAM (Deemed to be University), Visakhapatnam.
2. Harvard Business Review.
3. ICFAI Journal of HRM.
4. HRM Review.

BBA - II SEMESTER

MBA 104: COST AND MANAGEMENT ACCOUNTING

INTRODUCTION

Cost Accounting: In the initial stages cost accounting was merely considered to be a technique for ascertainment of cost of products or services on the basis of historical data. In course of time due to competitive nature of the market, it was realized that ascertainment of cost is not as important as controlling costs. Hence, cost accounting started to be considered more as a technique for cost control as compared to cost ascertainment. Due to technological development in all fields, now cost reduction has also come within the ambit of cost accounting. Cost accounting is thus concerned with recording, classifying and summarizing costs for determination of costs of products or services, planning, controlling and reducing such costs and furnishing of information to management for decision-making

Management Accounting: Management accounting is concerned with the provision of information to people within the organization to help them make better decisions and improve the efficiency and effectiveness of existing operations

COURSE OBJECTIVES

- 1) To enable the students to acquaint themselves with the various methods of ascertainment of cost and management accounting.
- 2) To acquaint them with various techniques of cost and management control.

SYLLABUS

UNIT-I: Cost and Management Accounting: Meaning of costing, cost accounting and management accounting - Nature and Scope of Cost Accounting and Management Accounting – Importance of cost centre and cost unit - Cost Accounting vs. Management Accounting vs. Financial Accounting -

UNIT-II: Elements of Different Costs: Direct and Indirect - Material Cost- Issue of Materials- Pricing Methods (LIFO, FIFO, Simple and Weighted Average) - Labour cost- Direct and Indirect Labour Cost- Systems of Payment of Wages (Halsey & Rowan Plans) - Overheads- Classification, Allocation and Apportionment of Overheads.

UNIT-III: Preparation of Cost Sheet: Classification of costs – prime cost – works cost – cost of production – cost of sales – Profit Margin - Preparation of Cost sheet for special work orders (NP)

UNIT-IV: Managerial Applications of Cost-Volume-Profit and Break Even Analysis: Analysis and Classification of different Costs- Fixed Cost- Variable Cost- incremental Cost- Differential Costs- Opportunity Cost and Cost- Volume-Profit Analysis- Margin of Sales and Break Even Point- Decisions involving alternative choices – Make or Buy Decision- determination of sales mix – addition or deletion of a product (NP)

UNIT-V: Budgeting: Meaning of a Budget- Budget, Budgeting and Budgetary control – Essentials of a Budgetary Control- Master Budget- Flexible Budget- Production and Sales Budget- Zero Based Budgeting. (NP)

COURSE OUTCOMES

The student will be able to –

- 1) Understand the elements of cost
- 2) Understand the preparation of cost sheet
- 3) Understand the concepts of Job, Batch, Contract and Process Costs and Preparation of the relevant documents.
- 4) Understand management accounting concepts in managerial decision making.

TEXT BOOK

S.P. Jain & K.L. Narang (2013), *Cost and Management Accounting*, New Delhi: Kalyani Publishers.

REFERENCE BOOKS

1. Khan & Jain (2012), *Cost Accounting*, New Delhi: Tata Mc-GrawHill Publishing House.
2. Sharma & Shashi K.Gupta (2014), *Management Accounting*, New Delhi: Kalyani Publishers.
3. S.N.Maheswari (2012), *Management Accounting*, New Delhi: S.Chand Publications.

JOURNALS

1. GITAM Journal of Management. GITAM (Deemed to be University).
2. The Chartered Accountant, New Delhi.
3. The Management Accountant, Kolkata,
4. Journal of Management Accounting and Research, Jaipur.
5. Indian Journal of Commerce, IGNOU, New Delhi

BBA - II SEMESTER

MBG112: BUSINESS STATISTICS

INTRODUCTION

The course is designed to understand and acquire knowledge and skills in statistics for solving business problems.

COURSE OBJECTIVES

- 1) To familiarize the students with the basic concepts of statistics
- 2) To provide them statistical techniques which are useful in business decisions

SYLLABUS

UNIT-I: Social & Economic Surveys - Meaning, Definition and Need
- Techniques of Conducting Surveys - Survey Design - Sources of Data - Methods of Primary Data Collection - Sampling - Different types of Sample Design - Data Analysis and Presentation.

UNIT-II: Measures of Central Tendency: Mean, Median, Mode. Measures of Dispersion: Range, Quartile Deviation, Mean Deviation, Standard Deviation, Variance, Coefficient of Dispersion, Coefficient of Variation, Combined Arithmetic Mean and Combined Standard Deviation.

UNIT-III: Correlation and Regression Analysis: Meaning of Correlation, Types of Correlation, Methods of Computation of Correlation Coefficient : Karl Pearson and Spearman's Rank; Meaning of Regression, Types of Finding the Regression Equations : Least Square Principle and Using Regression Coefficient Methods, Prediction Using the Regression Equations.

UNIT-IV: Probability: Introduction, Definitions of Various Terms, Definition of Probability and Basic Problems in Probability. Index Numbers: Definition, Uses of Index Numbers Types of Index Numbers – Laspyre, Paasche's, Fisher's, Cost of Living Index Numbers.

UNIT-V: Time Series Analysis: Definition, Components of Time Series, Measurement of Trend : Least Square Method, Moving Average Method, Report writing - Significance of Report Writing - Steps in Report Writing -Layout of the Research Report.

Note: Proofs of theorems and derivations of problems and distributions are excluded.

COURSE OUTCOMES

- 1) Student will be able to understand the measurement systems variability, control processes (as in statistical process control or SPC), for summarizing data.
- 2) Student will be able to make data-driven decisions.

TEXT BOOK

J.K Sharma (2013), *Business statistics*, New Delhi: Pearson Education.

REFERENCE BOOKS

1. S.C. Gupta & Indra Gupta (2012), *Business Statistics*, Hyderabad: Himalaya Publishing House.
2. David M. Levine, David Stephan Timothy C. Krehbiel, Mark L Berenson (2012), *Statistics for managers using Microsoft Excel*, New Delhi: Prentice Hall India Pvt.
3. Amir D. Aczel, Jayavel Sounderpandian (2011), *Complete Business Statistics*, New Delhi: Tata McGraw Hill.
4. S.P. Gupta & M.P. Gupta (2012), *Business Statistics*, New Delhi: Sultan Chand & Sons.

JOURNALS

1. American Statistician, American Statistical Association, USA.
2. Journal of the American Statistical Association, American Statistical Association, USA
3. Journal of Mathematics and Statistics, Science Publications, USA

BBA - II SEMESTER
MBA 106: INNOVATION BY DESIGN

INTRODUCTION

Creativity is not a myth that is the result of magic, madness or mystery. Instead, creativity can be influenced by variables one can control and affect. Increased creativity and problem solving skills will help to ensure that the desired outcome of all engagements and work is successfully completed in a timely and cost effective manner. In addition, the outcome(s) will tend to exceed customer expectations and will be more satisfying for the individual and the team on both personal and professional levels. This course is designed to develop creativity and innovation skills in students.

COURSE OBJECTIVES

This course intends the student to

1. Understand the creative process and describe to develop ideas, strengthening reasoning power, working and unlocking creativity.
2. Discuss how management can develop a creative environment and managing Internal Entrepreneurs. .
3. Understand to nature and managing creative people in an organization
4. Comprehend the Stimulating technological innovation and innovativesprit in an industrial setting.
5. Appreciate the design thinking and its process

Unit I: Perspectives on the Creative process: How to develop- ideas – Strengthen your reasoning power – Working Creatively – Unlocking creativity.

Unit II: Creativity and Conformity: How management can develop and sustain a creative environment – Managing Internal Entrepreneurs.

Unit III: Recruiting and managing creativity: How to find and retain creative people – System for increasing inventiveness – Training people to solve problems creatively. Managing Creative People: Nurturing managerial creativity – Creative decision – Making and problem solving.

Unit IV: Innovation: Stimulating technological innovation – Nurturing the Innovator – The innovative spirit in an industrial setting.

Unit V: Design Thinking: Introduction to design thinking and designers- Examples -Design principles –Design thinking strategy and capability: structure-culture- skills-process. Ideate-generate ideas, shortlisting a workable solution-Perform feasibility and risk assessment-Practical case study and

COURSE OUTCOMES (CO)

1. Understand the creative process and describe to develop ideas, strengthening reasoning power, working creatively and unlocking creativity.
2. Know the significance of conformity and the measures used by the management to develop and sustain a creative environment and managing internal entrepreneurs.
3. Appraise various techniques to nurture and managing creative people in the organization
4. Comprehend the ways to stimulating technological innovation nurturing the innovator, the innovative spirit in an industrial setting.
5. Appreciate the design thinking and its process which includes design principles, strategy and capability, Ideate-generate ideas and feasibility assessment.

STUDENT EVALUATION:

Details	Assessment	Task type	Task mode	Marks (%)
A1 (CO1, CO2) (L1 & L2)	Mid Exam	Individual	Written	20
A2 (CO2, CO3, CO4) (L3, L4 & L5)	Project	Group	Presentations & Report	20
A3 (CO1, CO2, CO3, CO4, CO5) (L1, L2, L3, L4, L5)	End-term exam	Individual	Written (short/long)	60

SYLLABUS MAPPING WITH COURSE OBJECTIVES AND BLOOMS TAXONOMY LEVELS:

Cognitive Dimension/ Knowledge Dimension	L1 Remember	L2 Understanding	L3 Apply	L4 Analyze	L5 Evaluate	L6 Create
Factual Knowledge	CO1 (A1, A2)	CO1, CO2 (A1, A2)	CO1, CO3 (A1, A3)			
Conceptual Knowledge				CO2, CO5 (A2, A3)	CO2, CO4 CO5 (A2, A3)	
Procedural Knowledge						
Meta-cognitive Knowledge						

exercise-Create: Develop prototypes of a big idea-perform feasibility and riskassessment-
Evolve: track success and scale the solution.

TEXT BOOK

A Dale Timpe (2014), *Creativity*, Mumbai: Jaico Publishing House.

REFERENCE BOOKS

1. Bill Bolton, John Thompson (2014), *Entrepreneurs: Talent, Temperament and Opportunity*, Routledge 3rd Ed.
2. Arya Kumar (2014), *Entrepreneurship: Creating and Leading an Entrepreneurial Organization*, New Delhi: Pearson Publications.
3. S.Anil Kumar & S.C Purnima (2014), *Entrepreneurship Development*, New Delhi: New Age Publishers.
4. Vasant Desai (2014), *Dynamics of Entrepreneurial Development and Management*, New Delhi: Himalaya Publishing House.
5. MadhurimaLall and ShikhaSahai (2012) *Entrepreneurship*, New Delhi: Excel Books.
6. Poornima M. Charantimath (2014), *Entrepreneurship Development – Small Business Enterprises*, New Delhi: Pearson.
7. Innovation by Design: How Any Organization Can Leverage Design Thinking to Produce Change, Drive New Ideas, and Deliver Meaningful Solutions, Thomas Lockwood and Edgar Papke, Career Press,2018.
8. Creativity, Innovation, and Entrepreneurship Across Cultures: Theory and Practices, Igor N. Dubina and Elias G. Carayannis (Ed), Springer,2016.
9. Design Thinking for Entrepreneurs and Small Businesses: Putting thePower of Design to Work, Beverly Rudkin Ingle, Apress Publications,2013.

JOURNALS:

1. Harvard Business Review
2. International Journal of Entrepreneurial Behaviour and Research
3. International Journal of Small Business Management
4. International Journal of Entrepreneurship and Innovation Management
5. The Mint/ The Economic Times/Business Standard/Business Line daily news papers



GITAM Institute of Management (GIM)

Gandhi Institute of Technology and Management (GITAM)(Declared as Deemed to be University u/s 3 of UGC Act. 1956) Visakhapatnam – 45.

Course Code: VDC 111	Course Title: Venture Discovery	
Semester: I	Course Type: Internal	Credits: 2
Program: All MBA Programmes		
Course Leader: Venture Discovery Centre		

Course description and Course outcomes

India as part of its Make in India initiative has been focusing on creating incubation centers within educational institutions, with an aim to generate successful start-ups. These start-ups will become employment creators than employment seekers, which is the need of the hour for our country.

This common course for all the disciplines is a foundation for venture development. It is an experiential course that lets students venture and find out what is a business, financial and operating models of a business are. How to design and prototype solutions that meets their customers' needs and generate revenue for the business.

COURSE OBJECTIVES

- Discover who you are – Values, Skills, and Contribution to Society.
- Gain experience in actually going through the innovation process.
- Conduct field research to test or validate innovation concepts with target customers.
- Understand innovation outcomes: issues around business models, financing for start-ups, intellectual property, technology licensing, corporate ventures, and product line or service extensions.

SYLLABUS

UNIT I (6 sessions)

Personal Values: Defining your personal values, Excite & Excel, Build a Team, Define purpose for a venture. Four stages: Personal Discovery, Solution Discovery, Business Model Discovery, Discovery Integration.

Unit II (6 sessions)

Solution Discovery: Craft and mission statement, Experience design, Gaining user insight, Concept design and positioning, Product line strategy, Ideation & Impact.

Unit III (6 sessions)

Business Model Discovery: Prototyping solutions, Reality Checks, understand your industry, Types of business models, Define Revenue Models, Define Operating Models

Unit IV (6 sessions)

Discovery Integration: Illustrate business models, Validate business models, Define company impact

Unit V (6 sessions)

Tell a Story: Can you make money, Tell your venture story.

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

	Course Outcome	Assessment
1	Understand conceptual framework of the foundation of a venture	A1, A2
2	Understand the concept of purpose, mission and value-addservice offered by a venture	A3
3	Analyze design and positioning of the product	A3
4	Demonstrate prototyping	A3
5	Analyze business, revenue and operating models	A3

Assessment methods

Task	Task type	Task mode	Weightage (%)
A1. Assignments	Individual	Report/Presentation	20
A2. Case / Project/ Assignment	Groups* or Individual	Presentations/Report/ Assignment	40
A3. Project	Individual/ Group	Report/Pitch	40

Transferrable and Employability Skills

	Outcomes	Assessment
1	Know how to use online learning resources: G-Learn, onlinejournals, etc.	A1 & A2
2	Communicate effectively using a range of media	A1& A2
3	Apply teamwork and leadership skills	A2
4	Find, evaluate, synthesize & use information	A1 & A2
5	Analyze real world situation critically	A3
6	Reflect on their own professional development	A3
7	Demonstrate professionalism & ethical awareness	A2
8	Apply multidisciplinary approach to the context	A2

Learning and teaching activities

Mixed pedagogy approach is adopted throughout the course. Classroom based face to face teaching, directed study, independent study via G-Learn, case studies, projects and practical activities (individual & group)

Teaching and learning resources

Soft copies of teaching notes/cases etc. will be uploaded onto the G-learn. Wherever necessary, printouts, handouts etc. will be distributed in the class. Prescribed text book will be provided to all. However, you should not limit yourself to this book and should explore other sources on your own. You need to read different books and journal papers to master certain relevant concepts to analyze cases and evaluate projects. Some of these reference books given below will be available in our library.

1. ***Prescribed Modules:***

Access to NU-IDEA online modules will be provided.

REFERENCES:

1. Personal Discovery Through Entrepreneurship, Marc H. Meyer and Chaewon Lee, The Institute of Enterprise Growth, LLC Boston, MA.

Suggested journals:

1. Vikalpa, Indian Institute of Management, Ahmedabad
2. Journal of General Management, Mercury House Business Publications, Limited
3. Harvard Business Review, Harvard Business School Publishing Co. USA

SEMESTER – III

S. No.	Code No.	Title of the Course	Level of course	Theory	Practical	Credits	Internal Assessment Marks	External Assessment Marks	Total Marks
1.	MBG201	Indian Heritage & Culture	Foundation Compulsory	2	-	2	40	60	100
2.	MBG203	Business Communication	Core	2	-	2	40	60	100
3	MBG231	MS Excel	Foundation Compulsory	2	1	3	100		100*
4	MBG205	Human Resource Management	Core	3	-	3	40	60	100
5.	MBA201	Fundamentals of Entrepreneurship	Core	3	-	3	40	60	100
6.	MBG207	Marketing Management	Core	3	-	3	40	60	100
7.	MBA291	Social Project/Rural Project	Core Skill Building	-	1	1	50	-	50
8.	MBA293	Semester End Viva	Core Skill Building		1	1	50	-	50
TOTAL.....				15	03	18	400	300	700

***100% Marks Internal**

PROFESSIONAL COMPETENCY DEVELOPMENT COURSES IN SEMESTER-III

S. No.	Code No.	Title of the Course	Theory	Practical	Credits	Internal Assessment Marks	External Assessment Marks	Total Marks
1.	MBA358	Current Business Affairs (CBA)		2	2	50	-	50
2.	MBA360	Soft skills- 1	-	2	1	50	-	50
3.	MBA362	BEC		2	2	-	100	100

Note-Professional Competency Development Courses will be added in the 6th Semester

	COURSE CODE	MBG201	L	T	P	J	S	C
	COURSE NAME	INDIAN HERITAGE AND CULTURE						3
	Course Owner		Syllabus version				1.0	
	Course Pre-requisite(s)		Contact hours				45	
	Course Co-requisite(s)	NIL	Date Approved					
	Alternate Exposure							

In a broad sense culture means anything physical or non-physical which we produce and cultivate. Heritage is something, which we receive from our ancestors. Culture is a product of great forces. This is the peculiarity of Indian culture. It is unique in the world and we Indians are proud of it.

OBJECTIVES

- 1) To enable the students to have an insight into and understanding of the great heritage and culture of India.
- 2) To sensitize them towards preservation and progression of the same.

SYLLABUS

UNIT-I: Fundamental Unity of India-Harappan and Vedic Culture- Evolution of Caste System- Political unification of India under Mauryas and Guptas - Cultural achievements. Cultural conditions under the Satavahanas. Contribution of Pallavas and Cholas to art and letters.

UNIT-II: Influence of Islam on Indian Culture- The Sufi, Bhakti and Vishnavite Movements. Cultural achievements of Vijayanagar rulers. Contribution of Shershah and Akbar to the evolution of administrative system in India-Cultural Developments under Mughals.

UNIT-III: Western Impact on India- Introduction of Western Education- Social and Cultural awakening and Social reform movements- Raja Ram Mohan Roy- DayanandSaraswati Theosophical Society- Ramakrishna Paramhansa and Vivekananda – IshwarchanderVidyasagar and Veeresalingam. Rise of Indian Nationalism- Mahatma Gandhi- Non violence and satyagraha.

UNIT-IV: Nature and meaning of Culture, the Vedic culture- Upanishadic Culture, ArthaSastra, Culture in Ramayana and Mahabharata.

UNIT-V: The culture of Jainism and Buddhism, Vedanta and Indian culture. Religion and ethical practices.

COURSE OUTCOMES

- 1) Students equip themselves with knowledge about the heritage and culture of India
- 2) Students apply their skills to the managerial sphere.
- 3) Students can assess the impact of western culture on India.
- 4) Students can understand the meaning of culture and vedic culture.
- 5) Students can understand the culture of Jainism and Buddhism.

TEXT BOOK

MadanlalMalpani&ShamsunderMalpani (2009),*Indian Heritage and Culture*, New Delhi:Kalyani Publishers.

JOURNALS

1. GITAM Journal of Management, GITAM Institute of Management, Visakhapatnam.
2. Harvard Business Review, Harvard Business School Publications, US.
3. International Journal of Cross Culture Management, Sage Publication, New Delhi.

BBA - III SEMESTER
MBG203: BUSINESS COMMUNICATION

Course Description:

Business communication is the process of sharing information between people within and outside a company. Effective business communication is how employees and management interact to reach organizational goals. Its purpose is to improve organizational practices and reduce errors.

COURSE OBJECTIVES:

- To develop written and verbal communication skills for effective business communication.
- To identify various communication skills involved in the business organization.
- To develop business communication skills among the students.
- To improve language skills – reading, writing and listening

Unit	Topics	Focus
I	Introduction to Business Communication - Characteristics of Effective Organizational Communication- Basic Forms of Communication - Process of Communication - Principles of Effective Business Communication - 7C's.	Conceptual
II	Academic Vocabulary and English for Business - Creative Writing Critical Thinking : Introduction to critical thinking – Benefits - Barriers – Reasoning — Arguments - Deductive and inductive arguments – Fallacies - Inferential comprehension Critical thinking in academic writing - Clarity - Accuracy – Precision –Relevance.	Conceptual
III	1. Business letters – layout of Business letters - types - Business enquiries and replies – offers – quotations – orders –complaints and adjustments – collection letters – circular letters – status enquiries.	Analytical
	2. Email Writing - The Process of Writing EMails, breaking it Down – The PAIBO Technique, Structuring an E-Mail –The 3T's–Introduction, Body and Conclusion, Effective Subjectlines, Salutation and Signing off -Tele conferencing, video conferencing	
IV	5. Communication in Business Environment : Business Meetings, Notice, Agenda, Minutes - Press Releases - Corporate Communication : Internal and External, Group Discussion, Seminars, Presentations - Reporting of Proceedings of a meeting. Office Memorandum, Office Orders, Press Release 6. Listening : Active listening – Barriers to listening – Listening and note taking – Listening to announcements–Listening to news on the radio and television.	Analytical
V	2. Reports and Presentations - Business reports and Proposals, Format, visual laids and contents, Oral Business presentations. 3. Job Application and Resume Writing	Analytical

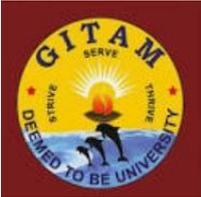
COURSE OUTCOMES:

- Expose learners to variety of texts to interact with them
- Capability to increase learners to visualize texts and its reading formulas
- Develop critical thinking.
- Develop a more humane and service-oriented approach to all forms of life around them.
- Improvement in their communication skills for larger academic purposes and vocational purposes

- Critical participants in their everyday business life

Text & Reference Books:

- 3) R.C.Bhatia. Business Communication.
- 4) R.K. Madhukar. Business Communication.
- 5) Shraf Ravi. Effective Technical Communication.
- 6) Marilyn Anderson, Pramod K Nayar and Madhu Chandra Sen. Critical Thinking,
- 5 Lesikar R.V & Flatly MV, Basic Communication Skills for empowering the internet generation, Tata-Mc Graw Hill, 2009.2.
- 4) Sharma RC & Mohan K, Business Correspondence & Report Writing, TMH, 2009.

	COURSE CODE	MBG231	L	T	P	J	S	C
	COURSE NAME	MS-EXCEL						3
	Course Owner		Syllabus version				1.0	
	Course Pre-requisite(s)		Contact hours				45	
	Course Co-requisite(s)	NIL	Date Approved					
	Alternate Exposure							

Excel is an electronic spreadsheet program that is used for storing, organizing and manipulating data. It is usually used in performing a large variety of computations on the data and thus helping the companies to maximise the value of their data. With features provided by Excel, many business firms see it as a vital tool for administration and effective running of a business.

OBJECTIVES

- 1) To acquaint the students with Excel
- 2) To provide hands on experience with Excel skills related to business modeling.

SYLLABUS

UNIT- I:Excel Range and Formulae -Range – Naming range, Building basic formulae, Creating advanced formulae, Using range names in formulae, Troubleshooting formulae

UNIT-II: Functions: Text Functions, Logical and Information Functions, Lookup Functions, Date and Time Functions, Math and Statistical Functions, Database Functions.

UNIT- III:Pivot Tables and Charts: Creating PivotTables, manipulating PivotTable, Changing calculated value fields, PivotTable Styles, Grouping, sorting and filtering PivotTables, Working with Pivot Charts

UNIT- IV:What – IF Analysis: Using Data Tables, Using Scenario Manager, Using Goal Seek

UNIT-V:Working with Solver: Using Solver, Marketing Mix problem, Transportation Problem, HR scheduling, Investment Decision

COURSE OUTCOMES

1. Students can develop the concept of range and use it in building excel formulas
2. Students can use different functions in MS Excel
3. Students can perform multidimensional and what-if analysis using MS Excel.
4. Students can perform analytics using MS Excel.
5. Students can solve basic optimization problems with solver add-in

TEXT BOOK

Paul McFedries (2013), *Excel 2013 Formulas and Functions*, New Delhi: Pearson Education.

REFERENCE BOOKS

1. Guy Hart Davis (2010), *How to do everything with Microsoft Office Excel*, New Delhi: Tata McGraw Hill.
2. Kathleen Stewart (2010), *Microsoft Excel: A Professional Approach*, New Delhi: Tata McGraw Hill.
3. Bill Jelen (2013), *Excel 2013 PivotTable Data Crunching*, New Delhi: Pearson Education.
4. Frey Curtis (2010), *Microsoft Excel 2007 Plain & Simple*, New Delhi: Prentice Hall of India.

JOURNALS

GITAM Journal of Management, GITAM (Deemed to be University), Visakhapatnam

	COURSE CODE	MBG205	L	T	P	J	S	C
	COURSE NAME	HUMAN RESOURCE MANAGEMENT						3
	Course Owner		Syllabus version				1.0	
	Course Pre-requisite(s)		Contact hours				45	
	Course Co-requisite(s)	NIL	Date Approved					
	Alternate Exposure							

The purpose of this course is to provide the students with the basic understanding of the concepts, systems of human resource development in organizations. The turbulent business climate, caused by increased global price competitiveness, changing technologies, changing employment legislations and challenging work force composition is challenging managers to utilize their employees more effectively to gain competitive advantage. In recent years, there have been significant practical developments with increasing numbers of private and public sector organizations adopting HRM initiatives alongside downsizing and reengineering the organization.

COURSES OBJECTIVES

- 1) To provide an understanding of the strategic importance of managing human resources within an organization.
- 2) To provide an overview of the various functions of the HR management and a range of practices employed by organizations across the globe for building a competitive advantage.

SYLLABUS

UNIT-I: Introduction: Nature, scope and significance of HRM - Evolution of HRM – Recent trends in HRM – Functions of HRM – Challenges of HR managers

UNIT-II: Procurement: Human Resource Planning – HR Forecasting methods - Job analysis and Job design – Recruitment - Selection – Induction

UNIT-III: Development: Identification of training needs - designing the training program – Methods of training – Difference between Training & Development

UNIT-IV: Compensation and Integration: Introduction - Basic factors in determining pay rates – Basic, Supplementary and Executive Remuneration – types of employee benefits and services - Quality of work life – Collective Bargaining.

UNIT-V: Separation and Maintaining: Communication and Counseling - Safety and Health – Internal mobility - Retirement and Retirement benefits.

Case Let (Not Exceeding 200 Words)

COURSE OUTCOMES

- 1) Students can understand the various HRM initiatives
- 2) Students can apply these to help in building loyal and committed employees to achieve organizational success in a competitive environment.
- 3) Students can design better training and development strategies for employees.
- 4) Students can design effective HRM strategies.
- 5) Students can deliver effective communication and counseling strategies.

TEXT BOOK

Snell, Bohlander and Vohra(2012),*Human Resource Management – A South Asian Perspective*, New Delhi:Cengage Learning.

REFERENCE BOOKS

1. Edwin B Flippo(2010), *Personnel Management*, New Delhi:Tata McGraw Hill Publishing.
2. Gary Dessler&BijuVarkkey (2011), *Human Resource Management*,New Delhi: Pearson.
3. P Subbarao(2012),*Human Resource Management*, New Delhi:Himalaya Publishing House.
4. Seema Sanghi(2011),*Human Resource Management*, New Delhi: Macmillan publishers India Ltd.

JOURNALS

1. Gitam Journal of Management, GIM, GITAM (Deemed to be University), Visakhapatnam
2. Harvard Business Review, Harvard Business School Publication Co. USA
3. Human Capital, HR Information Services, New Delhi
4. Vikalpa, Indian Institute of Management, Ahmedabad

	COURSE CODE	MBA201	L	T	P	J	S	C
	COURSE NAME	FUNDAMENTALS OF ENTREPRENEURSHIP						3
	Course Owner		Syllabus version		1.0			
	Course Pre-requisite(s)		Contact hours		45			
	Course Co-requisite(s)	NIL	Date Approved					
	Alternate Exposure							

Entrepreneurship is an essential element for economic progress as it manifests its fundamental importance in different ways: a) by identifying, assessing and exploiting business opportunities; b) by creating new firms and/or renewing existing ones by making them more dynamic; and c) by driving the economy forward – through innovation, competence, job creation- and by generally improving the well-being of society.

COURSE OBJECTIVES

This course intends the students to

1. Describe the nature and characteristics of an entrepreneur.
2. Identify the barriers to start a new business in the present business environment and discuss evaluation of entrepreneurship.
3. Explain the mindset of entrepreneurs and illustrate the business opportunities in different areas.
4. Discuss the sources of business ideas and evaluate the procedures in developing a good business Idea.
5. Evaluate the incentives for start-ups and EDPs to start own business.

SYLLABUS MAPPING WITH COURSE OBJECTIVES AND BLOOMS TAXONOMY LEVELS:

Cognitive Dimension / Knowledge Dimension/	L1 Remember	L2 Understanding	L3 Apply
Factual Knowledge	CO1, CO2 (A1, A2, A4)	CO1, CO2,CO3 (A1,A2,A4)	
Conceptual Knowledge		CO3, CO4, CO5 (A1, A2,A4)	
Procedural Knowledge			CO4 (A1, A2,A4)
Meta-cognitive Knowledge			

COURSE SYLLABUS

UNIT-I : Nature & Characteristics of entrepreneurs

Entrepreneur and Entrepreneurship: Description and definition of entrepreneur – Characteristics of entrepreneur – Functions of an entrepreneur – types of entrepreneurs – concept of entrepreneurship – entrepreneurial culture – entrepreneurial process – entrepreneurial competencies – entrepreneurial mobility.

UNIT-II: Evolution of Entrepreneurship

Genesis of entrepreneur and entrepreneurship : Theories of Entrepreneurship – Role of entrepreneurship in economic development – Barriers of entrepreneurship - Entrepreneurship and current business environment.

UNIT-III: Entrepreneurial Mindset& Motives

Entrepreneurial Motives, Motivating factors of entrepreneurship - Growth of entrepreneurship in India – Agricultural Entrepreneurship to Industry entrepreneurship to Services entrepreneurship – corporate entrepreneurship – women entrepreneurship.

UNIT-IV :Business Idea Generation

Business Idea generation: Sourcing of business ideas, innovative ideas, opportunity identification, scanning of the environment - finding the gaps for new business and new way of business - setting-up new ventures - acquiring existing business – franchising and Entrepreneurship.

UNIT-V : Incentives & EDPs

Incentives for Developing Entrepreneurial Eco System &EDPs: Need and objectives of EDP – Evolution of EDPs – Phases of EDPs – Course content and curriculum of EDPs – Management Education centers and Entrepreneurship Development Programs- Incentives from various organizations and also the important EDPs to start own business through the support of incubation centres- Incubators, Accelerators, start ups .

COURSE OUTCOMES (CO)

CO	By the end of the course, students should be able to:	Blooms Taxonomy Level
1	Describe the nature of entrepreneurship and functions of an entrepreneur.	L1, L2
2	Identify the barriers to start a new business in the present business environment and discuss the evaluation of entrepreneurship.	L1, L2
3	Explain the mindset of entrepreneurs and illustrate the business opportunities in different areas.	L2, L3
4	Explain sources of business and illustrate step by step procedures in developing a good business Idea.	L2, L3
5	Evaluate the incentives for supporting start-ups and EDPs to start own business.	L1, L2

STUDENT EVALUATION

Task	Assessment	Task type	Task mode	Weightage (%)
A1	Quiz	Individual	Multiple Choice Online/ Written	10
A2	Mid Exam	Individual	Written	15
A3	Case*/ Project* / Assignment	Groups* or Individual	Presentations/Report/ Assignment with Q&A/Viva	15

A4	End-term exam	Individual	Written (short/long)	60
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TEXT BOOK

Donald F. Kuratko (2014), *Entrepreneurship: Theory, Process, Practice* New Delhi: Cengage Learning.

REFERENCES

1. Bill Bolton, John Thompson (2014), *Entrepreneurs: Talent, Temperament and Opportunity*, Routledge 3rd Ed.
2. Arya Kumar (2014), *Entrepreneurship: Creating and Leading an Entrepreneurial Organization*, New Delhi: Pearson Publications.
3. S.Anil Kumar & S.C Purnima (2014), *Entrepreneurship Development*, New Delhi: New Age Publishers.
4. A Shay and V Sharma (2012), *Entrepreneurship and New Venture Creation*, New Delhi: Excel Books.
5. Vasant Desai (2012), *Dynamics of Entrepreneurial Development and Management*, New Delhi: Himalaya Publishing House.
6. Poornima M. Charantimath (2012), *Entrepreneurship Development – Small Business Enterprises*, New Delhi: Pearson

JOURNALS AND NEWS PAPERS

1. Harvard Business Review
2. International Journal Of Entrepreneurial Behaviour And Research
3. International Journal Of Small Business Management
4. International Journal Of Entrepreneurship And Innovation Management
5. The Mint/ The Economic Times/Business Standard/Business Line Daily News Papers.

	COURSE CODE	MBG207	L	T	P	J	S	C
	COURSE NAME	MARKETING MANAGEMENT						3
	Course Owner		Syllabus version				1.0	
	Course Pre-requisite(s)		Contact hours				45	
	Course Co-requisite(s)	NIL	Date Approved					
	Alternate Exposure							

Marketing as a subject primarily caters to the consumerist instincts of an individual. The markets are driven by consumer behaviour, which has evolved over time and is much more demanding these days. Consumer satisfaction takes primacy for a business to be successful. This calls for managers to adopt creative and unique marketing strategies to gain competitive advantage. Marketing Management equips managers with the required theoretical knowledge and practical skills to gain insights into the dynamic nature of the markets and then devise ways and means to effectively manage them.

Course Objectives:

- To explain the principles of marketing
- To analyse real-world marketing issues
- To apply concepts of marketing to address problems and opportunities in the new marketing environment

Content Outline

Unit I: Introduction to Marketing – Definition, Nature, Scope, and Importance of Marketing – Core Concepts -Need, Want, Desire, Demand, Value, Exchange; philosophies of Marketing-Product – Production - Sales – Marketing – Societal – Relational marketing Concept of Marketing Myopia. Product Vs service

Unit II: Buyers behavior -Factors influencing buyer behavior –five-step buyers decision process - Segmenting, Targeting and Positioning - Concept of Market Segmentation, Bases for Segmenting Consumer Markets, Targeting (T), Positioning (P) Value Proposition and USP

Unit III: Marketing mix: Elements of the marketing Mix – four P's, extended three Ps of services. Product Decisions: Product Concept -Classification of Products – Product Life Cycle Stages, New Product Development

Unit IV: Pricing and Channels of Distribution: Pricing Objectives – Factors Influencing the Pricing Policy – Pricing Methods, Channels of Distribution: Definition – Nature – Types-Functions and levels of distribution channels

Unit V: Promotion Mix – Importance of Promotion – Managing Advertising – Sales Promotion – Personal Selling and Direct Marketing– Publicity and Public Relations. Integrated Marketing Communication (IMC), Social Marketing

Learning and teaching activities

- Case Analysis
- Situation Analysis
- Brainstorming
- Group Discussion

Course Outcomes

- Students can describe the various concepts of Marketing.
- Students can examine the importance of Marketing in customer-oriented strategies
- Students can apply marketing concepts to real-time marketing problems.
- Students can design and execute marketing mix strategies for products and services.
- Students can perform segmentation and targeting the market.

Teaching and learning resources

1. Philip Kotler, Gary Armstrong and Prafulla Agnihotri, Principles of Marketing, Pearson India, 17th Edition. New Delhi: 2018
2. Philip Kotler and Gary Armstrong, Principles of Marketing, Pearson India, Global Edition, 17th Edition. New Delhi: 2017
3. Rajan Saxena, Marketing Management, Tata-McGraw Hill, Fifth Edition New Delhi :2015
4. Ramaswamy and Namakumari -Marketing Management- Indian Context with Global Perspective McGraw Hill Education; India, Fifth Edition, 2017
5. Ramaswamy and Namakumari -Marketing Management- Indian Context -Global Perspective, Sage Publications India Pvt Ltd; Sixth Edition 2018
6. C. B. Gupta and Dr. N. Rajan Nair, Marketing Management: Text and Cases 15th Edition, S. Chand and Sons 2012
7. N Rajan Nair and Sanjith R Nair, Marketing – Revised Edition, Sultan Chand & Sons – Tb, 2017
8. Indian Journal of Marketing
9. GITAM Journal of Management, GIM, GITAM University, Visakhapatnam
10. Vikalpa, IIM, Ahmedabad
11. Management Review, IIM, Bangalore.

SEMESTER – IV

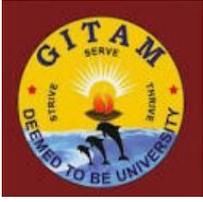
S. No.	Code No.	Title of the Course	Level of course	Theory	Practical	Credits	Internal Assessment Marks	External Assessment Marks	Total Marks
1.	MBG202	Environmental Science	Foundation Compulsory	3	-	3	40	60	100
2.	MBG204	Banking Theory & Practice	Core	3	-	3	40	60	100
3.	MBA202	Organizational Behavior	Core	3	-	3	40	60	100
4.	MBA204	Sales and Distribution Management	Core	3	-	3	40	60	100
5.	MBA206	Business Laws	Core	4	-	4	40	60	100
6.	MBG206	Financial Management	Core	4	-	4	40	60	100
7.	MBA292	Semester End Viva-Voce	Core Skill Building	-	1	1	50	-	50
TOTAL....				20	1	21	290	360	650

PROFESSIONAL COMPETENCY DEVELOPMENT COURSES IN SEMESTER-IV

S.No.	Code No.	Title of the Course	Theory	Practical	Credits	Internal Assessment Marks	External Assessment Marks	Total Marks
1.	MBA358	Current Business Affairs (CBA)		2	2	50	-	50

Note- Professional Competency Development Courses will be added in the 6th Semester.

BBA - IV SEMESTER

	COURSE CODE	MBG202	L	T	P	J	S	C
	COURSE NAME	ENVIRONMENTAL SCIENCE						3
	Course Owner		Syllabus version				1.0	
	Course Pre-requisite(s)		Contact hours				45	
	Course Co-requisite(s)	NIL	Date Approved					
	Alternate Exposure							

The importance of environmental science and environmental studies cannot be disputed. The need for sustainable development is a key to the future of mankind. Continuing problems of pollution, loss of forests, solid waste disposal, degradation of environment, issues like economic productivity and national security, Global warming, the depletion of ozone layer and loss of biodiversity have made everyone aware of environmental issues. It is clear that no citizen of the earth can afford to be ignorant of environment issues. Environmental management has captured the attention of health care managers. Managing environmental hazards has become very important.

OBJECTIVES

- 1) To sensitize students to environmental issues
- 2) To mobilize them to adopt environment conservation strategies as management professionals.

SYLLABUS

UNIT-I: Multidisciplinary nature of environmental studies

Definition, Scope and importance, need for public awareness

UNIT-II: Natural resources and associated problems

- a) *Forest resources*: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forest and tribal people.
- b) *Water resources*: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.
- c) *Mineral resources*: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
- d) *Food resources*: World food problems, changes caused by agriculture and over-grazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
- e) *Energy resources*: Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources. Case studies.
- f) *Land resources*: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.

Role of an individual in conservation of natural resources

Equitable use of resources for sustainable lifestyles

UNIT-III: Ecosystems

Concept of an ecosystem, Structure and function of an ecosystem, Producers, consumers and decomposers, Energy flow in the ecosystem, Ecological succession, Food chains, food webs and ecological pyramids.

Introduction, types, characteristic features, structure and function of the following ecosystems :-

- Forest ecosystem
- Grassland ecosystem
- Desert ecosystem
- Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

From Unsustainable to Sustainable development, Urban problems related to energy, Water conservation, rain water harvesting, watershed management, Resettlement and rehabilitation of people; its problems and concerns.

Environmental ethics: Issues and possible solutions

Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust, Wasteland reclamation, Consumerism and waste products, Environment Protection Act, Air (Prevention and Control of Pollution) Act, Water (Prevention and control of Pollution) Act, Wildlife Protection Act, Forest Conservation Act, Issues involved in enforcement of environmental legislation, Public awareness

UNIT-IV: Biodiversity and its conservation

Introduction – Definition: genetic, species and ecosystem diversity, Biogeographical classification of India

Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values, Biodiversity at global, National and local levels, India as a mega-diversity nation, Hot-spots of biodiversity.

Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts.

Endangered and endemic species of India

Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

UNIT-V: Environmental Pollution

Definition, Cause, effects and control measures of :-

Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, nuclear hazards

Solid waste Management: Causes, effects and control measures of urban and industrial wastes

Role of an individual in prevention of pollution

Pollution case studies

Disaster management: floods, earthquake, cyclone and landslides.

Population growth, variation among nations, Population explosion – Family Welfare Program, Environment and human health, Human Rights, Value Education, Women and Child Welfare, Role of Information Technology in Environment and human health.

FIELD WORK

1. Visit to a local area to document environmental assets river/ forest/grassland/hill/mountain
2. Visit to a local polluted site-Urban/Rural/Industrial/Agricultural
3. Study of common plants, insects, birds.
4. Study of simple ecosystems-pond, river, hill slopes, etc.

COURSE OUTCOMES

- Creating environmental consciousness among students.
- Enabling them to identify potential environmental hazards and to provide management solutions to such problems.
- Student will enhance their skills in biodiversity and its conservation.
- Students will enhance their abilities in Ecosystems.
- Students will be able to perform disaster management practices.

TEXT BOOK

ErachBharucha (2013),*Textbook of Environmental Studies for Undergraduate Courses* Second Edition, Hyderabad: Universities Press.

REFERENCE BOOKS

1. TownsendC.R.,Begon, M& Harper J.L (2008),*Essentials of Ecology*Third Edition, United Kingdom, Oxford: Blackwell Publishing.
2. JadhavH.V&Bhosale V.M(2006),*Environmental Protection & Laws*, Mumbai: Himalaya Publishing House.
3. *Latest Available editions

JOURNALS

1. GITAM Journal of Management, GITAM Univeristy, Visakhapatnam
2. The ICFAI Journal of environmental economics
3. The ICFAI Journal of Environmental Law
4. Indian Journal of Environmental Protection
5. Journal of Environmental Research and Development
6. Down to Earth magazine, Society for Environmental Communications, New Delhi

	COURSE CODE	MBG204	L	T	P	J	S	C
	COURSE NAME	BANKING THEORY & PRACTICE						3
	Course Owner		Syllabus version		1.0			
	Course Pre-requisite(s)		Contact hours		45			
	Course Co-requisite(s)	NIL	Date Approved					
	Alternate Exposure							

The significance of banking sector in India is continuously in upward direction for several decades. The sector is playing a role of a catalyst in development of three pillars of the economy i.e., agriculture, industry and services. The change process began with a passing of Banking Regulation Act, 1949. The Act was considered as a Land Mark in the history of commercial banking in India as it provided consolidation and regulation of banking system in India. Nationalization of 14 Banks in 1969 is another land mark. The Banks started playing a critical role in social development process and became a partner in Government's welfare schemes and policies. The third land mark in the development of Banking Sector in the country is the liberalization policies introduced by the Government of India in 1991. The course aims to equip the student with the historical background of Banking in India, growth of commercial Banks in India and the regulations of Indian Banks.

COURSE OBJECTIVES

- 1) To make the student to know about the banking theory
- 2) To give the student adequate exposure to banking practice.

COURSE SYLLABUS

UNIT-I:Introduction: Origin of banking – Definition- Banker and Customer - relationship – General and special types of customers – Types of customer – Types of deposits – Origin and growth of commercial Banks in India.

UNIT-II:Modes of Credit Delivery : Cash Credit – Loans – Overdrafts – Bills Finance – Pricing of loans – Types of Securities – Pledge, Hypothecation, Assignment, Lien and Mortgage.

UNIT-III: Banking Practices: Obligations, Duties of a banker, Rights of banker, Clayton's Rule, guidelines for writing cheques, endorsements, Banking Ombudsman Scheme, 2006

UNIT-IV: Banks' Financial Statements: Bank Liabilities – Bank Assets – Contingent Liabilities – Income Statement – CAMELS Ratings

UNIT-V:Banking Innovations :Banking Services and Innovations – Product centric Innovations – Process centric Innovations – Marketing Innovations – Pricing Innovations - E-Payment Systems and Electronic Banking

COURSE OUTCOMES

- Student acquires knowledge about theoretical aspects of banking and relationship between banker and customer.
- Student learns about the practicalities of banking and the latest trends in banking.
- Students can enhance their skills in banking technology and management.
- Students can analyse bank financial statements and CAMELS ratings.
- Students can enhance their skills in banking innovations and electronic banking.

TEXT BOOK

Padmalatha Suresh and Justin Paul (2013), *Management of Banking and Financial Services*, New Delhi: Pearson Education.

REFERENCE BOOKS

1. Shekhar&Shekhar (2010),*Banking Theory and Practice*, New Delhi: Vikas Publishing House.
2. P.K. Srivastav(2011),*Banking Theory and Practice*, NewDelhi:Vikas Publishing House.
3. Sundaram& P.N. Varshney (2010), *Banking Theory, Law and Practice*, New Delhi:S.Chand& Co.

JOURNALS

1. GITAM Journal of Management, Visakhapatnam.
2. The journal of Banking Studies, Mumbai.

BBA - IV SEMESTER

	COURSE CODE	MBA202	L	T	P	J	S	C
	COURSE NAME	ORGANIZATIONAL BEHAVIOR						3
	Course Owner		Syllabus version				1.0	
	Course Pre-requisite(s)		Contact hours				45	
	Course Co-requisite(s)	NIL	Date Approved					
	Alternate Exposure							

Practicing managers have long understood the importance of interpersonal skills to managerial effectiveness. Till about three decades ago, most business schools focused on the functional aspects of management – specifically finance, accounting and quantitative techniques. Though Organizational Behavior was a core course right from the inception of the BBA program, the focus was essentially on gaining a psychologically understanding of human behavior, and not on acquiring usable skills. In the last two decades, academia has come to realize the importance that an understanding of human behavior to managerial effectiveness. The course focuses majorly on conceptual knowledge, with emphasis on analytical and presentational skills

COURSE OBJECTIVES

- 1) The objective of the course is to give to the students a foundation in understanding human behaviour at work.
- 2) This is done in a three stage process. Stage one deals with individual behavior, stage two with group behaviour and stage three gives an overview of the organizational and performance related factors

SYLLABUS

UNIT-I: Introduction Nature and Importance of Organizational Behavior - Management Functions, Roles and Skills – People Skills.

UNIT-II: Foundations of Individual Behavior - The Perception process – Factors, Person Perception - Learning – Theories of Learning, Principles of Learning - Motivation – Primary and General Motives, Theories of Motivation – Maslow, Herzberg, Equity Theory, Goal-Setting Theory – Expectancy Theory

UNIT-III: Foundations of Group Behavior - Nature of Groups – Structure, Types, Stages of Group Development - Group Decision-Making – Groups vs. Individual, Groupthink, Group shift, Group Decision-Making Techniques.

UNIT-IV: Managing Group Behavior - Leadership – Nature and Importance, Theories-Trait theories, Behavioral Theories, Contingency Theories - Understanding Work Teams – Nature of Teams, Types of Teams, Effectiveness of Teams, Team Building - Conflict – Intra-personal and Interpersonal Conflict.

UNIT-V: Foundations of Organizational Behavior - Organizational Structure – Work Specialization, Departmentalization - Span of Management, - Organizational Culture: Nature – Creating and Maintaining a Culture.

Case Analysis (Not exceeding 250 words).

COURSE OUTCOMES

- Students equipped with an ability to identify, explore and examine factors impinging on individual and group behaviour in organizations in the new millennium.
- Students can develop strategies to manage group dynamics.
- Students can explain the terminology associated with organizational behaviour.
- Students can incorporate and apply the predominant organizational behaviour theories to work with real life organizational issues concerned with Human Behaviour at work place.
- Students can design strategies for change management and creating organisation culture.

TEXT BOOK

Robbins S., Judge T.A. Vohra N (2013), *Organizational Behavior*, New Delhi: Pearson Education.

REFERENCE BOOKS

1. Moorehead and Griffin (2013), *Organizational Behavior*, New Delhi: AITBS.
2. Archana Tyagi (2011), *Organisational Behaviour*, New Delhi: Excel Books.
3. Gangadhara Rao, V.S.P. Rao & Narayana (2001), *Organisational Behaviour*, New Delhi: Konark Publishers. (latest edition)
4. Newstrom & Keith Davis (2012), *Organisational Behaviour*, New Delhi: Tata Mc-Graw Hill Publishing Co.Ltd.

JOURNALS

1. GITAM Journal of Management, Visakhapatnam.
2. Indian Management, New Delhi.
3. Indian Journal of Industrial Relations, New Delhi.
4. South Asian Journal of Management, Hyderabad.
5. Human Capital, New Delhi.
6. Productivity, New Delhi.

	COURSE CODE	MBA204	L	T	P	J	S	C
	COURSE NAME	SALES AND DISTRIBUTION MANAGEMENT						3
	Course Owner		Syllabus version				1.0	
	Course Pre-requisite(s)		Contact hours				45	
	Course Co-requisite(s)	NIL	Date Approved					
	Alternate Exposure							

Sales Management focuses on the sales techniques and the management of the sales force. The success of any sales and marketing department lies in the effectiveness of the Sales Force. The goal of the Sales Management course is to examine the elements of an effective sales force as a key component of the organization's total marketing effort. A successful Sales Manager needs to understand the fundamentals of the sales process, the relationship between sales and marketing, sales force structure and issues in recruiting, selecting, training, motivating, compensating and retaining salespeople.

COURSE OBJECTIVES

- To understand the planning and staffing needs in professional sales
- To learn how to manage and motivate a professional sales team, as a Sales manager
- To analyze the key success factors for sales executive performance

UNIT-I: Introduction to Sales Management - Evolution of Sales Management, importance of Sales Management, types of Selling, difference between Selling and Marketing, Modern Day Sales Activities, Selling Skills, Selling Strategies, Selling Process.

UNIT-II: Sales Planning and Budgeting: Sales planning process, sales forecasting methods, sales budgeting process, methods used for deciding sales budget, types of quotas and quota setting procedure, reasons for establishing or revising sales territories, routing and scheduling sales persons, market cost analysis.

UNIT-III: Sales Force Management: Recruitment and selection of the sales force, training the sales force, sales force motivation, sales force compensation, sales force control and evaluation.

UNIT-IV: Introduction to Distribution Management - Definition, need for Distribution Channels, designing the Marketing Channels, Motivating and Evaluating Channel Members, Capturing the Customer requirements

UNIT-V: Managing Distribution Channels - Managing Channel Information Systems, reasons for Channel Conflicts, Managing Conflict, Managing, Ethical issues in Sales and Distribution Management

COURSE OUTCOMES

- Students would be able to understand the planning and staffing needs in professional sales.
- Students would learn how to manage and motivate a professional sales team, as a sales manager.
- Students would be able to analyze the key success factors for sales executive performance.
- Students would learn how to manage and motivate distribution channel members.
- Students can manage distribution channels and manage conflicts.

TEXT BOOK

1. Krishna K Havaladar, Vasnt M Cavale(2011) Sales and Distribution Management, 2nd edition, Tata Mcgraw Hill

REFERENCES

1. Tapan K. Panda & Sunil Sahadev (2011), Sales and Distribution Management 2nd edition Oxford Press.
2. S.L. Gupta, M.K.Rampal (2009) Cases in Sales and Distribution Management, Himalaya Publication house.
3. K.Sridhara Bhat (2011) Sales and Distribution Management, 1st, Himalaya Publication house.
4. S.A.Chunawalla (2012) Sales and Distribution Management, 3rd edition, Himalaya Publication house.
5. Dinesh kumar (2012) Marketing Channels ,Oxford Press.
6. Richard R Still, Edward W Cundiff, Norman & A P Govoni(2011) Sales and Distribution Management, 5th edition, Pearson Publications.
7. Spiro Stanton & Rich (2010) Management of Sales Force, 13th edition, Tata McGraw Hill.
8. Prof. M.V. Kulkarni (2010) Sales and Distribution Management, Everest Publishing House.
9. Anne T Coughlan etal (2011), Marketing Channels, 7th edition, Pearson education.
10. . Mark W Johnston, Greg W Marshall (2009), Sales Force Management, 9th edition, Tata McGraw Hill.
11. Dr.S.L.Guptha (2010), Sales and Distribution Management, 2nd edition, Excel books.
12. Pingali Venugopal (2012) Sales and Distribution Management, Sage Publications.

JOURNALS

1. Indian Journal of Marketing & Journal of Advertising Research
2. GITAM Journal of Management, GITAM Institute of Management, GITAM deemed to be university, Visakhapatnam
3. Harvard Business Review, Harvard Business School Publication Co. USA
4. Vikalpa, Indian Institute of Management, Ahmedabad

	COURSE CODE	MBA206	L	T	P	J	S	C
	COURSE NAME	BUSINESS LAWS						3
	Course Owner		Syllabus version				1.0	
	Course Pre-requisite(s)		Contact hours				45	
	Course Co-requisite(s)	NIL	Date Approved					
	Alternate Exposure							

Ignorance of law is no excuse and everyone is supposed to know the law of the land. Law controls and regulates the external behavior of human beings. Human conduct must conform to legal rules and regulations. Business law is a branch of general law and it controls and regulates commercial transactions involving businessmen, traders, importers, exporters, consumers, etc. The present business laws consist of the general principles of Contract (Contract Act), Law of Agency, Sales of Goods Act, Partnership and Company Law.

COURSE OBJECTIVES

- To understand the basic concepts of Contracts, Sale of goods, Agency etc
- To acquaint with special legislations dealing with business transactions
- To elucidate the process of formation and winding up of a company

COURSE SYLLABUS

UNIT-I: Importance of Contract Act: Meaning and kinds of Contracts, essentials of a Contract, Offer and Acceptance, free consent, capacity of the parties, lawful consideration, legality of object, performance of Contract, discharge of Contract, quasi Contract.

UNIT-II: Sale of Goods Act: Sale and Agreement to sell, conditions and warranties, transfer of property, Rights of unpaid seller.

UNIT-III: Law of Agency: Definition - kinds of agents - creation of Agency- rights and duties of agent and principal - termination of Agency.

UNIT-IV: Partnership Act 1932: Meaning and scope of partnership, formation of partnership, registration of partnership, kinds of partners, dissolution of a partnership firm, limited liability partnership (LLP).

UNIT-V: Company Law: Definition and kinds of companies - formation and advantages of incorporation of a company - Memorandum of Association- Articles of Association - Prospectus - winding up of a company.

Case let (not exceeding 200 words)

COURSE OUTCOMES:

- Students would learn the importance of contracts in Business Transactions.

- Students would be able to know different legislations dealing with business and commerce like Sales of Goods Act, Partnership Act and an elementary knowledge of Company Law.
- Students can enhance their knowledge on various business laws.
- Students can enhance their knowledge on Partnership Act.
- Students can enhance their knowledge on Company law.

TEXT BOOK

Avatar Singh, "Business Laws", Eastern Book Company, Lucknow, 2014

REFERENCES

1. Maheswari & Maheswari, "Business Laws", Himalaya Publishing Company, New Delhi, 2013
2. Akhileshwar Pathak, "Legal Aspects of Business", Pearson, New Delhi, 2014

JOURNALS

1. Business Law Reports
2. Journal of Institute of Management Accountant

	COURSE CODE	MBG206	L	T	P	J	S	C	
	COURSE NAME	FINANCIAL MANAGEMENT						3	
	Course Owner		Syllabus version				1.0		
	Course Pre-requisite(s)		Contact hours				45		
	Course Co-requisite(s)	NIL	Date Approved						
	Alternate Exposure								

Finance is the life blood of the business. Financial Management is one of the key areas of management. This Course helps in understanding of the fundamentals of financial management in terms of investment; financing and dividend policy. This course is designed to familiarize the students with the basic concepts and practices of Financial Management.

COURSE OBJECTIVES

1. To familiarize the students with the basic concepts of Financial Management.
2. To give thorough understanding of the practices of basic Financial Management.

SYLLABUS

UNIT-I: Financial Management - An Introduction

Meaning and Definition of financial Management, Goals of Financial Management, Finance Functions, Organisation of finance function, Interface between Finance and other business functions, Financial Planning, Steps in Financial Planning, Factors Affecting Financial Plans, Time Value of Money.

UNIT-II: Investment Decisions

Introduction to Capital Budgeting, Importance of capital Budgeting, Capital Budgeting Process, Techniques of Capital Budgeting - Accounting Rate of Return, Pay Back Period, Net Present Value, Internal Rate of Return and Profitability Index.

UNIT-III: Financing Decisions

Cost of Capital - Cost of Debt, Cost of Preference Shares, Cost of Equity Shares, Cost of Retained Earnings, Weighted Average Cost of Capital; Leverages – Introduction – Types of Leverages – Measurement of Operating Leverage, Financial Leverage and Combined Leverage ; Capital Structure – Introduction, Features of Ideal Capital Structure, Factors affecting Capital Structure, Theories of Capital Structure - Net Income Approach, Net Operating Income Approach, Modigliani and Miller Approach and Traditional Approach

UNIT-IV: Working Capital Management - Introduction – Concepts of Working Capital, Objective

of Working Capital Management, Need for Working Capital, Operating Cycle, Determinants of Working Capital, Estimation of Working Capital.

UNIT-V:Dividend Decisions - Introduction, Forms of Dividends, Types of Dividend Policies, determinants of Dividend Policy -Theories of Dividend Policy - Walter Model, Gordon Model, Modigliani and Miller Model – Bonus Shares and Stock Split – Legal, procedural and Tax Aspects of Dividend Policy.

COURSE OUTCOMES

- 1) Students can make optimum decisions pertaining to raising funds, making investments and managing the assets of a corporation, big or small.
- 2) Students learn to manage finances with the ultimate goal of creating value.
- 3) Students can perform working capital management.
- 4) Students can execute dividend decisions and can design a dividend policy.
- 5) Students can take financial decisions and design financial strategies.

TEXTBOOK

R.K. Sharma & Shashi K. Gupta(2014),*Financial Management*. Ludhiana:Kalyani Publications.

REFERENCE BOOKS

1. I.M. Pandey (2010),*Financial Management*,NewDelhi:Vikas Publications.
2. M.Y. Khan & P.K. Jain. (2013), *Financial Management*.New Delhi: Tata McGraw Hill.

JOURNALS

1. Chartered Financial Analyst - ICFAI - Hyderabad.
2. GITAM Journal of Management, Visakhapatnam.
3. Journal of Financial Management and Analysis - Centre for Financial Management Research.

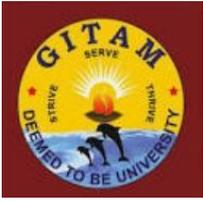
S. No.	Code No.	Title of the Course	Level of course	Theory	Practical	Credits	Internal Assessment Marks	External Assessment Marks	Total Marks
1.	MBG202	Environmental Science	Foundation Compulsory	3	-	3	40	60	100
2.	MBG204	Banking Theory & Practice	Core	3	-	3	40	60	100
3.	MBA202	Organizational Behavior	Core	3	-	3	40	60	100
4.	MBA204	Sales and Distribution Management	Core	3	-	3	40	60	100
5.	MBA206	Business Laws	Core	4	-	4	40	60	100
6.	MBG206	Financial Management	Core	4	-	4	40	60	100
7.	MBA292	Semester End Viva-Voce	Core Skill Building	-	1	1	50	-	50
TOTAL....				20	1	21	290	360	650

PROFESSIONAL COMPETENCY DEVELOPMENT COURSES IN SEMESTER-IV

S.No.	Code No.	Title of the Course	Theory	Practical	Credits	Internal Assessment Marks	External Assessment Marks	Total Marks
1.	MBA358	Current Business Affairs (CBA)		2	2	50	-	50

Note- Professional Competency Development Courses will be added in the 6th Semester.

BBA - IV SEMESTER

	COURSE CODE	MBG202	L	T	P	J	S	C
	COURSE NAME	ENVIRONMENTAL SCIENCE						3
	Course Owner		Syllabus version				1.0	
	Course Pre-requisite(s)		Contact hours				45	
	Course Co-requisite(s)	NIL	Date Approved					
	Alternate Exposure							

The importance of environmental science and environmental studies cannot be disputed. The need for sustainable development is a key to the future of mankind. Continuing problems of pollution, loss of forests, solid waste disposal, degradation of environment, issues like economic productivity and national security, Global warming, the depletion of ozone layer and loss of biodiversity have made everyone aware of environmental issues. It is clear that no citizen of the earth can afford to be ignorant of environment issues. Environmental management has captured the attention of health care managers. Managing environmental hazards has become very important.

COURSE OBJECTIVES

1. To sensitize students to environmental issues
2. To mobilize them to adopt environment conservation strategies as management professionals.

SYLLABUS

UNIT-I: Multidisciplinary nature of environmental studies

Definition, Scope and importance, need for public awareness

UNIT-II: Natural resources and associated problems

a) *Forest resources*: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forest and tribal people.

b) *Water resources*: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.

c) *Mineral resources*: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.

d) *Food resources*: World food problems, changes caused by agriculture and over-grazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.

e) *Energy resources*: Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources. Case studies.

f) *Land resources*: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.

Role of an individual in conservation of natural resources

Equitable use of resources for sustainable lifestyles

UNIT-III: Ecosystems

Concept of an ecosystem, Structure and function of an ecosystem, Producers, consumers and decomposers, Energy flow in the ecosystem, Ecological succession, Food chains, food webs and ecological pyramids.

Introduction, types, characteristic features, structure and function of the following ecosystems :-

- Forest ecosystem
- Grassland ecosystem
- Desert ecosystem
- Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

From Unsustainable to Sustainable development, Urban problems related to energy, Water conservation, rain water harvesting, watershed management, Resettlement and rehabilitation of people; its problems and concerns.

Environmental ethics: Issues and possible solutions

Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust, Wasteland reclamation, Consumerism and waste products, Environment Protection Act, Air (Prevention and Control of Pollution) Act, Water (Prevention and control of Pollution) Act, Wildlife Protection Act, Forest Conservation Act, Issues involved in enforcement of environmental legislation, Public awareness

UNIT-IV: Biodiversity and its conservation

Introduction – Definition: genetic, species and ecosystem diversity, Biogeographical classification of India

Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values, Biodiversity at global, National and local levels, India as a mega-diversity nation, Hot-spots of biodiversity.

Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts.

Endangered and endemic species of India

Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

UNIT-V: Environmental Pollution

Definition, Cause, effects and control measures of :-

Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, nuclear hazards

Solid waste Management: Causes, effects and control measures of urban and industrial wastes

Role of an individual in prevention of pollution

Pollution case studies

Disaster management: floods, earthquake, cyclone and landslides.

Population growth, variation among nations, Population explosion – Family Welfare Program, Environment and human health, Human Rights, Value Education, Women and Child Welfare, Role of Information Technology in Environment and human health.

FIELD WORK

5. Visit to a local area to document environmental assets river/ forest/grassland/hill/mountain
6. Visit to a local polluted site-Urban/Rural/Industrial/Agricultural
7. Study of common plants, insects, birds.
8. Study of simple ecosystems-pond, river, hill slopes, etc.

COURSE OUTCOMES

- Creating environmental consciousness among students.
- Enabling them to identify potential environmental hazards and to provide management solutions to such problems.
- Student will enhance their skills in biodiversity and its conservation.
- Students will enhance their abilities in Ecosystems.
- Students will be able to perform disaster management practices.

TEXT BOOK

ErachBharucha (2013), *Textbook of Environmental Studies for Undergraduate Courses* Second Edition, Hyderabad: Universities Press.

REFERENCE BOOKS

4. Townsend C.R., Begon, M & Harper J.L. (2008), *Essentials of Ecology* Third Edition, United Kingdom, Oxford: Blackwell Publishing.
5. Jadhav H.V & Bhosale V.M (2006), *Environmental Protection & Laws*, Mumbai: Himalaya Publishing House.
6. *Latest Available editions

JOURNALS

7. GITAM Journal of Management, GITAM University, Visakhapatnam
8. The ICFAI Journal of environmental economics
9. The ICFAI Journal of Environmental Law
10. Indian Journal of Environmental Protection
11. Journal of Environmental Research and Development
12. Down to Earth magazine, Society for Environmental Communications, New Delhi

	COURSE CODE	MBG204	L	T	P	J	S	C
	COURSE NAME	BANKING THEORY & PRACTICE						3
	Course Owner		Syllabus version				1.0	
	Course Pre-requisite(s)		Contact hours				45	
	Course Co-requisite(s)	NIL	Date Approved					
	Alternate Exposure							

The significance of banking sector in India is continuously in upward direction for several decades. The sector is playing a role of a catalyst in development of three pillars of the economy i.e., agriculture, industry and services. The change process began with a passing of Banking Regulation Act, 1949. The Act was considered as a Land Mark in the history of commercial banking in India as it provided consolidation and regulation of banking system in India. Nationalization of 14 Banks in 1969 is another land mark. The Banks started playing a critical role in social development process and became a partner in Government's welfare schemes and policies. The third land mark in the development of Banking Sector in the country is the liberalization policies introduced by the Government of India in 1991. The course aims to equip the student with the historical background of Banking in India, growth of commercial Banks in India and the regulations of Indian Banks.

COURSE OBJECTIVES

- 3) To make the student to know about the banking theory
- 4) To give the student adequate exposure to banking practice.

COURSE SYLLABUS

UNIT-I: Introduction: Origin of banking – Definition- Banker and Customer - relationship – General and special types of customers – Types of customer – Types of deposits – Origin and growth of commercial Banks in India.

UNIT-II: Modes of Credit Delivery : Cash Credit – Loans – Overdrafts – Bills Finance – Pricing of loans – Types of Securities – Pledge, Hypothecation, Assignment, Lien and Mortgage.

UNIT-III: Banking Practices: Obligations, Duties of a banker, Rights of banker, Clayton's Rule, guidelines for writing cheques, endorsements, Banking Ombudsman Scheme, 2006

UNIT-IV: Banks' Financial Statements: Bank Liabilities – Bank Assets – Contingent Liabilities – Income Statement – CAMELS Ratings

UNIT-V: Banking Innovations : Banking Services and Innovations – Product centric Innovations – Process centric Innovations – Marketing Innovations – Pricing Innovations - E-Payment Systems and Electronic Banking

COURSE OUTCOMES

- Student acquires knowledge about theoretical aspects of banking and relationship between banker and customer.

- Student learns about the practicalities of banking and the latest trends in banking.
- Students can enhance their skills in banking technology and management.
- Students can analyse bank financial statements and CAMELS ratings.
- Students can enhance their skills in banking innovations and electronic banking.

TEXT BOOK

Padmalatha Suresh and Justin Paul (2013), *Management of Banking and Financial Services*, New Delhi: Pearson Education.

REFERENCE BOOKS

4. Shekhar&Shekhar (2010),*Banking Theory and Practice*, New Delhi: Vikas Publishing House.
5. P.K. Srivastav(2011),*Banking Theory and Practice*, NewDelhi:Vikas Publishing House.
6. Sundaram& P.N. Varshney (2010), *Banking Theory, Law and Practice*, New Delhi:S.Chand& Co.

JOURNALS

3. GITAM Journal of Management, Visakhapatnam.
4. The journal of Banking Studies, Mumbai.

BBA - IV SEMESTER

	COURSE CODE	MBA202	L	T	P	J	S	C
	COURSE NAME	ORGANIZATIONAL BEHAVIOR						3
	Course Owner		Syllabus version				1.0	
	Course Pre-requisite(s)		Contact hours				45	
	Course Co-requisite(s)	NIL	Date Approved					
	Alternate Exposure							

Practicing managers have long understood the importance of interpersonal skills to managerial effectiveness. Till about three decades ago, most business schools focused on the functional aspects of management – specifically finance, accounting and quantitative techniques. Though Organizational Behavior was a core course right from the inception of the BBA program, the focus was essentially on gaining a psychologically understanding of human behavior, and not on acquiring usable skills. In the last two decades, academia has come to realize the importance that an understanding of human behavior to managerial effectiveness. The course focuses majorly on conceptual knowledge, with emphasis on analytical and presentational skills

COURSE OBJECTIVES

1. The objective of the course is to give to the students a foundation in understanding human behaviour at work.
2. This is done in a three stage process. Stage one deals with individual behavior, stage two with group behaviour and stage three gives an overview of the organizational and performance related factors

SYLLABUS

UNIT-I: Introduction Nature and Importance of Organizational Behavior - Management Functions, Roles and Skills – People Skills.

UNIT-II: Foundations of Individual Behavior - The Perception process – Factors, Person Perception - Learning – Theories of Learning, Principles of Learning - Motivation – Primary and General Motives, Theories of Motivation – Maslow, Herzberg, Equity Theory, Goal-Setting Theory – Expectancy Theory

UNIT-III: Foundations of Group Behavior - Nature of Groups – Structure, Types, Stages of Group Development - Group Decision-Making – Groups vs. Individual, Groupthink, Group shift, Group Decision-Making Techniques.

UNIT-IV: Managing Group Behavior - Leadership – Nature and Importance, Theories-Trait theories, Behavioral Theories, Contingency Theories - Understanding Work Teams – Nature of Teams, Types of Teams, Effectiveness of Teams, Team Building - Conflict – Intra-personal and Interpersonal Conflict.

UNIT-V: Foundations of Organizational Behavior - Organizational Structure – Work Specialization, Departmentalization - Span of Management, - Organizational Culture: Nature – Creating and Maintaining a Culture.

Case Analysis (Not exceeding 250 words).

COURSE OUTCOMES

- Students equipped with an ability to identify, explore and examine factors impinging on individual and group behaviour in organizations in the new millennium.
- Students can develop strategies to manage group dynamics.
- Students can explain the terminology associated with organizational behaviour.
- Students can incorporate and apply the predominant organizational behaviour theories to work with real life organizational issues concerned with Human Behaviour at work place.
- Students can design strategies for change management and creating organisation culture.

TEXT BOOK

Robbins S., Judge T.A. Vohra N (2013), *Organizational Behavior*, New Delhi: Pearson Education.

REFERENCE BOOKS

5. Moorehead and Griffin (2013), *Organizational Behavior*, New Delhi: AITBS.
6. Archana Tyagi (2011), *Organisational Behaviour*, New Delhi: Excel Books.
7. Gangadhara Rao, V.S.P. Rao & Narayana (2001), *Organisational Behaviour*, New Delhi: Konark Publishers. (latest edition)
8. Newstrom & Keith Davis (2012), *Organisational Behaviour*, New Delhi: Tata Mc-Graw Hill Publishing Co.Ltd.

JOURNALS

7. GITAM Journal of Management, Visakhapatnam.
8. Indian Management, New Delhi.
9. Indian Journal of Industrial Relations, New Delhi.
10. South Asian Journal of Management, Hyderabad.
11. Human Capital, New Delhi.
12. Productivity, New Delhi.

	COURSE CODE	MBA204	L	T	P	J	S	C
	COURSE NAME	SALES AND DISTRIBUTION MANAGEMENT						3
	Course Owner		Syllabus version				1.0	
	Course Pre-requisite(s)		Contact hours				45	
	Course Co-requisite(s)	NIL	Date Approved					
	Alternate Exposure							

Sales Management focuses on the sales techniques and the management of the sales force. The success of any sales and marketing department lies in the effectiveness of the Sales Force. The goal of the Sales Management course is to examine the elements of an effective sales force as a key component of the organization's total marketing effort. A successful Sales Manager needs to understand the fundamentals of the sales process, the relationship between sales and marketing, sales force structure and issues in recruiting, selecting, training, motivating, compensating and retaining salespeople.

COURSE OBJECTIVES

- To understand the planning and staffing needs in professional sales
- To learn how to manage and motivate a professional sales team, as a Sales manager
- To analyze the key success factors for sales executive performance

UNIT-I: Introduction to Sales Management - Evolution of Sales Management, importance of Sales Management, types of Selling, difference between Selling and Marketing, Modern Day Sales Activities, Selling Skills, Selling Strategies, Selling Process.

UNIT-II: Sales Planning and Budgeting: Sales planning process, sales forecasting methods, sales budgeting process, methods used for deciding sales budget, types of quotas and quota setting procedure, reasons for establishing or revising sales territories, routing and scheduling sales persons, market cost analysis.

UNIT-III: Sales Force Management: Recruitment and selection of the sales force, training the sales force, sales force motivation, sales force compensation, sales force control and evaluation.

UNIT-IV: Introduction to Distribution Management - Definition, need for Distribution Channels, designing the Marketing Channels, Motivating and Evaluating Channel Members, Capturing the Customer requirements

UNIT-V: Managing Distribution Channels - Managing Channel Information Systems, reasons for Channel Conflicts, Managing Conflict, Managing, Ethical issues in Sales and Distribution Management

COURSE OUTCOMES

- Students would be able to understand the planning and staffing needs in professional sales.

- Students would learn how to manage and motivate a professional sales team, as a sales manager.
- Students would be able to analyze the key success factors for sales executive performance.
- Students would learn how to manage and motivate distribution channel members.
- Students can manage distribution channels and manage conflicts.

TEXT BOOK

2. Krishna K Havaladar, Vasnt M Cavale(2011) Sales and Distribution Management, 2nd edition, Tata Mcgraw Hill

REFERENCES

13. Tapan K. Panda & Sunil Sahadev (2011), Sales and Distribution Management 2nd edition Oxford Press.
14. S.L. Gupta, M.K.Rampal (2009) Cases in Sales and Distribution Management, Himalaya Publication house.
15. K.Sridhara Bhat (2011) Sales and Distribution Management, 1st, Himalaya Publication house.
16. S.A.Chunawalla (2012) Sales and Distribution Management, 3rd edition, Himalaya Publication house.
17. Dinesh kumar (2012) Marketing Channels ,Oxford Press.
18. Richard R Still, Edward W Cundiff, Norman & A P Govoni(2011) Sales and Distribution Management, 5th edition, Pearson Publications.
19. Spiro Stanton & Rich (2010) Management of Sales Force, 13th edition, Tata McGraw Hill.
20. Prof. M.V. Kulkarni (2010) Sales and Distribution Management, Everest Publishing House.
21. Anne T Coughlan etal (2011), Marketing Channels, 7th edition, Pearson education.
22. . Mark W Johnston, Greg W Marshall (2009), Sales Force Management, 9th edition, Tata McGraw Hill.
23. Dr.S.L.Guptha (2010), Sales and Distribution Management, 2nd edition, Excel books.
24. PingaliVenugopal (2012) Sales and Distribution Management, Sage Publications.

JOURNALS

5. IndianJournalofMarketing&JournalofAdvertisingResearch
6. GITAMJournalofManagement,GITAMInstitute of Management,GITAMdeemed to be university, Visakahapatnam
7. Harvard Business Review, Harvard Business School Publication Co. USA
8. Vikalpa, Indian Institute of Management, Ahmedabad

	COURSE CODE	MBA206	L	T	P	J	S	C
	COURSE NAME	BUSINESS LAWS						3
	Course Owner		Syllabus version				1.0	
	Course Pre-requisite(s)		Contact hours				45	
	Course Co-requisite(s)	NIL	Date Approved					
	Alternate Exposure							

Ignorance of law is no excuse and everyone is supposed to know the law of the land. Law controls and regulates the external behavior of human beings. Human conduct must conform to legal rules and regulations. Business law is a branch of general law and it controls and regulates commercial transactions involving businessmen, traders, importers, exporters, consumers, etc. The present business laws consist of the general principles of Contract (Contract Act), Law of Agency, Sales of Goods Act, Partnership and Company Law.

COURSE OBJECTIVES

- To understand the basic concepts of Contracts, Sale of goods, Agency etc.
- To acquaint with special legislations dealing with business transactions
- To elucidate the process of formation and winding up of a company

COURSE SYLLABUS

UNIT-I: Importance of Contract Act: Meaning and kinds of Contracts, essentials of a Contract, Offer and Acceptance, free consent, capacity of the parties, lawful consideration, legality of object, performance of Contract, discharge of Contract, quasi Contract.

UNIT-II: Sale of Goods Act: Sale and Agreement to sell, conditions and warranties, transfer of property, Rights of unpaid seller.

UNIT-III: Law of Agency: Definition - kinds of agents - creation of Agency- rights and duties of agent and principal - termination of Agency.

UNIT-IV: Partnership Act 1932: Meaning and scope of partnership, formation of partnership, registration of partnership, kinds of partners, dissolution of a partnership firm, limited liability partnership (LLP).

UNIT-V: Company Law: Definition and kinds of companies - formation and advantages of incorporation of a company - Memorandum of Association- Articles of Association - Prospectus - winding up of a company.

Case let (not exceeding 200 words)

COURSE OUTCOMES:

- Students would learn the importance of contracts in Business Transactions.
- Students would be able to know different legislations dealing with business and commerce like Sales of Goods Act, Partnership Act and an elementary knowledge of Company Law.
- Students can enhance their knowledge on various business laws.
- Students can enhance their knowledge on Partnership Act.
- Students can enhance their knowledge on Company law.

TEXT BOOK

Avatar Singh, "Business Laws", Eastern Book Company, Lucknow, 2014

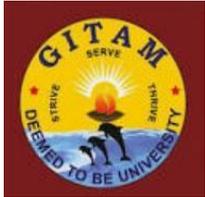
REFERENCES

3. Maheswari & Maheswari, "Business Laws", Himalaya Publishing Company, New Delhi, 2013
4. Akhileshwar Pathak, "Legal Aspects of Business", Pearson, New Delhi, 2014

JOURNALS

3. Business Law Reports
4. Journal of Institute of Management Accountant

	COURSE CODE	MBG206	L	T	P	J	S	C
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COURSE NAME	FINANCIAL MANAGEMENT						3
Course Owner		Syllabus version		1.0			
Course Pre-requisite(s)		Contact hours		45			
Course Co-requisite(s)	NIL	Date Approved					
Alternate Exposure							

Finance is the life blood of the business. Financial Management is one of the key areas of management. This Course helps in understanding of the fundamentals of financial management in terms of investment; financing and dividend policy. This course is designed to familiarize the students with the basic concepts and practices of Financial Management.

COURSE OBJECTIVES

- 1) To familiarize the students with the basic concepts of Financial Management.
- 2) To give thorough understanding of the practices of basic Financial Management.

SYLLABUS

UNIT-I: Financial Management - An Introduction

Meaning and Definition of financial Management, Goals of Financial Management, Finance Functions, Organisation of finance function, Interface between Finance and other business functions, Financial Planning, Steps in Financial Planning, Factors Affecting Financial Plans, Time Value of Money.

UNIT-II: Investment Decisions

Introduction to Capital Budgeting, Importance of capital Budgeting, Capital Budgeting Process, Techniques of Capital Budgeting - Accounting Rate of Return, Pay Back Period, Net Present Value, Internal Rate of Return and Profitability Index.

UNIT-III: Financing Decisions

Cost of Capital - Cost of Debt, Cost of Preference Shares, Cost of Equity Shares, Cost of Retained Earnings, Weighted Average Cost of Capital; Leverages – Introduction – Types of Leverages – Measurement of Operating Leverage, Financial Leverage and Combined Leverage ; Capital Structure – Introduction, Features of Ideal Capital Structure, Factors affecting Capital Structure, Theories of Capital Structure - Net Income Approach, Net Operating Income Approach, Modigliani and Miller Approach and Traditional Approach

UNIT-IV: Working Capital Management - Introduction – Concepts of Working Capital, Objective of Working Capital Management, Need for Working Capital, Operating Cycle, Determinants of Working Capital, Estimation of Working Capital.

UNIT-V:Dividend Decisions - Introduction, Forms of Dividends, Types of Dividend Policies, determinants of Dividend Policy -Theories of Dividend Policy - Walter Model, Gordon Model, Modigliani and Miller Model – Bonus Shares and Stock Split – Legal, procedural and Tax Aspects of Dividend Policy.

COURSE OUTCOMES

1. Students can make optimum decisions pertaining to raising funds, making investments and managing the assets of a corporation, big or small.
2. Students learn to manage finances with the ultimate goal of creating value.
3. Students can perform working capital management.
4. Students can execute dividend decisions and can design a dividend policy.
5. Students can take financial decisions and design financial strategies.

TEXTBOOK

R.K. Sharma & Shashi K. Gupta(2014),*Financial Management*.Ludhiana:Kalyani Publications.

REFERENCE BOOKS

3. I.M. Pandey (2010),*Financial Management*,NewDelhi:Vikas Publications.
4. M.Y. Khan & P.K. Jain. (2013), *Financial Management*.New Delhi: Tata McGraw Hill.

JOURNALS

4. Chartered Financial Analyst - ICFAI - Hyderabad.
5. GITAM Journal of Management, Visakhapatnam.
6. Journal of Financial Management and Analysis - Centre for Financial Management Research.

S. №	Code №.	Title of the Course	Level of course	The ory	Prac tical	Cre dits	Internal Assessment Marks	External Assessment Marks	Total Marks
1.	MBA302	Contemporary Business Models	Core	3	-	3	40	60	100
2.	MBG304	E-Commerce	Core	3	-	3	40	60	100
3.	MBA342	Customer Relationship Management	Elective Discipline Centric	3	-	3	40	60	100
4.	MBA344	Advertising and Brand Management	Elective Discipline Centric	3	-	3	40	60	100
5.	MBA346	Insurance Management	Elective Discipline Centric	3	-	3	40	60	100
6.	MBA348	Income Tax Law & Practice	Elective Discipline Centric	3	-	3	40	60	100
7.	MBA350	Industrial Relations	Elective Discipline Centric	3	-	3	40	60	100
8.	MBA352	Employment Laws	Elective Discipline Centric	3	-	3	40	60	100
9.	MBA354	Business Simulation	Elective Discipline Centric		3	3	100	-	100
10.	MBA356	Families in Business	Elective Discipline Centric	3	-	3	100	-	100
11.	MBA392	Comprehensive Viva	Core Skill Building	-	1	2	100	-	100
TOTAL....				27	04	32	620	480	1100

Note: The student has to earn 32 credits out of 47 credits (including 15 credits of all PCD's) offered in 6th Semester

In case of electives, the student has to earn 12 compulsory credits (4 courses with 3 credits each) out of a maximum of 24 credits.

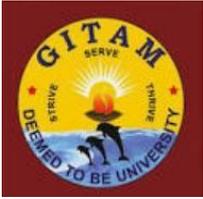
The student has to choose one out of two electives in the following combinations –

- I. MBA 342: Customer Relationship Management or MBA 344: Advertising and Brand Management,
- II. MBA 346: Insurance Management or MBA 348: Income Tax Law & Practice,
- III. MBA 350: Industrial Relations or MBA 352: Employment Laws,
- IV. MBA354 : Business Simulation or MBA356: Families in Business.

PROFESSIONAL COMPETENCY DEVELOPMENT COURSES IN SEMESTER-VI

S. No.	Code No.	Title of the Course	Theory	Practical	Credits	Internal Assessment Marks	External Assessment Marks	Total Marks
1.	MBA358	Current Business Affairs		2	2	50	-	50
2.	MBA366	Management Book Review	1	-	1	50	-	50

Note-Professional Competency Development Courses will be added in the 6th Semester

	COURSE CODE	MBA302	L	T	P	J	S	C
	COURSE NAME	CONTEMPORARY BUSINESS MODELS						3
	Course Owner		Syllabus version				1.0	
	Course Pre-requisite(s)		Contact hours				45	
	Course Co-requisite(s)	NIL	Date Approved					
	Alternate Exposure							

Business conditions have changed significantly since the advent of new technologies and business started demanding from both CEOs and managers entrepreneurial abilities which are in line with latest and contemporary business models in the era of globalization and disruption. Successful innovative products are no longer a guarantee of success in the market. Integrated innovation that moves to the level of permanent monitoring of the adequacy of the business model changing circumstances and design of its improved version is a determining factor in the success of regional and international competition. Disruptive Innovations improve products or services in ways that the market neither demands, nor expects, but which become rapidly recognised as the optimum consumer choice. This course aims to provide various perspectives on contemporary business practices and models which are useful for millennial entrepreneurs to meet the requirements of millennial consumers. This course includes a description of various concepts and practices like management consultancies, freemium economics, Co-creation and disruptive innovation and its implications on business development.

COURSE OBJECTIVES

- To enable students to learn how to operate business primarily through the analysis of existing organizational problems and the development of plans for improvement.
- To provide knowledge about conceptual economic pillars of freemium and a complete understanding of the unique approaches needed to acquire users and convert them from free to paying customers
- To make students realize the need for Co-creation and why it is a management initiative.
- To understand how to bring customer intelligence into innovation process
- To know the importance of disruptive technologies and its importance in business development

SYLLABUS

UNIT-I: Management Consulting :Environment Assessment – Elasticity Test, Strategic Segmentation, Success Factors, Competitive Systems; Strategic Positioning –Value Chain and Value Network, Capabilities, Benchmarking, Generic Models of Competitive Strategy, Strategic Options ; Choosing Growth Strategy – Feasibility Test, Granularity Test, Profitability Model, Growth Test; Business Model Re-design.

UNIT-II: Freemium Economics: Freemium Business Model – Analytics and Freemium Product Development – Freemium Metrics – Lifetime Customer Value – Freemium Monetization – Virality and Growth.

UNIT-III: Co-creation : Collaboration vs. Co-creation – Co-creation Cycle – Strategic Relationship Building Process- Co-creation Framework – Structure, Process, Organizational Alignment – Co-creation as Competitive Advantage.

UNIT-IV: The Middleman Economy: The Bridge – The Certifier – The Enforcer – The Risk Bearer – The Concierge – The Insulator.

UNIT-V: Disruptive Innovation : Introduction – Key concepts, Disruption Lifecycle; Disruptive Design – Product Features, Segmentation, Positioning, Pricing, Messaging – Disruption and Innovation – Disruptive Paths to Innovation – Open Disruption, Structural Disruption, Asset-Based Disruption, Reverse Disruption, Sustainability-driven Disruption, Revival-based Disruption, Data-driven Disruption, Usage-based Disruption, Price-led Disruption, Added-service Disruption, Partnership-led Disruption, Brand-led Disruption, Insight-driven Disruption, Business Model Disruption, Anticipation-driven Disruption – Disruption Strategy.

COURSE OUTCOMES

On completion of this course the students would be able to

- Students can analyse different business models adopted by different firms.
- Students will learn about management consultancies and enable them to gain external and objective advice and access to the consultants' specialized expertise
- *Knowledge about Freemium Economics* will provide student an overview on a practical, instructive approach to successfully implementing freemium into business by building analytics into product design from the earliest stages of development.
- Students will learn the process where brands and consumers work together to create better ideas, products and services. In building the brand why customers have a seat at the in the decision making.
- Students will learn why every CEO and or manager must consider which disruptive innovations might influence their value chain and plan to respond to them or figure out whether they should use it in their business.

REFERENCE BOOKS

- 1.Strategic Consulting: Tools and methods for successful strategy missions, Philippe Chereau and Pierre-Xavier Meschi, Palgrave MacMillan, 2018
- 2.Freemium Economics Leveraging Analytics and User Segmentation to Drive Revenue, Eric Benjamin Seufert, Elsevier
3. The Co-Creation Edge Harnessing Big Data to Transform Sales and Procurement for Business Innovation, Francis Gouillart and Bernard Quancard, Palgrave MacMillan, 2016
- 4.Collaboration and Co-creation: New Platforms for Marketing and Innovation, Gaurav Bhalla, Springer, 2011
- 5.The Middleman Economy: How Brokers, Agents, Dealers, and Everyday Matchmakers Create Value and Profit, Marina Krakovsky, Palgrave MacMillan, 2015
- 6.Disruption by Design: How to Create Products that Disrupt and then Dominate Markets, Paul Paetz, Apress Publications, 2014.
- 7.The Ways to New: 15 Paths to Disruptive Innovation, Jean-Marie Dru, John Wiley and Sons, 2015
- 8.Creative Destruction and the Sharing Economy: Uber as Disruptive Innovation, Henrique Schneider, Edward Elgar Publishing, 2017

9. Frugal Innovation in Healthcare How Targeting Low-Income Markets Leads to Disruptive Innovation, Aditi Ramdorai and Cornelius Herstatt, Springer, 2015.

	COURSE CODE	MBA304	L	T	P	J	S	C
	COURSE NAME	E-COMMERCE						3
	Course Owner		Syllabus version				1.0	
	Course Pre-requisite(s)		Contact hours				45	
	Course Co-requisite(s)	NIL	Date Approved					
	Alternate Exposure							

By the help of the flexibility offered by computer networks and the availability of the Internet, E-commerce develops on traditional commerce . E-commerce creates new opportunities for performing profitable activities online. It promotes easier cooperation between different groups: businesses sharing information to improve customer relations; companies working together to design and build new products/services; or multinational company sharing information for a major marketing campaign.

COURSE OBJECTIVES

- 1) To make the students understand the various concepts related to Electronic Business
- 2) To enable them to understand and exploit its role in providing strategic advantage.

SYLLABUS

UNIT-I: Introduction to E-Commerce – Definitions - Types of E-commerce, Benefits of E-commerce - Limitations of E-commerce - Impact of E-commerce – Electronic Market Structure – Business Models of E-Commerce, Electronic Marketplaces – Types of E-Marketplaces, Electronic stores and Malls, Electronic Catalogues, E-Shopping Cart, Online Auctioning

UNIT-II: B2C and Advertising in Ecommerce – Retailing in E-Commerce – E-Tailing Business Models, Online Purchase Decision Aids, Online Consumer Behavior Model –Consumer Purchasing Decision Making Process– Internet Marketing Methods – Web Advertising - Advertisement Methods – Advertisement Strategies and Promotions

UNIT-III: B2B E-Commerce - Characteristics of B2B EC – Models of B2B - Purchasing, Logistics and Support Activities, Electronic Data Interchange (EDI), Electronic Supply Chain Management

UNIT-IV: Electronic Payment Systems and Security– Electronic Payment and Protocols – Electronic Credit Card system – Electronic Fund Transfer and Debit Cards - Security schemes in Electronic Payment Systems, Fraud Protection

UNIT-V: Mobile and Social Commerce: Attributes and Drivers of M-Commerce, Mobile Financial Applications, Mobile Marketing and Advertising, Mobile Entertainment, Web 2.0, Virtual Communities, Online Social Networking, Business and Enterprise Social Networks, Advertising in Social Networks

Internet based Exercises related to different concepts of Ecommerce

COURSE OUTCOMES

- Students can enhance their knowledge in the concept of E-Commerce and its significance

- Students can enhance their skills how social media is playing a vital role for the promotion of a business
- Students can enhance their knowledge in B2C E-Commerce and B2B E-commerce.
- Students can enhance their skills how digital marketing is done and executed.
- Students can enhance their knowledge the concept and usage of M-Commerce.

TEXT BOOK

Efraim Turban, David King, Jae Lee, Dennis Viehland(2014), *Electronic Commerce: Managerial and Social Networks Perspective*, New Delhi: Pearson Education.

REFERENCE BOOKS

1. Hanson Ward (2012),*Internet Marketing and Ecommerce*, New Delhi:Cengage Learning .
2. Elias M Awad(2012),*Electronic Commerce: From Vision to Fulfillment*, New Delhi: Prentice Hall of India.
3. P.T.S.J. Joseph (2012),*E-Commerce: An Indian Perspective*, New Delhi: Prentice Hall India.
4. KarabiBandopadhyay (2012),*Mobile Commerce*, New Delhi: Prentice Hall India.

	COURSE CODE	MBA342	L	T	P	J	S	C
	COURSE NAME	CUSTOMER RELATIONSHIP MANAGEMENT						3
	Course Owner		Syllabus version				1.0	
	Course Pre-requisite(s)		Contact hours				45	
	Course Co-requisite(s)	NIL	Date Approved					
	Alternate Exposure							

Customer Relationship Management is all the tools, technologies and procedures to manage, improve, or facilitate sales, support and related interactions with customers, prospects, and business partners throughout the enterprise. At its core, a CRM tool creates a simple user interface for a collection of data that helps businesses recognize and communicate with customers in a scalable way. The goal of the system is to track, record, store in database, and then determine the information in a way that increases customer relations. At its core, a CRM tool creates a simple user interface for a collection of data that helps businesses recognize and communicate with customers in a scalable way.

COURSE OBJECTIVES

This course intends the student to

1. Know the basic concepts of Customer Relationship Management and study customer loyalty.
2. Examine the process of CRM in varied sectors
3. Learn the analytical tools and techniques useful to maintain CRM
4. Recognize the significance of marketing and communication channels in CRM
5. Study the facets of implementation of CRM

STUDENT EVALUATION:

Details	Assessment	Task type	Task mode	Marks (%)
A1 (CO1, CO2) (L1, L2,)	Mid Exam	Individual	Written	20
A2 (CO1,CO2,CO3,CO4,CO5) (L1, L2, L3,L4)	Quizzes, Assignment	Individual	Written, Online	20
A3 (CO1,CO2,CO3,CO4,CO5) (L1, L2,L3, L4)	End-term exam	Individual	Written (short/long)	60

SYLLABUS MAPPING WITH COURSE OBJECTIVES AND BLOOMS TAXONOMY LEVELS:

Cognitive Dimension/ Knowledge Dimension	L1 Remember	L2 Understanding	L3 Apply	L4 Analyze	L5 Evaluate	L6 Create
Factual Knowledge	CO1 (A1,A2, A3)	CO1,CO2 (A1, A2,A3)	CO3, (A2,A3)			
Conceptual Knowledge			CO4 (A2,A3)	CO5 (A2, A3)		
Procedural Knowledge						
Meta-cognitive Knowledge						

COURSE SYLLABUS**Unit I: Introduction to CRM**

Need for CRM, benefits of CRM, CRM model, Customer life time value, Customer Retention, Determinants of retention.

Customer Loyalty: attitudinal VS Behavioural loyalty, types of loyalty, loyalty ladder, loyalty classification on profitability and duration, types of loyalty programmes, Process of designing loyalty programme.

Unit II: CRM Process

Process of CRM, CRM process in retailing, CRM in services marketing: Quality dimensions and service gaps. CRM in Business organizations (B2B), Features & advantages of e-CRM; CRM Cycle.

Unit III: Tools and techniques in CRM

Data and its importance in CRM: Customer database, Passive marketing database and Active marketing database

Data Warehouse: Features of Data Warehouse, ETL process, Multidimensional Analysis.

Data Mining: Concept of Data Mining, Techniques. Applications in CRM: Customer Segmentation, Customer Churn Prediction, Market Basket Analysis

Unit IV: CRM & Marketing channels

Distribution Channels: Functions of distribution channels, Factors affecting CRM through distribution channels, Major challenges in facing CRM through distribution channels.

Communication channels: Importance of communication channels, Emerging trends of Communication channels in CRM

Unit V: Implementation of CRM:

Elements of CRM System, CRM implementation – Barriers and Challenges

Case Let (Not Exceeding 200 Words)

Learning and teaching activities

Case Analysis
Situation Analysis
Brainstorming
Group Discussion
Software Skills
Chalk and Talk
Student Presentations

COURSE OUTCOMES (CO)

CO	On successful completion of this course, students will be able to	Blooms Taxonomy Level
1	Describe the concepts of Customer Relationship Management Classify loyalty in terms of customers, profits, duration, programs	L1, L2
2	Examine the process of CRM in different industries	L2
3	Apply the tools and techniques of CRM in Customer Segmentation, Customer Churn Prediction, Market Basket Analysis	L3
4	Determine the influence of distribution and communication channels on CRM.	L3
5	Explain the issues in implementation of CRM	L4

Teaching and learning resources

TEXT BOOKS

1. V. Kumar, and Werner.J.Reinartz, Customer Relationship Management - A Data based Approach, Wiley India Edition.2014
2. Mallika Srivastava, Customer Relationship Management, Vikas Publications, New Delhi, 2015.

REFERENCES

1. Alex Berson, Stephen Smith, Kurt Thearling., Building Data Mining Applications for CRM. Tata McGraw Hill, New Delhi, 2014.
2. Mohammed, H.Peeru and A.Sagadevan, Customer Relationship Management, Vikas Publishing House, New Delhi, 2013.

- Paul Greenberge, CRM-Essential Customer Strategies for the 21st Century. Tata McGraw Hill, New Delhi, 2013.

JOURNALS

- GITAM Journal of Management, GITAM University, Visakhapatnam, India.
- Harvard Business Review, Harvard Business School Publication Co., USA.
- Marketing Mastermind, IUP Publications (A Division of the ICFAI Society), Hyderabad, India

	COURSE CODE	MBA344	L	T	P	J	S	C
	COURSE NAME	ADVERTISING AND BRAND MANAGEMENT						3
	Course Owner		Syllabus version				1.0	
	Course Pre-requisite(s)		Contact hours				45	
	Course Co-requisite(s)	NIL	Date Approved					
	Alternate Exposure							

Advertising is the dissemination of information concerning an idea, product or service that induces the need in customer, leading to the sale of the product. Advertising is used for communicating business information to the present and prospective customers. Advertising Management is the process of employing various media to sell a product or service. This process begins quite early from marketing research and encompasses the media campaigns that helps to sell the product. In the modern age of large scale production, producers cannot think of pushing sale of their products without advertising.

Brand plays a very important role in influencing the minds of the customer. Brand not only creates a distinction from the other competitor brands but also adds value to customer by possessing it. Branding and maintaining brand equity play significant role in marketing of products.

COURSE OBJECTIVES

This course intends the student to

1. Know the concepts of Advertising and the role of Ad Agencies
2. Realize the significance of creativity in development of Ad.
3. Explain the planning and evaluation of media strategy
4. Identify and establish Brand Positioning and brand equity
5. Discover marketing programmes that enhance brand equity

COURSE SYLLABUS

UNIT-I: *Introduction to Advertising:*

Advertising: Concept, types and objectives of advertising, social, ethical and economic aspects of advertising

Advertising budgets: Factors influencing budgeting decisions, methods of budgeting

Advertising Agencies: types, services of Ad Agencies

Trends in Advertising: Social media, Mobile, Banner & Video, Search and Display Advertising

Unit II: Advertising Creativity

Creativity: Importance of creativity, creativity process

Creativity Implementation and Evaluation: Advertising appeals, Execution styles

Creative Strategy Development: Ad campaigns, Creative brief, major selling ideas

Creative tactics: In print and electronic media.

Unit III: Media Planning and Strategy

Market analysis: Analysis of market, Company's marketing strategy, Creative strategy

Establishing Media objectives

Developing and Implementing Media strategies: The Media Mix, Target Market Coverage, Geographic Coverage, Scheduling, creative aspects, Reach and Frequency, flexibility, budget considerations

Evaluation of Media: Merits and demerits of Broadcast, Print and Support Media.

Unit IV: Introduction to Branding UG

Definition, Benefits of branding, Inputs for branding, Model (David Aker's) to develop brand strategy, Brand management process.

Brand Positioning: Definition and importance of positioning. *Positioning Strategy:* Target market, Defining competition, Establishing Points of difference and Points of parity, Updating positioning overtime.

Brand Equity: Meaning, Relevance of brand equity to business, Brand elements to build brand equity.

Unit V: Brand Management UG

Designing marketing programme to build brand equity: Developing Product, Price, Distribution channel and IMC strategy.

Product and Brand Extensions: Advantages of Extensions, Disadvantages of Brand Extensions

Case Let (Not Exceeding 200 Words)

COURSE OUTCOMES (CO)

CO	On successful completion of this course, students will be able to	Blooms Taxonomy Level
1	Describe the concepts and trends in Advertising, examine the methods of budgeting and specify the services of Ad agencies.	L1, L2
2	Understand and present various styles of execution styles and advertising appeals to target customers and provide major selling ideas	L3
3	Analyze and select right media vehicle to achieve advertising objectives.	L4
4	Learn basics of branding, brand Positioning and brand equity.	L4
5	Familiarize with marketing programmes to build brand equity and Product and brand extension strategies to develop brand equity.	L3

TEACHING AND LEARNING RESOURCES:

TEXT BOOK

1. **Advertising and Promotion: An Integrated Marketing Communications Perspective**, 11th Edition by George **Belch** and Michael **Belch**
2. **Strategic Brand Management**, 4th Edition. **Kevin Lane Keller**. ©2013 |Pearson |.

REFERENCES

1. Kenneth Clow and Donald Black, "Integrated Advertisements, Promotion and Marketing Communication", 6th Ed., Prentice Hall of India, New Delhi, 2013
2. Philip Kotler, Kevin Lane Keller, Abraham Koshy and Mithileshwar Jha, "Marketing Management", Pearson 14th Edition New Delhi, 2013
3. Larry D. Kelly, Donald W. Jugenheimer, "Advertising Media Planning A Brand Management Approach", PHI, New Delhi, 2013
4. Kirti Dutta, Brand Management –Principles and Practices, Oxford Higher Education, New Delhi, 2012

JOURNALS

1. Indian Journal of Marketing & Journal of Advertising Research
2. GITAM Journal of Management, GITAM Institute of Management, GITAM University, Visakahapatnam.
3. Harvard Business Review, Harvard Business School Publication Co. USA

4. Vikalpa, Indian Institute of Management, Ahmedabad

Learning and teaching activities

Case Analysis

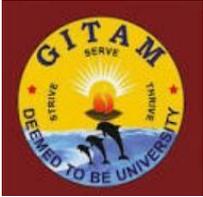
Situation Analysis

Brainstorming

Group Discussion

Research Project

CStudent Presentations

	COURSE CODE	MBA346	L	T	P	J	S	C
	COURSE NAME	INSURANCE MANAGEMENT						3
	Course Owner		Syllabus version				1.0	
	Course Pre-requisite(s)		Contact hours				45	
	Course Co-requisite(s)	NIL	Date Approved					
	Alternate Exposure							

INTRODCUTION

Effective insurance management aims at not only optimisation of cover at economical cost but also ensuring availability of protection when it is most needed

COURSE OBJECTIVES

- 1) To understand and acquire basic knowledge about Risk Management
- 2) To understand theory and practice of Life and Non-Life Insurance

SYLLABUS

UNIT-I: Risk Vs Uncertainty-Kinds and Classification of Risk – Methods of Handling Risk – Meaning of Risk Management – Steps in the Risk Management Process - The changing scope of Risk Management.

UNIT-II: Definition of Insurance- Basic Characteristics of Insurance – Fundamental Legal Principles of Insurance – Requirements of Insurance Contract – Benefits of Insurance to Society.

UNIT-III: Life Insurance- Principles of Life Insurance – Types of Life Insurance – Variation of Life Insurance.

UNIT-IV: General Insurance-Principles of General Insurance – Fire, Marine, Motor, Engineering, Miscellaneous, Liability and Agricultural Insurance.

UNIT-V: Insurance Company Operations-Rate Making – Underwriting- production – Claim Settlement.

Case let (Not Exceeding 200 Words)

COURSE OUTCOMES

- Students will enhance their knowledge in insurance and banking operations in India.
- Students will develop basic ideas on thrust areas in insurance and banking.
- Students will enhance their knowledge in general insurance and its principles.
- Students will enhance their skills in insurance management and operations.
- Students will enhance their knowledge in functioning of insurance market.

TEXT BOOK

George E. Rejda (2007), *Principles of Risk Management and Insurance* Tenth Edition, New Delhi: Pearson Education.

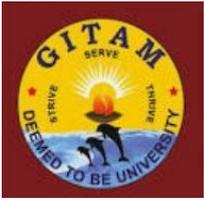
REFERENCE BOOKS

1. Dr. P. Gupta(2004),*Insurance and Risk Management*, New Delhi:Himalaya Publications.
2. M. N. Mishra (2002),*Insurance Principles and Practice*, New Delhi:S.Chand& Co.
3. *Principles of Insurance*,Mumbai: Insurance Institute of India.
4. *Practice of Life Insurance*,Mumbai: Insurance Institute of India
5. *Practice of General Insurance* Mumbai: Insurance Institute of India.

*Revised and Latest editions

JOURNALS

1. DyanJyothi, National Insurance Academy, Pune.
2. GITAM Journal of Management, GITAM (Deemed to be University), Visakhapatnam.
3. ICFAI Journal of Risk & Management, Hyderabad.
4. Insurance Chronicle, ICFAI, Hyderabad.
5. Insurance Times, Kolkata.
6. Yogakshema, LIC of India, Mumbai.

	COURSE CODE	MBC106	L	T	P	J	S	C
	COURSE NAME	INCOME TAX LAW AND PRACTICE						3
	Course Owner		Syllabus version				1.0	
	Course Pre-requisite(s)		Contact hours				45	
	Course Co-requisite(s)	NIL	Date Approved					
	Alternate Exposure							

The course aims to develop knowledge and skills relating to the Indian tax system as applicable to individuals, single companies and groups of companies.

COURSE OBJECTIVES

1. Explain and compute the total income of individuals under five heads of income
2. Calculation of Income tax using various deductions and exemptions
3. Filing of returns, payment of taxes and understanding of due dates for payments and filing.

SYLLABUS

UNIT-I:Introduction: Preliminary Concepts, Definitions, Basis of Charge, Residential Status and Exemption u/s 10.Income from Salaries: Salaries, Deduction from Salaries, Perquisites and Profits in Lieu of Salaries

UNIT-II:Income From House Properties: Annual Value Determination, Deductions from House Property, Unrealized Rent, Arrears of Rent, Co-ownership; Profits and Gains from Business and Profession: Computation, Deductions allowed with respect to building, machinery, plant and furniture, Depreciation, Investment in new Plant and Machinery.

UNIT-III:Capital Gains, Capital Assets, Transactions not regarded as Transfer, Computation of Capital Gains, Cost for certain specified modes of acquisition, Capital gains and cost of acquisition for Depreciable and Non-Depreciable assets, Guideline value v/s full value of consideration, forfeiture of advance received, Exemptions u/s 54, Cost of Improvement, Reference to Valuation Officer; Income From Other Sources: Sources, Deductions, amounts not deductible.

UNIT-IV:Basics of Set-Off and Carry Forward;Clubbing of Income of another person in assesses Total Income;Deductions under Chapter VI-A (Only Payment based deductions i.e. 80C to 80GGC);Comprehensive problem on computing an assesses total income

UNIT-V:Advance Tax – Computation of interest u/s 234A,B and C, Tax Deducted at Source – payments on which TDS is warranted, Rates of Deduction of TDS, Filing of Return – PAN, Tax Returns Prepares, Who should sign the return, due date for filing ITR.

COURSE OUTCOMES

- Students will be able to file income tax returns.
- Students will enhance their learning in all sources of income in the assessment year.
- Students will enhance their learning in all deductions in the assessment year.
- Students will enhance their knowledge in capital gains and capital assets.
- Students will enhance their learning in advance tax in the assessment year.

TEXT BOOK

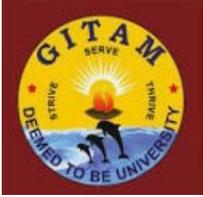
T. N. Manoharan and G.R. Hari (2015), *Direct Taxation*, New Delhi: Snow White Publication.

REFERENCE BOOKS

1. Dr. Vinod K. Singhania, Dr. KapilSinghania (2015), *Direct Taxes Law and Practice*, New Delhi: Taxmann's Publications.
2. CA Vinod Gupta (2015), *Direct Tax Modules*, New Delhi: VG Learning Destination

JOURNALS

1. GITAM Journal of Management, GITAM University
2. The Chartered Accountant, New Delhi.
3. The Management Accountant, Kolkata,
4. Journal of Management Accounting and Research, Jaipur.
5. Indian Journal of Commerce, IGNOU, New Delhi.

	COURSE CODE	MBA350	L	T	P	J	S	C
	COURSE NAME	INDUSTRIAL RELATIONS						3
	Course Owner		Syllabus version				1.0	
	Course Pre-requisite(s)		Contact hours				45	
	Course Co-requisite(s)	NIL	Date Approved					
	Alternate Exposure							

The major causes for industrial relationship conflicts are terms of employment (Wages, Dearness Allowance, Bonus and fringe benefits), working conditions (Working Hours, Health, Welfare), non employment (Lay off, Lock out, Retrenchment and Dismissal), personal issues (Discipline, and Promotion), and recognition of Trade Unions. The means adopted by the parties to achieve their objectives vary from simple negotiation to economic warfare which may sometimes adversely affect the community interest. When the community interest is affected, the State cannot remain a silent and helpless spectator and therefore intervenes in different ways to resolve the conflict within the frame work of law.

COURSE OBJECTIVES

- 1) To understand the basic concepts like Industrial Relations, Trade Union, Employer's Organizations Industrial Dispute Code of Discipline, Code of Conduct, and harmonious relations.
- 2) To understand the key actors and their role in IR
- 3) To understand the causes for grievance and managing grievance
- 4) To understand the impact of technology and globalization on IR, recent trends in IR

SYLLABUS

UNIT-I: Industrial Relations Concept and Scope: Importance, key actors in IR, approaches to IR, factors affecting IR, prerequisites for successful IR.

UNIT-II: Trade Union Concept: Functions of Trade Unions in India, problems of Trade Unions and their role in IR, employers organizations - functions and their role in IR, code of discipline and its objectives, unfair labour practices.

UNIT-III: Grievance concept: Causes, managing grievances and grievance redress procedure, Industrial conflicts/disputes, causes and consequences, Concepts of Layoff, Retrenchment, Strike and Lock out.

UNIT-IV: Industrial Disputes Settlement Machinery: Mediation, Conciliation, Arbitration and Adjudication. Managing Discipline, Process of Domestic Enquiry.

UNIT-V: Collective bargaining(CB): Concept, pre-requisites of CB, CB at different levels, workers participation in Management and its objectives, levels and forms of participation, joint management committees and their functions, Tripartisiam - ILC and SLC.

COURSE OUTCOMES

- Students will be sensitized and get exposure to critical tasks, functions and issues of industrial relations.
- Students will gain insight into the dynamics of employee management relations in different job situations after completing this course.
- Students will enhance their skills in grievance handling.
- Students will enhance their knowledge on Industrial Disputes and settlement.
- Students will enhance their skills in collective bargaining.

TEXT BOOK

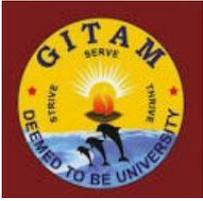
VenkataRatnam C. S.(2011),*Industrial Relations*, New Delhi: Oxford University Press.

REFERENCE BOOKS

1. Singh, B. D (2010),*Industrial Relations - Emerging Paradigms*, New Delhi: EXCEL Memoria& Memoria(2010),*Dynamics of Industrial Relations*, New Delhi: Himalaya Publishing House.

JOURNALS

1. Indian Journal of Industrial Relations
2. Human Capital
3. GITAM Journal of Management, GITAM Institute of Management, GITAM deemed to be university, Visakhapatnam

	COURSE CODE	MBA352	L	T	P	J	S	C	
	COURSE NAME	EMPLOYMENT LAWS						3	
	Course Owner		Syllabus version				1.0		
	Course Pre-requisite(s)		Contact hours				45		
	Course Co-requisite(s)	NIL	Date Approved						
	Alternate Exposure								

Since the introduction of economic reforms from 1990, Government has liberalized economic policy to attract both national and international investors in large number. A large number of Multi-National Companies (MNC) have availed this opportunity to capture a share in the Indian markets in this competitive environment. Given this present economic scenario, labour laws assumed great importance and relevance and therefore an in-depth knowledge of labour laws is a Sine-Qua-non for Personnel Management. This sharpens the managerial excellence and enables the Personnel Manager's to take right decisions at appropriate times, to avoid litigations of varied nature and help in maintaining industrial peace and harmony.

COURSE OBJECTIVES

- 1) To understand the basic concepts of various labour legislations
- 2) To acquire skills in presenting the views during litigations in a court of law
- 3) To acquaint with various formats to be submitted to various labour departments

SYLLABUS:

Unit I: Labour Legislation: Principles of Labour Legislation, role of ILO and Indian Constitution.

Unit II: The Factories Act, 1948.

Unit III: The Industrial Disputes Act, 1947, The Industrial Employment (Standing Orders) Act, 1946.

Unit IV: The Payment of Bonus Act, 1965, The Minimum Wages Act, 1948

Unit V: The Employees State Insurance Act, 1948, The Employees Compensation Act, 1923, The Payment of Gratuity Act, 1976

COURSE OUTCOMES

- Students will be aware of Legal Acts and Rules for smooth and harmonious relations with employees in an organisation.
- Students will be aware of liaisoning among employers, government and employees for better administration.
- Students will develop their knowledge on Industrial Disputes act.
- Students will develop their knowledge on Payment of bonus act.
- Students will develop their knowledge on Employee State Insurance act.

TEXT BOOK

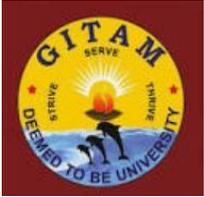
Singh B.D (2014), *Labour Laws for Managers*, New Delhi: Excel Books.

REFERENCE BOOKS

1. Malik P. L (2012), *Industrial and Labour Laws*, New Delhi: Eastern Book Company,
2. Mishra S.N (2012), *Labour and Industrial Laws*, New Delhi: Central Law Publication.

JOURNALS

1. Labour Law Reporter
2. Labour Law Journal
3. Indian Journal of Industrial Relations
4. Indian Journal of Training & Development

	COURSE CODE	MBA354	L	T	P	J	S	C
	COURSE NAME	BUSINESS SIMULATION						3
	Course Owner		Syllabus version				1.0	
	Course Pre-requisite(s)		Contact hours				45	
	Course Co-requisite(s)	NIL	Date Approved					
	Alternate Exposure							

Through this course, students get the chance to develop a holistic understanding of basic business principles from the very beginning in an engaging learning experience. Each business discipline has its broad body of knowledge and can be mastered in theory, but experiencing how business works in practice can be the ideal foundation for deep and ongoing learning.

COURSE OBJECTIVES

This course is designed to enable students to learn about the private enterprise system and better understand how organizations operate within that environment.

SYLLABUS

Resources: “Foundation™” Web-based Simulation www.capsim.com

This subscription, web-based simulation offers the experience of making business decisions in a competitive marketplace. By using web based simulation, students learn Business Fundamentals by creating and developing their product line, market their products, manage their production and raise funds to run the company. Also, students learn to read and understand financial statements, the cause and effect between each part of the company and balance competing demands in the changing marketplace. Foundation provides a framework for understanding business processes, decision-making and key financial reports. By giving participants a hands-on opportunity to run a company, students learn the building blocks of business.

COURSE OUTCOMES

- Students will be able to perform various business simulations for better planning and development.
- Students will explore the functional areas of business including management, accounting, product development, marketing, production and operations management, human resource management, and finance.
- Students will enhance their knowledge in the concepts, language, and conversations that have evolved to help manage profit seeking organizations.
- Students will enhance their knowledge in how to be successful in an environment characterized by uncertainty and risk.
- Students will be able to design various business strategies for successful running of business.

BBA – VI SEMESTER
MBA356:FAMILIES IN BUSINESS
(100% Internal Assessment)

INTRODUCTION

This is a course that aims at offering learning by doing experience to students. Self-learning about reputed business families offers a load of knowledge and inspiration to the learner.

COURSE OBJECTIVES:

- The main intention of this course is to create some flair in enterprise management by utilizing the knowledge, skills, capabilities, creativity and innovation of the family members.

LEARNING OUTCOMES

The student shall be able to thoroughly understand reputed business houses and apply this understanding.

SYLLABUS

The students shall take at least one-business organization profile (Reputed Families in Business) and understand the business intricacies and must present in the form of independent research paper, Seminar paper, Assignment and innovation in selecting and presenting the topic. The following are some of the leads for selection of topic.

1. Ford Motors Company of USA
2. Sony Corporation of Japan
3. Samsung of Korea
4. Tata companies
5. Bajaj Company
6. Mahindra and Mahindra

BBA – II SEMESTER
MBA 370 : YOGA AND MEDITATION

INTRODUCTION

Stress management is the need of the hour. A recent survey showed that 70-90% of us feel stressed at work and outside. Today's fast paced lifestyle is taking its toll on everyone. Stress, either quick or constant, can induce risky body-mind disorders.

The corporate world is a new syndrome that man has coined for himself which brings with it a whole new lifestyle and existence. Odd working hours, irregular food habits and difficult work situations and inadequate coping resources are a part of the corporate world. To survive in the world of work and reach one's greatest potential, all the energy blockers in the body and mind need to be cleared so that one can function at one's highest level.

Yoga and meditation does more than just offer exercises for relaxation. Virtually everyone can see physical benefits from yoga, and its practice can also give psychological benefits, such as stress reduction and a sense of well-being. As yoga and meditation combines several techniques used for stress reduction, it can be said to provide the combined benefits of breathing exercises, stretching exercises, fitness programs, meditation practice, etc.

COURSE OBJECTIVES

1. To master the technique of yoga and meditation
2. To create stress relief among the students
3. To enable the student to appreciate the physical and psychological relief it creates

ACTIVITY STRUCTURE

Practical and theory classes on Yoga and meditation will be conducted by a Yoga Master. 20 sessions will be scheduled. At the end of the Course the student would be evaluated both on his/her understanding of theoretical concepts, as well as the practical approach.

The assessment would be for 50 marks.

BBA – III SEMESTER
MBA 362: BUSINESS ENGLISH CERTIFICATE

INTRODUCTION

The world may be getting smaller, but people still speak different languages. International trade and business needs a common language and as all are aware, that place has been taken by English language. However, the words of business are different from everyday use so it's not really something every one picks up intuitively.

Business English Certificate (BEC) programme is one of the value added programme offered by GITAM Institute of Management in collaboration with University of Cambridge and British Council. BEC is used by hundreds of employers, either as part of their staff development programme or as a qualification that they look for when recruiting staff. BEC is a globally recognized qualification and it enhances the job prospects and adds value to the CV of the student. BEC gives the opportunity to learn practical workplace English skills. Preparing for BEC improves one's confidence in using Business English, particularly speaking. Many Universities internationally recognize BEC for business courses.

COURSE OBJECTIVES

1. To understand the nuances of Business English
2. To enhance the student's English speaking skills
3. To clearly understand the difference between business English and colloquial English
4. To achieve maximum proficiency in business English

ACTIVITY STRUCTURE

BEC is offered at three levels namely, BEC Preliminary, BEC Vantage and BEC Higher, based on four skills

1. Reading, Writing, Listening and Speaking.
2. BEC Preliminary is a lower intermediate level and is meant for candidates having limited confidence in their usage of English.
3. BEC Vantage is at intermediate level and is suitable for candidates who have fluency in English.
4. BEC Higher is an advanced level certificate and is for candidates who can use English very confidently in both professional and social situations.

The students would be evaluated based on their performance in various tests conducted. The tests include:

1. Diagnostic test
2. Speaking test
3. Mock test conducted by the Institute
4. Test conducted by British Council.

Performance in BEC would be evaluated for 50 marks each. A certificate would be awarded to those students who clear the test conducted by the British Council

BBA – V SEMESTER
MBA364: GENERAL BOOK REVIEW

INTRODUCTION

Reading make a full man; conference a ready man; and writing an exact man – Francis Bacon.

Communication is the basis of our lives and we would in this day and age, be handicapped without it. Communication is a vital element for successful career in the corporate world. Effective Communication is significant for managers in the organizations so as to perform the basic functions of management. Communication is one of the activities that managers devote a great part of their time. Communication can be improved through extensive reading and writing.

Despite the deep penetrating reach of the visual media, books have a definite edge over other mediums of communication and entertainment. Reading is an activity that is both fun and enlightening. It can help us be more knowledgeable and successful. Reading as a habit has always nurtured a wholesome sense of well-being. Avid readers tend to have a better grasp on realities and are known to be better judges of people. However, it has been seen that, with the advent of technology, reading is an activity that many people don't engage in very much. A national survey in USA revealed that 50% of the population hasn't read a book in the last six months!

Reviewing a book after reading enhances the analytical writing which hones the critical thinking. It assesses the ability to articulate and support complex ideas, construct and evaluate arguments, and sustain a focused and coherent discussion. Written Communication involves expressing oneself clearly, using language with precision; constructing a logical argument; note taking, editing and summarizing and writing reports.

COURSE OBJECTIVES

1. Experience the pleasure and inculcate the habit of reading
2. Enhance the critical thinking ability of the students
3. Develop clarity in evaluating, assessing and arguing a thought
4. Master the art of communicating using good writing skills

ACTIVITY STRUCTURE

A general /management book would be given to the student to read. The student is expected to critically analyse, present his/her arguments leading to a conclusion of the writings through this review.

The assessment would be for a total of 50 marks.

BBA– III and V SEMESTERS
MBA 360 & MBA 374: SOFT SKILLS -1 and 2

INTRODUCTION

Management involves utilising the human capital of an enterprise to contribute to the success of the enterprise. Management is the act of coordinating the efforts of people to accomplish desired goals using available resources efficiently and effectively.

Today's workforce comes from varied social and cultural backgrounds, with differing standards of behaviour. These may not always be in sync with the norms of the organization. The ability to deal with differences, multiculturalism and diversity is needed more than ever. It is important, for students who would be entering the corporate world for the first time, to inculcate behaviour that is appropriate for the workplace. The importance of personal grooming, business etiquette, verbal and non-verbal communication, telephone etiquette and general professional conduct, can never be undermined.

Soft Skills is now recognised as key to making businesses more profitable and better places to work. Increasingly, companies aren't just assessing their current staff and future recruits on their business skills. They are now assessing them on a whole host of soft skill competencies around how well they relate and communicate to others.

It has been found that soft skills can be developed and honed on an on-going basis through good training, insightful reading, observation, and of course, practice, practice, practice.

Students can focus on areas of self-improvement to help improve their behaviour, transform their professional image and create a positive impact in their careers. Greater awareness of grooming and etiquette will help one to develop poise and confidence. This will significantly impact the image that one has in any formal, professional and social situations

COURSE OBJECTIVES

1. To understand and enhance social skills
2. To help build greater confidence when interacting with people
3. To build on the ability to make a positive first impression
4. To help improve the overall appearance

ACTIVITY STRUCTURE

Students would be focusing on the following major activities under this Course:

- a) Grooming and etiquette
- b) Introspection, self awareness and self introduction
- c) CV writing
- d) Facing interviews

Guidance on the above issues would be given by an Expert and Faculty would be guiding them through one-to-one interaction. Assessing them on their performance would be done by the Faculty. The assessment would be for 50 marks.

MBA 358 : CURRENT BUSINESS AFFAIRS (CBA)

INTRODUCTION

Knowledge is Power - Sir Francis Bacon.

It is certain that with knowledge or education one's potential or abilities in life will certainly increase. Having and sharing knowledge is widely recognised as the basis for improving one's reputation and influence. This means a person has the resourcefulness to obtain and criticize useful and informative information in order to become well informed citizens who can make intelligent decisions based upon their understanding and awareness of everyday situations. Equipped with knowledge, a person can project a confident demeanour.

Management students, aspiring to enter the corporate world, need to know what is happening around them and remember them. This can be made easy by inculcating a habit of keenly following the happenings in the world, that can have impact on business, through regular reading, which should include newspapers, magazines - business and other, listen to news and keep a healthy interaction with the whole world.

COURSE OBJECTIVES

- Improve reading habit
- To create awareness on current business matters
- Improve critical thinking on business issues
- Equip students with knowledge and skill to succeed in job interviews

LEARNING OUTCOMES

On participation in the discussion and giving the online test On Current Business Affairs the student would

1. Gain an understanding on the issues being dealt currently in the country.
2. Gain confidence in participating in group discussion on current topics.

COURSE STRUCTURE

The student is required to read a Business magazine supplied by the Institution and appear for a weekly online quiz conducted on each Issue. During the class session (two sessions per week) Group Discussion is conducted (group of 6-

8) on current topics relevant to that period and which are considered important for Management students.

REFERENCES

Suggested readings:

Newspapers:

Economic Times Mint

Business Line The Hindu

Magazines:

Business World Business India India Today Business Today

