T.Y.B.B.A

(CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Research Methodology
Course Code	21CBBA351
Semester	V
No. of Credits	Three

Objectives of the Course

Sr. No.	Objectives
1.	To develop an understanding of the right approach of Research Methodology and its role in Business.
2.	To acquire the knowledge of Data collection and its Analysis.
3.	To make student aware about various Designs, Tools and Techniques of Research Study.
4.	To enable the students in conducting Research work and writing of Research Paper.

Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Great gains in content knowledge, understanding the practicability of Research in business. Be able to formulate and evaluate research questions.
2.	Gain experience with instrument development and data collection methods. Practical understanding of data processing and Data Analysis.
3.	A better understanding of Report and Research Paper writing

Syllabus

Unit No.	Title with Contents	No. of Lectures
Unit I	**Introduction to Research Methodology and Research Problem**	**16**
	1 **Introduction to Research** Objectives of Research, Motivations in Research, Types of Research, Research Approaches, Significance of Research, Research Process, Criteria of Good Research, Challenges before Researchers in India.	6
	2. **Research Methodology** Meaning of Research Methodology.	2
	3. **Research Problem** Concept of Research Problem, Selecting the Research Problem, Techniques involved in defining Research Problem, Formulation of Research Hypothesis and its importance (Types of Hypothesis)	6
	4. **Role of research in Business.**	2
Unit II	**Research Design and Research Sampling**	**8**
	1. **Research Design** Meaning of Research Design, Need for Research Design, Features of a Good Design, Types of Research Design	4
	2. **Research Sampling** Concept of Research Sampling, Steps in Sampling Design, Types of Sampling, Determination of Sampling Size	4
Unit III	**Methods of Data Collection and Processing and Analysis of Data**	**16**
	1. **Collection of Primary Data-** Meaning and definition of Primary Data, Advantages and Limitations of Primary Data,	2

	Methods of Collecting Primary Data:	
	2. Collection of Secondary Data- Meaning and definition of Secondary Data, Advantages and Limitations of Secondary Data, Sources of collecting Secondary Data	2
	3. Data Processing– Editing, Codification, Classification, Tabulation, Scaling &Measurement	3
	4. Data Analysis- Meaning of Data Analysis, Need of Data Analysis, Methods of Data Analysis	3
	3. Testing of Hypothesis- Concepts in Testing of Hypothesis Steps in the testing of hypothesis, T-test, F-test, Z-test Chi-square Analysis, Analysis of Variance Correlation and Regression	6
Unit IV	**Interpretation and Report Writing**	**14**
	1. Interpretation- Meaning of Interpretation, Need of Interpretation, Techniques of Interpretation, Precaution in Interpretation	4
	2. Report Writing– Significance of Report Writing, Steps in Writing Report, The layout of the Research Report	4
	3. Research Paper Writing– Meaning of Research Paper, Structure of Research paper, Referencing Styles Ethics in Report Writing and Research Paper Writing.	6

References: APA Format

Sr. No.	Reference
1.	Deepak Chawla & Neena Sondhi, Methodology Concept and Cases, Vikas Publishing House.
2.	K. C.Kothari, Research Methodology: Methods and Techniques, New Age International Publication
3.	J. K. Sachdeva, Business Research Methodology, Himalaya Publication.
4.	Rangit Kumar, Research Methodology, Stage Publication.
5.	D. K. Sharma & A. K. Gupta, Business Research Methodology, Delhi

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(CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Database Administration and Data Mining
Course Code	**21CBBA352**
Semester	Semester V
No. of Credits	Credit – 3

Objectives of the Course

Sr. No.	Objectives
1.	To develop the understanding elements of database management system and data mining
2.	To explain the basic concept of database administration and describe the ACID Properties
3.	To understand the current trends in Data Management and to understand the data warehousing
5.	To develop the knowledge of Data Analytics and Data Mining with the help of lab training

Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Students will Understand the concept and purpose of Database management system
2.	It make students aware of the working of the transaction management in the DBMS.

3.	Students will get the knowledge of Data Warehousing
4.	Students will Understand Data Analytics and Mining and its scope and limitations.

Syllabus

Unit No.	Title with Contents	No. of Lectures
Unit I	**Introduction to Database Management System**	**14**
	1. Introduction,	2
	2. Objectives,	2
	3. DBMS concepts, purpose of	2
	Database System,	2
	4. Advantages and Disadvantages of Database System	
	5. Relational database management system	3
	6. Differences between DBMS And RDBMS	3
Unit II	**Database Administration**	**12**
	1. Introduction	
	2. Purpose of Database administration	2
	3. Concept of Database Administration,	2
	4. Transaction management, Properties	2
	Transaction (ACID Properties)	2
	5. DBMS schedule	
		2

Unit III	Data Warehousing	12
	1. Introduction,	2
	2. Purpose,	2
	3. Data Warehousing concepts,	2
	4. Need of Data Warehousing,	2
	5. Applications, Advantages, Limitations	2
	6. . File Organization	2
Unit IV	Data Analytics and Data Mining	16
	1. Introduction,	2
	2. Purpose,	1
	3. Data Analytics Scope, and it's Business Relevance.	3
	4. Types of Data Analytics. Data Mining concepts	2
	5. Need of Data Mining, Applications, Advantages, Limitations	1
	6. Cloud Computing Introduction, Purpose,	2
	7. Cloud Computing concepts, Need of Cloud Computing	3
	8. Applications, Advantages, Limitations of cloud Computing	2

References: APA Format

Sr. No.	Reference
1.	Henry F. Korth, S. Sudarshan Database System Concepts Abraham Silberschatz, McGraw Hill Education; Sixth edition India
2.	Pang-Ning Tan, Michael Steinbach, Vipin Kumar Introduction to Data Mining Pearson Education; First edition India
3.	Sandeep Bhowmik Cloud Computing Cambridge University Press; First edition India
4.	Fundamentals of Database System Elmasri Ramez, Navathe Shamkant Pearson Education; Seventh edition India

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Syllabus

TY BBA : Business Ethics

(CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Business Ethics
Course Code	**21CBBA353**
Semester	**V**
No. of Credits	**3**

Aims &Objectives of the Course

Sr. No.	Objectives
1.	To provide a comprehensive understanding of the concepts of Business Ethics
2.	To develop theoretical tools to understand current ethical issues and their impacts on business
3.	To analyze the role of Ethics in business, Government and Society.
4.	To analyze the Ethical scenario concerning to Environment and consumer protection.

Expected Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Students understand the concepts of Business Ethics.
2.	Students understand current ethical issues and their impacts on business.
3.	Students understand the role of Ethics in business, Government and Society.
4.	Students come to know about Ethical scenario concerning to Environment and consumer protection.

Syllabus

Unit No	Title with Contents	No. of Lectures
I	Introduction to Business Ethics	**12**
	1. Meaning, Nature and Scope of Business Ethics Ethics in Contemporary Business Organizational Ethical Climate – Ethical Decision Making and Importance of Framing Ethical Policies	4
	2. Reasons for Ethical Problems occurring in Business Difference between workplace Ethics and Laws Ethical Code of Conduct in Global Business.	4
	3. Government protection policies against illegal business practices. Influence of Interest Groups on the Government	4
II	Corporation and Stakeholder Ethics	**12**
	1. Impact of Business Decisions on Stakeholders Leadership Ethics at the organizational level – Training Ethics, imbibing organizational values and cultures, Awareness of rule and regulations of an organization, Upskilling and Ethical knowledge of employees.	2
	2. Organization of Modern corporation and Interaction with stakeholders Whistleblower Act and Employee Rights: Privacy and Safety Collective Bargaining and Role of Management in implementing Ethics. Ethics in Compliance Management – Fraud, Corruption, Sanction Violations, Conflict of Interests, Human Rights Violation.	5
	3. Health and Safety Issues in Organizations – Workplace Safety, Measures to avoid accidents, Maintenance of Psychological wellbeing of employees	5
III	Corporate Social Responsibility ,Marketing and Financial Ethics	**12**

		1. Role and Responsibility of Organizations towards government and society. CSR Performance – Meaning and Responsibility.	2
		2. CSR – Strategy in building community relationships. Corporate Citizenship and – Concept and Stages	4
		3. Ethical behavior in Advertising Practices and Advertising ethics. Ethical and Unethical Target Marketing in Business Advertising abuses and Regulation Media Industry – Role, Impact and Ethical Practices . Ethical behavior in Finance and Accountancy- Ethical Conflict resolutions in context of Finance and Accountancy	6
IV		Environmental and Consumer Ethical Issues	**12**
		1. Environmental Ethics and Human values – Meaning and Impact on Environmental problems	2
		2. Environmental legislation – Laws and Regulation with Indian Context and Stages of becoming an ecologically sustainable organization. Sustainable Development – Definition, Obstacles and Impact, Business operations – A threat to earth's ecosystem.	5
		3. Technology Dynamics Concept of Natural Environment & its impact on Business	2
		4. Difference between Customer and Consumerism Government regulation agencies for Consumer protection and Protecting consumer privacy online.	3

References:

s.no	Reference
1	Kumar.S and Kumar .Rai .A.K, Business Ethics, Cengage Learning India Pvt Ltd India
2.	Fernando A.C, Muralidheeran K.P, Satheesh E.K , Business Ethics: An Indian Perspective, Pearson Education India
3.	Dr.Vasishth.N , Dr, Rajput.N Business Ethics and Values, Taxmann India
4.	P.Kamatchi, Foundation for CSR , P.Kamatchi Dreamtech Press India
5.	Albuquerque. D, Business Ethics Principles and Practices , Oxford University Press India
6.	Pherwani.G, Business Ethics, Everest Publishing House India
7.	MurthyC.S.V, Business Ethics, Himalaya Publishing House India
8.	Stanwick.P, Stanwick .S Understanding Business Ethics, Pearson Publishing India
9.	Velasquez .M, Business Ethics, Prentice-Hall India Learning Private

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T.YB.B.A

(CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Management of Corporate Social Responsibility
Course Code	21CBBA354
Semester	V
No. of Credits	3

Objectives of the Course

Sr. No.	Objectives
1.	To develop understanding of corporate social responsibility, concept of charity and evaluation of corporate social responsibility
2.	To understand and evaluate the various model of Corporate social responsibility and Sustainable goals it will helps students develop insight into critical issues around the world
3.	To Understand the context of CSR of present-day Management
4.	To develop understanding of the contribution of CSR for the development of Society and the Roles and recent trends and opportunities in CSR

Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Understanding the concept of CSR and its history
2.	Need and application of CSR with help of various models
3.	It will help students to understand how corporate is responsible for contributing to the society
4.	It will enable the students to understand the legal point of view involved in CSR

Syllabus

Unit No.	Title with Contents	No. of Lectures
Unit I	**Introduction to CSR**	**16**
	1. Introduction	1
	i. Meaning and Definition	2
	2. Sustainability and Stakeholders Management,	2
	3. Concept of Charity	1
	4. Corporate Philanthropy	2
	5. Relation between CSR and Corporate Governance	2
	6. Evolution of CSR in India	1
	7. Models of CSR in India	2
	8. Carroll's Model	
	9. Initiatives in India	
	10. Environmental aspects of Corporate social responsibility	3
Unit II	**Modules of Corporate Social Responsibility**	**12**
	1. Models of CSR-	8
	i. Trusteeship,	
	ii. Stakeholders,	
	iii. Ethical Model,	
	iv. Statist Model,	
	v. Liberal Model	
	2. International Framework of CSR	**1**
	3. Sustainable Development Goals	**2**
	4. Drivers of Corporate social responsibility	**2**
Unit III	**CSR-Legislation in India and the World**	**14**
	1. Section 135 of Companies Act,	2

	2. Scope of CSR Activities under Schedule VII,	3
	3. Appointment of Independent Directors on Board	2
	4. Computation of Net Profit's implementation in India	3
	5. International framework for corporate social Responsibility,	2
	6. Millennium Development goal	2
Unit IV	**Identifying key stakeholders and their Roles and recent trends and opportunities in CSR**	**12**
	1. Role of Public Sector in Corporate, Government program that encourage voluntary responsible action of corporate	3
	2. Role of Non-profit &Local Self-Governance in implementing CSR	3
	3. CSR as. Strategic Tool for Sustainability and Challenges	3
	4. Case Studies of CSR initiatives	3

References: APA Format

Sr. No.	Reference
1.	Ravi raj atrey ,Exploring Corporate Social Responsibility: Fundamentals and Implementation ,Studera press
2.	Mark Anthony Camilleri , Corporate Sustainability, Social Responsibility and Environmental Management , Springer International Publishing,
3.	Sanjay K AggarwalTaxmann , Corporate Social Responsibility in India SAGE Publications
4.	C.V Baxi, Ajit Prasad , Corporate Social Responsibility: Concepts and Cases: The Indian Context Sage Publication,

5.	Harsha Mukherjee, Sustainable CSR: CSR Basics- TATA McGraw Hill

Syllabus for T.Y.BBA

2023-24 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Cross-Cultural HR & Industrial Relations
Course Code	21CBBA355C
Semester	V
No. of Credits	3+1=4

Objectives of the Course

Sr. No.	Objectives
1.	To impart knowledge about the Cultural Variables in Multinational Enterprises.
2.	To develop students' understanding of implementation of various HR activities across cultures.
3.	To describe in detail the provisions under The Industrial Disputes Act,1947, The Factories Act, 1948 and The Maternity Benefit Act 2017.

Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Students will learn business etiquettes and communication styles used in different cultures.
2.	Students will become aware of Cross-cultural Differences and develop skills such as communication and persuasion, critical

		thinking	
3.		Students will develop a robust practical and ethical perspective on various aspects of industrial relations.	
4.		Students will learn about the applicability of various provisions of Industrial Disputes Act,1947, The Factories Act, 1948 and The Maternity Benefit Act 2017	

Syllabus

Unit No	Title with Contents	No. of Lectures
I	**Introduction to Cross Cultural Management**	**12**
	1. Meaning of Culture and Cross-Culture	2
	2. Six Dimensions of National Culture by Professor Geert Hofstede	2
	3. Cultural differences and similarities	1
	4. Cultural Variables in Multinational Enterprises	1
	5. i)Role of culture in Strategic Decision Making	1
	ii) Influence of National Culture on Organisational Culture	1
	6. Communicating across Cultures	1
	7. Negotiating across Cultures	1
	8. Multicultural Teams	1
	9. Cross-Cultural Management and business etiquette	1
II	**Cross-Culture and Human Resource Management**	**12**
	1. Concept of Cross-Cultural Management, Human Resource Management and Cross-cultural Human Resource Management	2
	2. Staffing for Global Operations	1
	3. Motivation Across Cultures	1
	4. Leadership and Decision Making Across Cultures	1
	5. Rewards Across Cultures	1
	6. Training Across Cultures	1
	7. Power and Conflict Across Cultures	1

	8. Skills for a Global Manager		1
	9. Cross-cultural Differences and Managerial Implications (The Role of Human Resource Management in Cross-Cultural Environment)		3
III	**Fundamentals of Industrial Relations**		**16**
	1. Meaning and definition of Industrial Relations		2
	2. Evolution of Industrial Relation		1
	3. Factors affecting Industrial Relations		1
	4. Importance of Industrial Relations		1
	5. Scope of Industrial relations		1
	6. Approaches towards the study of Industrial Relations (Psychological Approach, Sociological Approach, Socio Ethical Approach, Gandhian Approach, Industrial Relations Approach and HR Approach)		6
	7. Ethical Codes & Industrial Relations		2
	8. Recent Government policies relating to labor		2
IV	**The Industrial Disputes Act,1947, The Factories Act, 1948 and The Maternity Benefit Act 2017**		**14**
	1. **The Industrial Disputes Act, 1947** - Definitions, Authorities under the Act, Power & Duties of authorities, Strike & lockout, Lay-off, Grievance Redressal Machinery		5
	2. **The Factories Act, 1948** - Definitions, Authorities under the Act, Provisions regarding Safety, Provisions regarding Health, Provisions regarding Welfare, Provisions regarding Leave with Wages, Provisions regarding Working hours of adults		6
	3. **The Maternity Benefit Act 2017** - Application of Act, Definition, Right to payment of maternity benefit, Payment of maternity benefit in case of death of a woman, Provision of creche' facility		3

References:

Sr. No.	Reference
1.	Sarma, A.M. *Industrial Relations and Labour Laws.* Himalaya Publishing House
2.	Padhi, P.K. *Labour and Industrial Laws.* PHI Learning Private Limited
3.	Jain, S.P & Agarwal, S. *Labour and Industrial Laws.* Dhanpat Rai & Co.
4.	Bhattacharya, Mausami, S & Sengupta, N. *International Human Resource Management.* Excel Books

Tutorial (1 credit):

Students are required to prepare in groups a Power point presentation on any of the topics given in their syllabus and present the same in the class. The tutorial carries 20 marks.

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Syllabus for T.Y.BBA

2023-24 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Cases in Human Resource Management
Course Code	21CBBA356C
Semester	V
No. of Credits	2+4=6

Objectives

Sr. No.	Objectives
1.	To understand the application of theoretical Human Resource (HR) concepts in an organizational setting
2.	To develop critical thinking for solving Case Studies.

Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Students will learn about the concept of Case Study and the steps involved in solving case studies.
2.	Use analytical and critical thinking skills to provide appropriate suggestions to the various HR issues.

Syllabus

Unit No	Title with Contents	No. of Lectures
I	**Case Study – Introduction**	**6**
	1. Concept of Case study - Meaning, Objectives, Characteristics and Importance of Case Studies	3
	2. Case Study analysis methodology (steps in Case Study Analysis)	2
	3. Guidelines (Dos and Don'ts in Case Study Analysis)	1
II	**Areas of Case Study**	**30**
	1. Functions of Human Resource Management (HRM) 2. Challenges before HRM 3. Role of HR Manager 4. Job Analysis- Job Description, Job Specification, Job Evaluation 5. Manpower Planning and Forecasting 6. Recruitment and Selection 7. Training and Executive Development 8. Employee Compensation 9. Performance Appraisal 10. Career Planning 11. Employee Morale and Job Satisfaction 12. Workforce Diversity 13. International HRM 14. Electronic HRM 15. Human Resource Information System 16. Human Resource Audit 17. Change Management 18. Out-Sourcing 19. Rights of an employee at the workplace 20. Legal issues related to HR in the Organization 21. Wage & Salary Administration 22. The Workmen's Compensation Act, 1923 23. The Payment of Gratuity Act, 1972 24. Sexual Harassment of Women at Workplace 25. Workers Participation in Management 26. Organizational Development 27. Employee Record Management 28. Organizational Behavior - Individual Behavior, Group Behavior, Group dynamics, Personality Values and	

	Attitude 29. Conflict Management 30. Organizational Culture 31. Green HRM 32. Hybrid work model	

References:

Sr. No.	Reference
1.	Khanka, S.S. *Human Resource Management (Text and Cases)*. S.Chand
2.	Aswathappa, K. *Human resource Management Text and Cases*. McGraw Hill India
3.	Aswathappa, K. *Organizational Behavior: Text, Cases, Games*. Himalaya Publishing House
4.	Nair, S.R. *Organizational Behavior: Text & Cases*. Himalaya Publishing House
5.	Kaushal, H. *Case Study Solutions Human Resource Development*. MacMillan

Project Guidelines:

Students are required to undergo internship with any small/ medium or large-scale organization. They are required to select any of the HR functions/activities (students can refer the areas of HR mentioned in Unit II for the same) and study that particular function in the selected organization. They must do fieldwork, survey, analysis of data and prepare a hard binding project report. There will also be a viva voce.

Number of credits for Project/Internship - 4

Suggested list of project topics:

1. Job Analysis- Job Description, Job Specification, Job Evaluation
2. Manpower Planning and Forecasting
3. Recruitment and Selection
4. Training and Executive Development
5. Employee Compensation
6. Performance Appraisal
7. Career Planning
8. Employee Morale and Job Satisfaction
9. Workforce Diversity
10. Electronic HRM
11. Human Resource Information System

12. Human Resource Audit
13. Wage & Salary Administration
14. Sexual Harassment of Women at Workplace
15. Organizational Development
16. Employee Record Management

T.Y.B.B.A

(CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Essentials of E-Commerce
Course Code	21CBBA361
Semester	VI
No. of Credits	Three

Objectives of the Course

Sr. No.	Objectives
1.	To develop understanding of the concept, importance, role, and activities of E-Commerce.
2.	To practically understand E-Money and E-Payment systems.
3.	To learn about the concept of E-Marketing and its tools in E-Commerce.
4.	To make student aware about the concept of Cyber Space and Cyber Security in E-Commerce.

Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Students will be able to understand the Role of E-Commerce Industry and the utility of E-Commerce models.
2.	Students will acquire the knowledge about recent e-marketing tools and their utility along with the role of technology in the modern E-Commerce sector.
3.	Students will be able to understand the operations of cyber security and the prevention strategies for cyber crimes.

Syllabus

Unit No.	Title with Contents	No. of Lectures
Unit I	**E-Commerce and Business Model Concepts**	**14**
	1. Introduction to E-Commerce, Role of E-Commerce in Business Economy. Growth of E-Commerce in India	2
	2. Factors responsible for the growth of E-Commerce in India. Opportunities and Challenges for E-Commerce in India	2
	3. E-Commerce Business Models – Introduction, Types, how to choose e-commerce business models.	3
	4. Modern Procurement in E-Commerce - E-Procurement – Introduction, E-Commerce and Technological tools	2
	5. E-Distribution-Introduction, Features, Scope and Advantages. Architectural Models in B2B	2
	6. E-Commerce and Infrastructure – FTP(file transfer protocol), Electronic Data Interchange(application, components and file types), Internet, Intranet, Extranet, Telnet, Backend Informatics System Integration etc.	3
Unit II	**E-Money and E- Payment Systems**	**12**
	1. E-Money – FIAT Currency, E-Money classification, Advantages of E-Money. Digital Currencies, Crypto Currencies -Introduction, Digital Disruption in E-Money Market.	4
	2. Modern Digital Payment trends – Credit/Debit Cards, QR Code Scanners, Mobile point of sale, NEFT and RTGS. Contactless Payments – Samsung Pay/Apple Pay and use of NFC Technology.	4
	3. Unified Payment Interfaces (UPI) and Mobile Wallets. Role of modern digital payment systems and Challenges faced in Indian Retail Sector.	4
Unit III	**Role of E- Marketing**	**14**
	1. Search Engine Optimization (SEO), Search Engine marketing (SEM), Content Marketing, Pay Per Click (PPC) Advertising, Business E - Branding Social Media Marketing and Analytical tools used, Internet Banking, Mobile Retailing.	5
	2. Use of Artificial Intelligence and Augmented	4

		Reality – Programmatic Advertising, Chatbots, Conversational marketing, Home assistants, Messaging apps, Personalized marketing, Website Designing.	3
	3.	Visual Search – Social Media Stories, Google lens, Blogs, Use of user-generated content, Privacy Marketing, Semantic Keyword search, Neuro-marketing.	
	4.	Concept of Search Engine Algorithm	2
Unit IV	**Cyber Security and Technology**		**14**
	1.	Cyber warfare –Firewall, E-locking, Automotive hacking, Cloud services vulnerability, Mobile Hacking. Data Privacy as a discipline, Insider threats, Phishing, ATM frauds.	4
	2.	Cyber Crimes – Financial Frauds, Defamation, Copyrights, Spying of Trade Secrets, Infringement of IT property, Digital Signature.	3
	3.	Social Media Crimes, Data Theft, Transfer of data without permission, spread of Virus/worms, Trojans, Child Pornography, Forgery, Anti-National posts, Cyber-crime against government institutions.	3
	4.	Information Technology Act -2000: Role, Need and Importance, (amendment 2008) Software development and legal issues, Shrink-wrap contracts.	2
	5.	Public Key infrastructure- Advantages, Limitations and Application.	2

References: APA Format

Sr. No.	Reference
1.	S.J.P.T. Joseph, E-Commerce – An Indian Perspective, PHI Learning Pvt. Ltd.; 6th edition (10 October 2019)
2.	Shruti Mathur, E-Commerce, Pinnacle Learning (1 January 2020)
3.	C.S.V. Murthy, E-Commerce Concepts- Models – Strategies., Himalaya Publishing House
4.	David Chaffey, E-Business and E-Commerce Management, Pearson Education – 5th Edition

T.Y.BBA

(CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Management Information System
Course Code	21CBBA362
Semester	VI
No. of Credits	3

Objectives of the Course

Sr. No.	Objectives
1.	To develop data analyzing skills in students to evaluate information skills
2.	To evaluate and asses the importance of information technology and its role in business.
3.	To Understand and compare how Management Information system support business processes
4.	To imbibe theoretical knowledge of Management Information System in the students and prepare the students technological competitive and make them ready to self-upgrade with the higher technical skills
5.	To introduce the fundamental knowledge of Structured System Analysis and Design.

Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Students will gains in content knowledge, skill acquisition, and overall confidence and comfort for understanding the basic concept of MIS
2.	The shift towards student-centeredness significantly enhanced students' learning through the use of interactive small group activities and a high level of discussion and interaction.
3.	Students will get Practical Knowledge Acquisition about System Analysis and Design

	Students will understand the different applications in an enterprise through lab practice
4.	

Syllabus

Unit No.	Title with Contents	No. of Lectures
Unit I	**Basic Concepts of Information Technology and Management Information System**	**14**
	1. Meaning and basic concept of Information Technology,	3
	2. Meaning and basic concept of Information System ,	2
	3. Meaning and basic concept of Management Information	
	4. Role of Information Technology in Management Information System	3
	5. Development of management System within organization	3
	6. Management Information System as an instrument for organizational change.	3
Unit II	**Decision Making and Information**	**16**
	1. Decision Making	1
	2. Models of Decision Making,	3
	3. Classical Model,	1
	4. Administrative Model Herbert Simon's Model Information	3
	5. Types of information,	1
	6. Attributes of Information and its relevance to decision making.	2
		2
	7. Structured , unstructured and semi decision	2

	making	
	8. System approaching in planning organizing and controlling MIS	1
Unit III	**System Analysis and Design**	**12**
	1. System analysis Meaning and definition	1
	2. System Analysis	1
	3. Meaning and definition of system analysis	1
	4. Need for system analysis,	1
	5. System analysis of the existing system,	1
	6. System analysis of new requirements,	1
	7. System Development Model,	**2**
	8. Structured System Analysis and Design	**2**
	9. Object-Oriented Analysis	
Unit IV	**Information system applications**	**12**
	1. MIS applications,	2
	2. DSS – GDSS - DSS applications in E enterprise,	3
	3. Knowledge Management System and Knowledge Based Expert System	
	4. Enterprise Model System and E-Business	2
	5. E-Commerce,	3
	6. E-communication,	4

References: APA Format

Sr. No.	Reference
1.	W.S. Jawadekar ,Management Information Systems ,Tata McGraw Hill Private Limited
2.	Kenneth C. Laudon and Jane P. Management Information Systems, Laudon Pearson Education
3.	Turban and Aronson. Decision Support Systems and Intelligent Systems Education Asia state edition
4.	Steven Alter Pearson, Information Systems The Foundation of E-Business
5.	Murthy C.S.V ,Management Information System Himalaya Publications

6.	Goyal, D.P MACMILLAN ,Management Information System Goyal, India Limited

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T.Y.B.B.A

(CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Business Project Management
Course Code	**21CBBA363**
Semester	VI
No. of Credits	3

Objectives of the Course

Sr. No.	Objectives
1.	To introduce a significant understanding of Project Management
2.	To develop a concept based approach towards Management of Business Projects.
3.	To make students understand about Project Management Techniques
4.	To develop the relationship between the significance of Businesses Projects & their Management.
5.	To develop a significant understanding of Project Management

Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	To impart knowledge to have an adequate understanding of the subject and their various perspectives
2.	To help students develop a cognizance towards Project-specific strategy building & its effectiveness
3.	To make students understand about business project with help of hands-on training mindset amongst the students
4.	To develop the solution-based approach amongst the management students towards problem-solving

Syllabus

Unit No.	Title with Contents	No. of Lectures
Unit I	Introduction to Project Management	**12**
	i. Defining Business Project Management	2
	ii. Exploring opportunities in the project management field 1.3 Developing Project management skills	3
	iii. Categorizing different types of Business Projects	3
	iv. Understanding the difference between Projects &Program .	3
Unit II	Planning & Implementing your Project	**16**
	i. Planning a Project	2
	ii. Developing a Business Project Management Plan	2
	iii. Assessing the feasibility of a Project	2
	iv. Identifying & Managing the Risk	
	v. Managing a Project & Setting up a Project Database.	2
	vi. Creating an effective work schedule	
	vii. Monitoring a business project	2
	viii. Managing Change	
	ix. Address of Problems	2
	x. Delegation ,span of control , decentralization ,line and staff authority	2 2
Unit III	Business Project Management Techniques	**12**
	i. identifyingOrganizational Structures	1
	ii. Estimation of Costs & Budget	2
	iii. Using CPM tools (Gantt Chart, WBS, Project Network Diagram)	
	iv. Establishing the CPM	2
	v. Implementing PERT Tool	1
	vi. . Using Process improvement tools (Fishbone,	1

		SIPOC)	2
	vii.	Project manager, role of project manager	2
	viii.	Challenges of managing project	2
Unit IV	Managing Project issues & their commencement		**14**
	1. Identifying Project Costs 2. Calculating Return on Investment (ROI) 3. Calculating the Payback Period 4. Determining Net Present Value (NPV) 5. Identifying the life cycle of a Project 6. Handling over a Project 7. Closing a Project 8. Reviewing a Project		2 2 2 2 2 2 2

References: APA Format

Sr. No.	Reference
1.	Terry Schmidt John Wiley & Sons Strategic Project Management Mumbai & Pune 2009
2.	Harold Kerzner Wiley Project Management: A Systems approach whiley Mumbai, Delhi 2012
3.	V.E. Rama Reddy & P Gopalakrishnan Trinity Project Management A.P. T.S. Charithra Trinity Mumbai **2016**
4.	albert lester Project management planning and control BH publication 2021
5.	vasantdesai Project management , Himalaya publishing house
6.	gagandeepsharma ,kirandeepkaur Project management , vibrant publisher 2016

T.Y.B.B.A

(CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Management of Innovations and Sustainability
Course Code	21CBBA364
Semester	VI
No. of Credits	Three

Objectives of the Course

Sr. No.	Objectives
1.	To develop understanding of the concepts of Innovation and Sustainability in a practical sense.
2.	To make student aware about the role of Individual and Government in the innovation process.
3.	To learn about the most common errors made when handling sustainable growth.
4.	To learn about socio-political aspects of sustainable development and social responsibility aspect.

Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	It enables the students to learn the basics of Entrepreneurship and entrepreneurial development which will help them to provide the vision for their Start-up.
2.	Development of interest and positive approach towards entrepreneurship and new start-ups.
3.	Ability to collect relevant data and its analysis and interpretation.
4.	Understanding key aspects of success and failure of businesses.

Syllabus

Unit No.	Title with Contents	No. of Lectures
Unit I	**Management of Innovation Sustainability: An Introduction**	**16**

	1. Introduction
	    Defining innovation
	    Approaches to innovation
	    Types of Innovation
	2. Differences between invention and innovation
	3. Product innovation, Process innovation, Technological innovation, Commercial and Organizational Innovation
	4. Indicators Characteristics of innovation in different sectors
	5. Sustainable Innovation
	    Defining Sustainability Innovation
	    Sustainability as Key Driver of Innovation
	    Sustainable Development goal
	    Innovation for Sustainable Development
		3
		
		1
		
		4
		
		3
		
		5

Unit II	**Managing Innovation with Firms& Strategies and Concepts for Innovation**	**14**
	1. Organization and Innovation Risk associated with innovation 2. The dilemma of Innovation Management 3. Organizational characteristics that facilitate the innovation process. Organization structure and Innovation 4. The role of Individual in the Innovation Process 5. The role of Government in the Innovation Process 6. IT System and Their Impact on Innovations 7. The innovation imperative: Why innovate?	3 1 2 2 2 2 2
Unit III	**Service Innovation and Sustainability Innovation in Business**	**12**

	1. Service Sector
	    The Growth in Service
	    Different Types of Services
	    Characteristics of service and how they differ from product
	2. Service Innovation
	    Classification of Service innovation
		4

	Service innovation and the consumer Energy and Materials: New Challenges in the First Decade of the Twenty-first Century Defining Sustainability Innovation 3. Inventions in Service Sectors.	5 3
Unit IV	**Management of sustainable development**	**12**
	1. Economic aspects of sustainable development 2. Socio-political aspects of sustainable development 3. Ecologic aspects of sustainable development 4. Green organizations	3 3 3 3

References: APA Format

Sr. No.	Reference
1.	Paul Trott, Innovation Management & New Product Development, Pearson
2.	Raj Kumar Sen, Kartik C. Roy, Sustainable Economic Development and Environment, Atlantic Publishers and Distributors Pvt. Ltd.
3.	Deb Prasanna Choudhury ,Sustainability Management, Zorba Books
4.	Snigdha Tripathi, Sustainable Development and Environment, Ankit Publication
5.	Khai Ern Lee, Concepts and Approaches for Sustainability Management, Springer International Publishing

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Syllabus for TYBBA

2023-24 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Global Human Resource Management (GHRM)
Course Code	21CBBA365C
Semester	VI
No. of Credits	3+1=4

Objectives of the Course

Sr. No.	Objectives
1.	To understand the concepts, theoretical framework, and issues of Human Resource Management (HRM) from a Global Perspective
2.	To study the international approaches to dealing with people in organizations
3.	To learn how to conduct strategic human resource management in an international setting
4.	Identify and understand the issues and practices about the major HRM functions within the context of the global environment.

Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Students will gain knowledge about the concept and significance of Global HRM in International Business.
2.	Students will learn how to design recruitment, training and development and repatriation programs

3.	Students will be aware of the various challenges for the HR functions in multinational enterprises.	

Syllabus

Unit No	Title with Contents	No. of Lectures
I	**Introduction to Global HRM**	**09**
	1. Global HRM - Meaning and definition of Global HRM, Features, Objectives of Global HRM	3
	2. Development of Global HRM	2
	3. Significance of Global HRM in International Business	1
	4. Categorization of countries and employees in the concept of Global HRM	2
	5. Difference between Global HRM and Domestic HRM	1
II	**Global HR Functions-I (Staffing, Repatriation)**	**14**
	1. Global Staffing – Meaning, objectives, features and importance	2
	2. Role of expatriates and non-expatriates	1
	3. Staffing Policy Approaches in International HRM	1
	4. Recruiting staff for Global Assignment	2
	5. Global labour market	2
	6. Global Recruitment function; head-hunters, cross-national advertising, e-recruitment	2
	7. Selecting staff for Global Assignment - Criteria and techniques	2
	8. Repatriation - The repatriation process, Individual reactions to re-entry, Multinational responses, Designing a repatriation program	2
	9. The role of the corporate HR functions	1
III	**Global HR Functions-II (Global training and development, Global Compensation and Global Performance Management)**	**21**
	1. **Global training and development** – Meaning, Definition, Objectives, Importance	2

	2. The role of expatriate training	2
	3. Key components of effective pre-departure training	2
	4. Developing staff through international assignments	2
	5. Barriers in Global Training & Development	1
	6. **Global Compensation** – Meaning, Definition, Objectives, Significance	3
	7. Key components of Global Compensation program	2
	8. Approaches to Global Compensation	2
	9. Barriers in Global Compensation	1
	10. **Global Performance Management**: Meaning, performance appraisal of international employees, challenges in international performance management	4
IV	**Global HRM Trends and Future Challenges**	**10**
	1. Strategic HRM in multinational enterprises	2
	2. Ethics-related challenges for the HR function of the multinational enterprise	2
	3. Challenges in an uncertain world: Safety, security and counterterrorism	2
	4. The evolving role of the HRM function in MNCs	1
	5. Role of Technology in Global HRM	2
	6. Knowledge Management and Global HRM	1

References:

Sr. No.	Reference
1.	SubbaRao, P. *International Human Resource Management*. Himalaya Publishing House
2.	Edwards, T. *International Human Resource Management: Globalization, National Systems and Multinational Companies*. Pearson Education
3.	Rudrabasavaraj, M.N. *Global Human Growth Model*. Himalaya Publishing House
4.	Dowling, P & Welch, D. *International Human Resource Management.* Cengage Learning

Tutorial (1 credit):

Students are required to prepare in groups a Power point presentation on any of the topics given in their syllabus and present the same in the class. The tutorial carries 20 marks.

Syllabus for T.Y.BBA

2023-24 (CBCS – Autonomy 21 Pattern)

Course/ Paper Title	Recent Trends & HR Accounting
Course Code	21CBBA366C
Semester	VI
No. of Credits	2+4+6

Objectives

Sr. No.	Objectives
1.	To make students understand the theoretical and practical aspects of Human Resource Management (HRM) and HR Accounting.
2.	To describe various Employee Engagement Strategies that can be used to enhance Employee Engagement.
3.	To discuss the uses of Human Resource Information Systems in organizations.
4.	To explain Human Resource Audit and the methods of Human Resource Valuation.

Course Specific Learning Outcomes

Sr. No.	Learning Outcome
1.	Students will be able to explain what Employee Engagement means and its significance for an organization.
2.	Students will learn about the concept of HRIS and its relevance
3.	Students will gain understanding of the application of HR Accounting and HR audit

Syllabus

Unit No	Title with Contents	No. of Lectures
I	**Employee Engagement**	**10**
	1. Employee Engagement- Meaning, definition and factors influencing Employee Engagement	3
	2. Strategies for Enhancing Employee Engagement	2
	3. Company values and building employee loyalty	1
	4. Challenges in engaging employees	1
	5. Employee engagement and company branding strategies	1
	6. Measuring Employee engagement – Surveys, Exit interview, Social Media	2
II	**Human Resource Information System (HRIS) and Personnel Research**	**12**
	1. **Human Resource Information System** - Meaning and definition, Components of Human Resource Information System, Advantages and Limitations, Process of designing of Human Resource Information System, Examples of commonly used HRIS by organizations	6
	2. **Personnel Research** - Meaning and definition, Approaches to Personnel Research, Process of Personnel Research, Advantages and Limitations	6
III	**Human Resource Accounting and Human Resource Audit**	**14**
	1. Human Resource Accounting- Meaning and definition of HR Accounting, Need and Objectives of HR Accounting, Advantages and Limitations of HR Accounting	5
	2. Human Resource Valuation: Monetary and Non-Monetary methods of Human Resource Valuation	3
	3. Human Resource Audit - Meaning, definition and	4

	objectives of Human Resource Audit 4. Areas and levels of Human Resource Audit	2

References:

Sr. No.	Reference
1.	Sharma, A.M . *Personnel and Human Resource Management*. Himalaya Publishing House
2.	Khanna, S.S. *Human Resource Management (text and Cases)*. S. Chand
3.	Aswathappa, K. *Human resource Management*. Tata McGraw Hill
4.	Prasad, L.M. *Human Resource Management*. Sultan Chand & Company Ltd.

Project Guidelines:

Students are required to undergo internship with any small, medium or large scale organization and study either of the following topics - Employee Engagement, Human Resource Information System (HRIS) Human Resource Accounting, Human Resource Audit. They must do fieldwork, survey, analysis of data and prepare a hard binding project report. There will also be a viva voce.

Number of credits for Project/Internship - 4