

BBA SEM -V

Marketing Management-II

Course Category: Major

Course Code: MAM301-3C

Course Objective:

The course 'Marketing Management-II' intends to provide the students:

- Understanding of core marketing concepts and strategies.
- Learning techniques like branding, advertising, pricing strategies, and product positioning.
- Skills in data analysis, market research, and creating marketing plans.
- Method of applying marketing concepts to real-world business problems.

Course Learning Outcome:

At the end of the course, the student shall be able to:

- Grasp fundamental marketing principles
- Strategize, implement, and evaluate marketing activities.
- Identify factors that influence purchasing decisions.
- Analyse customer-centric strategies.

COURSE CODE	COURSE TITLE	COURSE CATEGORY	CREDITS	TEACHING HOURS PER WEEK			EVALUATION		
				Theory (Hrs.)	Practical (Hrs.)	Total (Hrs.)	CCE	SEE	TOTAL MARKS
MAM301- 3C	Marketing Management-II	Major	4	4	-	4	50	50	100

Unit	Details	Instructional Hours
1	Marketing Information System (MIS) Introduction, Definition and Evolution, Scope, Characteristics, Importance, Classification, Major Functions, Dimensions, Advantages and Disadvantages, Basic Properties and Steps in MIS, Components and Categories of MIS, Marketing Information and Analysis	15
2	Consumer Buying behaviour Definitions, Concepts, Model and Factor affecting Consumer Behaviour B2B and B2C Markets Meaning, Concepts, Characteristics, Functions and Difference between B2B and B2C Markets	15
3	New Product Development and Product Life Cycle Product Mix, Strategies of Product Mix, Meaning of New product Development, Reason for New Product Development, Reasons for Failure of New Product, New Product Development Process, Product Life Cycle, Meaning and Functions of Packaging	15
4	Distribution Channel Strategies Channel Functions, Functions of Distribution Channel, Structure and Design of Marketing Channels, Channel Co-operation, Conflict and Competition, Retailers- Types of retailing, Wholesalers- Types of Wholesalers	15
	Total	60

References:

1. Marketing Management, Phillip Kotler, Kevin Keller 12th ed. Pearson Education.
2. Marketing Genius by Peter Fisk, Wiley India Pvt. Ltd.
3. Introduction to marketing: theory and practice, Adrian Palmer, Oxford Press

BBA Semester – V

Human Resource Management-II

Course Category: Major

Course Code: MAM302-3C

Course Objective:

The course 'Human Resource Management-II' intends to provide the students:

- Knowledge of Human Resource Management (HRM) in the context of a rapidly changing environment.
- Understanding on workforce diversity with a focus on diversity issues in India.
- Knowledge about the concept and significance of job design, work scheduling and incentive plans and their importance in organizational effectiveness.
- Understanding about objectives of participation and empowerment in the organizational context.

Course Learning Outcome:

At the end of the course, the student shall be able to:

- Analyse the concept of HRM in the context of a dynamic environment
- Analyse the concept of job design, work scheduling and learn its implications for employee productivity and satisfaction
- Prepare different incentive plans to motivate the employees
- Do collaborative working

COURSE CODE	COURSE TITLE	COURSE CATEGORY	CREDITS	TEACHING HOURS PER WEEK			EVALUATION		
				Theory (Hrs.)	Practical (Hrs.)	Total (Hrs.)	CCE	SEE	Total Marks
MAM302-3C	Human Resource Management-II	Major	4	4	-	4	50	50	100

Unit	Details	Instructional Hours
1	Job Design, Work Scheduling and Morale Concept of Job Design - Approaches to Job Design: Engineering Approach, Human Relation Approach, Job Characteristics Approach and Socio-technical System Approach - Techniques of Job Design – Gig workers: meaning and types- Work Scheduling - Concept of Morale, Measurement of Morale, Factors Affecting Morale, Morale and Productivity; and Morale Building. Work from home and its challenges.	15
	Incentive and Employee Benefits Incentive Plan and its Features: Individual Incentives Plans - Group or	15

2	Team Based Incentive Plans - Organization Wide Incentive Plans - Incentive Schemes for Indirect Workers - Fringe Benefits and Requirement of an Effective Incentive Plan	
3	Participation and Empowerment Definition and Objectives - Forms of Participation, Government Policy and Participation - Works Committees - Joint Management Councils - Concept of Empowerment - Conditions Necessary for Empowerment - Alternative Approaches to Participation – Quality Circle: Meaning, features, objective, structure, how it works, Quality of Working Life, Major Issues in QWL, QWL Council, Obstacles and way of improving QWL	15
4	HRM in a Dynamic Environment Concept, Technological Changes – Impact of Technology on HRM - Total Quality Management - Deming’s Advice on Achieving Quality - Traditional and Total Quality HRM Approaches - Reengineering and HR’s Role in Reengineering Processes - Economic Challenges, Workforce Diversity and Diversity issues in India -Internal Environment and Managing Diversity	15
	Total	60

References:

1. Human Resources Management (Text and Cases) by V S P Rao, Excel Books India
2. Personnel and Human Resources Management by P Subba Rao, Himalaya Publishing House
3. Human Resources and Personnel Management (Text and Cases) by K Ashwathappa, Tata McGraw-Hill Publishing Company Ltd.
4. Basics of Human Resource Management by R. Krishnamoorthy, Himalaya Publishing House

BBA Semester – V

Financial Management

Course Category: Major

Course Code: MAM303-3C

Course Objective:

The course 'Financial Management' intends to provide the students:

- Knowledge on financial concepts and principles
- Ability to analyze a financial statement
- Understanding about the time value of money, capital budgeting and investment Decisions

Course Learning Outcome:

At the end of the course, the student shall be able to:

- Acquire knowledge of core functions of Financial Management.
- Understand and interpret financial decisions

COURSE CODE	COURSE TITLE	COURSE CATEGORY	CREDITS	TEACHING HOURS PER WEEK			EVALUATION		
				Theory (Hrs.)	Practical (Hrs.)	Total (Hrs.)	CCE	SEE	TOTAL MARKS
MAM303-3C	Financial Management	Major	4	4	0	4	50	50	100

Unit	Details	Instructional Hours
1	Introduction to Financial Management Meaning, Stages of evolution, Objectives, Functions, Scope, Administrative function of financial management, Interrelation of finance management with others, Roles of finance manager. Long Term Sources of Finance Equity shares, Preference shares Debentures and Bonds, Long term loans and Term deposits (Basic understanding, advantages and disadvantages)	15
2	Time Value of Money Meaning, Time lines & Notation, Future value of single amount, Present value of a single amount, Future value of an Annuity, Present value of an Annuity (Only Concept) Example of Annual Compounding & Discounting.	15

3	Introduction to Working Capital Management Meaning, Characteristics, Concepts, Types, Factors Affecting, Sources of Working Capital, Estimation for Different Units, Optimum Working Capital, Determining Need of Working Capital, Estimate of Required Working Capital (Introductory Examples)	15
4	Capital Budgeting Decision Meaning, Importance - Drawbacks and Process of Capital Budgeting - Techniques: Pay Back Period, Average Rate of Return, Net Present Value, Internal Rate of Return, Profitability Index, Advantages and Disadvantages all Techniques	15
	Total	60

References:

1. Financial Management, Principles & Practices, G. Sudarshan Reddy, Himalaya Publication House.
2. Financial Management, Theory & Practices, Prasanna Chandra, Tata McGraw-Hill Publishing Company Limited.
3. Financial Management by Prof. P. M. Shah, Kumar Prakashan.

BBA Semester – V

Research Methodology **Course Category: Major** **Course Code: MAM304-3C**

Course Objective:

The course 'Research Methodology' intends to provide the students:

- Knowledge about identifying research problem and research objectives
- Understanding about applying research methodology
- Knowledge about data analysis and interpretation
- Various techniques of research report writing

Course Learning Outcomes:

At the end of the course, the student shall be able to:

- Identify research problem, select research topic and set research objectives
- Use sampling techniques
- Do data analysis by using various statistical tools
- Interpret and analyse data, and prepare research report

COURSE CODE	TITLE OF COURSE	COURSE CATEGORY	CREDITS	TEACHING HOURS PER WEEK			EVALUATION		
				Theory (Hrs.)	Practical (Hrs.)	Total (Hrs.)	CCE	SEE	TOTAL MARKS
MAM304-3C	Research Methodology	Major	4	4	-	4	50	50	100

Unit	Details	Instructional Hours
1	Introduction to Research & Research Methodology Meaning, Types and Significance, Research Methods Vs. Methodology and Research Process in detail Research Problem Selecting the Problem, Necessity of Defining the Problem, Technique for Defining a Problem Research Design Meaning, Features, Important concepts and different types of Research Design	15

2	Sampling Design Meaning, Steps, Criteria of selecting a Sampling Procedure, Characteristics and different types of Sample Design Measurement & Scaling Techniques Measurement in Research, Measurement Scales, Meaning of Scaling, Basis for Scale Classification. Scale Construction	15
3	Data Collection Primary Data & Secondary Data, Methods of primary Data Collection, Sources of Secondary Data Processing & Analysis Processing Operations, Some Problems in Processing and Types of Analysis	15
4	Interpretation Meaning, Technique and Precautions in Interpretation Report Writing Significance, Different Steps, Layout, Types and Mechanics of Writing a Research Report	15
	Total	60

References:

1. Research Methodology: Methods and Techniques by C. R. Kothari, New Age Publication
2. The SAGE Handbook of Qualitative Research by Denzin, N. K., & Lincoln, Y. S., Sage Publication.
3. Research Methodology (Methods, Approaches & Techniques) by Dr. Baidyanath Mishra, Chaukhambha Orientalia, Varanshi

BBA SEM-V

Rural Marketing **Course Category: Major** **Course Code: MAM305-3C**

Course Objective:

The course 'Rural Marketing' intends to provide the students:

- An overview of rural markets and emerging perspectives of rural marketing
- Knowledge on rural marketing strategies
- Understanding on emerging managerial initiatives and relevant frameworks in rural marketing

Course Learning Outcome:

At the end of the course, the student shall be able to:

- Define various aspects of rural marketing
- Identify and evaluate the challenges and opportunities in the field of rural marketing
- Apply the rural marketing mix strategies to meet the needs of rural consumers

COURSE CODE	TITLE OF COURSE	COURSE CATEGORY	CREDITS	TEACHING HOURS PER WEEK			EVALUATION		
				Theory (Hrs.)	Practical (Hrs.)	Total (Hrs.)	CCE	SEE	TOTAL MARKS
MAM305-3C	Rural Marketing	Major	4	4	-	4	50	50	100

Unit	Details	Instructional Hours
1	Introduction to Rural Economy Concept of Rural Economy, Characteristics and Problems of Rural Economy Introduction to Rural Marketing Definition of Rural Marketing, Nature, Scope of Rural Market, Rural Vs. Urban Markets - Concept and Classification of Rural Marketing - Rural Marketing Environment - Rise of Rural Consumerism Trends in Rural Marketing Digitizing Rural India -Online Marketing Reach in Rural Market, Recent Trends in Packing, Labelling, Grading, Transporting, Order Processing, Payment Methods, Storage and Warehousing - Corporate Farming (Meaning Only)	15
2	Rural Consumer Behaviour Consumer Buying Behaviour in Rural Markets, Factors Affecting Consumer behaviour - Market segmentation – Bases for Segmenting Rural Consumer Markets	15
3	Rural Product & Pricing Strategy Rural Product, Rural Product Classification, Product Life Cycle, Product Life Cycle Strategies in Rural Markets, New Product Development in Rural Markets, Branding for Rural Markets - Pricing for rural markets – Factors affecting and strategies	15
4	Rural Distribution and Communication Strategy Wholesaling and Retailing in Rural Market, Rural Mobile Traders, Rural Distribution Models- FMCG Companies, Durable Companies, Service Organizations, Emerging Distribution Models - Rural Communication Strategy: Media Planning, Challenges in Rural Communication, Creating Promotion Mix for Rural Audiences - Advertisement, Sales Promotion, Publicity.	15
	Total	60

References:

1. Rural Marketing: Concept & Cases, by Balaram Dogra & Karminder Ghuman, Tata McGraw-Hill Publishing Company, New Delhi, 2008
2. Rural Marketing: Indian Perspective by A.K. Singh & S. Pandey, New Age International Publishers, 2007
3. Rural Marketing by CSG Krishnam Acharylu & Laitha Ramakrishna, Pearson Education Asia. 2009
4. Marketing Management by Philip Kotler, Prentice - Hall India Ltd. New Delhi

BBA Semester – V

Labour Law-Wages and Social Security

Course Category: Major

Course Code: MAM306-3C

Course Objective:

The course 'Labour Law-Wages and Social Security' intends to provide the students:

- Knowledge on different acts related to labour law and wages in India
- Understanding of the legal frameworks, principles, and policies that govern wages and social security systems in India

Course Learning Outcome:

At the end of the course, the student shall be able to:

- Interpret wage-related laws and regulations like Payment of Wages Act, Equal Remuneration Act etc.
- Define and interpret concepts like wage fixation, wage determination, and the role of authorities in ensuring fair wages.
- Understand social security laws such as the Employees' Provident Funds Act and Payment of Gratuity Act.

COURSE CODE	COURSE TITLE	COURSE CATEGORY	CREDITS	TEACHING HOURS PER WEEK			EVALUATION		
				Theory (Hrs.)	Practical (Hrs.)	Total (Hrs.)	CCE	SEE	Total Marks
MAM306-3C	Labour Law-Wages and Social Security	Major	4	4	-	4	50	50	100

Unit	Details	Instructional Hours
1	Payment of Wages Act, 1936 Object and Scope, Definitions, Responsibility for payment of wages, Fixation of wage period, Time of payment of wages, Wages to be paid in current coin or currency notes or by cheque or crediting in bank account, Deductions from the wages of an employee, Fines, Maintenance of registers and records Equal Remuneration Act, 1976 Object and Scope, Definitions, Act to have overriding effect, Discrimination not to be made while recruiting men and women, Authorities for hearing and deciding claims and complaints,	15

	Maintenance of Registers, Penalty, Labour code related to Payment of wages	
2	Payment of Bonus Act, 1965: Object and scope of the Act, Application of the Act, Act not to apply to certain Classes of Employees, Important Definitions, Accounting Year, Allocable Surplus, Available Surplus, Award, Corporation, Employee, Employer, Establishment in Private Sector, Establishment in Public Sector, Salary or Wage, Establishment – Meaning of Calculation of Amount Payable as Bonus, Eligibility for Bonus and Its Payment, Bonus Linked With Production or Productivity, Power of Exemption, Penalties, Offences by Companies	15
3	Employees' Provident Funds and Miscellaneous Provisions Act, 1952: Introduction, Application of the Act, Non-applicability of the Act to certain establishments, Important Definitions, Schemes under the Act, Determination of Moneys Due from Employers, Employer Not to Reduce Wages, Transfer of Accounts, Protection against Attachment, Power to Exempt	15
4	Payment of Gratuity Act, 1972: Introduction, Application of the Act. Who is an Employee? Other important Definitions, Appropriate Government, when is gratuity payable? To whom is gratuity payable? Amount of Gratuity Payable, Rights and Obligations of Employees, Application for Payment of Gratuity, Rights and Obligations of the Employer, Employers Duty to Determine and Pay Gratuity, Dispute as to the Amount of Gratuity or Admissibility of the Claim, Recovery of Gratuity, Protection of Gratuity Labour code related to social security benefits	15
	Total	60

References:

1. General Laws and Procedures by N. D. Kapoor & Rajni Abbi, Sultan Chand & Sons. New Delhi.
2. Taxmann's: Labour Laws.
3. Handbook of Industrial Law by N. D. Kapoor, Sultan Chand & Sons, 23, Darya Ganj, New Delhi – 110002.
4. Labour and Industrial Laws by S.S. Gulshan & G.K. Kapoor Daryaganj, Sultan Chand & Sons, New Delhi- 2.
5. Labour Law and Practice, ICSI, Study Material Professional Programme

BBA Semester– V

Cost and Managerial Accounting

Course Category: Major

Course Code: MAM307-3C

Course Objective:

The course 'Cost and Managerial Accounting' intends to provide the students:

- Knowledge on appropriate concepts, theories and practice in order to make better application for carrying out the accounting records
- Techniques useful in strategic decision making process.

Course Learning Outcome:

At the end of the course, the student shall be able to:

- Take decision on pricing of product, total overhead costs, production costs and its impact on profitability.
- Make planning, budgeting and controlling on various financial activities.

COURSE CODE	COURSE TITLE	COURSES CATEGORY	CREDITS	TEACHING HOURS PER WEEK			EVALUATION		
				Theory (Hrs.)	Practical (Hrs.)	Total (Hrs.)	CCE	SEE	TOTAL MARKS
MAM307-3C	Cost and Managerial Accounting	Major	4	4	0	4	50	50	100

Unit	Details	Instructional Hours	Wtge (%)
1	Cost Accounting Meaning, Concept of Costing, Cost accounting and Cost accountancy – Objective of costing, classification and methods of costing Management Accounting Meaning, Concepts, Nature and Scope of Management Accounting - Difference between Financial accounting and Cost accounting, - Difference between Financial Accounting and Management Accounting - Difference between Management Accounting and Cost Accounting	15	25%
2	Unit/Output Costing Preparation of Cost Sheet (Practical – Basic Examples of elementary level)	15	25%
3	Budget and Budgetary Control	15	25%

	Meaning of Budget and Budgetary Control, Objectives, Advantages and Limitations of Budgetary Control - Cash Budget (Practical- Basic Examples) Flexible Budget (Practical- Basic Examples)		
4	Standard Costing Concept, Objectives and Advantages of Standard Costing, Computation of Variances (Practical examples on Material and Labour variances only)	15	25%
	Total	60	100

References:

1. Financial Accounting by Tulsian P.C., Pearson Education, New Delhi.
2. Cost Accounting, CA- IPCC- Course by Dr. M. P. Gupta, S. Chand and Company Ltd., New Delhi.
3. Cost Accounting- Theory and Practices by Nirmal Gupta & Chhavi Sharma, Ane Books Pvt. Ltd., New Delhi.
4. Cost Accounting- 2 by B. S. Shah Prakashan, Ahmedabad.

BBA Semester – V

Basics of Marketing Management

Course Category: Minor

Course Code: MAE301-3C

Course Objective:

The course 'Basics of Marketing Management' intends to provide the students:

- Knowledge on fundamental concepts of marketing.
- Ability to analyze customer needs and market dynamics.
- Basic idea to develop marketing strategies and plans.
- Methods to apply marketing tools and frameworks in real-world scenarios.

Course Learning Outcome:

At the end of the course, the student shall be able to:

- Acquire knowledge on fundamental principles of marketing.
- Analyse the marketing environment and consumer behaviour.
- Determine basic marketing plan.
- Apply marketing concepts to their respective roles and industries.
- Communicate effectively with marketing professionals.

COURSE CODE	COURSE TITLE	COURSE CATEGROY	CREDITS	TEACHING HOURS PER WEEK			EVALUATION		
				Theory (Hrs.)	Practical (Hrs.)	Total (Hrs.)	CCE	SEE	TOTAL MARKS
MAE301-3C	Basics of Marketing Management	Minor	4	4	-	4	50	50	100

Unit	Details	Instructional Hours
1	Introduction to Marketing Defining Marketing- Nature Scope & Importance of Marketing, Marketing Concepts Marketing vs. Selling , Marketing Philosophies, Marketing Environment, Marketing Mix Consumer Market & Buying Behaviour ,Market Segmentation , Targeting & Positioning	15
2	Product & Price Decisions Concept of a Product - Product mix decisions - Brand Decision - New Product Development – Sources of New Product idea - Steps in Product Development - Product Life Cycle strategies & Stages in Product Life Cycle, Definition of Price, Factors to consider when setting prices (internal and external), Meanings of different pricing methods	15
3	Place/Channel Decision Nature of Marketing Channels – Types of Channel flows - Channel functions - Functions of Distribution Channel – Structure and Design of Marketing Channels - Channel co-operation, conflict and competition – Retailers and wholesalers.	15
4	Promotion Decision Advertising: Characteristics, Objectives & Importance - Sales Promotion Meaning, Sales Promotion Characteristics & Methods of Sales Promotion - Personal Selling Meaning and Process - Publicity Meaning & Importance, -Public Relations	15
	Total	60

References:

1. Marketing Management, Phillip Kotler, Kevin Keller 12thed, Pearson Education.
2. Marketing for Non- Marketing Managers by Patrick Forsyth, Pearson Education.

BBA Semester – V

Basics of Human Resource Management

Course Category: Minor

Course Code: MAE302-3C

Course Objective:

The course 'Basics of Human Resource Management' intends to provide the students:

- Knowledge of human resource management
- Understanding of various Functions of HRM and its implementation in the corporate world

Course Learning Outcome:

At the end of the course, the student shall be able to:

- Analyse the basic HRM practices
- Identify various methods of implementation of basic corporate practices of HRM

COURSE CODE	COURSE TITLE	COURSE CATEGORY	CREDITS	TEACHING HOURS PER WEEK			EVALUATION		
				Theory (Hrs.)	Practical (Hrs.)	Total (Hrs.)	CCE	SEE	Total Marks
MAE302-3C	Basics of Human Resource Management	Minor	4	4	-	4	50	50	100

Unit	Details	Instructional Hours
1	Nature and Scope of HRM Meaning, Definition, Features, Scope, Objectives, Importance, Functions of HRM, Role of HRM and Qualities of HR Manager, Meaning and Features of Personnel Policy	15
2	Job Analysis, Job Design and Job Evaluation Job Analysis: Meaning, Definition, and objective of Job Analysis. Concept of Job Description and Job Specification. Meaning, objectives and Techniques of Job design. Meaning, Objectives and Principles of Job evaluation Human Resource Planning (HRP) Meaning, Definition, Objectives, Importance, Factors affecting and Process of HRP.	15

3	Recruitment, Selection and Induction Meaning and Sources of Recruitment. Meaning and steps involve in selection, Benefits of scientific selection. Concept of Placement. Meaning, objectives and topics covered during induction programme	15
4	Training and Development: Meaning of training and development, Difference between Training and development, Objective, advantages and steps involve in training, methods of training (brief about on the job and off the job training) and requirements of a successful training programme Performance Appraisal Meaning, Objective, Process, Methods of Performance Appraisal and requirement of good Performance appraisal system.	15
	Total	60

References:

1. Basics of Human Resource Management – R. Krishnamoorthy, Himalaya Publishing House
2. Human Resources Management – V S P Rao, Excel Books India
3. Essentials of Human Resource Management and Industrial Relation – P Subba Rao, Himalaya Publishing House
4. Personnel and Human Resources Management – K Ashwathapa, Tata McGraw-Hill Publishing Company Ltd

BBA Semester–V

Basics of Financial Management

Course Category: Minor

Course Code: MAE303-3C

Course Objective:

The course 'Basics of Financial Management' intends to provide the students:

- Knowledge on fundamentals of Financial Management
- Understanding about the theories and different approaches of Financial Management.

Course Learning Outcome:

At the end of the course, the student shall be able to:

- Distinguish between working capital management and capital budgeting
- Identify factors determining capital structure
- Distinguish between operating leverage and financial leverage
- Contribute in making dividend policy in a company

COURSE CODE	COURSE TITLE	COURSE CATEGORY	CREDITS	TEACHING HOURS PER WEEK			EVALUATION		
				Theory (Hrs.)	Practical (Hrs.)	Total (Hrs.)	CCE	SEE	TOTAL MARKS
MAE303-3C	Basics of Financial Management	Minor	4	4	0	4	50	50	100

Unit	Details	Instructional Hours	Wtge (%)
1	Introduction to Financial Management Meaning and evolution of financial management, Introduction to executive functions of financial management- Investment, Financing and Dividend Decision, Objectives/Goals of financial management	15	25%
2	Investment Decision Types of investment decision: Working Capital Management & Capital Budgeting - Meaning, Determinants and types of working capital, Operating Cycle of Manufacturing Firm (Only theory) - Meaning, Process, Different types/techniques of capital budgeting (Only theory),	15	25%
3	Financial Decision Capital structure (Only Theory): Meaning capital structure, Factors determining capital structure,	15	25%

	Theory/approach of capital structure, Leverage (Only Theory): Meaning of Leverage, Types of leverage, Difference between operating and financial leverage		
4	Dividend Decision Meaning and types of dividend policies, Factors influencing dividend decision policy, Dividend Theory: Relevance Theories (Only Theory), Irrelevance Theories (Only Theory)	15	25%
	Total	60	100%

References:

1. Financial Management, Principles & Practices, G. Sudarshan Reddy, Himalaya Publication House.
2. Financial Management, Theory & Practices, Prasanna Chandra, Tata McGraw-Hill Publishing Company Limited.

BBA Semester – V

Logical Reasoning **Course Category: SEC** **Course Code: SEC321-3C**

Course Objective:

The course 'Logical Reasoning' intends to provide the students:

- Ability to understand logical reasoning.
- Skills on solving reasoning questions.

Course Outcome:

At the end of the course, the student shall be able to:

- Solve the reasoning questions.
- Enhance critical thinking and problem solving skills.

COURSE CODE	COURSE TITLE	COURSE CATEGORY	CREDITS	TEACHING HOURS PER WEEK			EVALUATION		
				Theory (Hrs.)	Practical (Hrs.)	Total (Hrs.)	CCE	SEE	Total Marks
SEC321-3C	Logical Reasoning	SEC	2	2	-	2	25	25	50

Unit	Details	Instructional Hours
1	Verbal Reasoning: Dice, Clock, Calendar, Coding decoding test, Blood relation, Direction test, Mathematical Operation, Ranking test, Analogy, Classification (Odd one out), Find the missing number/letter, Syllogism, Data interpretation	15
2	Non-Verbal Reasoning: Series, Mirror image, Water image, Paper folding, Paper Cutting, Complete the figure, Figure matrix, Figure formation, Logical sequencing of figure, Rotation of figure	15
	Total	30

Note: 1. Verbal and Non-verbal reasoning questions need to solve
2. All questions are to be MCQ Type

References:

1. Reasoning – Verbal and Non-Verbal by K. P. Singh & P. Singh, Source Books, a Unit of Viva Books Private Ltd.
2. A Modern Approach to Verbal & Non Verbal Reasoning by R S Agarwal, S Chand

BBA Semester – V

Business Start-up Process

Course Category: SEC

Course Code: SEC322-3C

Course Objective:

The course 'Business Start-up Process' intends to provide the students:

- Knowledge on principles of starting a business
- Structured approach to launching a business.
- Entrepreneurial skills for such as problem-solving, decision-making and risk-management.

Course Learning Outcome:

At the end of the course, the student shall be able to:

- Acquire the essential entrepreneurial skills
- Enhance the financial literacy and entrepreneurial Self-Efficacy
- Gain knowledge on Effective Resource Management, Entrepreneurial Ecosystems, Teamwork and Collaboration

COURSE CODE	COURSE TITLE	COURSE CATEGORY	CREDITS	TEACHING HOURS PER WEEK			EVALUATION		
				Theory (Hrs.)	Practical (Hrs.)	Total (Hrs.)	CCE	SEE	Total Marks
SEC322-3C	Business Start-up Process	SEC	2	2	-	2	25	25	50

Unit	Details	Instructional Hours
1	Basics of Start-up Conceptual understanding of Idea & Market Research-Create a Business Plan- Choose a Business Structure-Register Your Business & Get Licenses-Set up Finances-Secure Funding-Develop Your Brand & Online Presence-Create a Marketing Strategy-Set Up Operations & Hire Employees (If Needed)-Launch & Grow Preparation of Business Plan Preliminary Investigation- Idea Generation- Sources of ideas- Methods of generating ideas Environment Scanning External Environment and Internal Environment Feasibility analysis	15

	Market Analysis, Technical or operational analysis, Financial analysis Drawing functional plans Marketing Plan, Production/Operation, Plan- Organizational Plan, Financial Plan, Human Resource Plan Project Report Preparation Evaluation, Review and Control	
2	Different Schemes for Entrepreneurship / Start-ups Eligibility, Documentation, Process, Formats etc. Central Government Sources Private Investors (Both Retail & Institutional), Self-finance, Crowd funding, Venture Capitalists, Angel Investors etc., Documentation needed for taking finance / loan, Non-Financial Resources Various Schemes by Government of India like Start-up India, Stand-up India and MSME, Central Government Financial Institutions like NABARD, SIDBI, IDBI etc.	15
	Total	30

References

1. The Dynamics of Entrepreneurial Development and Management by Vasant Desai, Himalaya Publication
2. Entrepreneurship Development and Management by Sunita Gupta
3. Entrepreneurship Development and Management by M. L. Sharma. ABD Publication