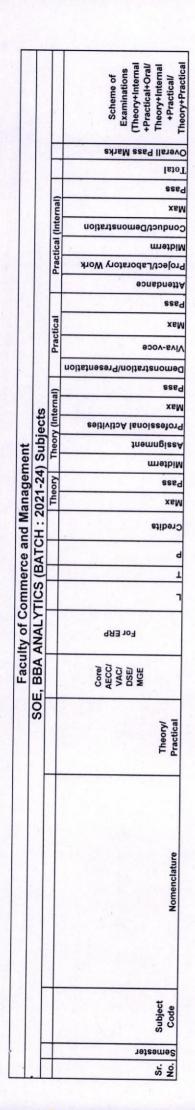
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13	5	06170515	Service Marketing	Theory	DSE	DSE	4	0	0	4			20				16	-	-	-	1			-					Theory + Internal
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Program Name : BBA (ANALYTICS) Semester: I **Course: Business Statistics** Code: 06170101 **Teaching Scheme Evaluation Scheme** Classroom Practical/ Tutorials Credit Continuous Term End Session/Lectures Group Evaluation Examination work (TEE) 40 4 40 60

SHREE GURU GOBIND SINGH TRICENTENARY UNIVERSITY

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GURGAON, Delhi-NCR

Course Rationale:

• The objective of this course is not only to make the students to get a basic understanding of statistical techniques, but also to develop the skill to apply the techniques in practical cases which can be used in their projects and also when the students enter the industry after finishing their courses.

Course Objectives:

- To provide students with the understanding of role of quantitative techniques in business decision making :
- To prepare a common platform for students for better understanding of statistical tools.
- To familiarize the students of different streams about different quantitative techniques.

Learning Outcomes:

After completion of the course students would be able to :

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- Understanding the various aspects of statistics including its scope, importance and limitations. Discussing data and its various aspects
- Understanding the basic concept and applications of measures of central tendency and dispersion.
- Determine the procedures to apply correlation and regression methods in order to obtain the relationships between variables and datasets
- Understanding the basic concepts of probability and its related operations
- Acquaintance of selection mechanism of suitable probability distributions to various business management problems.

Prerequisite(s):

• Basic Knowledge of Algebra and Probability.

Pedagogy: Lectures, presentations and problem solving.

Syllabus:

Unit I

Data, primary and secondary data, discrete and continuous data. Classification of data, Graphical representation of data. Measurement of Central Tendency- arithmetic Mean: step deviation method



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for computing arithmetic mean, mathematical properties of arithmetic mean, merits and demerits of arithmetic mean, weighted arithmetic mean; Median: calculation of median, merits and demerits of median; Mode: computation of mode, merits and demerits of mode

Unit II

Measures of dispersion- Range: merits and demerits, uses; Quartile: Quartile deviation, coefficient, merits and demerits; percentile ranges; Average deviation: computation of mean deviation, merits and demerit; Standard deviation: mathematical properties, merits and demerits, variance, coefficient of variation; Skewness and Kurtosis: measures of skewness, Karl Pearson's Coefficient of skewness, kurtosis.

Unit III

Correlation, types of correlation, Karl Pearson's coefficient of correlation, Spearman's rank correlation coefficient, properties of correlation coefficient. Linear regression, lines of regression, regression coefficient, relation between correlation coefficient and regression coefficient.

Unit IV

Meaning and components of time series. Methods of time series- Simple Moving Average – (3yearly, 4 yearly and 5 yearly) and Least Square Method. Calculation of trend values and construction of graph of original values and trend values.

Unit V

Probability: Concept, Events, Addition Law, Conditional Probability, Multiplication Law &Baye's Theorem (Simple Numerical). Theoretical distributions- introduction; Binomial Distribution: Probability function of binomial distribution, constants of binomial distribution, mode of binomial distribution, fitting of binomial distribution; Poisson Distribution: utility of Poisson distribution, constants of Poisson distribution, mode of Poisson distribution, fitting of Poisson distribution; Normal distribution: equation of normal probability curve, standard normal distribution, relationship between binomial and normal distribution, relationship between Poisson and normal distribution, properties of normal distribution, area under standard normal probability curve, importance of normal distribution.

Textbook:

- 1. Sharma, J. K." Business Statistics". New Delhi: Pearson Education (P) Ltd
- Gupta, S. C., & Kapoor, V. K. (2020). Fundamentals of mathematical statistics. Sultan Chand & Sons.

Reference Books:

- 1. Bali, N. P., Gupta, P. N., & Gandhi, C. P.,"Text Book of Quantitative Techniques." New Delhi: Laxmi Publications (P) Ltd.
- 2. Bajpai, N. "Business Statistics". New Delhi: Pearson Education (P) Ltd
- 3. Levin, R. I. "Statistics for Management" New Delhi:Pearson Education (P) Ltd.

Inc

Journals: Communications in Statistics

2. Journal of Statistical Computation and Simulation

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3. Annals of Probability

4. Journal of Business & Economic Statistics

Case Study:

Links to websites:

Evaluation Scheme:

- Class participation and attendance 05marks
- Mid Term Exam 20marks
- Assignment 05marks
- Professional Activities 10marks
- Term-End Exam 60marks

Total 100marks

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Program Name : BBA (ANALYTICS) Semester: I **Course: Management Concepts** Code:06170102 **Teaching Scheme Evaluation Scheme** Classroom Practical/ Tutorials Credit Continuous Term End Session/Lectures Evaluation Group Examination work (TEE) 40 4 40 60

SHREE GURU GOBIND SINGH TRICENTENARY UNIVERSITY

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GURGAON, Delhi-NCR

Course Rationale:

This Course is the basic course for management students to provide them knowledge and evolution of management thought. The units or modules in this subject are designed to deeply impart the understanding of functions of Management along with light on strategic management and contemporary challenges of management field for managers.

Course Objectives:

Students would understand basic concepts of management and gain appreciation for emerging ideas, techniques, procedures and practices in the field of management

Learning Outcomes:

After completion of the course the students would be able to:

1. Understand the Management concepts and its implications.

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2. Analyze and comprehend the contemporary challenges confronted by Organizations.

3. Develop the skills to apply management concepts and find out the solutions in organizations.

Prerequisite(s):1. Communication skills

Pedagogy: Discussion, Hands on, Lectures and Case Studies.

Syllabus:

Unit I

Importance, Nature, Process, Functions and Principles of Management. Management V/s Administration, Development of Management Thought: Classical, Neo-classical, Systems, Contingency and Contemporary Approach to Management. Managerial Roles: Role of a Manager – Levels of Management - Managerial Skills.

Unit II

Communication - Formal and Informal Networks, Barriers and Principles. Planning - Concept,

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Nature, Importance, Steps and Limitations, Types of Plans. Making Planning Effective - Strategic Considerations in Planning - Management by Objectives. Decision Making Concept, Process, Rationality and Techniques.

Unit III

Need for Organization - Principles and Process of Organizing - Span of Management - Organization Structure - Variables affecting Structure - Departmentalization - Authority, Delegation and Decentralization - Committees. New Forms of Organization, Staffing - Concept, Nature, Importance and Steps, Motivation - Concept and Theories.

Unit IV

Directing - Concept, Nature and Importance. Leadership - Concept and Theories, developing leaders across the organization, Controlling - Concept, Nature, Importance and Process of controlling. Contemporary control Techniques - Stakeholder Approaches (Balanced Score Card). Accounting Measures (Integrated Ratio Analysis), and Economic and Financial Measures (Economic Value added and Market Value added), Behavioral aspect of Management Control.

Unit V

Challenges in Management practices: Management of Strategic Change, Culture, Knowledge Management, Learning Organization, Managing Diversity, Corporate Governance and social responsibility of business.

Text Books:

- 1. Harold Koontz & Heinz Weihrich, Essentials of Management, Tata Mcgraw Hill
- Stephen F.Robbins Mary Coulter-Management Prentice Hall of India Pvt. Ltd 2.

2 Management

Reference Books:

- 1. P.C.Tripathi, P.N. Reddy, Principles of Management, Tata McGraw-Hill Publishing Company Limited, New Delhi.
- 2. Prasad LM, Principles and Practice of Management, Sultan Chand & Sons, New Delhi.
- 3. D. Chandra Bose, Principles of Management and Administration, Prentice-Hall of India Private Limited, New Delhi.

Journals:

- Journal of management Studies
- Journal of Management Education .

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Journal of management Studies

200 min Faculty of Comm SGT University

Case Study:





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Links to websites:

- <u>https://www.icmrindia.org/</u>
- https://www.mbaknol.com/management-concepts/analysis-of-problems-in-managementcase-studies/

Evaluation Scheme:

- Class participation and attendance 05 marks
- Mid Term Exam 20 marks
- Assignment 05 marks
- Professional Activities 10 marks
- Term-End Exam 60 marks

Total 100 marks





SHREE GURU GOBIND SINGH TRICENTENARY UNIVERSITY (UGC Approved University) GURGAON, Delhi-NCR

	BA (Analytics)	Semeste	er: I	
Course: Analytics	for All		Code: (06170103	
Teach	ing Scheme			Evaluati	on Scheme
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	_	4	40	(FEE) 60
ourse Rationale:					
departmen To get a communic groups of To arrang analyze or	all users to nt or project. effectively, eff cating informat interest. ge the data int r visualize.	iciently, ele ion through o some mec	egantly, visualiza nningful (accurately as tion. To calculate order to make it	ter to their business, well as meaningfully e results for particular easier to understand,
				nd inaccuracies ta more accessib	that can occur to data le to users.
earning Outcomes	s:				
Understandin	ng how an organ Inderstanding o	f managerial	practices	and their perspe	ctives
• Developing u	nning and man	agerial decis	ion makii	ng skills	
 Developing u Applying pla Develop ana 	nning and man lytical and pro				rstanding of manageme
 Developing u Applying pla Develop ana concepts and 	nning and man lytical and pro theories	oblem solvin			rstanding of manageme
 Developing u Applying pla Develop ana concepts and Make use of 	nning and man lytical and pro	oblem solvin			rstanding of manageme



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Prerequisite(s): 7

Basic knowledge of the Data Analysis

Pedagogy: A mix of pedagogy would be adopted consisting of lecture, problem based learning practicals and class test and certificate exam.

Syllabus:

Unit-1

INTRODUCTION TO IBM COGNOS ANALYTICS

Reporting, Explore the environment, Examine the side panel, Explore authoring templates ,Design then run the report ,Change the properties of an object, Create a simple report, Dimensionally-modeled and dimensional data sources, Create a report from a dimensionally-modeled relational data source ,Examine personal data sources and data modules , Create a report from a personal data source

Unit-2

CREATE LIST REPORTS

Examine list reports ,Group data ,Include list headers and footers ,Format list columns, Enhance a list report, Understand fact/measure data ,Understand aggregate data, Understand difference in aggregation ,Explore data aggregation ,Use shared dimensions to create multi-fact queries ,Create a multi-fact query in a list report ,Add repeated information to reports Create a mailing list report ,Focus reports using filters ,Create filters ,Filter your data with advanced detail filters , Apply filters to a report, Determine when to apply a filter with aggregation , Apply a detail filter on fact data in a report ,Filter your data with summary filters ,Apply a summary filter to a report. Apply predefined source filters , Create a report focused on top performing product types and product lines

Unit-3

CREATE CROSSTAB REPORTS & PRESENT DATA GRAPHICALLY

Create a Crosstab report, Add measures to Crosstab reports, Data sources for Crosstabs, Create a simple Crosstab report, Create complex Crosstab reports, Create Crosstab nodes and Crosstab node members, Create complex Crosstab reports, Format Crosstab reports, Add unrelated items to Crosstabs edges, Sort and format a Crosstab report, Present unrelated items in a Crosstab using a discontinuous Crosstab

Unit-4

PRESENT DATA GRAPHICALLY

Create a Visualization report, Different chart options, Create charts containing peer and nested items, Create and reuse custom chart palettes, Add data-driven baselines and markers to charts, Create and format a chart report, Compare values and highlight proportions using gauge charts and pie charts, Create a gauge report and a pie chart report, Display items on separate axes, Show the same data graphically and numerically, Customize charts, RAVE, Display RAVE visualizations, Create a dashboard report

Unit-5

FOCUS REPORTS USING PROMPTS

Examine parameters and prompts, Create a parameter item on the report, Build a prompt page, Add a prompt

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item to a report, Create a prompt by adding a parameter

Identify prompt type, Add a value prompt to a report, Add pages to a report, Add a Select & search prompt to a report, Create a cascading prompt, Create a cascading prompt, Focus a report using value prompts

Unit- 6

EXTEND REPORTS USING CALCULATIONS

Objectives, Derive Additional Information From The Data Source, Add Run-time Information To Your Report, Add Date/Time Functions To Your Report, Add String Functions To Your Report. Demo 1: Add Calculations To A Report, Display Prompt Selections In Report Titles. Demo 2: Display Prompt Selections In the Report Title, Summary.

Workshop 1: Sales Percent By Sales Rep And Country.

Additional Information: Some Common Functions. Drill Through from one report to Another

Textbook:

- 1. IBM Cognos 10 Report Studio Cookbook by Ahmed Lashin.
- 2. IBM Cognos 10 Framework Manager by Terry Curran
- 3. IBM Cognos Business Intelligence V10.1 Handbook
- 4. IBM Cognos 10 Report Studio Cookbook, Second Edition
- 5. IBM Cognos Business Intelligence 10.1 Dashboarding Cookbook
- PTNR01A998WXY C2090-621 IBM Cognos Analytics Author V11 Practice Exam E-Book Set (DVD)

Reference Books:

- IBM Cognos Business Intelligence v10: The Complete Guide (IBM Press) 1st Edition, Kindle Edition
- IBM Cognos TM1 The Official Guide.
- IBM Cognos Business Intelligence

Evaluation Scheme:

- Class participation and attendance 05 marks
- Mid Term Exam 20 marks
- Assignment 05 marks
- Professional Activities 10 marks
- Term-End Exam 60 marks

Total 100 marks

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Program Name : B	BA (Analytics	i)	Semeste	er: II	
Course: Data Visu	alization with	Python	Code:	0 <mark>6170201</mark>	
Teach	ing Scheme			Evaluati	on Scheme
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60
Course Rationale:				1	

One of the most important skills of successful data data analysts is the ability to tell a compelling story by visualizing data and findings in an approachable and stimulating way. In this course you will learn many ways to effectively visualize both small and large-scale data. You will be able to take data that at first glance has little meaning and present that data in a form that conveys insights.

Course Objectives:

The course is aimed to provide a comprehensive introduction to programming with Python, starting from the basics. Beyond confidently using Python, the class will focus on solving problems around Data Processing and Analysis. The overarching goal is to equip students with enough programming experience to start working in any area of computation and data-intensive research.

Learning Outcomes:

- Understanding how to present the data in a form that makes sense to people.
- Identify appropriate data visualization techniques given particular requirements imposed by the data
- Applying techniques to load, clean, transform, merge and reshape data
- Understand and apply statistical methods for Data visualization
- Make use of Python software for data visualization

Prerequisite(s):

Basic knowledge of the Data Analysis

Pedagogy: A mix of pedagogy would be adopted consisting of lecture, problem based learning practicals and class test and certificate exam.

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Syllabus:

Unit-1

INTRODUCTION OF STATISTICS

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Introduction to Statistics, Difference between inferential statistics and descriptive statistics, Inferential Statistics-Drawing Inferences from Data, Random Variables, Normal Probability Distribution, Sampling, Sample Statistics and Sampling Distributions. R overview and Installation-Overview and About R, R and R studio Installation, Descriptive Data analysis using R, Description of basic functions used to describe data in R, Introduction to Python, installation.

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Unit-2

GETTING STARTED WITH PANDAS:

Arrays and vectorized computation, Introduction to pandas Data Structures, Essential Functionality, Summarizing and Computing Descriptive Statistics. Data Loading, Storage and File Formats. Reading and Writing Data in Text Format, Web Scraping, Binary Data Formats, Interacting with Web APIs, Interacting with Databases Data Cleaning and Preparation. Handling Missing Data, Data Transformation, String Manipulation,

Data Wrangling: Hierarchical Indexing, Combining and Merging Data Sets Reshaping and Pivoting

Unit-3

DATA VISUALIZATION WITH MATPLOTLIB

Introduction to Jupyter Notebook, Python scripting basics, Numpy and Pandas, Matplotlib overview, Basic plots using matplotlib, Specialized Visualization Tools using Matplotlib, Advanced Visualization Tools using Matplotlib-Waffle Charts, Word Clouds

Unit- 4

SEABORN OVERVIEW

Introduction to seaborn, Seaborn functionalities and usage, Spatial Visualizations and Analysis in Python with Folium, Distribution, Categorical Plots, Matrix Plots ,Regression Plots , Choropleth Maps, Grids, Style and Colors, Case Study

Unit- 5

DATA VISUALIZATION WITH WATSON STUDIO

Introduction to data visualization, Adding data to data refinery, Visualization of Data on Watson Studio, Data manipulation packages, Data visualization with R

Textbook:

1. IBM Course Material

2. The Visual Display of Quantitative Information (2nd Edition). E. Tufte. Graphics Press, 2001.

3. Envisioning Information, E. Tufte. Graphics Press, 1990.

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- 4. Bill Lubanovic, Introducing Python, O'Reilly (2014)
- 5. Wes McKinney, Python for Data Analysis, O'Reilly (2013)

Reference Books:

- 1. McKinney, W.(2017). Python for Data Analysis: Data Wrangling with Pandas, NumPy and IPython. 2nd edition. O'Reilly Media.
- 2. O'Neil, C., & Schutt, R. (2013). Doing Data Science: Straight Talk from the Frontline
- 3. Data Visualization with Python: Create an impact with meaningful data insights using interactive and engaging visuals, New Delhi.
- 4. "Cartographies of Time: A History of the Timeline" by Daniel Rosenberg, Anthony Grafton, New Delhi.

Evaluation Scheme:

- Class participation and attendance 05 marks
- Mid Term Exam 20 marks
- Assignment 05 marks
- Professional Activities 10 marks
- Term-End Exam 60 marks

Total 100 marks

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Program Name : BBA (ANALYTICS) Semester: II **Course: Business Law** Code: 06170202 **Teaching Scheme Evaluation Scheme** Classroom Practical/ Tutorials Credit Continuous Term End Session/Lectures Group Evaluation Examination work (TEE) 40 4 40 60

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Course Rationale: The course is designed to provide an understanding of legal processes involved in management of an organization. Here the emphasis will be on the different latest provisions of the law and on how these can be used in the best interest of the organization without violating them rather than Cases.

Course Objectives:

- To demonstrate an understanding of the Legal Environment of Business.
- To communicate effectively using standard business and legal terminology.
- To apply basic legal knowledge to business transactions.

Learning Outcomes:

After completion of the course students would be able to :

(UGC Approved University)

- Students would learn the basics of Laws governing commercial contracts and nuances of competency to contract. They will learn to handle the execution of special contracts used in different types of business.
- Students would learn the basics of Laws governing a Partnership and a Company. .
- Students will learn about Consumer Protection Act which will help them in making sound . consumer policies in the business.
- Students will understand the concepts of business laws and learn to apply them to the business environment.

Prerequisite(s):

Basic understanding of different types of business. •

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Pedagogy:

. A mix of pedagogy would be adopted consisting of lecture, discussion, presentation, demonstration and classtest.

Syllabus:

Unit I



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The Indian Contract Act, 1872: Contract, Essentials of valid Contract, Formation of Valid contract -Offer and Acceptance, Void Agreement Capacity of Parties and Consideration Free consent, Legality of object, Discharge of a Contract, Remedies for breach of contract and Quasi contract, Indemnity and Guarantee, Bailment and Pledge, Contract of Agency

Unit II

The Negotiable Instruments Act 1881 – Essentials of a Negotiable instruments, Kinds of Negotiable Instrument Holder and Holder in Due Course, Negotiation by endorsements, crossing of a cheque and Dishonour of a cheque.

Unit III

Sale of Goods Act 1930 Meaning of Sale and Goods, Conditions and Warranties, Transfer of Property, Rights of an unpaid seller.

Consumer Protection Act, 1986: Basic concepts, Rights of Consumers, Redressal Machinery under the act

Unit IV

Limited Liability Partnership (LLP), 2008: Salient features of Indian Partnership Act, 1932, Difference between LLP and Partnership; Partners and their relation with LLP; Designated Partners; Extent of LLP Liability; Extent of Partner's Liability, Unlimited Liability in case of fraud; Winding up and dissolution of LLP.

Unit V

The Companies Act, 2013: (Basic elementary knowledge) Essential characteristics of a company, types of companies, memorandum and articles of association, prospectus, shares – kinds, kinds of meetings and resolutions essential conditions for a valid meeting.

Text Books:

1. Kuchhal, M.C. and DeepaParkash, Business Legislation Management, Vikas Publication

2. M.C. Kuchhal, and VivekKuchhal, Business Law, Vikas Publishing House, New Delhi

Reference Books:

- 1. Ramaiyam, A., Guide to the Companies Act, Wadhwa, Nagpur
- 2. Shah, S.M., Business Law for Managers, Sultan Chand, New Delhi
- 3. Tulisian P.C., Busienss Law, TMH, New Delhi

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- 4. Bulchandani, Business Law for Management, Himalaya Publishing House.
- 5. Kumar, Legal Aspect of Business 1stEdition, Cengage Learning.
- 6. Ravinder Kumar, Legal Aspects of Business, Cengage Learning
- 7. Dr. Singh, Avtar; Company Law, 17th ed, Eastern Book Co. Lucknow, Bharat Law House, Delhi, 2018
- 8. Kapoor N.D., Company Law: Incorporating the provisions of the companies Amendment Act. Sultan Chand and Sons

Journals:

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Case Study:

Links to websites:

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Evaluation Scheme:

Class participation and attendance 05 marks .

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- Mid Term Exam 20 marks .
- Assignment 05 marks .

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- Professional Activities 10 marks .
- Term-End Exam 60 marks •

Total 100 marks Faculty of Commerce



Program Name : B	BA (ANALY	TICS)	Semeste	er: II	
Course: Organizat	ional Behavio	ur	Code: 0	6170203	
Teach	ning Scheme			Evaluati	on Scheme
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-		4	40	60

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(UGC Approved University)

Course Rationale:

Organizations have to manage its tangible and intangible resources. Amongst all resources human resources offer organizations distinct advantage. This course exposes students towards the behavioural aspects of individuals working in an organization.

Course Objectives:

This course aims to provide insights necessary to understand behavioral processes at individual, team and organisational level enable students to learn how to influence the human behaviour in organisations.

Learning Outcomes:

- 1. To apply organizational behavioural theories / frameworks /models to business context.
- 2. To analyze business situation and individual behaviour.
- 3) To understand Organizational change & Development interventions.

Prerequisite(s):

Understanding of principles of management and basics of human resources and human behavior at work.

Pedagogy: Case based analysis, group exercises, experiential learning activities, quizzes, role plays, videos, presentations and lecture method.

Syllabus:

Unit I

Definition and Meaning of OB - Need and Importance of OB - Nature and Scope - OB Models - Historical Evolution of Organizational Behavior.

Unit II

Individual Behavior: Personality: Factors Influencing Personality - Theories of Personality - Perception: Factors Influencing Perception - Perception Process - Managing the Perception - Learning: Principles and Theories of Learning - Attitudes and Values.

Unit III

Nature and Types of Group - Group Development - Determinants of Groups Behaviour - Group

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Dynamics - Group Norms - Group Cohesiveness - Group Decision Making Techniques - Conflict: Causes - Types - Conflict Management. Transactional analysis and Johari Window.

Unit IV: Motivation: Nature and Importance of Motivation - Theories of Motivation -Leadership: Importance - Leadership Styles and their Implications - Theories of Leadership.

Unit V: Organizational Climate - Organization Development (OD) - Pre-requisites - Factors affecting OD - Effectiveness of OD Programming - Organization Change: Importance -Types - Resistance to Change - Managing Change

Text Books:

- 1. Fred Luthans, Organizational Behaviour, McGraw-Hill International Edition.
- 2. Stephen P. Robbins, Organizational Behaviour, Prentice Hall of India Private Ltd., New Delhi.

Reference Books:

- 1. John. W Newstorm and Keith Davis, Organizational Behaviour, Human Behaviour at Work, Tata McGraw-Hill Publishing Company Ltd., New Delhi.
- 2. S.S. Khanka, Organizational Behaviour, S.Chand& Company Ltd., New Delhi.
- 3. K. Aswathappa, Organizational Behaviour Text, Cases and Games, Himalava Publishing House, New Delhi.
- 4. M.N. Mishra, Organizational Behaviour, Vikas Publishing House Pvt. Ltd., Delhi.
- 5. Griffin, Ricky W, Organizational Behaviour, Houghton Mifflin Co., Boston.
- 6. Hellreigel, Don, John W. Slocum, Jr., and Richards W. Woodman, Organizational Behavior, South Western Faculty Publishing, Ohio.
- 7. Hersey, Paul, Kenneth H. Blanchard and Dewey E Johnson, Management of

Organisational Behaviour, Utilizing Human Resources, Prentice Hall, New Delhi. 🐨 ANDE WALK BARRIE

Journals:

- Journal of Organizational Behaviour .
- Journal of Organizational Behaviour Management

Case Study:

Links to websites:

Evaluation Scheme:

- Class participation and attendance 05 marks .
- Mid Term Exam 20 marks
- Assignment 05 marks
- Faculty of Commerce & Management Professional Activities 10 marks
- Term-End Exam 60 marks .

Total 100 marks

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Program Name : BBA (ANALYTICS) Semester: II **Course: Fundamentals of Business** Code: 06170204 **Research Methods Teaching Scheme Evaluation Scheme** Classroom Practical/ **Tutorials** Credit Continuous **Term End** Session/Lectures Group Evaluation Examination work (TEE) 40 4 40 60 -

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Course Rationale:

Understand the concepts and methods of business research. Identify model and solve decision problems in different settings. Interpret results/solutions and identify appropriate courses of action for a given managerial situation whether a problem or an opportunity.

Course Objectives: The objective of this paper is to impart knowledge about various stages of the research processes and their application in decision making. The students will be able to plan, design and earn out business research using scientific methods and prepare research report(s).

Learning Outcomes:

After completion of the course, students would be able to:

(UGC Approved University)

- 1. Define the research problem
- 2. Perform data collection
- 3. Perform data preparation and missing value treatment
- 4. Demonstrate Hypothesis testing Procedure and purify the data
- 5. Identify the right test
- 6. Analyze the data by parametric test using SPSS/Excel
- 7. Analyze the data by Non Parametric test using SPSS/Excel
- 8. Prepare the report

Prerequisite(s):

Basic knowledge of Research Methodology, Statistics, Excel

Pedagogy:PBL(Problem Based Learning), PBL(Project Base Learning), Case study, Video, Hands on

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Exercise, Assignments, Quiz

Syllabus:

Unit I

Business Research: Meaning, Need, Types, Approaches, Research methods vs Research Methodology, Research Process, Role of research in important areas. Identification and Formulation of Research Problem, Variables and Variable type, Hypothesis, Types and Formulation of Hypothesis.

Unit II

Research Design: Meaning, Need, and Different research design: Exploratory, Descriptive, Experimental and Diagnostic and Survey Research, Features of a good research design

Unit III

Sampling design: Meaning, Need, and Advantages of sampling over census, Probability and Non probability Sampling Methods, Criteria of Selecting a sampling procedure, Factors influencing sample size

Unit IV

Data Collection Methods: Questionnaire/schedule; Questionnaire designing, Interview and Observational methods, Measurement Scales, Techniques of Developing Scales, Reliability and Validity of scales

Unit V

Data Analysis: Descriptive and Univariate Statistics; Bivariate Analysis: Test of Difference, Measures of Association; Introduction to Multivariate Analysis, Report Writing: Need, Types and Characteristics of a research report.

Text Books:

- 1. William G. Zikmund, Business Research Methods, 7th Edition, Cengage Learning, India.
- 2. K.N. Krishnaswamy, AppalyerSivakumar, M.Mathirajan, Management Research Methodology: Integration of Principles, Methods and Techniques, Pearson Education

Reference Books:

- 1. J. K. Sachdeva, Business Research Methodology, Himalava Pub. House
- 2. Paul E. Green, Donald S. Tull, Research for Marketing Decisions, 5th Edition, PHI.
- 3. Ranjeet Kumar, Research Methods, Pearson Education
- 4. Donald S. Tull, Del I. Hawkins, Marketing Research, Measurement and Methods, 6th Edition, PHI
- 5. Naresh Malhotra and SatyaBhushan Das, Marketing Research: An applied Orientation, Pearson Education
- 6. Mcburney, Research Methods, 7th Edition, Cengage Learning, India.

Journals:

The Journal of Business Research A Board of Commerce & Management Faculty of Commerce & Management Budhera, Gurugram



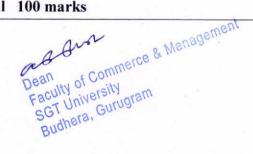


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Evaluation Scheme:

- Class participation and attendance 05 marks
- Mid Term Exam 20 marks •
- Assignment 05 marks .
- Professional Activities 10 marks
- Term-End Exam 60 marks •

Total 100 marks





Program Name : BBA (ANALYTICS) Semester: II **Course: Financial Accounting** Code: 06170205 **Teaching Scheme Evaluation Scheme** Classroom Practical/ **Tutorials** Credit Continuous Term End Session/Lectures Group Evaluation Examination work (TEE) 40 4 40 --60

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Course Rationale:

The primary objective of course is to acquaint the students with fundamentals of management accounting. It will equip the students with the concept and methods of various managerial techniques for decision making. It are concerned with the presentation of data to predict inconsistencies in finances that help managers make important decisions.

Course Objectives: To explain identification of a project, feasibility analysis including market, technical and financial appraisal of a project. Understand the relevance of alternative project appraisal techniques, financial structuring and financing alternatives. This course intends to involve students to apply appraisal techniques for evaluating live projects.

Learning Outcomes:

After completion of the course, students would be able to:

(UGC Approved University)

- 1. Apply managerial accounting and its objectives in a way that demonstrates a clear understanding of ethical responsibilities.
- 2. Prepare various costing schedules where an analysis of cost classification, behaviour, and type is completed.
- 3. Apply and analyze different types of activity-based management tools through the preparation of estimates.
- 4. Analyze cost-volume-profit techniques to determine optimal managerial decisions.
- 5. Prepare a master budget and demonstrate an understanding of the relationship between the components.
- 6. Perform cost variance analysis and demonstrate the use of standard costs in flexible budgeting.

Prerequisite(s):

Conceptual knowledge of other branches of accounting

Pedagogy:

A mix of pedagogy would be adopted consisting of lecture, discussion, presentation, demonstration and class test. Concept of the topics will be given through short lectures, assignments and Numerical problems. The course is a hands-on course and requires the participant to work out

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multiple examples to gain confidence.

Syllabus:

Unit I: Introduction to Financial Accounting: Accounting as an Information System. Introduction: Meaning, Objectives, Process, Limitations and Basic Terms of Accounting; Generally Accepted Accounting Principles; Journalizing, Posting and Preparation of trial balance.

Unit II: Accounting Equation: Nature of Accounts, Types of books (Primary and Secondary) and Rules of Debit and Credit; Recording Transactions in Journal; Preparation of Ledger Accounts; Opening and Closing Entries; Preparation of Trial Balance.

Unit III: Preparation of Financial Statements: Trading Account, Profit & Loss Account and Balance Sheet, Adjustment Entries, understanding contents of financial statements of a joint stock company as per the Companies Act 2013; Understanding the contents of annual report of a company, Preparation of cash flow statement as per AS-3 (revised).

Unit IV: Indian Accounting Standards (Ind-AS): Concept, benefits, procedure for issuing Ind- AS in India, salient features of Ind-AS issued by ICAI; International Financial Reporting Standards (IFRS): Main features, uses and objectives of IFRS, IFRS issued by IASB and concept of harmonization and convergence, obstacle in harmonization and convergence, suggestions for increased convergence and harmonization.

Unit V: Hire purchase and installment system: Hire Purchase System and Installment payment system; Branch Accounting (Home branches: - concept of dependent branches, accounting aspects, ascertainment of profit by Debtor method, Stock & Debtor method and Final accounts method, concept of Independent branch, and accounting treatment. Foreign branches:

Concept and accounting treatment.

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Text Books:

- 1. Monga, J.R., Financial Accounting: Concepts and Applications, Mayur Paperbacks
- 2. Tulsian, P.C., Financial Accounting, Pearson

Reference Books:

- 1. Maheshwari, S.N. & Maheshwari, S.K., Financial Accounting for B. Com., CA, CS, &ICWA (Foundation) Courses, Vikas Publishing House Pvt. Ltd.
- 2. Ghosh, T.P., Financial Accounting for Managers, Taxmann Allied Services (P) Ltd.

Journals:

Case Study:

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Links to websites:

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Evaluation Scheme:

- · Class participation and attendance 05 marks
- Mid Term Exam 20 marks
- Assignment 05 marks
- Professional Activities 10 marks
- Term-End Exam 60 marks

Total 100 marks

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Program Name : BBA (Analytics) Semester: III **Mathematical Optimization** Course: Code: 06170303 **Teaching Scheme Evaluation Scheme** Classroom Practical/ Tutorials Credit Continuous Term End Session/Lectures Group Evaluation Examination work (TEE) 40 4 40 60 Course Rationale: This course will be an introduction to mathematical optimization, with an emphasis on algorithms for the solution and analysis of deterministic linear models. The primary types of models to be addressed will be linear optimization. However, the course will touch on more complex models, such as integer linear optimization, and convex conic optimization. **Course Objectives:** 1. Improve their ability to rigorously prove mathematical statements. 2. Cultivate an ability to analyze the structure of and mathematically model various complex systems occurring in industrial and engineering applications.

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3. Develop knowledge of the mathematical structure of the most commonly used deterministic, continuous and discrete, linear and conic linear optimization models.

Learning Outcomes:

- At the end of the course students will be able to:
- Understand the mathematical optimization problems

(UGC Approved University)

- Know the difference between difference classes of optimization problems
- Formulate mathematical optimization problems
- Have basic ability to convert problems into simpler ones
- Under the algorithms to solve optimization problem and what to use

Prerequisite(s): Basic knowledge of Mathematics

Pedagogy: PBL(Problem Based Learning), PBL(Project Base Learning), Case study, Video, Hands on Exercise, Assignments, Quiz

Unit - I Operations Research:

Evolution, methodology and role in managerial decision making. Linear programming: Terminology; Properties and assumptions; Formulation of LP problems; Graphical method; Simplex method (Upto three variables), special cases in LPP, concept of duality.

Unit - II

Integer Programming:

Introduction, Pure and mixed integer programming problem, Gomory's All- IPP method, Construction of Gomory's constraints, Fractional cut method.

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Unit - III

Introduction to Game theory, terminology, two - person zero sum game, maximin- minimax principle, determination of saddle point, graphical solution, dominance property, arithemetic method for n x n games

Unit - IV

PERT/CPM: Network construction, Difference between PERT and CPM, calculating Floats, probability considerations in PERT.

Unit - V

Introduction to Markov Analysis, Markov process, state and transition probabilities, characteristics of a Markov process, construction of a state- transition matrix, n- step transition probabilities.

Textbook:

• Swarup, K., Gupta, P.K. and Man Mohan, Operations Research, Sultan Chand & Sons, New Delhi.

Reference Books:

- 1. Paneerselvam, Operations Research, Prentice Hall of India, N. Delhi.
- 2. Taha, Operations Research: An Introduction, Prentice Hall of India, N. Delhi.
- 3. Kapoor, V.K., Operations Research, Sultan Chand & Sons, New Delhi.
- 4. Sharma, J.K., Operations Research: Theory and Applications, Macmillan India Ltd, New Delhi.

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- 5. S. Kalavathy, Operations Research, Vikas Publishing House, New Delhi.
- 6. Vohra, N.D.; Quantitative Techniques in Management; Tata McGraw Hill Publishing Company Ltd., New Delhi.Arora, S. R. and Kavita Gupta, Business Mathematics and Statistics, Taxmann.

Evaluation Scheme:

Class participation and attendance 05marks .

100marks

- Mid Term Exam20marks
- Assignment05marks .
- **Professional Activities** 10marks .
- Term-End Exam60marks .

Total

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Program Name : BBA (ANALYTICS) Semester: III **Human Resource Management** Course: Code: 06170304 **Teaching Scheme Evaluation Scheme** Classroom Practical/ Tutorials Credit Continuous **Term End** Session/Lectures Group Evaluation Examination work (TEE) 40 4 -40 60

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Course Rationale: This Course is the basic course for Human resource management students to provide them knowledge and evolution of human resources. The units or modules in this subject are designed to deeply impart the understanding of functions of HRM along with light on human resource information system and contemporary challenges of HR field for managers. This course will help the students to realize the human resource management applications in organizations such as training and development activities and international issues.

Course Objectives:

- 1. To prove the understanding of HRM field and activities conducted in that area.
- 2. To develop competence and problem solving attitude in the HR area.
- 3. To provide the insights for HR problem solutions in corporates.

Learning Outcomes: This course would enable the students to learn:

- 1. Role of the HRM function,
- 2. Employee resourcing, performance, appraisal and development of human resource in the organization.
- 3. Solve HR field problems.

Prerequisite(s):

- 1. Basic management understanding.
- 2. Communication skills.

Pedagogy: Lectures, Discussions, Case studies, Videos, Activities, etc.

Syllabus:

Syllabus:

Unit-1

Nature of Human Resource Management-Concepts, Objectives and Functions; HRD-Concept and Mechanisms; Role and status of HR Manager; Organization of HR Department; HR Policies; HRM in globally competitive environment; Strategic Human Resource Management.

Acquiring Human Resource: Human Resource Planning, Job analysis and job design, employee

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involvement, flexible work schedules, Recruitment and Selection-new trends; Placement and induction; Right sizing.

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Unit-3

Developing human resource: Employee training, training need assessment, Training methods and evaluation, cross cultural training, Designing executive development programme, Techniques of Executive development, Career planning and development.

Unit-4

Enhancing and rewarding performance: Establishing Performance Management system; Performance Appraisal-Techniques of appraisal; Potential Appraisal and employee counselling; Establishing reward and pay plans-job evaluation, wage and incentive plans, employee benefits, ensuring safety and healthy work environment.

Project Work:

- 1. Recruitment and Selection Policies of known companies in the neighbourhood with special reference to executives at three levels-entry level, middle level and top level, of technical hands, professionals and managerial executives.
- 2. Training and development programmes in different companies-manufacturing companies. service companies, IT companies etc. for different levels of employees-goals, contents, techniques and renewals.

Text Books:

- 1. Gary Dessler, Human Resource Management 5th edition Pearson Education.
- 2. Snell and BohlanderHuman Resource Management -, Thompson South -Western

Reference Books:

1.M.Saiyadain, Human Resource Management - Tata McGraw Hill.

2. Jyothi, P and Venkatesh, D.N., Human Resource Management -Oxford University Press

3.R.W. Mondy&R.M.Noe, Human Resource Management - Pearson Education

4.B.Pattanayak, Human Resource Management - PHI

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5.V.S.P.Rao, Human Resource Management - Excel Books

6.K Aswathappa, Human Resource and Personnel Management - Tata McGraw Hill

7. Gupta, C.B. (2014). Human Resource Management. Delhi. Sultan Chand & Sons.

8. Decenzo, A. David & Robbins,

9. Stephen. (2011). Fundamentals of Human Resource Management. Wiley India.

10. Werther, William and Davis, Keith. (2000). Human Resource Management. Prentice Hall

Journals:

- Human resource Management: Advancing Human Resource Research and Practice, Wiley.
- South Asian General of Human Resource Management, Sage Publications.
- The International Journal of Human Resource Management, Routledge, Taylor and Francis Group. Reality of Commerce & Manage Faculty of Commerce & Manage

Case Study:



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Links to websites:

- <u>https://www.youtube.com/watch?v=T7bSMzg7x-s</u>
- <u>https://www.icmrindia.org/case%20volumes/Case%20Studies%20in%20Human%20Resource%20M</u> anagement%20Vol%20I.htm

Evaluation Scheme:

- · Class participation and attendance 05 marks
- Mid Term Exam 20 marks
- Assignment 05 marks
- Professional Activities 10 marks
- Term-End Exam 60 marks

Total 100 marks

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Program Name : B	BA A		Semeste	er: 3 rd	
Course: Managem	ent Informat	ion System	Code: 0	6170305	
Teach	ning Scheme			Evaluati	ion Scheme
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60

Course Rationale:

 Management Information Systems (MIS) is a formal discipline within business education that bridges the gap between computer science and well-known business disciplines such as finance, marketing, and management. In spite of this, most students will only take one or two MIS courses as part of their undergraduate program.

The term Management Information Systems has several definitions that might depend on where you look or who you ask. Common among these many definitions is that MIS represent a collection of technologies, people, and processes that manage the information and communication resources of an organization..

Course Objectives:

- 1. To describe the role of information technology and decision support systems in business and record the current issues with those of the firm to solve business problems.
- 2. To introduce the fundamental principles of computer-based information systems analysis and design and develop an understanding of the principles and techniques used.
- To enable students understand the various knowledge representation methods and different expert system structures as strategic weapons to counter the threats to business and make business more competitive.
- **4.** To provide the theoretical models used in database management systems to answer business questions.

Learning Outcomes:

After completion of the course students would be able to :

- Relate the basic concepts and technologies used in the field of management information systems;
- 2. Compare the processes of developing and implementing information systems.
- 3. Outline the role of the ethical, social, and security issues of information systems.
- 4. Translate the role of information systems in organizations, the strategic management processes, with the implications for the management.

Prerequisite(s):

Basic knowledge of information and computer system.

Pedagogy:

A mix of pedagogy would be adopted consisting of lecture, discussion, presentation, demonstration

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and class test. Concept of the topics will be given through short lectures. The extent & quality of learning will depend on the quality & depth of discussion in the class. This in turn depends on the preparation and thinking that has been put in by the students for each session. Readings, Assignments and Numerical problems, whenever given, are a means of focusing on central issues, concepts or knowledge. Students who are aloof to the class-room proceedings or do not read the pre-reading will miss a significant segment of the course. A student's ability to solve problems is also a reflection of the extent to which concepts have been understood. The course is a hands-on course and requires the participant to work out multiple examples to gain confidence.

Syllabus:

Course Content:

Unit-1

Data vs Information, Importance of Information, Types of Information System, Transaction Processing System, Decision Support System, Group Decision Support System, Executive InformationSystem.

Unit-2

Management Information System: Concept, Information System Requirements at Different Management Levels, Decision Making and Information System, Decision Making Process, Decision Making Model, Problem Solving and System Approach to Problem Solving.

Unit-3

System Analysis and Design, SDLC, Role of System Analyst, Functional Information System: Production Information System, Marketing Information System, Financial Information System, Human Resource Information System

Unit-4

Information System Resources, Ethical and Social Issues in Managing Information System Resources, Cyber Crime, Information Security and Cyber Laws, Audit of Information System

Textbook:

- 1. Management Information Systems, Mudrick& Ross, Prentice Hall of India
- 2. Management Information Systems, Sadagopan, Prentice Hall of India
- 3. Management Information Systems, CSV Murthy, Himalaya publications.

Reference Books:

1. Management Information system, O'Brien Marakas, Tata Mc Grew hill (9th Edition,

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- 2010)
- 2. Management Information system, L M Prasad, Sultan Chand Publishing House (2nd Edition ,2011)
- 3. Information system concepts for Management, Lucas, H.C., Tata Mc Grew Hill (1st Edition, 1986)
- 4. Managing Information system in the digital Firm, Loudon K.C, Prentice Hall of India (2006)

Journals:

1. Journal of Management information system

Case Study: Dell Computer Corporation, Company background

Links to websites:

- https://books.google.co.in/books?id=ISRJDwAAQBAJ&printsec=frontcover&source=g • bs ge summary r&cad=0#v=onepage&q&f=false
- https://books.google.co.in/books?id=RTZDDAAAQBAJ&printsec=frontcover&source= gbs ge summary r&cad=0#v=onepage&q&f=false

Evaluation Scheme:

- Class participation and attendance 05 marks .
- Mid Term Exam 20 marks .
- Assignment 05 marks .
- Professional Activities 10 marks .

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Term-End Exam 60 marks .

Total 100 marks Faculty of Commerce & Management addres



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Program Name : B			Semest		
Course: <u>Statistics</u> Analysis	& Computation	al Data	Code: 0	6170306	
	ing Scheme			Evaluatio	n Scheme
Classroom	Practical/	Tutorials	Credit		Term End
Session/ Lectures	Group	and the second s		Evaluation 🧹	Examination
	work				(TEE)
40		-	4	40	60
ML, AI and all engi probability distribut	neering applica	tions. Topic	s include:	Data Distribution	s which is widely used in , random variables,
Course Objectives:					
and probabi problems.	lity distributio	e is to teach n and othe	students r statistic	the basic concept al methods to se	s of Statistics, Probabilit
Learning Outcome	s:				
On completion of th	is course, the st	udents are e	expected to	o learn	
 Basic of Pyth Pandas, Nun Basics of State Various tests of 	npy, Matplotlib atistics and Prob	bability distr			
Prerequisite(s):					
A CONTRACTOR OF A CARD OF A CARD	edge of the Stat	istics.			
Pedagogy: Lectures	, Case Studies	& Quiz			
		3			
Syllabus:					
Unit-1					
Python programmin	g Basic: Pythor	interpreter	IPython	Basics Tab compl	etion
Introspection, %run	-	and the second			
language semantics,	scalar types. C	ontrol flow.		, F.	
	of Construction &	men	t		
pado	Manufactor &	Ma again			
	of United				

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Data Structure, functions, files: tuple, list, built-in sequence function, dict, set, functions, namescape, scope, local function, returning multiple values, functions are objects, lambda functions

NumPy: Array and vectorized computation: Multidimensional array object. Creating ndarrays, arithmetic with numpy array, basic indexing and slicing, Boolean indexing, transposing array and swapping axes,

Unit-2

Pandas: Pandas data structure, series, DataFrame, Index Object, Reindexing, dropping entities from an axis, indexing

Visualization with Matplotlib: Figures and subplots, colors, markers, line style, ticks, labels, legends, annotation and drawing on sublots, matplotlib configuration, Plotting with pandas and seaborn

Unit- 3

Data description: Displaying data on a single variable (graphical methods, measure of central tendency, measure of spread), displaying relationship between two or more variables, measure of association between two or more variables.

Unit- 4

Probability Theory: Sample space and events, probability, axioms of probability, independent events, conditional probability, Bayes' theorem.

Unit- 5

Random Variables: Discrete and continuous random variables. Probability distribution of discrete random variables, binomial distribution, Probability distribution of continuous random variables, normal (gaussian) distribution

Interval Estimations, Confidence interval of means and proportions, Test of Statistical Hypothesis and p-values

Textbook:

AchimKlenke, (2014), Probability Theory A Comprehensive Course Second Edition, Springer, ISBN 978-1-4471-5360-3

Reference Books:

Christian Heumann, Michael SchomakerShalabh (2016), Introduction to Statistics and Data Analysis With Exercises, Solutions and Applications in R, Springer International Publishing, ISBN 978-3-319-46160-1

Links to websites:

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Evaluation Scheme:

- Class participation and attendance 05 marks
- Mid Term Exam 20 marks
- Assignment 05 marks
- Professional Activities 10 marks
- Term-End Exam 60 marks

Total 100 marks

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Program Name : B	¥		Semest	er:III	
Course: R Program		Science	Code: 0	6170307	
and Data An	alysis				
Teach	ing Scheme			Evaluati	on Scheme
Classroom	Practical/	Tutorials	Credit	Continuous	Term End
Session/ Lectures	Group work			Evaluation	Examination (TEE)
40	-	-	4	40	(TEE) 60
Course Rationale:	The course be	gins with the	e study of	R Programmin	g
Course Objectives:	1				
R is a programming	g language for	statistical	computing	g and graphics t	hat you can use to clea
analyze, and graph y and display results a	your data. It is	of statistics	d by researcher	rchers from dive	erse disciplines to estima
Learning Outcomes	A STORE	or statistics	and resea	ten methods	
	and the second second	udante ano		1	
On completion of thi	is course, the st	udents are e	xpected to	blearn	a 8 ¹⁰
1. Open Source					
2) Platform Independ	dent				
3) Machine Learning	Operations				
4) Exemplary support	t for data wran	gling			
5) Quality plotting an	nd graphing				
6) The array of packa	ages				
7) Statistics					
Prerequisite(s):					
	dge of the Stat	istics			
Dasie kilowie	age of the Stat	istics.			
Podegogy Lostures	Case Studies	8 Oui-			
Pedagogy: Lectures,	Case Studies a				
Syllabus:					
Unit-1					
Getting Started with	h R and R Wo	rkspace:			
Introducing R. R as	a programmin	g Language.	the need	of R Installing	R, RStudio, RStudio's us
				or re, mouning i	restauto, restauto s us
nean	y of Commerce	& Managerin			
Facult	y of Common University				
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interface, console, editor, environment pane, history pane, file pane, plots pane, package pane, help and viewer pane

R Workspace, R's working directory, R Project in R Studio, absolute and relative path, Inspecting an Environment, Inspect existing Symbols, View the structure of object, Removing symbols, Modifying Global Options, Modifying warning level, Library of Packages, Getting to know a package, Installing a Package from CRAN, Updating Package from CRAN, Installing package from online repository, Package Function, Masking and name conflicts

Unit-2

Basic Objects and Basic Expressions:

Vectors, Numeric Vectors, Logical Vectors, Character Vectors, subset vectors, Named Vectors, extracting element, converting vector, Arithmetic operators, create Matrix, Naming row and columns, subsetting matrix, matrix operators, creating and subsetting an Array, Creating a List, extracting element from list, subsetting a list, setting value, creating a value of data frame, subsetting a data frame, setting values, factors, useful functions of a data frame, loading and writing data on disk, creating a function, calling a function, dynamic typing, generalizing a function. Assignment Operators, Conditional Expression, using if as expression and statement, using if with vectors, vectorized if: ifelse, using switch, using for loop, nested for loop, while loop

Unit-3

Working with Basic Objects and Strings:

Working with object function, getting data dimensions, reshaping data structures, iterating over one dimension, logical operators, logical functions, dealing with missing values, logical coercion, math function, number rounding functions, trigonometric functions, hyperbolic functions, extreme functions, finding roots, derivatives and integration.

Unit- 4

Statistical function, sampling from a vector, Working with random distributions, computing summary statistics, covariance and correlation matrix, printing string, concatenating string, transforming text, Formatting text, formatting date and time, formatting date and time to string, finding string pattern, using group to extract data, reading data.

Unit-5

Working with Data – Visualize and Analyze Data: Reading and Writing Data, importing data using built-in-function, READR package, export a data frame to file, reading and writing Excel worksheets, reading and writing native data files, loading built-in data sets, create scatter plot, bar chart, pie chart, histogram and density plots, box plot, fitting linear model and regression

Textbook:

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Hands-On Programming with Rby Garrett Grolemund

Reference Books:

R for Data Scienceby Hadley Wickham & Garrett Grolemund

Links to websites:

Evaluation Scheme:

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- Class participation and attendance 05 marks
- Mid Term Exam 20 marks
- Assignment 05 marks
- Professional Activities 10 marks
- Term-End Exam 60 marks

Total 100 marks

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Program Name : BBA (ANALYTICS) Semester: IV **Principles of Marketing** Course: Code: 06170402 **Teaching Scheme Evaluation Scheme** Classroom Practical/ **Tutorials** Credit Continuous **Term End** Session/ Evaluation Group Examination Lectures work (TEE) 40 4 40 60 _ -

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Course Rationale:

The rationale for this course is using different marketing strategies and obtains a better understanding of market needs and to more completely satisfy them. Companies that develop effective marketing strategies achieve high sales volumes at the desired profit margin

Course Objectives:

This course is designed to promote understanding of concepts, philosophies, processes and techniques of managing marketing operation and to develop a feel of the market place.

Learning Outcomes: After completion of the course, students will be able to:

- 1. Discus the core concepts of marketing and related terminologies.
- 2. Analyze the application of consumer behaviour in the business industry.
- 3. Apply the learnings of the marketing in the product, pricing, distribution and promotion areas.

Prerequisite(s):

Basic understanding of core concepts of management

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Pedagogy: The class may start by the student's Newspaper presentation using the concepts of marketing. A mix of pedagogy would be adopted consisting of lecture, discussion, presentation, demonstration and class test. Concept of the topics will be given through short lectures. The extent & quality of learning will depend on the quality & depth of discussion in the class.

Syllabus:

Unit-I:

Nature, scope and importance of marketing; Evolution of marketing; Selling vs Marketing; Marketing mix, Marketing environment: concept, importance, and components (Economic, Demographic, Technological, Natural, Socio-Cultural and Legal). **Unit-II**

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Consumer Behaviour: Nature and Importance, Consumer buying decision process; Factors influencing consumer buying behaviour.

Market segmentation: concept, importance and bases; Target market selection; Positioning concept, importance and bases; Product differentiation vs. market segmentation. **Unit-III**

Product: Concept and importance, Product classifications; Concept of product mix; Branding, packaging and labeling; Product life- cycle; New Product Development Process; Consumer adoption process.

Unit-IV

Pricing: Significance, Factors affecting price of a product, Pricing policies and strategies. **Distribution Channels and Physical Distribution:** Channels of distribution - meaning and importance; Types of distribution channels; Functions of middle man; Factors affecting choice of distribution channel, Physical Distribution.

Unit-V

Promotion: Nature and importance of promotion; Communication process; Types of promotion: advertising, personal selling, public relations & sales promotion, and their distinctive characteristics; Promotion mix and factors affecting promotion mix decisions;

Text Books:

- 1. Kotler, Philip, Gary Armstrong, PrafullaAgnihotri and EhsanulHaque. *Principles of Marketing*, 13th edition. Pearson Education.
- 2. Michael, J. Etzel, Bruce J. Walker, William J Stanton and Ajay Pandit. *Marketing: Concepts and Cases.* (Special Indian Edition)., McGraw Hill Education

Reference Books:

- 1. Majaro, Simon. The Essence of Marketing. Pearson Education, New Delhi.
- 2. Iacobucci and Kapoor, *Marketing Management: A South Asian Perspective*. Cengage Learning.
- 3. William D. Perreault, and McCarthy, E. Jerome., Basic Marketing. Pearson Education.
- 4. Dhruv Grewal, Michael Levy, Marketing, McGraw Hill Education.
- 3. RajendraMaheshwari, Principles of Marketing, International Book House

Journals:

- American Marketing Association: <u>https://www.ama.org/ama-academic-journals/</u>
- European Journal of Marketing: <u>https://www.emerald.com/insight/publication/issn/0309-0566</u>

Links to websites:

Marketing Management: <u>https://www.pearson.com/en-us/subject-catalog/p/marketing-management/P200000005952/9780137344161</u>

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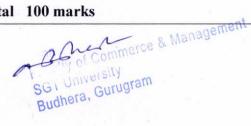


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Evaluation Scheme:

- Class participation and attendance 05 marks
- . Mid Term Exam 20 marks
- Assignment 05 marks .
- Professional Activities 10 marks •
- Term-End Exam 60 marks •

Total 100 marks





Program Name : BBA (Analytics) Semester: IV Course: Entrepreneurship Development Code:0170406 **Teaching Scheme Evaluation Scheme** Practical/ Classroom **Tutorials** Credit Continuous Term End Session/Lectures Group Evaluation Examination work (TEE) 40 4 40 60 _ -

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Course Rationale:

Entrepreneurship plays an influential role in the economic growth and development of the country. As the world economy is changing so is the dynamism of the business world. The aim of this course is to instill and kindle the spirit of Entrepreneurship amongst students. The idea of this course is to create "job providers rather than job seekers".

Course Objectives:

The aim is to expose the student to the contemporary policies relating to entrepreneurship development in India and the Institutional framework available for the development, training of new and young entrepreneurs. The study will also help the students to understand and learn the process of becoming an entrepreneur and the steps involved in the process of entrepreneurship development.

Learning Outcomes:

After completion of the course, students would be able to:

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- Apply the acquired knowledge related to the various phases in venture creation process such as the contemporary policies relating to entrepreneurship development, financial assistance by the institutions, methods of taxation and tax benefits, etc.
- Understand and implement the process of becoming an entrepreneur and the steps involved in the process of entrepreneurship development.

Prerequisite(s):

Basic knowledge about business and related legal compliances

Pedagogy:

Videos and quizzes through the on-line Learning Management System (LMS); Classroom learning through an experienced Facilitator/Faculty on campus (Videos, In-class Activities, Outbound Activities); Assignments and Projects; and Practical Experiences including challenges, internships and apprenticeships.

Syllabus:

Unit I: Entrepreneur – Types of Entrepreneurs – Difference between Entrepreneur and Intrapreneur –Entrepreneurship in Economic Growth, Factors Affecting Entrepreneurial Growth. Entrepreneur Vs Professional Manager ; Women Entrepreneur; Major Motives Influencing an Entrepreneur – Achievement, Motivation, Training, Entrepreneurship Development Programs – Need, Objectives.

Unit II: Medium Enterprises, Small Enterprises – Definition, Classification – Characteristics, Ownership Structures; Micro, Small & Medium Enterprises (MSMEs)Policy in India; Steps involved in setting up a Business – identifying, selecting a Good Business opportunity, Market Survey and Research, Techno Economic Feasibility Assessment – Preparation of Preliminary Project Reports – Project Appraisal – Sources of Information – Classification of Needs and Agencies.

Unit III:Need - Sources of Finance, Term Loans, Capital Structure, Financial Institution,

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management of working Capital, Costing, Break Even Analysis, Taxation – Income Tax, Excise Duty & Service Tax, Customs Law.

Unit IV:Institutions for Entrepreneurial Development; Role of Banks and Financial Institutions and their Assistance to Entrepreneurs; Sickness in small Business – Concept, Magnitude, causes and consequences, Corrective Measures – Government Policy for Small Scale Enterprises.

Textbook:

1. S.S.KHANKA "Entrepreneurial Development" S.Chand& Co. Ltd. Ram Nagar New Delhi, 1999.

Reference Books:

- 1. D.F. Kuratko and T. V. Rao (2016), Entrepreneurship: A South Asian Perspective, Cengage Learning.
- 2. DinanathKaushik (2013) Studies in Indian Entrepreneurship, New Delhi, Cyber Tech Publications
- 3. Rabindra N. Kanungo "Entrepreneurship and innovation", Sage Publications, New Delhi, 1998.
- 4. Kaliyamoorthy and Chandrasekhar (Eds: 2007), Entrepreneurial Training: Theory and Practice, New Delhi, Kanishka Publishers
- 5. Robert Hisrich, Michael Peters and Dean Shepherd (2009) Entrepreneurship, New Delhi, Tata McGraw-Hill Publishing Company Limited
- 6. Rajagopalan (Ed: 2006) Promoting Sustainable Livelihoods: Concepts and Approaches, The ICFAI University Press
- 7. Donald L. Sexton & Raymond W. Smilor, The Art and Science of Entrepreneurship, Ballinger
- 8. Clifford M. Baumback& Joseph R. Mancuso, Entrepreneurship and Venture Management, Prentice Hall
- 9. Gifford Pinchot, Intrapreneuring, Harper & Row

Journals:

- 1. Entrepreneurship Theory and Practice
- 2. International Entrepreneurship and Management Journal
- 3. Journal of Intellectual Capital
- 4. Journal of Business Venturing
- 5. European Journal of Innovation Management

Case Study: NA

Links to websites:

- 1. Entrepreneur Notes and Study Material (mbaexamnotes.com)
- 2. Value Proposition Canvas Download the Official Template (strategyzer.com)
- 3. Lean Canvas | LEANSTACK
- 4. Create a new Lean Canvas Canvanizer
- 5. Lean Canvas Business Model Toolbox (bmtoolbox.net)

Evaluation Scheme:

- · Class participation and attendance 05 marks
- Mid Term Exam 20 marks
- Assignment 05 marks
- Professional Activities 10 marks
- Term-End Exam 60 marks

Total 100 marks

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SHREE GURU GOBIND SINGH TRICENTENARY UNIVERSITY (UGC Approved University) GURGAON, Delhi-NCR

Program Name : B	BA (Analytics	s)	Semeste	er:III	
Co <mark>urse: Data Anal</mark> Tools & Tee		lization-	Code: 0	6170407	
Teacl	ning Scheme			Evaluati	on Scheme
Classroom	Practical/	Tutorials	Credit	Continuous	Term End
Session/Lectures	Group work			Evaluation	Examination (TEE)
40	-		4	40	60
Course Dationales					

Course Rationale:

Designed to help you become a successful Data Analyst, this Subject is for those just starting their career in Analytics. It will teach you how to understand data fundamental, analyse the data methodology, techniques, powerful dashboards, Power BI & Visualization power of data along with a strong focus on case studies to ensure hands on learning. Once armed with analytics, you will also learn the powerful data visualization tool like Advanced version of Excel, Power Map, Power BI, Business Intelligence software, Tableau desktop version & other open source tools etc to present your analysis.

Course Objectives:

The basic objective is to understand the data analysis & visualize your data & method, understanding models not just a tool-oriented Analyst.

Learning Outcomes:

On completion of this course, the students are expected to learn

To understand this course, it is advisable to have a foundation level knowledge of data analysis & visualization understanding. Data Analytics & Visualization is needed to be every industry for business insight. The job profiles come out after completion of that program is Data analyst, Business Analyst, Business Intelligence, Data Scientist, Data Architect, Data Statistician, Database Administrator, Data & Analytics manager etc. (Tools req- Microsoft office 2013/16 version, Tableau desktop, Power BI etc.

Prerequisite(s):

Basic knowledge of the Statistics.

Pedagogy: Lectures, Case Studies & Quiz, PBL

Syllabus:

Unit-1

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INTRODUCTION TO DATA HANDLING

Overview of Data analysis, Introduction to Data visualization, Working with statistical formulas -Logical and financial functions, Data Validation & data models, Power Map for visualize data, Power BI-Business Intelligence, Data Analysis using statistical methods, Dashboard designing

Unit-2

INTRODUCTION TO DATA MANIPULATION USING FUNCTION:

Heat Map, Tree Map, Smart Chart, Azure Machine learning, Column Chart, Line Chart, Pie, Bar, Area, Scatter Chart, Data Series, Axes, Chart Sheet , Trendline, Error Bars, Sparklines, Combination Chart, Gauge, Thermometer Chart, Gantt Chart, Pareto Chart etc., Frequency Distribution, Pivot Chart, Slicers, Tables: Structured References, Table Styles, What-If Analysis: Data Tables Correlation model Regression model

Unit-3

Data Strategy & Consumer behaviour Analytics:

Understanding Product & Category, Competitive Analysis, Market Share understanding- Market potential Index, Seasonality-Sales Trending, Consumer behaviour Analytics

Unit-4

MIND AND MARKET FACTORS, Budget planning & Execution- MIMI,

Regression & Correlation Analysis for Sales trending, Forecasting method with predictive investment modelling, Cohort Analysis, Google Analytics(GA), Case Studies-Assignments

Unit-5

TABLEAU SOFTWARE: GETTING STARTED WITH TABLEAU SOFTWARE:

What is Tableau? What does the Tableau product suite comprise of? How Does Tableau Work? Tableau Architecture, What is My Tableau Repository? Connecting to Data & Introduction to data source concepts, Understanding the Tableau workspace, Dimensions and Measures, Data Types & Default Properties, Building basic views, Saving and Sharing your work-overview

Textbook:

Information Dashboard Design: Displaying Data for At-a-glance Monitoring" by Stephen Few

Reference Books:

Beautiful Visualization, Looking at Data Through the Eyes of Experts by Julie Steele, Noah Iliinsky Links to websites:

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Evaluation Scheme:

- Class participation and attendance 05 marks
- Mid Term Exam 20 marks
- Assignment 05 marks
- Professional Activities 10 marks
- Term-End Exam 60 marks

Total 100 marks

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P <mark>rogram Name : B</mark>			Semest		
Course: Machine I	Learning for B	usiness	Code: (6170408	
Teach	ing Scheme			Evaluatio	on Scheme
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-		4	40	60
Course Rationale: The course begins y learn Machine learn					ent gets an opportunity to
Course Objectives:	s course is to te	each student.	s the basi	c concepts of ma	chine learning, supervised
Learning Outcome	s:	42			
 Basic Algori Supervised a Linear Regree Resampling 	nd Unsupervise ession, Classific	ed Learning cation, Tree,	PCA, SV		
Prerequisite(s): Bas	sic knowledge	of the Statist	ics.		
Pedagogy: Lectures	, Case Studies	& Quiz, PBI		×.	
Syllabus: Unit-1 Introduction: Learning systems, re and terminology, fur			achine lea	rning, why machi	ne learning, variable types
Unit-2					
Types of machine le	earning:				
Supervised learning,	unsupervised	learning, reir	forcemen	t learning	
Unit- 3					
Important concepts	of machine le	arning:			
Parametric vs non-	-parametric mo	odels, the t			ion accuracy and mode t, bias-variance trade off.
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over fitting, model selection, no free lunch theorem

Unit-4

Linear Regression:

Linear regression, estimating the coefficients, accessing the accuracy of coefficient estimates, accessing the accuracy of the model, multiple linear regression, qualitative predictors

Unit- 5

Classification:

Logistic regression, estimating regression coefficients, making predictions, multiple logistic regressions, linear discriminant analysis, bayes' theorem of classification, LDA for p=1, LDA for p>1, quadratic discriminant analysis

Textbook:

- Machine Learning by Tom M. Mitchell McGraw Hill Education; First edition
- Pattern Recognition and Machine Learning (Information Science and Statistics) by Christopher M. Bishop - Springer; 1st ed. 2006. Corr. 2nd printing 2011 edition

Reference Books:

The Elements of Statistical Learning: Data Mining, Inference, and Prediction by Trevor Hastie, Robert Tibshirani, Jerome Friedman - Springer; 2nd ed. 2009, Corr. 9th printing 2017 edition

Links to websites:

Evaluation Scheme:

- Class participation and attendance 05 marks
- Mid Term Exam 20 marks
- Assignment 05 marks
- Professional Activities 10 marks
- Term-End Exam 60 marks

Total 100 marks

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Semester: IV Program Name : BBA (Analytics) **Course: Financial Management** 70409 Code: **Teaching Scheme Evaluation Scheme** Classroom Practical/ Tutorials Term End Credit Continuous Group Session/Lectures **Evaluation** Examination work (TEE) 40 4 40 60

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Course Rationale:

The objective of a business enterprise is to generate profits and remain viable and sustainable. Sustainability necessitates value creation by organizations not for just their stakeholders but also for society at large.

In the process of value creation, financial managers are increasingly supplementing the traditional metrics of performance with new methods that encourage a greater role for risk assessment and critical analysis of alternatives. The purpose of this course is to enable students to understand the financial decision-making process and to interpret the impact that financial decisions will have on value creation. Thus there are four major decision-making areas in financial management: the financing, investment, liquidity, valuation and asset management decisions.

Course Objectives:

5. To understand the meaning of financial planning.

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- 6. To determine the cost of capital and to take long-term capital budgeting decisions.
- 7. To calculate the amount of dividend and working capital.

Learning Outcomes:

After completion of the course students would be able to :

- 1. Identify the best source of financing suitable to a business
- 2. Review investment decisions on the basis of the associated risk and return based on the concept of Time Value of Money
- 3. Calculate the cash flows from complex investment decisions
- 4. Calculate the cost of capital under different capital structures and assess the optimal capital structure and value for the firms.

Prerequisite(s):

- 1. Good Communication skills
- 2. Basic knowledge of Accounts and Finance.

Pedagogy:

Exercises in the text book and Cases would be used for extensive practice both in the class and for self-study.

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Syllabus:

Unit-1

Financial Management: Meaning, concept, significance, objectives and scope; financial decisions. Time value of money, Risk and Return Analysis.

Unit-2

Financial Planning: Concept and theories. Capitalization: meaning, types (over capitalization, undercapitalization and optimum capitalization), Sources of finance- long term and short –term sources of finance.

Unit-3

Capital Structure: Concept, patterns, point of indifference, theories, sound capital mix, capital gearing, financial distress and pecking order theory.

Leverages: Meaning and types (financial leverage, operating leverage, composite leverage and its computation.

Unit-4

Cost of Capital: Concept, significance, computation of cost of capital (cost of debt, cost of preference capital, cost of equity share capital, cost of retained earnings and weighted average cost of capital).

Capital Budgeting: Estimation of relevant cash flows and terminal value; Evaluation techniques - Accounting Rate of Return, Net Present Value, Internal Rate of Return, Profitability Index Method, RADR (Risk Adjusted Discount Rate).

Unit V

Working Capital: Meaning, Objectives. Factors affecting Working Capital Decision. Working Capital Management methods, Dividend Policy- meaning, types of dividend, determinants affecting dividend policy, Dividend models- Walter's model, Gordon's model, MM hypothesis.

Textbook:

- Financial Management by IM Pandey, Vikas Publishing (11th Edition)
- Khan and Jain. Financial Management, Text, problems & Cases (Eight Edition) McGraw Hill Education

Reference Books:

- R.P. Rustagi, Financial Management (14th edition), Taxmann Publications
- Chandra, P. Financial Management: theory & Practice. (10th edition) McGraw Hill Education

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- James C. Van Horne and Sanjay Dhamija, Financial Management and Policy, Pearson Education
- Levy H. and M. Sarnat. Principles of Financial Management. Pearson Education
- Joy, O.M. Introduction to Financial Management. Mc Graw Hill Education.

Journals:

- 1. Journal of International Financial Management and Accounting
- 2. Journal of Risk and Financial Management.

Case Study:

- Managing Non Performing Assets in Indian Banking Industry
- Financial Statement Analysis of Mahindra and Mahindra

Links to websites:

https://www.icai.org

Evaluation Scheme:

- · Class participation and attendance 05 marks
- Mid Term Exam 20 marks
- Assignment 05 marks
- Professional Activities 10 marks
- Term-End Exam 60 marks

Total 100 marks

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SGT UNIVERSITY SHREE GURU GOBIND SINGH TRICENTENARY UNIVERSITY GURGAON, Delhi-NCR

Program Name : B	BA (Analytics)	Semest	er: V	
Course: Risk Frau Marketing A Analytics	d & Foundatic Analytics Social		Code: 0	6170505	
Teach	ing Scheme			Evaluati	on Scheme
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	_	4	40	(TEE) 60
fraud, fraud data and test for fraud detecti	alysis process, on.	anomalies vo	ersus frau	d within the data	, how to analyse the risk o and various data analytics ment and Human Resource
Course Objectives: The objective is to h process of understan expense reimbursem	elp student und ding the proces				s and understand the payroll fraud, and
Learning Outcome On completion of th The basic concep Process of fraud	is course, the stores of fraud ana		xpected to	o learn	
Fraud analytics tFraud analytics f		ne, payroll f	raud, emp	oloyee reimburser	nent fraud
Prerequisite(s):	edge of the Stat				
Pedagogy: Lectures	, Case Studies a	& Quiz, PBL			
Syllabus:					
	n ulty of Commerc T University dhera, Gurugran		ment		



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Unit-1

Introduction-.

Define fraud, anomalies vs fraud, types of fraud, the risk of fraud, Fraud detection, Recognizing Fraud, Data analytical software, anomalies versus fraud within data, Fraud Data inclusions and deletions.

Unit-2

Fraud Data Analysis Process -

Evaluation and analysis, obtain data file, Type of file formats, Data analysis preparation, arrange data, organize data

Data Analysis Tests – Benford's Law, Number duplication test, z-score, relative size factor test, same-same test, same-same-different test, even amounts, correlation, trend analysisl

Unit- 3

Billing Scheme - Data familiarization, Benfords's law test, relative size factor test, z-score, even dollar amounts, same-same-same test, same-same-different test, payment without purchase orders test, length of time between invoice and payment dates test, search for post office box, match employee address to supplier, duplicate addresses in vendor master, payments to vendor not in master, gap detection of check number sequences.

Unit-4

Payroll Fraud and Expense Reimbursement Fraud – Data familiarization, data analysis, the payroll register, payroll master and commission tests, Network Analysis.

Unit-5

Introduction to Marketing Analytics and Customer Analysis, Market Segmentation, Customer Lifetime Value, New Product Decisions, Advertising, Overview of Google Analytics(GA), Campaign on TV/Print/OOH/Radio/Digital platforms.

Textbook:

Reference Books:

Links to websites:

Evaluation Scheme:

Class participation and attendance 05 marks

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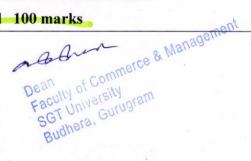




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- Mid Term Exam 20 marks .
- Assignment 05 marks •
- Professional Activities 10 marks .
- Term-End Exam 60 marks .

Total 100 marks





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SHREE GURU GOBIND SINGH TRICENTENARY UNIVERSITY (UGC Approved University) GURGAON, Delhi-NCR

Program Name : B			Semest		
Course: Supply Cl Analytics	hain Analytics	& HR	Code: (06170506	
Teach	ing Scheme	1	Evaluation Scheme		
Classroom Ses <mark>sion/ Lectures</mark>	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-		4	40	60
done with industrial be revised and ap computational routin The fourth and fifth	data. During t oplied using nes in R for sup ounit of this co	he course ba industrial d pply chain an ourse is an ap	sic conce ata. Var alysis wi	ots regarding supp ous capabilities Il be introduced in oriented one and	of the exercises have to be only chain management with of R environment ar a comprehensive manner most of the exercises have cepts regarding HR metr
Course Objectives: Fo understand how Operation, Inventor resources Analytics	the Analytic y and Supply.	The course a	lso focus	es on understandi	agement, Demand, Sale ng the concepts of Huma
Learning Outcome	s:				
On completion of th	is course, the s	students are e	xpected t	o learn	
• The concepts of	Supply chain /	Analytics			
Alterior Content of Co	concepts of Der		ics, Sales	and Operation A	nalytics, Inventory and
• The concepts of	Human Resou	rce Analytics			
Prerequisite(s):					
Basic knowle	edge of the Sta	tistics.			
Pedagogy: Lectures	, Case Studies	& Quiz, PBI	_		
Syllabus:	n culty of Commen culty of Commensity aT University Gurugta	1900	nent		
addu	mer	ce & Manayo			
Deal	ulty of Comments	m			
Fa SC	oulty of Control ST University udhera, Gurugra	a			
B	NOLLO				



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Unit-1

Introduction-.

Introduction to Supply Chain Analytics – Components of Supply Chain Analytics, Big Data in Supply Chain Analytics, Strategic goal, Demand Analytica, Forecasting, unbiased forecast, forecasting stable products, forecasting new replacement and non-replacement products, measure forecast accuracy

Unit-2

Sales and Operation Analytics -

Introduction, newsvendor problem, analyzing demand variability, Supply and resource constraints, excess supply.

Unit- 3

Inventory and Supply Analytics -

Introduction to inventory management problem, lot size restrictions, volume discount and joint replenishment, lead time variability, Dynamic Inventory control.

Unit- 4

HR Analytics –

Importance of HR Analytics, changing world of man power, HR Analytics Framework, Workforce planning analytics, sourcing analytics, acquisition/hiring analytics, onboarding, culture fit, and engagement analytics, performance assessment analytics, employee lifetime value and cost modeling, Employee wellness and health analytics, HR Metrices and LMAP Framework.

Unit-5

Trends. Turnover trends, labor turnover index, correlation, predictive forecasting for growth, analyze the actual number of employees to work in a company, analyze prime working days, analyze employee standard unit cost, analyze appraisal cost.

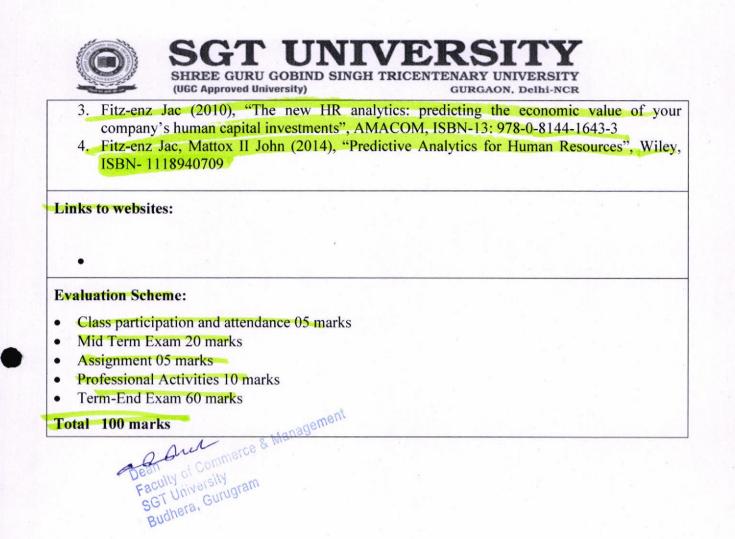
Textbook:

- Stadler Hartmut and Kilger Christoph (2005), "Supply Chain Management and Advanced Planning: Concepts, Models, Software and Case Studies", Third Edition, Springer, ISBN-3-540-22065-8
- 2. Edwards Martin R, Edwards Kirsten (2016), "Predictive HR Analytics: Mastering the HR Metric", Kogan Page Publishers, ISBN-0749473924

Reference Books:

- 1. Márquez Adolfo Crespo (2010) "Dynamic Modelling for Supply Chain Management: Dealing with Front-end, Back-end and Integration Issues", Springer
- Simchi-Levi, David, Chen, Xin, Bramel, Julien (2014), "The Logic of Logistics Theory, Algorithms, and Applications for Logistics Management", Third Edition, Springer, ISBN-978-1-4614-9149-1

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SHREE GURU GOBIND SINGH TRICENTENARY UNI (UGC Approved University) GURGAON Delbi-NCR

Program Name : BB	A (Analytics)		Semeste	r: V		
Course: Production Management			Code:			
Teach	ning Scheme		Evaluation Scheme			
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)	
40		-	4	40	60	

Course Rationale:

Production/Operation is an integral management function, which is instrumental in building of a company's sustainable competitive advantage. It is imperative for a budding manager to understand the theoretical concepts and practical application of production and operation management to develop a holistic approach whilst managing the organizations.

Course Objectives:

- 1. The course is designed to make the students familiar with different types of Production, plant layout and material handling, operations planning and control, inventory management, quality management etc.
- 2. It also seeks to acquaint them with appropriate tools and techniques needed for understanding the operational situation.

Learning Outcomes:

After completion of the course students would be able to :

- 1. Understand the significance of operations and its integration with other management functions.
- 2. Understand the qualitative factors and quantitative models which can facilitate the facilities location in the context of globalization.
- 3. Understand different types of production processes and the respective layouts used for manufacturing different types of products.
- 4. Learn about the activities of production planning and control and familiarity with the tools of PPC.
- 5. Develop an understanding and suitability of the different inventory control models.
- 6. Develop an understanding of different techniques and tools used in work study.

Prerequisite(s):

Basic knowledge of the functions of management.

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Pedagogy: Lectures, Case Studies & Quiz

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Syllabus:

Unit-1 address



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Production/Operations Management- Introduction, evaluation, objectives, difference between products and services (from POM view point), difference between manufacturing and operation.

Production Systems- Types, production to order and production to stock, role of production manager.

Unit-2

Plant location- Factors affecting locations and evaluating different locations.

Plant layout- Meaning, objectives, characteristics and their types, materials handling.

Unit-3

Production Planning and Control- Meaning, objectives, advantages and PPC elements, Production planning techniques- sequencing and assignment problems.

Work study- meaning, objectives, prerequisites and procedure and tools of work study, Procedure and techniques of work measurement.

Unit-4

Inventory Control- Objective, advantages and techniques (EOQ model and ABC analysis). Quality control - meaning and importance, inspection, quality control charts for variables and attributes and acceptance sampling.

Textbook:

- 1. Bedi, K. (2014). Production and Operations Management, Oxford University Press, New Delhi.
- 2. Aswathappa, K., G. Sudarsana Reddy, B. Krishna Reddy, *Production & Operation Management*, Himalaya Publishing House.

Reference Books:

- 1. Mahadevan, B. (2015). Operations Management (3rd edition). Pearson Education, Delhi
- 2. Chase, R. B., Shankar, R., and Jacobs, R. F. (2019). Operations and Supply Chain Management (15th ed.), Mc Graw Hill, Chennai
- 3. Samson, D. and Singh (2010), J. P. Operations Management-An integrated approach, Cambridge University Press.
- 4. Evans R. James, Collier A. David (2007). Operations Management, Cengage Learning.
- 5. Everett. Adam, Jr. and Ronald J. Elbert (2003), Production and Operations Management Concepts, Models and Behaviour, 5th Edition Prentice Hall of India.
- 6. Gaither, N. and Frazier G. (2011). Operations Management (9th ed.), Cengage Learning, New Delhi.
- 7. Kachru, U. (2010). Production and Operations Management: Text and Cases, Excel Books
- 8. Singh, S.P. (2014). Production and Operations Management. Vikas Publishing.

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9. Stevenson J. William (2009), Operations Management (9th Edition), Tata McGraw-Hill.

Links to websites:

- https://www.iso.org/standards.html •
- https://global.toyota/en/company/vision-and-philosophy/production-system/ .
- https://www.qualitygurus.com/performance-excellence-models-quality-awards/ .

Evaluation Scheme:

Total

- Class participation and attendance 05 marks .
- Mid Term Exam 20 marks .
- Assignment 05 marks . 10 marks
- Team Project Presentation . •
 - Term-End Exam

60 marks 100 marks

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SHREE GURU GOBIND SINGH TRICENTENARY UNIVERSITY (UGC Approved University) GURGAON, Delhi-NCR

Pr <mark>ogram</mark> Name : B			Semest		
Course: Financial	Statement Ana	lysis &	Code:	06170507	
Reporting					
	ing Scheme		G 11		on Scheme
Classroom Session/Lectures	Practical/	Tutorials	Credit	Continuous Evaluation	Term End Examination
Session/ Lectures	Group work			Evaluation	(TEE)
40	-		4	- 40	60
Course Rationale:					
This course combin	es theoretical c	oncepts und	erlying t	ne presentation o	f financial statements wit
					processes; examination of
					statement of cash flows
application of the va	rious quantitati	ve technique	es of fina	ncial analysis, su	ch as ratio interpretation.
Course Objectives:	1				
and the second		anto uning	knowlad	ra of the underly	ving accounting principle
a state of the sta			Knowledg	ge of the underly	ving accounting principles
	analysis techni				
A MINE AND	e the impact	of operating	g, invest	ing, and financi	ng decisions on financia
statements.					
3. To be able to	o present the fin	nancial resu	lts and po	osition of a comp	pany relative to its industr
and peer grou	up in oral and w	ritten forma	at.		
Learning Outcome	c.				· ·
After completion of	f the course stu	dents woul	d be able	e to :	
1. To differen	tiate between	Indian Ac	counting	standards and	International accountin
standards.					· .
	1.1.0				
2. To analyse a	nd interpret diff	erent financ	al staten	nents.	
3. To value tan	gible and intang	ible assets			
	Bioto and mang				
Prerequisite(s):		*			
	unication skills				
Prerequisite(s): 1. Good Comm					
1. Good Comm	unication skills edge of financia		g.		
 Good Comm Basic knowledge 			g.		
 Good Comm Basic knowle Pedagogy: 	edge of financia	l accounting		laatura diaana	
 Good Comm Basic knowle Pedagogy: A mix of pedagog 	edge of financia	l accounting	nsisting		
 Good Comm Basic knowle Pedagogy: A mix of pedagog homework and pedagogy 	edge of financia gy would be a nd class test. Co	adopted Co	nsisting puts will	be given through	short lectures. The exten
 Good Comm Basic knowle Pedagogy: A mix of pedagog homework at quality of lear 	edge of financia gy would be a nd class test. Co arning will depe	adopted Co onceptual in nd on the qu	nsisting puts will uality &;	be given through depth of discussi	on, presentation, quizzes short lectures. The exten on in the class. This in tur
 Good Comm Basic knowle Pedagogy: A mix of pedagog homework and quality of lead depends on t 	edge of financia gy would be a nd class test. Co arning will depe he preparation a	adopted Co onceptual in nd on the qu and thinking	nsisting puts will uality &; that has	be given through depth of discussi been put in by th	short lectures. The exten

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issues, concepts or knowledge. Students who are aloof to the class-room proceedings or do not read the pre-reading will miss a significant segment of the course. A student's ability to solve problems is also a reflection of the extent to which concepts have been understood. The course is a hands-on course and requires the participant to work out multiple examples to gain confidence.

Syllabus:

Unit I

Nature & objectives of Financial Statement Analysis, Uses & Limitations of Financial Statements, Stakeholders of financial statements, Income Statement. Comparative Statement, Common Size Statement.

Unit II

Overview of International Accounting Standards, International Financial Reporting standards(IFRS), Significant difference between International standards and Indian Accounting Standards, Understanding of US GAAP, Corporate Financial Reporting-Issues and problems with special reference to published financial statements.

Unit III

Tools and techniques of financial statement analysis, Balance Sheet, Cash Flow Statement-Meaning, Types of activities, preparation of Cash flow statement through Direct and Indirect Method. Ratio Analysis- Meaning, Advantages, Limitations, Types of ratios-Liquidity, Activity, Profitability, Capital structure ratio.

Unit IV

Concept of valuation, Valuation of tangible fixed assets, Valuation of intangible assets, Valuation of iabilities, valuation of shares, valuation of business.

Unit V

Financial reporting by Mutual Funds, Non-Banking financial companies, Window dressing, Recent scandals in financial reporting, Developments in Financial Reporting- Value Added statement, Economic Value Added, Market value Added, Inflation Accounting.

Textbook:

3. Wild, John J., K.R. Subramanyam, and Robert F. Halsey. Financial Statement Analysis. New York: McGraw-Hill Irwin, 2001. The new 10th Assignment and problems are from the 10th Edition.

Reference Books:

. R Narayanasamy "Financial accounting a Managerial perspective" PHI Learning Private limited,

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New Delhi.

2. Gerald I White, Sondhi C Ashwinpaul, Fried Dov. "The Analysis and Use of Financial Statements" Wiley India 2007.

B. Stice K Earl, Stice D James, "Financial Accounting Reporting And Analysis" South Western 2006. 4. CHARLES H. GIBSON (2013) Financial Statement Analysis, International Edition, Cengage Learning.

5.Gupta, Ambrish, Narayanaswamy, R "Financial Accounting for Management - An Analytical Perspective", 4th Edition, Pearson Education.2012

Journals:

Journal of Financial Reporting and Accounting •

Case Study:

- Financial Statements Examples Amazon Case Study An in-depth look at Amazon's financial statements.
- How to analyze an income statement Walmart example

Links to websites:

https://www.mca.gov.in/content/mca/global/en/acts-rules/ebooks/accounting-standards.html .

Evaluation Scheme:

Class participation and attendance 05marks

100marks

- Mid Term Exam20marks
- Assignment05marks

Total

- **Professional Activities**
- Term-End Exam60marks
- 10marks

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(UGC Approved University) GURGAON, Delhi-NCR

Program Name : B		5)	Semeste	er: V	
Course: Income T	ax		Code: 0	6170508	
Teach	ing Scheme			Evaluatio	n Scheme
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
<mark>40</mark>	-	-	0	40	60
Course Rationale:					
The course aims to h	elp students to	gain basic u	inderstand	ling of principles a	nd law governing the
	ill provide the	m knowledge			ystem, procedure and
Course Objectives:	n en la companya de l			5	
The Course aims to:	1 a 3 ⁹				
 Provide the parti Provide practical assessment proce 	knowledge of	computatior	n of total i	ncome, assessable	cable in India. value, tax liability,
 Understand the pro Apply their unders Compute the differ 	tanding about	income tax in	n business	s related decisions	earning
4.Compute the total			and the second second		5
5. Make the tax man				8	
And the tax man	agement and to	ar planning.			
	1			5	
Prerequisite(s):			•		
Working knowledge there of	of Microsoft	excel for co	mputing 1	total income and t	ax liability, and paymer
Pedagogy:					
0 00	would be adopt	ted;			
	reald of adopt				
A mix of pedagogy v			short lect	ures and problem	solving method
A mix of pedagogy v			short lect	ures and problem	solving method
A mix of pedagogy v • Conceptual input	ts will be giver	through the		ures and problem	solving method
A mix of pedagogy v Conceptual input		e & Managen		ures and problem	solving method



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- Wherever applicable "real life" cases will be used for providing the base for application of concepts.
- Projects/Assignments will be used for experiential learning. .

Syllabus:

Unit-I:

Basic concepts of income tax, Definitions: Person, Assessee, Previous year, Assessment year, bill, Finance ActFinance, Residential status and tax incidence of an individual, scope of total income, income exempted from tax under section 10.

Unit-II:

Income from salaries: Basic salary, allowances, perquisites, provident funds, retirement benefits,, income from house property: GAV, NAV, Deductions, profits and gains of business and profession: Expenses allowed as deduction, Inadmissible expenses

Unit-III:

Income from capital gains: Capital assets, Transfer, STCG, LTCG, Exemption under section 54/54B/54EC/54F, income from other sources, set off and carry forward of losses, clubbing of income

Unit-IV:

Provisions of deductions under chapter VI-A, meaning of gross total income, total taxable income, assessment of individuals & Hindu Undivided Family

Unit-V:

Deduction of tax at source, Collection of tax at source, advanced payment of tax

Text Books:

- 1. Dr. Vinod Kumar Singhania, Corporate Tax Planning, Taxmann's Publication
- 2. Dr. Girish Ahuja & Dr. Ravi Gupta, Simplified approach to Corporate Tax Planning & Management, Wolters Kluwer

Reference Books:

- 1. Dr. H.C. Mehrotra, Corporate Tax Planning and Management, SahityaBhawan Publication, Agra
- 2. Mr. Sandeep K Sahu, A summarised notes on income tax law
- 3. CA Raj kumar Agarwal, Handbook on income tax, Bharat's Publication
- 4. Dr. YogendraBangar, a comprehensive guide to Taxation, Bangar's Publication
- 5. Dr. Girish Ahuja & Dr. Ravi Gupta, Systematic approach to income tax, Wolters Kluwer

Journals:

Case Study:

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Links to websites:

• www.incometax.gov.in

Evaluation Scheme:

- **Class participation and attendance 05marks** •
- Mid Term Exam20marks •
- Assignment05marks •
- **Professional Activities** .

10marks

Term-End Exam60marks .

Total

100marks

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Program Name : B	BA (Analytic	s)	Semeste	er: V	
Course: Insurance	and Risk Ma	anagement	Code:	06170509	
Teach	ing Scheme	1		Evaluati	on Scheme
Classroom	Practical/	Tutorials	Credit	Continuous	Term End
Session/Lectures	Group			Evaluation	Examination
	work				(TEE)
40	-	-	4	40	60

Course Rationale:

This course introduces students the concepts and basic principles of risk management in insurance business. They will acquire skills to identify measure and manage risk. The course also helps students understand how insurance companies are incorporated and operated. Accordingly, the course covers- risk management and its objectives, risk identification and measurement, pooling arrangement and diversification of risk, insurability of risk, contractual provisions and legal doctrines, and analysis tools used in corporate risk management.

Course Objectives:

The aim of this course is to enable students to organize and manage insurance business with a focus on risk management of insurance business. At the end of the course the students will have basic understanding of ownership and operational aspects of insurance companies along with knowledge and skill to identify measure and manage risk related to insurance business.

Learning Outcomes:

After completion of the course students would be able to :

1.Demonstrate a working knowledge of the procedure associated with risk management.

2. Ability to use standard concepts of risk and insurance to perform risk management review for individuals and organizations.

3. Ability to explain the purpose, structure and functions of insurance regulations.

Prerequisite(s):

- 1. Good Communication skills
- 2. Basic knowledge of risk management.

Pedagogy:

A mix of pedagogy would be adopted Consisting lecture, discussion, presentation, quizzes, homework and class test. Conceptual inputs will be given through short lectures. The extent, quality of learning will depend on the quality &; depth of discussion in the class. This in turn depends on the preparation and thinking that has been put in by the students for each session. Readings and; Assignments, whenever given, are a means of focusing on central issues, concepts or knowledge. Students who are aloof to the class-room proceedings or do not read the pre-reading will miss a

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significant segment of the course. A student's ability to solve problems is also a reflection of the extent to which concepts have been understood. The course is a hands-on course and requires the participant to work out multiple examples to gain confidence.

Syllabus:

Unit I

Concept of Risk; Risk vs. Perils and Hazards; Types of Risks-Financial and Non-financial, Static and Dynamic, Fundamental and Particular, Pure and Speculative; Essentials of Insurance Risks. Process of risk management; Identification and Evaluation of risk; Risk control, loss prevention and its importance; Risk financing and transfer of risk; Risk retention and its importance.

Unit II

Insurance- History and Development; Meaning; Importance; Nature; Main principles, Principles of Cooperation, Probability, Utmost Good Faith. Proximate cause, Insurable interest, Indemnity, Subrogation, Warranty.

Unit III

Life Insurance: Main Elements, Importance, Important life Insurance Policies, Annuities, Premium Determination under life Insurance.

Unit IV

General Insurance, Marine Insurance- Main Elements, Marine Losses, Types of Marine Insurance policies. Fire Insurance: Elements, Premium Determination, Types of Policies, **Health Insurance**-Individual Medical Expense Insurance – Long Term Care Coverage – Disability Income Insurance – Medi-claim Policy – Group Medi-claim Policy – Personal Accident Policy – Child Welfare Policy-Employee Group Insurance – Features of Group Health Insurance – Group Availability Plan.

Unit V

Regulation of Insurance- Insurance Regulations in India- Insurance Act, 1938 – Summary provisions of Insurance Act, 1938 Insurance Regulatory and Development Authority (IRDA) – Introduction – Purpose, Duties, Powers and functions of IRDA – Operations of IRDA – Insurance policyholders' protection under IRDA – Exposure/Prudential norms. Reinsurance

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Textbook:

- 1. Loomba, J. (2014). Risk Management and Insurance Planning. PHI.
- 2. Misra, M. N. and Misra, S. R. (2007). *Insurance Principles and Practice*. S.Chand and Co., New Delhi.

Reference Books:

- 1. Gupta, P. K. (2015). Insurance and Risk Management. Himalaya publishing House.
- 2. Trieschimam, J. S., Guatarson, S. G. and Houyt, R. E. (2003). Risk

Management and Insurance. Thomson Sowlla Western Singapore.

3.Black, J. K., Skipper, H. D., and Black, K. Life and Health Insurance, 14th Edition. Pearson Education, New Delhi.

4.Ganguly, A. (2007). Insurance Management. New Age International, New Delhi.

5. Insurance Theory and Pratice, NaliniPravaTripathy&Prabir Pal, Prentice – Hall of India, Pvt Ltd, New Delhi

Journals:

1. International Journal of Risk Assessment and Management

2. The Journal of Risk Finance

- 3. Indian Journal of Finance
- 4. Journal of Risk and Financial Management

Case Study:

Case Study in Risk Management-Private Wealth

Links to websites:

https://www.irmi.com/free-resources/authoritative-reports/e-books

10marks

Evaluation Scheme:

- Class participation and attendance 05marks
- Mid Term Exam20marks
- Assignment05marks

Total

- Professional Activities
- Term-End Exam60marks

100marks

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(UGC Approved University) GURGAON, Delhi-NCR

	BA (ANALY	ncs)	Semest	er: V	
Course:			Code:	06170510	
Fraining & Develo	pment				
Teach	ning Scheme			Evaluatio	on Scheme
Classroom	Practical/	Tutorials	Credit	Continuous	Term End
Session/ Lectures	Group			Evaluation	Examination
	work			-	(TEE)
40	-		4	40	60
Course Rationale: Course Objectives:					
				development for t a training program	he organizational growth 1.
Learning Outcomes:					3
CONTRACTOR OF THE OWNER OF				~	
				1 s	
 The students The students The students 	must be familiar	r with the basic participate in	knowled	ge of Training and l ge of Emotional Int pedagogy adopted.	
The students of the syllabus would be	must be familiar must be ready to must be particip e involving a m	r with the basic o participate in ative.	e knowled different seminar, I	ge of Emotional Int pedagogy adopted.	
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 The students in the syllabus would be and ragogy according in the syllabus: Syllabus: Unit-I Introduction to Train 	must be familian must be ready to must be particip e involving a m to the topic and ning and Deve	r with the basic o participate in ative. hix of Student student unders lopment. Nat	c knowled, different seminar, I standing. ure, Scop	ge of Emotional Int pedagogy adopted. Discussions, Proble e and Role of Tra	elligence. m based exercises, and ot
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 The students of the s	must be familian must be ready to must be particip e involving a m to the topic and ning and Deve es influencing Training, Need , Learning: The d Training Teo rning and use	r with the basic o participate in ative. hix of Student student unders lopment. Nat Working and ds Assessmen eories and Pre chniques, Sele	e knowled different seminar, I standing. ure, Scop Learning t, Design ogram De ecting Tra	ge of Emotional Int pedagogy adopted. Discussions, Proble e and Role of Tra ing Effective Trai ssign, Transfer of	elligence. m based exercises, and ot ining and ning, Determining Training.





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Training Evaluation. Employee Development & Special Issues in Training and Development. Mentoring, Assessment and Development Centre.

Unit-V

Career planning and Career Management – Special Challenges, The Future of Training and Development.

Text Books:

- R. Noe, *Employee Training and Development* by, McGraw-Hill; 4th edition (January 1, 2007)
- B.Taylor&G.Lippitt, Management Development and Training Handbook, McGraw Hill

Reference Books:

- William E.Blank, Handbook For Developing Competency Based Training Programmes, Prentice-Hall, New Jersey, 1982.
- Lynton R.P and PareekU(1990). *Training for Development*. Vistaar Publications, New Delhi
- *Effective Training Systems, Strategies and Practices* by P. Nick Blanchard & James W Thacker, Pearson Custom; 2010.

Case Studies:

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Evaluation Scheme:

- Class participation and attendance
- Mid Term Exam
- Assignment
- Professional Activities
- Term-End Exam

Total

05marks 10marks 60marks 100marks

05marks

20marks

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SHREE GURU GOBIND SINGH TRICENTENARY UNIVERSITY (UGC Approved University) GURGAON, Delhi-NCR

Course: Managen Relations	ent of Industr	rial	Code: 06170511			
Teaching Scheme		Evaluation Scheme				
Classroom			Credit	Credit Continuous Term E		
Session/ Lectures	ctures Group			Evaluation	Examination	
	work				(TEE)	
40	-	-	4	40	60	
concepts, pr workers, em	ocesses, practi	ces and de unions, em	bates ass ployer or	ociated with inc ganisations and	al introduction to some ke dustrial relations system the state – and how the	
				CONTRACTOR OF A PARTY	strial Relations and variou	
Learning Outcome	s:					
After completion of		udents would	ld be able	to :		
And the second						
-	the second se		-	dustrial relations		
 To appraise t To Interpret 	the mechanism				lagement	
	e provision for			aruisputes		
5. To discuss th						
Contraction of the second	ie regui manie n					
Prerequisite(s):						
3. Good Comm						
4. Basic knowle	edge of market	ing and fina	ncial man	agement.	e	
Pedagogy:						
Lecture, Presentati	ons, and Case	study.				
Syllabus:						
Unit-1						
Unit-1		-				
Introduction to ind		and the second	the second s		f industrial relations	
Introduction to ind	f Industrial Rel	ations in Ind	lia, brief c	verview of indus	strial relations in India.	

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Unit-2

Grievances and discipline: Meaning, nature and causes of grievances; grievances presentation, procedure for redressal; meaning of discipline, causes of indiscipline in industry; discipline enforcement, code of discipline in industry.

Unit-3

Trade union movement: Immunity granted to Registered Trade Unions, Recognition of Trade Unions. The Industrial Employment (Standing Orders) Act 1946, scope, coverage, certification process, modification, interpretation, and enforcement. The Industrial Disputes Act 1947, forum for settlement of disputes.

Unit-4

Industrial disputes: Concept, Nature & Causes of industrial disputes, Anatomy of industrial Conflicts-Genesis of Industrial Conflicts, Causes and resolution; - mediation, conciliation, arbitration, adjudication (with reference to Industrial Dispute Act, 1947). Classification and Impact of Industrial Disputes

Unit-5

The Factories Act 1948 Definition, approval, licensing and registration, health and welfare measures, employment of women and young persons, leave with wages and weekly holidays.

Textbook:

1. Bray (2004). Industrial relations: a contemporary approach. Australia: McGraw Hills

2. Manoria, Manoria&Ganlear. (2003). Dynamics of industrial relations. New Delhi: Himalaya Publishing House

3. Monappa, A. (2000). Industrial relations. New Delhi: Tata McGraw Hill.

4. Sen (2003). Industrial relations in India: Shifting paradigms. New Delhi: Macmillan India.

5. Uzzaman&Sherwani (2000). Industrial relations in India. Anmol Publication.

Reference Books:

1. Mamoria C.B. and Mamoria. Satish 'Dynamics of Industrial Relations', Himalaya Publishing House, New Delhi, 1998.

2. Dwivedi. R.S. 'Human Relations & Organisational Behaviour', Macmillan India Ltd., New Delhi, 1997.

3. Ratna Sen, 'Industrial Relations in India', Shifting Paradigms, Macmillan India Ltd., New Delhi, 2003.

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 Srivastava, 'Industrial Relations and Labour la C.S.VenkataRatnam, 'Globalisation and Labo 			onse Books 2001
5. C.S. FORKatarkann, Grobansation and Labo		, Kesp	onse Dooks, 2001.
Journals:			
Case Study:			
Links to websites:			
Evaluation Scheme:• Class participation and attendance 05marks• Mid Term Exam20marks• Assignment05marks• Professional Activities• Term-End Exam60marksTotal100marks			

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SHREE GURU GOBIND SINGH TRICENTENARY UNIVERSITY (UGC Approved University) GURGAON, Delhi-NCR

Program Name : BBA (ANALYTICS)		Semester: V			
Course: HR Audit		Code: 06170512			
Teaching Scheme			4	Evaluati	on Scheme
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	(TEE) 60
Course Rationale: role, method and im				understanding o	of the HR Audit process, it
					ing on importance, need, Drganization Development.
Learning Outcomes:					
Students understand	the importance	of HR audi	nrocess	in organizations	
Students are aware a				•	
Students are equippe			-		
Students know the r	ole of team wo	rk and trust	in organiz	ational culture a	nd audit.
Pedagogy: Lecture, Syllabus:	, Role play, an	d Case stud	y.		
Unit I:Introduction to	Defining the Au	dit Team, Coi	nceptualizi	ng of Human Reso	t, Identifying the Human ource Audit, What you need
Unit II:HR Audit Di Methods: Interviews, Questionnaires.					HR Values. HR Audit
					or records and Documents,
Integration, Performan	ice Management	, Potential Ap	praisal and	d Assessment Cent	Recruitment, Induction and ters, Career Planning and Audit of HR Strategies



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Unit IV: Audit of HR Competencies: Auditing Competencies of the HRD Staff, Auditing Learning Attitude of Line Managers, Auditing Top Management Styles, Auditing, Learning Orientation of Non-Supervisory Staff, Auditing Credibility of the HR Department.

Unit V: Audit of HR Culture and Values: Collaboration and Team Work, Trust and Trustworthiness, Authenticity, Proactivity and Initiative, Autonomy, Confrontation, Experimentation, Organizational Culture. HR Impact and Alignment

Text Books:

1. T V Rao, *HRD Audit: Evaluating the Human Resource Function for Business Improvement*, Sage Publications (2014).

Reference Books:

- 1. Brian E. Becker, David, Mark A. Huselid, *The HR Scorecard: Linking People*,
- Strategy, and Performance, Harvard Business Review Press; 1 edition (2001).
- 2. DurdanaOvaisRajniGyanchandani, HR Audit, Everest Publishing House (2017).

Journals:

https://www.researchgate.net/publication/282607800_HR_Audit_Tribune_First_Annua I_HR_Audit_Report

Case Study:

Links to websites:

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Evaluation Scheme:

Class participation and attendance 05marks

100marks

- Mid Term Exam20marks
- Assignment05marks
- Professional Activities 10marks
- Term-End Exam 60marks

Total

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T UNIVERSITY

SHREE GURU GOBIND SINGH TRICENTENARY UNIVERSITY (UGC Approved University) GURGAON, Delbi-NCR

Program Name : BBA (ANALYTICS)			Semester: 5 th		
Course: Retail Ma	Course: Retail Management		Code: 06170513		
Teaching Scheme		Evaluation Scheme			
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-		4	40	60
appreciation	rocesses, and for the bread thether a start-u	th and depth	of the s	subject and its s	ations. Students gain a ignificance for a busines
Course Objectives:					
TI .	1				
acquaint the		nentals of ret			
acquaint the concept and	m with fundar methods of ret	nentals of ret			
acquaint the concept and Learning Outcome	m with fundar methods of ret s:	nentals of ret ailing.	tail mana	gement. It will e	among the students and t quip the students with th
acquaint the concept and Learning Outcome After completion of	m with fundar methods of ret s: f the course st	nentals of ren ailing. adents would	tail mana _i d be able	gement. It will e	quip the students with th
acquaint the concept and Learning Outcome After completion of • Analyse the	m with fundar methods of ret s: f the course st roles, the funct	nentals of ren ailing. Eudents woul t tions and the	tail mana d be able processes	gement. It will e to: that surround ma	quip the students with th arketing research.
acquaint the concept and Learning Outcome After completion of Analyse the Emphasizing Examine the	m with fundar methods of ret s: f the course st roles, the funct the specification research proces	nentals of ret ailing. udents woul t tions and the ion, collection ess.	tail mana d be able processes n and ana	gement. It will e to: that surround ma lysis of primary o	quip the students with th arketing research.
acquaint the concept and Learning Outcome After completion of Analyse the Emphasizing Examine the	m with fundar methods of ret s: f the course st roles, the funct the specification research proces	nentals of ret ailing. udents woul t tions and the ion, collection ess.	tail mana d be able processes n and ana	gement. It will e to: that surround ma	quip the students with the stu
acquaint the concept and Learning Outcome After completion of Analyse the Emphasizing Examine the Hands-on ex	m with fundar methods of ret s: f the course st roles, the funct the specification research proces	nentals of ret ailing. udents woul t tions and the ion, collection ess.	tail mana d be able processes n and ana	gement. It will e to: that surround ma lysis of primary o	quip the students with the stu
acquaint the concept and Learning Outcome After completion of Analyse the Emphasizing Examine the	m with fundar methods of ret s: f the course st roles, the funct the specification research proce perience with o	nentals of retailing. ailing. audents would tions and the tion, collection ess. computer app	tail mana d be able processes n and ana	gement. It will e to: that surround ma lysis of primary o	quip the students with the stu

Pedagogy: Course will be taught using classroom teaching, case studies and multiple different tools of education.

Unit-I

Introduction: Meaning, nature, scope, importance, growth and present size. Career option in retailing; Technology induction in retailing; Future of retailing in India. **Unit-II**

Types of Retailing: Stores classified by owners; Stores classified by merchandising categories; Wheel of retailing; Traditional retail formats vs. modern retail formats in India; Store and non-store based formats; Cash and carry business - Meaning, nature and scope; Retailing models – Franchiser franchisee, directly owned; Wheel of retailing and retailing life cycle; Co-operation and conflict with other retailers.

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Unit-III

Management of Retailing Operations: Retailing management and "the total performance model; Functions of retail management; Strategic retail management process. Unit-IV

Retail planning - importance and process; Developing retailing strategies, objectives, action plans, pricing strategies and location strategies.

Unit-V

Emerging trends in retailing: Changing nature of retailing, Organized retailing, Modern retail formats, E-tailing, Challenges faced by the retail sector

Textbook:

1. Pradhan, Swapna; Retaling Management; Tata McGraw Hill; New Delhi

Reference Books:

- 1. Bajaj, Chetan, Tuli, Rajnish and Srivastava, Nidhi; Retail Management; Oxford University Press; New Delhi
- 2. Berman, Barry & Evans, Joel R.; Retail Management A strategic approach; Pearson Education/Prentice Hall of India; New Delhi
- 3. Levy, Michael & Weitz, Barton A.; Retailing Management; Tata McGraw Hill; New Delhi
- 4. Gibson G Vedamani. Retail Management: Functional principles and practices. Jaico Publishing House
- 5. Cullen and Newman. Retailing Environment and Operations. Cengage Learning EMEA
- 6. Harjit Singh: Retail Management. S. Chand Publication.

Journals:

- 1. International Journal of Retail & Distribution Management: https://www.emerald.com/insight/publication/issn/0959-0552
- 2. Journal of Retailing: https://www.journals.elsevier.com/journal-of-retailing

Case Study: HBR Case on Retailing: <u>https://hbr.org/2015/06/case-study-can-retailers-win-back-shoppers-who-browse-then-buy-online</u>

Links to websites:

Retail Management System: <u>https://www.trustradius.com/retail-management</u>

Evaluation Scheme:

- Class participation and attendance
- Mid Term Exam
- Assignment
- Professional Activities
- Term-End Exam

05 marks 10 marks 60 marks

05 marks

20 marks

Total

100 marks

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Program Name : BBA (Analytics) Semester: V Course: INTEGRATED MARKETING Code: 06170514 COMMUNICATION **Teaching Scheme Evaluation Scheme** ClassroomSession/ Practical/ **Tutorials** Credit Continuous **Term End Examination** Lectures Group work Evaluation (TEE) 40 3 40 60 Course Rationale: The course seeks to develop campaign development skills on a sound theoretical and conceptual foundation. It provides an insight into global marketing environment and the advertiser decision making in the context of contemporary dynamics of the markets. Course Objectives: To introduce the concept of advertising . To help students to learn the various strategies used in advertising. Learning Outcomes: After completion of the course, students would be able to: 1. Design the strategies related to advertising. 2. Prepare the campaign as per the requirement. Prerequisite(s): The students should be equipped with the basic terms used in Marketing Management along with the background knowledge of various modes of communication. Pedagogy: SIS, SS, Case study, Video, Assignments, Quiz Syllabus: Unit-I Integrated marketing communications- evolution, reasons for growth, Situation analysis: Segmentation, Targeting and Positioning. Promotional objectives, determination, types and approaches, DAGMAR approach, AIDA Model, problems in setting objectives; Advertising budget, establishment and allocation, budgeting approaches. Unit-II Advertisement copy, components and types, importance of creativity in advertising, creative strategy

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Unit-III

Media Planning, Establishing Media objectives, Media strategies, Media mix, Reach Vs. Frequency, Creative aspects, budget considerations, Evaluation of Broadcast media, Print media, Support media,

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and process, implementation and evaluation.

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Internet and interactive media etc.; computers in Media planning. Social media marketing.

Unit-IV

Measuring the effectiveness of the promotional program, Advertising Research, Market testing, Testing via internet, Pre testing, Post testing, Laboratory Tests, Field tests, PACT (Positioning Advertising Copy Testing).

Unit-V

Introduction to Search Marketing: Keyword Analysis, Bidding, Budgeting, Pay Per Click Strategies, monitoring social media campaign and managing brand reputation, Search Engine Optimization, Campaign optimization

Textbook:

- Advertising and Promotion, George E. Belch, Michael A. Belch and KeyoorPurani, Tata McGraw-Hill . Publication Co.
- Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Damian Ryan, Kogan Page.

Reference Books:

- Principles of Advertising and IMC, Tom Duncan, Tata McGrawhill
- Integrated Advertising, Promotion, and Marketing Communication, Kenneth E. Clow and Donald Black, . Prentice Hall India.
- Advertising Management, Rajiv Batra, John G Myers and David Aaker, Pearson Education .
- Marketing Communications: An Integrated Approach, P.R. Smith and Jonathan Taylor, Kogan Page.
- *All books should be of latest edition

Journals:

International Journal of Advertising .

Links to websites:

Evaluation Scheme:

- Class participation and attendance 05marks-.
- Mid Term Exam 20marks
- Assignment
- 05marks 10marks
- Professional Activities Term-End Exam .
 - 60marks

Total

100marks

Cases: The Faculty shall discuss at least one case per unit.

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Classroom Session/Lectures 40 Course Rationale: Content and pedago	larketing ing Scheme Practical/ Group work -	Tutorials	Code:	06170515 Evaluati	an Cahama			
Classroom Session/Lectures 40 Course Rationale: Content and pedago	Practical/ Group	Tutorials	Credit	Evaluati	on Sahama			
Session/ Lectures 40 Course Rationale: Content and pedago	Group	Tutorials	Credit	Evaluation Scheme				
Course Rationale: Content and pedago	-	Tutorials		Continuous Evaluation	Term End Examination (TEE)			
Content and pedago		-	4	40	60			
	1							
and tools to make eff	es place partic	ipants in mu	ltiple ind		g the same. Case studie l equip them with concep			
Course Objectives:					· · · · · · · · · · · · · · · · · · ·			
	students to the	uniquenes	s of the	services charact	eristics and its marketin			
implications.		unquenes	o or the	services enaracti	insues and its marketin			
	nalyze several	facets in the	area of se	rvices marketing	essential for the success			
of a service s		avers in the	area or se	. Hees marketing	coordination the success			
Learning Outcomes								
After completion of t	the course, stud	dents would	be able to):				
1. Distinguish betw				uct-based industri	ies.			
 Manage the operation Articulate the rol 		-		Samilaas				
S. Articulate the for	e of reenholog	gy in the mai	Ketting Of	Services.				
Prerequisite(s):				3.5 J				
	studied the source	ma of Mork	ating Mar	agamont				
Student should have	studied the col	urse of wark	eting Mar	hagement.				
Pedagogy:								
Student's Seminar, S	tudent's Intera	ctive Session	n, Case St	tudies				
Syllabus								
Syllabus:								
Unit I								
					ice marketing, distinctiv			
characteristics, and c	lassification o	f services, se	ervice ma	rketing mix.				
Unit II 🦷								
Customer Focus –	Consumer b	behavior in	service	context: Three	-stage model of service			
206								

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consumption, marketing strategies as per services, service encounters, customer loyalty, Identify drivers of customer satisfaction and loyalty., measuring customer satisfaction, Net promoter score, Service Quality and its measurement, SERVQUAL. GAPs model of service quality.

Unit III

Designing and Delivery services - Positioning a service in the market, value addition to service product, planning and creating service product, The flower of service. The branding service product and experience, new service development.

Unit IV

Pricing the service product, Ethical concern in service pricing. Advertising, personnel selling and other communication in the services industry. Distribution in the service context, Place and Time decisions, challenges in distribution of services, customers and intermediaries in the service industry.

Unit V

Managing people for service advantage: service employees, the cycle of failure, mediocrity and success. Service culture and service leadership. Handling complaints and service recovery and guarantee, service performance.

Text Books:

- 1. Zeithaml, Valarie A, Bitner, Mary Jo, Service Marketing Integrating Customer Focus Across the Firm, Tata McGraw Hill, New Delhi
- 2. Lovelock, Christopher, Wirtz, Jocken and Chatterjee, Jayanta, Service Marketing -People, Technology, Strategy, Pearson Education, New Delhi

Reference Books:

- 1. Verma, Harsh, Services Marketing Text and Cases, Pearson Education
- 2. Apte, Govind, Services Marketing OUP, New Delhi
- 3. Jauhari, Vinnie and Kirti Dutta, Services: Marketing, Operations and Management, Oxford University Press, New Delhi

Note: All books should be of latest edition

Journals:

- Journal of Service Research
- Journal of services Management

Case Study:

Links to websites:

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Evaluation Scheme:

- Class participation and attendance 05marks
- Mid Term Exam20marks
- Assignment05marks
- Professional Activities 10marks .
- Term-End Exam60marks Dean Faculty of Commerce & Management COT University .

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SHREE GURU GOBIND SINGH TRICENTENARY UNIVERSITY (UGC Approved University) GURGAON, Delhi-NCR

Program Name : BBA (Analytics)		Semester: VI			
Course: Big Data Analytics		Code: 06170601			
Teaching Scheme		Evaluation Scheme			
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-		4	40	60

Course Rationale:

This course is aimed to understand the need of Big Data, challenges and different analytical architectures

Course Objectives:

- 1. Installation and understanding of Hadoop Architecture and its ecosystems
- 2. Processing of Big Data with Advanced architectures like Spark.
- 3. Describe graphs and streaming data in Spark

Learning Outcomes:

After completion of the course students would be able to :

- 1. Discuss the challenges and their solutions in Big Data
- 2. Understand and work on Hadoop Framework and eco systems.
- 3. Explain and Analyse the Big Data using Map-reduce programming in Both Hadoop and Spark framework.
- 4. Demonstrate spark programming with different programming languages.
- 5. Demonstrate the graph algorithms and live streaming data in Spark
- 6. Lab: analyse and implement different frame work tools by taking sample data sets.
- 7. Project: illustrate and implement the concepts by taking an application problem.

Prerequisite(s):

Basic knowledge of Analytics.

Pedagogy: Course will be taught using classroom teaching, case studies and multiple different tools of education.

Syllabus:

Unit – I Introduction To Big Data

Data Storage and Analysis - Characteristics of Big Data — Big Data Analytics - Typical Analytical Architecture — Requirement for new analytical architecture — Challenges in Big Data Analytics — Need of big data frameworks

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Unit - II Hadoop Framework & Ecosystem

Hadoop — Requirement of Hadoop Framework - Design principle of Hadoop — Comparison with other system - Hadoop Components - Hadoop 1 vs Hadoop 2 - Hadoop Daemon's - HDFS Commands — Map Reduce Programming: I/O formats, Map side join, Reduce Side Join, Secondary sorting, Pipelining MapReduce jobs

Hadoop Ecosystem: Introduction to Hadoop ecosystem technologies: Serialization: AVRO, Coordination: Zookeeper, Databases, HBase, Hive, Scripting language: Pig, Streaming; Flink, Storm

Unit – III

Introduction to GPU Computing, CUDA Programming Model, CUDA API, Simple Matrix, Multiplication in CUDA, CUDA Memory Model, Shared Memory Matrix Multiplication, Additional CUDA API Features.

Unit - IV Spark Framework

Data Analysis with Spark Shell: Writing Spark Application - Spark Programming in Scala, Python, R, Java - Application Execution.

Unit – V

Spark SQL and GraphX

SQL Context - Importing and Saving data - Data frames - using SQL - GraphX overview - Creating Graph — Graph Algorithms. Spark Streaming: Overview — Errors and Recovery — Streaming Source — Streaming live data with spark

Textbook:

Mohammed Guller, Big Data Analytics with Spark, Apress, 2015 5. Donald Miner, Adam Shook, "Map Reduce Design Pattern", O'Reilly, 2012

Reference Books:

- 1. Mike Frampton, "Mastering Apache Spark", Packt Publishing, 2015.
- 2. TomWhite,"Hadoop:TheDefinitiveGuide",O'Reilly,4thEdition,2015.
- 3. NickPentreath,MachineLearningwithSpark,PacktPublishing,2015.

Journals:

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Case Study:

Links to websites:

Evaluation Scheme:

- Class participation and attendance 05marks
- Mid Term Exam20marks
- Assignment05marks
- Professional Activities 10marks
- Term-End Exam60marks

Total 100marks



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Program Name :BBA ((Analytics)		Semester: VI				
Course: Predictive and prescriptive analytics		Code: 06170606				
Teaching Scheme				Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)	
40	-	-	4	40	60	

Course Rationale:

Predictive and prescriptive analytics encompass more advanced analytics techniques which are driving the next wave in the business intelligence world. This course examines the key principles of predictive and prescriptive analytics and evaluates methods for applying the techniques encompassed by these methods to core enterprise functions such as marketing, human resources, and logistics. Students use these key concepts to implement and deploy predictive and prescriptive solutions to a variety of business scenarios and develop the technical skills to compile and test various automation and linear programming solutions in Python

Course Objectives:

The course enables students to:

- 1. To learn, how to develop models to predict categorical and continuous outcomes, using such techniques as neural networks, decision trees, logistic regression, support vector machines and Bayesian network models.
- 2. To know the use of the binary classifier and numeric predictor nodes to automate model selection.
- 3. To advice on when and how to use each model. Also learn how to combine two or more models to improve prediction

Learning Outcomes:

Students will be able to:

- 1. Analyze predictive and prescriptive analytics business scenarios and develop potential solutions
- using the BADIR (Business Question, Analytics Plan, Data Collection, Insights, Recommendation) framework.
- Differentiate between predictive and prescriptive analytics and examine these techniques in various business environments.
- 3. Examine the principles of predictive analytics and evaluate methods for applying these principles to enterprise functions.
- 4. Examine the principles of prescriptive analytics and evaluate methods for applying these principles to enterprise functions.

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5. Compile basic Python scripts to successfully model predictive and prescriptive techniques such as linear programming.

Prerequisite(s): Basic knowledge of Statistics and Analytics

Pedagogy: Project Based Learning & Problem Based Learning

Syllabus:

Unit I

Predictive Analytics: What is predictive analytics? important concepts of predictive analytics, The predictive analytics process, Problem understanding and definition, Data collection and preparation, Dataset understanding using EDA, Model building, Model evaluation, Communication and/or deployment, CRISP-DM and other approaches

Unit II

Understanding the business problem and proposing a solution, Practical project – diamond prices, Practical project – credit card default

Unit III

Prescriptive Data Analytics: Defining Prescriptive Analytics, Introduction to prescriptive analytics, optimization, heuristic based decision automation, prescriptive analytics for business leaders, the transformational value of prescriptive analytics in business, Real-Life, Cross-Industry Applications of Prescriptive Analytics,

Unit IV

How prescriptive analytics works: Appropriate approach to prescriptive analytics, How heuristics (rules) works, examples, pros and cons, How optimization works, decisions to be solved for, data to be input, business realities/restrictions that must be adhered to, examples, pros and cons, selecting the right approach

Unit V

Assessing Performance of a classification Algorithm (t-test, McNemar's test, Paired t test, paired F-test), Analysis of Variance, Creating data for analytics through designed experiments.

Textbook:

Trevor Hastie, Robert Tibshirani, Jerome Friedman, The Elements of Statistical Learning-Data Mining, Inference, and Prediction, Second Edition, Springer Verlag, 2009.

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Reference Books:

- . G.James, D.Witten, T.Hastie, R.Tibshirani-An introduction to statistical learning with applications in R,Springer,2013
- E.Alpaydin, Introduction to Machine Learning, Prentice Hall Of India, 2010, (Chapter-19)
- C.M.Bishop –Pattern Recognition and Machine Learning, Springer, 2006

Journals:

- The Journal of Financial Markets .
- The Journal of Emerging Market Finance .

Case Study:

- The US Housing Market and Subprime Mortgage Crisis
- SEBI and its role in preventing insider trading •

Links to websites:

- www.moneycontrol.com
- www.bseindia.com

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Evaluation Scheme:

 Class participation and attendance Mid Term Exam Assignment Professional Activities 	05 marks 20 marks 05 marks 10 marks
• Term-End Exam Total Dean Faculture Commerce & Manager Faculture Sily	60 marks 100 marks



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SHREE GURU GOBIND SINGH TRICENTENARY UNIVERSITY (UGC Approved University) GURGAON, Delhi-NCR

Course: Internatio	Program Name : BBA (Analytics) Course: International Business		Semester: VI			
			Code: 06170617			
	ching Scheme				ion Scheme	
Classroom Session Lectures	/ Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)	
40	-	-	4	40	(TEE) 60	
micro-envi forays. Th strategies I Course Objectives: 4. To provid functioning 5. Analyze th	ironments that im ne objective is a earnt by the stude e a broad unde g of this practices e framework of v	pacts the b lso to faci ents in interr rstanding c throughout	ousiness e litate stu national m of interna globe.	nterprises in Inc dents with rece narkets. ntional business	arious aspects of macro a lia in their global busine ent business practices a and trade practices wi d factors in Indian busine	
organization 6. To impart k		tual practices	of Indian	businesses at play	learnt by the students.	
Learning Outcome	es:					
9. Understand new framev	and develop skills vorks.		on of effec	tive environmenta	or making informed decisio al scanning and strategies f	
9. Understand new framey 10 <mark>. Analyze an</mark>	and develop skills vorks. d comprehend str	for execution	on of effect	tive environmenta usiness analysis i		
9. Understand new framev 10. Analyze and integrate pr	and develop skills vorks. d comprehend str	for execution	on of effect	tive environmenta usiness analysis i	al scanning and strategies f	
9. Understand new framev 10. Analyze and integrate pr Prerequisite(s):	and develop skills vorks. d comprehend str	for executic ategic interr ing, commur	on of effect	tive environmenta usiness analysis i	al scanning and strategies f	
 9. Understand new framev 10. Analyze and integrate pr Prerequisite(s): 1. Good Com 	and develop skills vorks. d comprehend str oduct/service, pric	for execution rategic interr ing, commun	on of effect national b nications a	tive environmenta usiness analysis i nd channel decisic	al scanning and strategies f	
 9. Understand new framev 10. Analyze and integrate pr Prerequisite(s): 1. Good Com 2. Basic knov Pedagogy:Course w education. 	and develop skills vorks. d comprehend str oduct/service, pric munication skills vledge of business	for execution rategic interr ing, commun s and manag	n of effect national b nications a gement pro	tive environmenta usiness analysis i nd channel decisic actices in India.	al scanning and strategies f	
 9. Understand new framev 10. Analyze and integrate pr Prerequisite(s): 1. Good Com 2. Basic know Pedagogy:Course w 	and develop skills vorks. d comprehend str oduct/service, pric munication skills vledge of business	for execution rategic interr ing, commun s and manag	n of effect national b nications a gement pro	tive environmenta usiness analysis i nd channel decisic actices in India.	al scanning and strategies f into strategic programs th ons in global markets.	
 9. Understand new framev 10. Analyze and integrate pr Prerequisite(s): Good Com Basic know Pedagogy:Course we education. Syllabus: Unit - I Growth of internations Specific and location Scenario analysis of Unit - II 	and develop skills vorks. d comprehend str oduct/service, pric munication skills vledge of business vill be taught using tional business: G on-specific advan ternational busine & country-wide-ri	for execution ategic interr ing, commun s and manage classroom tea classroom tea class	ement practications a second provide the second provident of the second provid	tive environmenta usiness analysis i nd channel decisic actices in India. se studies and mul cts, Benefits & C s & TNCs in the political, legal a	al scanning and strategies f into strategic programs th ons in global markets.	



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International business Competitive strategies: Porter's model: Prahalad and Do's strategy model. Foreign Direct investment, Joint Ventures, Foreign Institutional Investment.

International organisation and control: Organisational structures; Control procedures; Location of decision-making, Role of Subsidiaries, Organisational Control, Bartlett & Ghoshal's Model of TNCs. Unit – III

International Trade: Theories of International Trade- Absolute Advantage Theory, Comparative Cost Theory, Opportunity Cost Theory, Hecksher-Ohlin Theory, Vernon's Theory of International Product

Life Cycle.

Unit - IV

Balance of trade and balance of payments: Constituents of Capital Account and Current Account, Reasons and remedies for Adverse BOP, Convertibility of Capital Account, Foreign exchange; Theories of Foreign Exchange rate determination-Mint Parity Theory, Purchasing Power Parity Theory, Balance of Payment Theory, Interest Rate Parity Theory.

Unit - V

Role of emerging regional trade association throughout the world in the contemporary times, Role of world bodies like World Bank, IMF, IBRD and WTO in International Trade, Contemporary Critical issues in the international trade.

Textbook:

1. Krugman, Paul R., & Obstfeld Maurice - International Economics, 8th Edition 2013 Pearson. 2. Aswathappa- International Business (Tata McGraw-Hill, 2002).

Reference Books:

1. Daniels- International Business (Pearson Education) 2004.

2. Paul J- International Business (Prentice-Hall, 2004)

3. Deresky H- International Business (PHI, 2003)

4. Hill C W- International Business (Tata McGraw-Hill, 2002.)

5. Varma M L- International Trade (Vikas, 2003)

6. Taggart- The Essence of International Business (PHI)

7. Farooque M U & Et al, International Trade, First Edition December 2013 Alphabet Publication.

Amin, Samir – Beyond US Hegemony, Zed Books Ltd. First E-book edition 2013

Journals:

- 3. FIIB Business Review
- 4. Scholedge International Journal of Business Policy and Governance
- 5. International Journal of Development and Emerging Economics
- 6. Journal of Finance and Marketing
- 7. Journal of marketing
- **Economic Development and Cultural Change** 8.

Case Study:

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Links to websites:

- World Bank Publications •
- https://data.worldbank.org/ (World Bank Open Data) .
- https://www.mindtools.com/pages/article/newLDR 66.htm (Hofstede Cultural Dimensions) .

Evaluation Scheme:

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- Class participation and attendance 05marks •
- Mid Term Exam20marks •
- Assignment05marks •
- **Team Project Presentation** . Term-End Exam60marks

10marks

Total 100marks

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SHREE GURU GOBIND SINGH TRICENTENARY UNIVERSITY (UGC Approved University) GURGAON, Delhi-NCR

	Program Name : BBA (Analytics)		Semester: VI			
Course: Auditing			Code: 06170608			
Teaching Scheme		Evaluation Scheme				
lassroom Practical/ Tutorials		Credit	Credit Continuous Term End			
Session/ Lectures	Group work			Evaluation	Examination (TEE)	
40	-	-	4	40	60	
Course Rationale:	1					
 available for gatherin and procedures used and considerations. The Course Objectives: To provide compre- To provide the un program and audition 	g, summarizing in verifying the his course empt chension by the derstanding by t procedures.	g, analyzing an e fairness of the nasis on skill do e students on en the students of	nd interpre e informa evelopmen thical princ general cl	ting the data pres tion, Also emphas t in addition to sub ciples of audit prof pronology of audit		
2. Explain the m	uties of auditors eaning of conce e', 'audit evider	and other assu epts that are functions, 'audit risk	arance pro ndamental c', 'materia	to auditing and as	ese have changed over time. surance services, such as	
 Discuss the for Discuss the is 	rm, content and	d importance of	f auditors'	reports provided a	t the end of the audit.	
Prerequisite(s):						
Principles of Account	ing					
Pedagogy:						
class test. Conceptua	l inputs will b	e given throug	gh short le	ectures. The exten	tion, quizzes, homework and at & quality of learning will a the preparation and thinking	
	2 Ann					



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that has been put in by the students for each session. Readings & Assignments, whenever given, are a means of focusing on central issues, concepts or knowledge. Students who are aloof to the class-room proceedings or do not read the pre-reading will miss a significant segment of the course. A student's ability to solve problems is also a reflection of the extent to which concepts have been understood. The course is a hands-on course and requires the participant to work out multiple examples to gain confidence.

Syllabus:

Unit-1

Auditing: Meaning, objectives, importance and types of Auditing, Audit Process: internal control, internal check & internal audit, audit programmer.

Unit-2

Audit Procedure: Routine checking, vouching, verification & valuation of assets & liabilities

Unit-3

Audit of Public company: Qualification, Appointment of company Auditors, their powers, duties and liabilities, Audit of depreciation and reserves, Divisible profits & dividends.

Unit-4

Audit Report and Investigation Audit Report: Meaning, objectives, contents and types. Investigation: meaning, Nature and objectives.

Unit-5

Recent trends in auditing, Introduction to EDP Audit; meaning and types, nature and significance of cost audit, tax audit and management audit.

Textbook:

- ArunaJha, Auditing, 3rd Edition Taxmann, New Delhi.
- Ravinderkumar&Virender Sharma, Auditing: principles and practice, 3rd Edition PHI Pvt Ltd, New Delhi.

Reference Books:

- Sharma T.R., Principles of Auditing, 2019 Edition SahityaBhawan Agra. .
- Tondon B.N., Principles of Auditing, 14th Edition S. Chand and Co., New Delhi, .
- Gupta Kamal, contemporary Auditing, 6th Edition Tata McGraw hill, New Delhi. .
- Ray Whittington, principles of auditing & other assurance services, 20th Edition Tata McGraw hill, New . Delhi.
- Alvin A. Arens, Auditing and assurance services, 17th Edition pearson. .
- S.K. Basu, Fundamentals of Auditing, 1st Edition Pearson
- VijiChandran, Principles and practice of auditing, 2015 Edition vikas publishing

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ournals:			
Journal of Accounting, Auditing			
Accounting, Auditing & Acco	intability Journal		
inks to websites:			
https://na.theiia.org/training/eL	earning/Pages/eLearn	ing.aspx	
https://cag.gov.in/			
valuation Scheme:			
Class participation and attendanc	e 05marks		
Mid Term Exam20marks			
Assignment05marks	10.001		
Professional Activities Term-End Exam60marks	10marks		
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(UGC Approved University)

Semester: VI **Program Name : BBA (Analytics)** Course: Code: 06170609 **Indirect Taxes Evaluation Scheme Teaching Scheme** Practical/ Tutorials Credit Continuous **Term End** Classroom Examination Session/Lectures Group **Evaluation** work (TEE) 40 40 4 60 -**Course Rationale:** The course aims to help students to gain basic understanding of knowledge of principles and provisions of Goods and Service Tax, and Custom laws. Students will gain a working knowledge regarding computation of tax liability pertaining to these laws. **Course Objectives:** The Course aims to: 1. Provide the participants a broad understanding of indirect tax law as applicable in India. 2. Provide understanding of principles and law governing the indirect taxation statute in India 3. Provide practical knowledge of computation of assessable value, tax liability, assessment procedures and functioning of taxation related matters **Learning Outcomes:** After completion of the course, students would be able to: 1. Understand the provision of Indirect Tax law as applicable in India Apply their understanding about GST in business related decisions 2. 3. Understand the Customs Act and duty applicable. 4. Compute the total income earned and tax liability arising there on 5. Make the tax management and tax planning. **Prerequisite(s):** Working knowledge of Microsoft excel for computing total tax liability, and payment thereof. **Pedagogy:** A mix of pedagogy would be adopted; Conceptual inputs will be given through the short lectures and problem solving method Wherever applicable "real life" cases will be used for providing the base for application of concepts. Projects/Assignments will be used for experiential learning. Faculty of Commerce & Management address Dean

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Syllabus:

Unit-I:

Conceptual Framework of GST: Definition of Goods and Services; general principles of GST, CGST, SGST, IGST, Charge of goods and service tax and taxable goods and services, Valuation of taxable goods and services,

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Unit-II:

Goods and Services Tax Act, 2017 : An Introduction, Cascading Effect of Indirect Taxes, A brief Historical Evolution of GST, VAT Vs. GST; Excise Tax Vs. GST; Service Tax Vs. GST; Types of GST: CGST, SGST, IGST and their procedures. Tax Structure under GST Regime: Various Tax rates under GST; HSN Coding.

Unit-III:

Documentation, Registration, Migration, Return Filing Mechanism: IGSTN, Payment of tax, Refund of Tax, Input Tax Credit, GST audit procedures.

Unit-IV:

Authorities under GST Regime: GST Council, Composition of GST Council, Functions and Powers and functions of GST Council. Central Board of Excise and Customs (CBEC): Officers in the new Regime of GST, Powers, Functions and Responsibilities of GST Officers under GST Regime.

Unit V:

Basic concepts of customs law, Territorial waters, high seas, Types of custom duties – Basic, Countervailing & Anti- Dumping Duty, Safeguard Duty, Valuation, Customs Procedures, Import and Export Procedures, Baggage, Exemptions

Textbook:

- V.S. Datey, Indirect Tax Law and practice, Taxmann Publications Pvt. Ltd., Delhi, Latest edition.
- Sanjeev Kumar, Systematic Approach to Indirect Taxes, Latest edition.
- S. S. Gupta, Service Tax -How to meet your obligation, Taxmann Publications Pvt. Ltd., Delhi, Latest edition.
- Vinod K. Singhania, Element of Service Tax, Taxmann Publications Pvt. Ltd., Delhi, Latest edition.
- Dr. Girish Ahuja, Dr. Ravi Gupta, Indirect taxes, latest edition, Bharat Publishers

Reference Books:

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ournals:			
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inks to websites:			
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valuation Scheme:			
Class participation and attendan	ce 05 marks		
Mid Term Exam	20 marks		
Assignment Professional Activities	05 marks 10 marks		
Term-End Exam	60 marks		
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Program Name :BBA ((Analytics) Course: Financial Institutions and Markets Teaching Scheme			Semester: VI			
			Code: 06170610 Evaluation Scheme			
						Classroom Session/ Lectures
40-	-	-	4	40	60	

Course Rationale:

Financial markets, or markets for financial assets, play an important role in the efficient functioning of a market economy. Financial Institutions are any establishments that make these markets function efficiently. The course studies the fundamental principles that govern financial markets and institutions.

Course Objectives:

This course will provide an understanding of the functions, and operations of the financial markets and institutions operating in India. It explains the role of financial system on economic development. Various conceptual issues related to risk and return, the role of regulatory bodies, mechanism of commercial banking, operations of insurance companies and mutual funds are discussed elaborately. It also describes the importance of small savings, provident funds, pension funds and credit rating agencies. The course provides a comprehensive overview and systematic evaluation of the mainstream markets of various financial instruments such as call money, bond, stock, derivatives and exchange rate.

Learning Outcomes:

Students will be able to:

- Identify the functions of financial markets and institutions and examine their impact on the plevel of interest rates and interest differentials.
- Use information technology as a tool to do essential business tasks including performing electronic research, and creating documents, presentations and spreadsheets.
- Research and organize written and oral communication.

Prerequisite(s):

The student must have studied financial management and must be aware about financial terminilogies

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Pedagogy:

Course delivery will focus on ensuring that students are able to:

- · Present written and verbal communication in a clear and concise manner.
- Interact with other students and the instructor to demonstrate functional skills, foundational knowledge and application of the theory

Syllabus:

Unit I

An Introduction to Financial System and its Components: and institutions, financial intermediation. Financial system and economic development, an overview of Indian financial system.

Unit II

Money Market: Definition, Money Market vs. Capital Market, Features, Objectives, Importance of Money Market, Composition of money Market, money market Instruments: Treasury bills, Certificate of deposit, Commercial papers, Commercial Bills, Call money.

Unit III

Capital Market: Meaning, Characteristics, Functions- Indian Capital Market-Evolution and Growth, Indian debt market; Indian equity market-Primary and Secondary Market, Instruments of Capital Market, Indian Capital Market- Major Issues, Rebound in Indian Capital market. Role of stock exchanges in India. Merchant Banking: Definition, Origin, Services, Progress in India, Problems, Scope, Qualities required for Merchant Banker, Merchant Banker as lead managers, guidelines.

Unit IV

Financial Institutions: Depository and non-depository institutions, Commercial bankingintroduction, its role in project finance and working capital finance. Development Financial Institutions (DFIs)-An overview and role in Indian economy. Life and non-life insurance companies in India; Mutual Funds- Introduction and their role in capital market development. Non-banking financial companies (NBFCs).

Unit V

Venture Capital: Meaning, Concept, Origin, Features, Importance, Activities, Scope, Initiative in India, Guidelines, Methods. Hire Purchase and Leasing: Meaning, Origin, Types, Legal Position, Hire Purchase and Leasing, Problems and Prospects of Leasing Industry in India.

Textbook:

1. Financial Institutions and Markets: Structure, Growth and Innovations by L.M. Bhole and J.

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Mahakud, 6th Edition, McGraw Hill Education, Chennai, India

2. Financial Markets and Institutions by Frederic Mishkin and Stanley Eakins, 8th Edition, Pearson-Education

3. Financial Institutions & Markets by Jeff Madura, 10 edition Cengage

Reference Books:

- G.L.Sharma and Y.P.Singh eds. Contemporary Issues in Finance and Taxation, Academic Foundation, Delhi
- Khan and Jain, Financial Services, Tata McGraw Hill
- J.K.Singh, Venture Capital Financing in India, DhanpatRai and Company, New Delhi.
- Annual Reports of Major Financial Institutions in India.
- Frederic S.Mishkin, Stanley Eakins, Financial Markets and Institutions (8th Edition), Pearson
- Bharati V. Pathak, The Indian Financial System: Markets, Institutions and Services, 3rd Edition, Pearson
- K.Sriram, Handbook of Leasing, Hire Purchasing and Factor, ICFAI Publications
- Gledstone, Venture Capital Investing, NY, Prentice Hall
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Journals:

- The Journal of Financial Markets
- The Journal of Emerging Market Finance

Case Study:

- The US Housing Market and Subprime Mortgage Crisis
- SEBI and its role in preventing insider trading

Links to websites:

- <u>www.moneycontrol.com</u>
- www.bseindia.com

Evaluation Scheme:

- Class participation and attendance
- Mid Term Exam
- Assignment
- Professional Activities
- Term-End Exam
- Total

20 marks 05 marks 10 marks 60 marks

05 marks

100 marks

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Program Name : BBA (Analytics) Semester: VI Course: Code: 06170611 Labour Welfare & Social Security **Teaching Scheme Evaluation Scheme** Practical/ Classroom **Tutorials** Credit Continuous Term End Session/Lectures Group Evaluation Examination work (TEE) 40 4 40 _ 60 **Course Rationale:** Labour Welfare is one of the Important branches of Economics. Labour is being considered as most important productive factor in economy. The study of labour welfare helps in understanding the labour welfare and problems, searching policy means to maximize the labour welfare. The students will understand nature, scope and problems associated with labour welfare with special reference to India. **Course Objectives:** Students will know the development and the judicial setup of Labour Laws. They will learn the salient features of welfare and wage Legislations also to integrate the knowledge of Labour Law in General HRD Practice. Students will learn the laws relating to Industrial Relations, Social Security and Working conditions and also learn the enquiry procedural and industrial discipline. Learning Outcomes: After completion of the course students would be able to : To introduce the Labour Law and Social Welfare in general To explain about the various dimensions/aspects of labour laws To enhance the understanding of problems arising out of industries and enable them to find solutions To clarify the labour problems issues in the industry and the growth and development of the law in this regard To educate about the regulation of labour laws at national and international level Prerequisite(s): Good Communication skills Basic knowledge of Human Resource Management. **Pedagogy:** Lectures, legal cases, quiz etc abut Faculty of Commerce & Management Dean SGT University

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Svllabus:

Unit-1

Introduction to Labour Legislations and Regulatory Laws: Meaning and classification of Labour legislations in India. History & Development of Labour Legislations in India. Laws relating to working conditions - Factories Act, Shops & Establishment Act, Contract Labor (Abolition & Regulation) Act, The Plantations Act, The Indian Mines Act, Motor Transport Act, The Special Economic Zones Act, 2005. Construction workers.

Unit-2

Legislations related to Wages & Social Security: Laws relating to Wages-The Minimum Wages Act- The Payment of Wages Act-Equal Remuneration Act-Payment of Bonus Act. Laws relating to Social Security-Employees Provident Fund Act- Employees State Insurance Act-Workmen's Compensation Act-Payment of Gratuity Act-Maternity Benefit Act. Unorganized Workers Social Security Act, 2008.

Unit-3

Employment & Service conditions: Laws relating to employment, service conditions, Employee Relations-The Industrial Disputes Act- Trade Unions Act- Industrial Employment (Standing Orders) Act.

Unit-4

Industrial disputes: Concept, Nature & Causes of industrial disputes, Anatomy of industrial Conflicts-Genesis of Industrial Conflicts, Causes and resolution; - mediation, conciliation, arbitration, adjudication (with reference to Industrial Dispute Act, 1947). Classification and Impact of Industrial Disputes

Unit-5

Labour Welfare: Concept, Scope, Types, Theories and Principles, Industrial Health and Hygiene, Industrial Accidents and safety, Occupational Diseases

Social Security: Concept and Scope, Social Assistance and Social assurance.

Textbook:

1. Bare Acts of the relevant Legislations

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- 2. Garg, K.C.; Sharma, Mukesh; Sareen, V.K. (2002). Commercial and Labour Laws. Ludhiana: Kalyani Publishers.
- 3. Kumar H.L., (2000). Practical Guide to Labour Management. New Delhi : Universal Law Publishing.
- 4. Reshma Arora, (2000). Labour Law. New Delhi : Himalaya Publication House.

Reference Books:

- 1. Kannapon, S.C, (1993), Employment Problems and Urban Labour Markets in Development Economy, Vol-I &II, Macmillan, London
- 2. Papola, T.S and Sharma A.N. 9Eds) (1999), Gender and Employment in India, Vikas Faculty of Commerce & Management

	Publishing House, New Delhi
	3. Deshpande L.K and Sandesara J.C (Eds), (1970), Wage Policy and wages determination in
	India, Bombay University Press, Bombay
	 Memoria, C.B. (1966), Labour Problems and Social Welfare in India, KitabMahal, Allahaba Punekar, S.D. (1978), LAbour Welfare, Trade Unionism and Industrial Relations, Himalaya
	Publishing House, Bombay
	6. Singh, V.B. (Ed), Industrial Labour in India, Population Prakashan, Bombay
	7. Misra, L (2000), Child Labour in India, Oxford University Press, New Delhi
Journals:	dian Journal of Labour Economics
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	idian Journal of Human Resources
3. NS	ndian Journal of Human Resources SSO Reports on Employment and Unemployment
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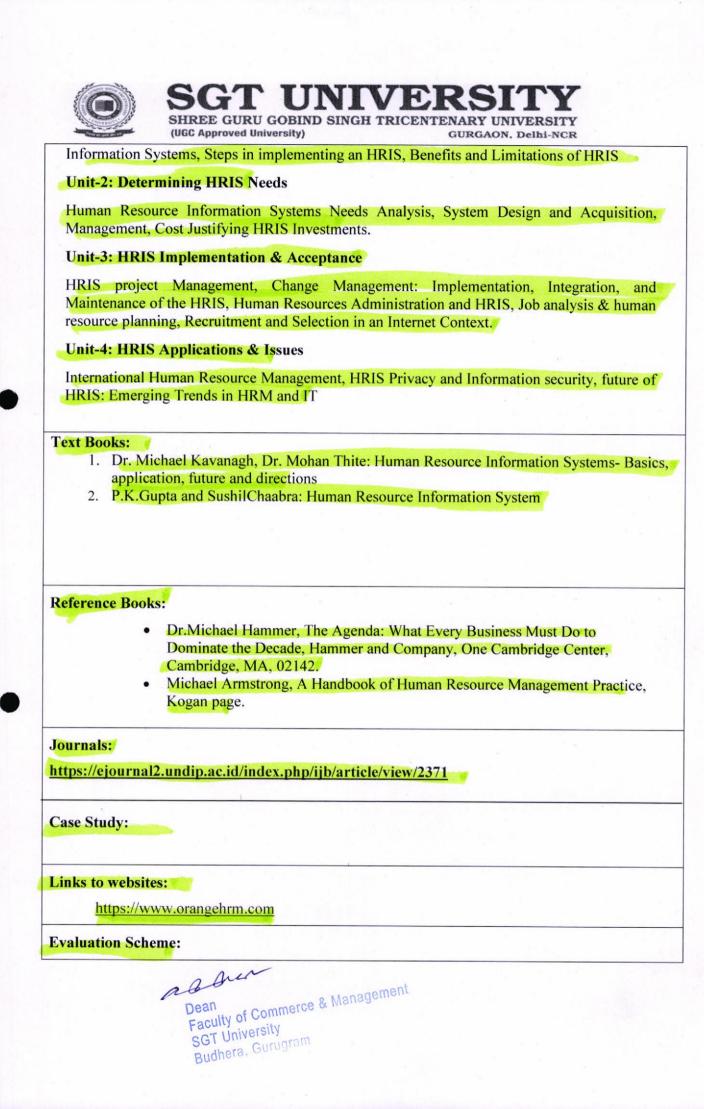


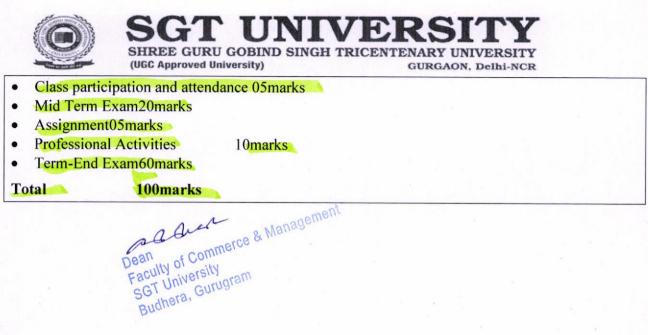
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Human Resource Information System Code: 00170012 Teaching Scheme Classroom Session/Lectures Group Tutorials Credit Continuous Term End Session/Lectures Group Work Image: Credit Continuous Term End 40 - - 4 40 60 Course Rationale: Demonstrate a thorough understanding of the strategic value of HRIS and how contributes to organizational effectiveness and efficiency. 60 Course Objectives: Understand and apply the basic concepts and principles of HRIS to hur resource situations and decisions. Apply forecasting techniques and data analytics to HR organizational data. Review and identify the leading HRIS software available in the findemonstrate an understanding of ROI for HRIS. Learning Outcomes: Students are aware of the development of HRIS over the years Students are fully equipped with the knowledge on different systems of HRIS Students are able to create the complete need analysis and cost estimation of HRIS in organizations. Students are knowledgeable on the implementation process and integration of HRIS in organizations. Students understand the security and privacy of information in HRIS. Prerequisite(s):Basic understanding of human resource management Pedagogy:Lecture, discussion, role play, case study.	Program Name : BBA (Analytics) Course: Human Resource Information System			Semester: VI Code: 06170612			
Teaching Scheme Classroom Practical/ Group Tutorials Credit Evaluation Term End Examination (TEE) 40 - - 4 40 60 Course Rationale: Demonstrate a thorough understanding of the strategic value of HRIS and how contributes to organizational effectiveness and efficiency. 60 Course Objectives: Understand and apply the basic concepts and principles of HRIS to hur resource situations and decisions. Apply forecasting techniques and data analytics to HR organizational data. Review and identify the leading HRIS software available in the fi Demonstrate an understanding of ROI for HRIS. Learning Outcomes: Students are aware of the development of HRIS over the years Students are able to create the complete need analysis and cost estimation of HRIS Students are able to create the complete need analysis and cost estimation of HRIS in organizations. Students understand the security and privacy of information in HRIS. Prerequisite(s):Basic understanding of human resource management Predagogy:Lecture, discussion, role play, case study. Syllabus: Unit-1: Introduction to HRIS Evolution of Human Resource Management and Human Resource Information Systems: The Bale of Information Techenology. Database Concepts and Annicetions in Human Resource							
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Program Name : BBA (Analytics) Semester: VI Course: Code: 06170613 Human Resource Planning & Development **Teaching Scheme Evaluation Scheme** Classroom Practical/ Tutorials Continuous Credit Term End Session/Lectures Group Evaluation Examination work (TEE) 40 4 40 60 Course Rationale: The objective of the course is to make student aware of the concepts, techniques and practices of Human Resource Planning and Development. Course Objectives: This course is intended to make students capable of applying the principles and techniques as professionals for developing human resources in an organization. Learning Outcomes: To create a conceptual background required to undertake any activity to facilitate and manage the HRD functions in an organization and to acquaint the students about different HRD system. the course is divided into four units Prerequisite(s): **Pedagogy:** Syllabus: Unit I:Human Resource Planning: HRP - objectives, activities, Recruitment & Selection process, Career planning & development, Training methods, Basic concept of performance appraisal and employees compensation. Unit II:Human Resource Development: Concept, nature, scope, significance, objectives, functions; Relationship between human resource management and human resource development; HRD and outcomes; HRD interventions; Roles and competencies of HRD professionals; Challenges in HRD Unit III: HRD Process: Assessing need for HRD; HRD culture and climate; Designing and developing effective HRD programs; Implementing HRD programs; Evaluating effectiveness of HRD Programs; HRD audit; HRD Culture and climate. Unit IV: HRD Activities: Employee development activities- Approaches to employee development,

leadership development, action learning, assessment and development centers. **Unit V:** HRD mechanisms for workers; HRD in developed countries, HRD in India, HRD in Public Enterprises and small undertakings.

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Text Books: Curtis, B., Hefley, W. E., Miller, S. A., The people capability maturity model: Guidelines for improving workforce, Pearson Education.

Reference Books:

- 1. Mankin, D., Human resource development, Oxford University Press India.
- 2. Haldar, U. K., Human resource development, Oxford University Press India.
- 3. Rao, T.V., Future of HRD, Macmillan Publishers India.
- 4. Werner J. M., De Simone, R.L., Human resource development, South Western.
- 5. Rao, T.V., Hurconomics for talent management: Making the HRD missionary businessdriven, Pearson Education.

Journals:

Case Study:

Links to websites:

Evaluation Scheme:

- Class participation and attendance 05marks .
- Mid Term Exam20marks •
- Assignment05marks .
- **Professional Activities** .

10marks

Term-End Exam60marks

Total

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100marks\7 Dean Faculty of Commerce & Management

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Program Name: BBA (Analytics)			Semester: VI			
Course: Digital and Social Media Marketing Teaching Scheme			Code: 06170614 Evaluation Scheme			
40	-	-	4	40	<u> </u>	

Course Rationale:

The content of digital marketing course aims at developing the students for making digital marketing plans in order to manage a digital marketing performance efficiently.

Course Objectives:

- To provide a basic knowledge of various online marketing concepts
- To acquaint the student of operating and managing business through various online channels.

Learning Outcomes: After completion of the course the students will be able to

- 1. Describe the understanding of Digital Marketing Tools
- 2. Articulate the online marketing mix in contemporary business scenario
- Construct the online marketing along with the campaign management concept, its monitoring and reconciliation.

Prerequisite(s):

Student should have studied the course of Marketing Management.

Pedagogy:

Student's Seminar, Student's Interactive Session, Case Studies

Syllabus:

Unit I

Digital Marketing: Introduction, Moving from Traditional to Digital Marketing, Integrating Traditional and Digital Marketing. Introductionto digital marketing communication, different types

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of digital media channels. Digital marketing applications and benefits, Digital marketing framework.

Unit II

Online Marketing Strategy Development: Online marketing strategy definition, Online marketing strategy groundwork, Defining the online marketing mix, , Offering mix for digital, Digital pricing models, Channels of purchase-reaching the e-consumer, Managing promotional channels developing the extended Ps-People, Process, Programs and Performance.

Unit III

Online Marketing Planning and Setup: Online marketing communications and channel mix. Online marketing planning development, Understanding digital media planning terminology, Digital media planning stages, Designing the communication mix, Marketing communications from mass market to mass customized, Steps to creating marketing communications strategy, Understanding marketing operations set-up, Understanding digital marketing conversion, Basics of lead generations and conversion marketing, Lead nurturing and lead scoring concepts, Setting up for conversion from web page to landing page.

Unit IV

Online Marketing Execution : Online marketing Campaign Management, Basic elements of digital campaigns, Basic elements of digital campaign management, Campaign planning and budgeting Campaign set-up and launch, Campaign monitoring and reconciliation. Traffic building: SEO-Search engine optimization fundamentals, Introduction to keywords, definition, importance, Types of Key words, on page SEO and off page SEO. Types of traffic, paid search and organic search. Introduction to Google Adwords.

UNIT V

Introduction to Social Media marketing: Importance of Social Media, Goal Setting, Strategy and Plan, Social Listening, Developing content marketing and engagement strategy for your brand, Social media communication. Introduction to Facebook Marketing, Instagram Marketing, Snapchat Marketing, Affiliate Marketing, E-mail Marketing and Mobile Marketing. Trust, Privacy and Ethics in digital marketing.

Textbook:

Bhatia Puneet Singh, Digital Marketing, Pearson education

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Reference Books:

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- 1. Gupta Seema, Digital Marketing, McGraw Hill Education
- 2. Das Abhishek, Applications of Digital Marketing for Success in Business, BPB Publications
- 3. Miller Michael, B2B Digital Marketing, Pearson Publication
- 4. Dodson Ian, The Art of Digital Marketing, Wiley Publication
- Note: Latest edition of the books should be used

Journals:

Journal of Marketing

Links to websites:

- https://digitalskills.fb.com/en-in/
- <u>https://www.hubspot.com/digital-marketing</u>
- https://www.linkedin.com/learning/

Evaluation Scheme:

- Class participation and attendance 05marks
- Mid Term Exam
- Assignment
- Professional Activities
 Term-End Exam
- 20marks 05marks
- 10marks
- 60marks

Total

100marks

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Program Name : BRA (Analytics)

Course: Sales and Distribut		, 	Code:	06170615	
Teach	ing Scheme			Evaluation	n Scheme
Classroom Session/ Lectures	Practical/ Group work	Tutorials	C <mark>redit</mark>	Continuous Evaluation	Term End Examination (TEE)
40	-		4	40	60

Somostor: VI

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(UGC Approved University)

This course is meant to make students understand fundamentals of Sales Management and Distribution Management. Since many students with Marketing Specialization start their career in sales, business development, retailers, wholesalers and distributors handling, it is essential to study basics of personal selling, sales management, distribution dynamics. various channels of distribution etc. Through this course, students will be equipped with basic skills required in sales and distribution management.

Course Objectives:

- 1. To provide conceptual understanding of cross functional integration in areas of Sales and Distribution Management with progression & customer orientation focus.
- 2. To relate this understanding in dissimilar business situations and support in solving business (territory/quota/ budgeting) problems in the field of Sales & Distribution.
- 3. To understand the Managerial aspects as Sales Manager.

Learning Outcomes:

After completion of the course students would be able to:

- 1. Comprehend the management functions that go into sales management.
- 2. Learn how to sell effectively along with designing territories and quotas.
- 3. Understand the distribution channels and how to manage channel members.

1.

Prerequisite(s):

The students should be equipped with the basic terms used in Marketing Management

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Pedagogy:

Lecture, Lab Practical, Exercise, Case Study, SIS

Syllabus:

Unit 1:

Introduction to Sales Management: The Sales Management Function – Scope and Importance; Personal Selling Process and Approaches; The Evolving Face of Personal Selling; Sales Organization Structure; Sales Forecasting; Sales Territory Design.

Unit 2:

Sales Force Management: Sales Force Job Analysis and Description; Recruiting and Selecting Sales Personnel; Training Sales Personnel; Motivating the Sales Force; Sales Force Compensation;

Unit 3:

Evaluating Sales Performance: Control of sales expenses, Marketing and sales audit process, Evaluation of the effectiveness of sales organization, Sales analysis framework, Marketing cost and profitability analysis, productivity analysis and Sales force automation. Ethical and Legal Issues in Sales Management.

Unit 4:

Distribution Planning and Control: Role and Function of Intermediaries; Selection and Motivation of Intermediaries; Distribution Analysis; Control and Management; Channel Dynamics – Vertical Marketing Systems; Horizontal Marketing Systems; Multichannel Marketing Systems; Channel Conflict and Management.

Unit 5:

Distribution System and Logistics: Physical Distribution System – Decision Areas; Different Modes of Transport in India; Their Characteristics; Logistics Introduction – Functional Areas of Logistics; Logistics Integration for Customer Satisfaction; Distribution Costs; Control and Customer Service; Supply Chain Management (SCM); Integration of Sales and Distribution Strategy.

Textbook:

- Sales & Distribution Management (Latest Edition), Panda Tapan K., Sahadev Sunil, Oxford-University Press
- Sales & Distribution Management Text & Cases (2nd Edition), Krishna K. Havaldar, Vasant M. Cavale, Tata McGraw-Hill

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Reference Books:

- 1. Sales Management: Decisions, Strategies & Cases, Richard R. Still, Edward W. Cundiff, Norman A.P. Govoni, Pearson Education, Latest Edition
- 2. Sales Management: Concepts Practice, and Cases, Johnson F.M., Kurtz D.L., Scheuing E.E., Tata McGraw-Hill, Latest Edition
- 3. Selling & Sales Management, David Jobber, Geoffrey Lancaster, Pearson Education, Latest Edition
- 4. Sales Management, Tanner, Honeycutt, Erffmeyer, Pearson Education, Latest Edition
- 5. Sales Force Management, Mark W. Johnston, Greg W. Marshall, Tata McGraw-Hill, Latest Edition

6. Sales Management, William L. Cron, Thomas E. DeCarlo, Wiley, Latest Edition

7. Sales & Distribution Management, Dr. S. L. Gupta, Excel, Latest Edition

Journals:

Case Study:

Links to websites:

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Evaluation Scheme:

- Class participation and attendance 05marks .
- Mid Term Exam20marks .
- Assignment05marks .
- Professional Activities
- 10marks
- Term-End Exam60marks

Total

100marks

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Program Name : BBA(Analytics)			Semester: VI			
Course: Product and Brand Management Teaching Scheme			Code: 06170616			
				Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Cre	Continuous Evaluation	Term End Examination (TEE)	
						40
Course Rationale:				2		
 the challenges faces Course Objectives 1. To acquire the offer for corporate gr 2. To provide a hore 	d by industry in conceptual undo owth and devel listic understan ctory of brand p	the area of Pro erstanding of P opment. ding of 'what i models with cu	oduct de roduct is a brai	evelopment and B and Brand Manag nd'. apping and buildi	as intricacies pertaining to randing.	
aspects.	e the basics of I ne intricacies of				eir social and ethical	
• Interpret the	brand equity a	nd Brand posit	ioning			
Prerequisite(s): Student should hav						
	nt's Seminar, S	student's Intera	ctive Se	ession, Case Studi	es	
Andragogy: Stude						
Andragogy: Stude Syllabus:						
				×		
Syllabus: Unit I Product Planning a						
Syllabus: Unit I Product Planning a the Environ	ment, Situatior	n Analysis, De				
Syllabus: Unit I Product Planning a the Environ	ment, Situation	Analysis, De	velopm	ent of a Product	ng Objectives, Monitoring 'Market Program, Product	
Syllabus: Unit I Product Planning a the Environ	ment, Situation	f Commerce & I	velopm	ent of a Product		



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Mix Strategy, Defining Competitive set & Competitor Analysis and Developing Product Positioning Strategy.

Unit II

Product Design and New Product Development: Characteristics of Successful Product Development, New Product Development Process and Organizations, Go to Market Strategies, Test Marketing Product Launch and Commercialization: Test Marketing Objectives, Limitations of Test Marketing, Design Consideration in Test Marketing, Alternatives to test Marketing Procedures, Product Launch Tracking, Relaunch, Customer & Messaging, Copying Strategies, Product Patenting.

Unit III

Branding concepts; branding challenges and opportunities; brand equity concept; strategic brand management process; customer based brand equity; building a strong brand and its implications; identifying and establishing brand positioning; defining and establishing brand values; internal branding, Brand Recall, recognition

Unit IV

Choosing brand elements to build brand equity; designing marketing programs to build brand equity: integrating marketing communication to build brand equity: information processing model of communication, marketing communication options

Unit V

Developing a brand equity measurement and management system: establishing brand equity management system; measuring sources of brand equity - capturing customer mindset: qualitative research techniques, quantitative research techniques; measuring outcomes of brand equity; capturing market performance

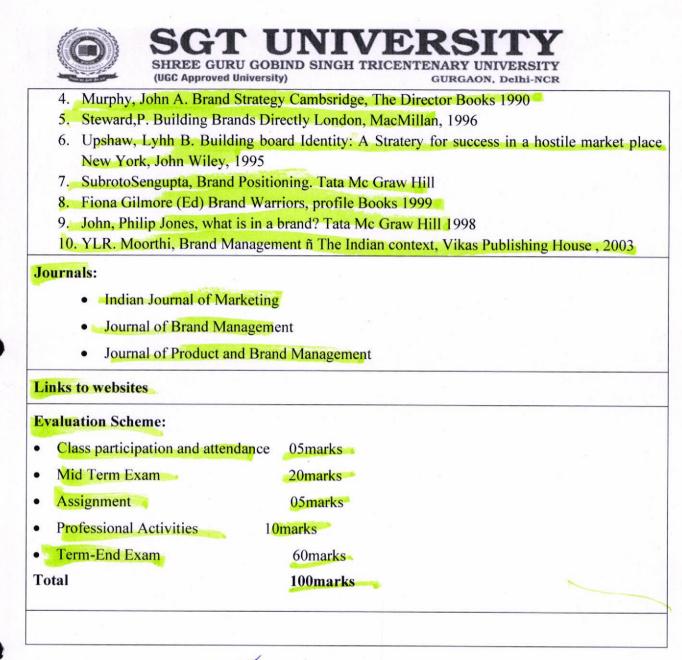
Textbook:

- 1. Wind Yoram J., Product Policy: Concepts, Methods and Strategies, Addison-Wesley Pub. Co., Reading USA.
- 2. Keller, Kevin Lane, Strategic Brand Management, Pearson Education, New Delh

Reference Books:

- 1. Baker Michael and Hart Susan, Product Strategy and Management, London, Prentice Hall.
- 2. Kapferer, Jean Noel; Strategic Brand Management; Kogan Page; New Delhi
- Keller, K.L., Parameswaran, A.M.G. and Jacob, I (2015). Strategic Brand Management: Building, Measuring and Managing Brand Equity (4th Edition). Pearson Education India Kapferer, J N Strategic Brand Management New York, Free Press, 1992

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