MATS
UNIVERSITY

CHHATTISGARH'S FIRST AND ONLY STATE UNIVERSITY ACCREDITED WITH A+ GRADE BY NAAC

MATS CENTRE FOR DISTANCE AND ONLINE EDUCATION (MCDOE)

ODL MODE

PROGRAMME GUIDE

MATS CENTRE FOR OPEN AND DISTANCE EDUCATION (MCODE)

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

- **About University**
- **About Programme**
- **Examination Scheme**
- **Fee Structure**
- **Detailed Syllabus**
- **Counseling and Study Structure**
- **Study Modules**
- **Date Schedule & Instructions for Submitting Assignments**
- **Guideline For Preparation of Dissertation Report**

MATS CENTER FOR OPEN AND DISTANCE EDUCATION

(MCODE)

MATS UNIVERSITY

Address: Aarang-Kharora Highway, Gullu, Aarang, Raipur, Chhattisgarh, Pincode-493 441, Contact: 07714078995/96

ABOUT UNIVERSITY

At MATS, we are committed to developing leaders who are not merely skilled professionals but also compassionate people with strong ethical values and discipline.

We provide our students with the **information, skills, confidence,** and **experience** necessary to improve the world around them. MATS University not only develops their students individually but also gives them time and opportunity to develop new interests, learn new skills, and meet new people.

Established in **2006**, MATS University has emerged as a leading educational institute in Raipur, committed to nurturing future leaders and professionals across various disciplines. We take pride in our distinguished faculty members who are experts in their respective roles, dedicating themselves to imparting knowledge and mentorship to our students.

Key Features of University: Following are some of the key features which makes university unique in terms of quality and reliability.

- It State-of-the-Art Facilities: Advanced classrooms and labs for enhanced learning.
- Sustainability: Green buildings and eco-friendly practices.
- Technology Integration: Smart classrooms and digital resources for better education.
- Experienced Professors: Academic and practical expertise that enriches the learning environment.
- Research & Development: Active involvement in cutting-edge research.
- Personalized Learning: Smaller class sizes and mentorship for more interaction and attention.
- Inclusivity & Diversity: Celebrating different backgrounds and perspectives: Student Engagement: Clubs and events that create a lively campus life. Support Services: Comprehensive help for academic and personal growth.

University Vision: To become a world-class Centre in providing globally relevant education. MATS will be the Global University, known for the quality academic programmes and outstanding faculty, products and services to student and clients independent of place and time constraints. MATS University will be a benchmark institution for lifelong partnership with students, the workforce and public and private enterprises. Building on its proud tradition, MATS university will extend educational opportunities to those who will make our state (Chhattisgarh), our nation and global society a better place to live and work.

University Mission: To foster an intellectual and ethical environment in which the spirit and skills within MATS will thrive so as to impart high quality education, training, research and consultancy services with a global outlook and human values. To create and develop technocrats, entrepreneurs and business leaders who will strive to & improve the quality of human life. To create truly world class schools of Management Sciences, Engineering Sciences, Information Technology, Life Science, Basic and Applied Sciences, Humanities & Social Sciences and Life Skills.

RECOGNITIONS

- The University is recognized under Section 2(f) of the UGC Act.
- NAAC A+

THE FACULTIES OF STUDIES

The following faculties currently are in operation in the University:

- MATS School of Management & Business Studies
- MATS Law School
- MATS School of Engineering & Information Technology
- MATS School of Education
- MATS School of Information Technology
- MATS School of Library Science
- MATS School of Sciences & Forensic Science
- MATS School of Arts & Humanities
- MATS School of Pharmacy
- MATS School of Physical Education & Yoga
- MATS School of Social Science

ABOUT MATS CENTRE FOR OPEN AND DISTANCE EDUCATION

MATS University is a prestigious institution established in 2006, committed to providing quality, accessible education through innovative distance learning methodologies. Through the open and distance education from MATS University learners can unlock endless opportunities with flexible, comprehensive open and distance education programmes designed for busy professionals and dedicated learners, so they can Achieve their academic dreams with ease of learning and at their convenience. MATS Centre for Open and Distance Education (MCODE) provides flexible, inclusive, and accessible educational opportunities through distance learning, maintaining rigorous academic standards and global relevance. MCODE has integrate

advanced technologies, innovative pedagogies, and comprehensive support systems that enrich the learning experience with reliability to gain more and more knowledge through the practical approach of learning. MCODE aims to nurture intellectual curiosity, professional competence, and ethical consciousness among learners, preparing them to thrive in the competitive world. Open and Distance Education will enhance employability, entrepreneurial capabilities, and leadership skills by aligning programs with industry and societal needs, ensuring holistic development of students.

MATS Centre for Open and Distance Education vision is be recognized as a benchmark institution for providing accessible, inclusive, and quality-driven open distance education, empowering learners to achieve academic and professional excellence irrespective of their geographical locations. The mission of the MCODE is to improve the quality of education in the area with the help of advanced technology and use of ICT in Open and Distance learning so the learners are aware from the latest technologies and become a skilled professional. Following are the key points about MCODE that makes it unique and futuristics.

- Well-structured, up-to-date materials available digitally & in printed form for easy access.
- Flexible, secure, and user-friendly examination process for a stress-free assessment experience.
- Dedicated helpdesk, online counseling & personalized mentoring for academic queries.
- Access thousands of digital books, journals, and research materials anytime, anywhere.
- State of the art Learners Management System (LMS).
- Dedicated learners support service system to help out the learners in every step of their academic journey.
- Well-designed SLM along with interactive learning methods and techniques, in both the form printed and digital so learners can have ease of access.
- Audio/Video lectures in the form of e-SLM for the learners.
- ICT based contact classes along with doubt clearing sessions.
- Video Conferencing for interactive presentation and live sessions.
- Course content delivery mechanism through use of mail id, websites, various online sources and by postal address.
- We have already run the distance education programme in the previous sessions 2011-13 and 2017-19.

A. Programme's Mission and Objectives:

Mission:

The mission of Open and Distance Learning BBA programme is that the business world today is more complex, dynamic and ever demanding then before. Computers, information-technology, liberalization and globalization all together are shipping our businesses and lives at an inconceivably fast pace. The technologies are heavy, the challenges are many. The MATS University has designed management programs to suit dynamic and responsive business and management.

The MATS University strives to embody and usher in a new concept in the field of business studies in India. The relevance and usefulness of these programmes is underlined by their pragmatic and innovative yoking together of the theories and practices of management with those of information technology. Such an interdisciplinary integration aims at achieving and inculcating in the students a strategic perspective and edge necessary for effective and incisive decision making within an ever-fluid Indian business and industry scenario. The university offers an interactive learning process through spontaneity in teacher-student relationship. The skills imparted here are in conformity with those demanded by the ever-changing corporate expectations. The industrial exposure vitally supports the honing of the budding managers and provides them with the cutting-edge know-how, a primary prerequisite of the new age manager is to empower students with comprehensive theoretical knowledge and practical skills in computer applications through accessible, flexible, and innovative Open and Distance Learning education, fostering adept professionals for the evolving digital landscape. The programme aims to produce competent business professionals withthe ability to face future challenges.

Objectives:

The Open and Distance Learning Bachelor of Business Administration (BBA) programme is a three-year graduate programme that focuses on business management, leadership, and strategic decision-making.

Key Objectives:

1. To develop managerial skills by equipping students with leadership, problem-solving, and decision-making abilities essential for business management.

2. To enhance business knowledge by providing a strong foundation in business principles, including finance, marketing, human resources, and operations.

3. To encourage entrepreneurial thinking by fostering innovation and entrepreneurship and teaching students how to create and manage a business.

4. To improve communication and leadership by strengthening verbal, written, and interpersonal communication skills crucial for corporate success.

5. To promote analytical and critical thinking by training students in data analysis, strategic planning, and market research to solve business challenges.

6. To foster ethical and social responsibility by instilling values of corporate social responsibility, sustainability, and business ethics.

7. To prepare for the global business environment by equipping students with knowledge of international trade, business laws, and cross-cultural management for global competitiveness.

B. Relevance of the Programme with University's Mission and Goals:

The Open and Distance Learning BBA programme is aligned with MATS University's mission to create a learning environment that nurtures creativity, innovation, and critical thinking among students. Designed to offer a world-class education in business and management, the programme focuses on developing skilled professionals who can make meaningful contributions to the corporate world and society. It also promotes an inclusive and diverse learning environment, essential for preparing professionals to excel in multicultural and

global business settings. The programme emphasizes practical and project-based learning, enabling students to develop essential skills in teamwork, leadership, and communication. These competencies equip graduates to succeed in various business and management roles.

C. Nature of Prospective Target Group of Learners:

This Programme is specifically designed to meet the requirement of learners who are not able to accomplish their educational goal through the conventional mode of education. The learners who are working professionals, housewives, reside in tribal or rural areas and not able to join the regular programme due to various reasons, are our target group of learners. Learners who want to enrolled themselves in this particular programme must have completed 10+2 or equivalent certificate.

D. Appropriateness of Programme to be Conducted in Open and Distance Learning Mode to Acquire Specific Skills and Competence:

The open and distance learning mode of MATS University system places greater emphasis on the learner, where most of the instruction is delivered through distance mode with only a minimal component of face-to-face communication. Students will have the flexibility to learn at their own pace. They can access course materials and resources online and progress through the programme as per their convenience. It allows students to attend classes from anywhere, eliminating geographical barriers and offering more opportunities for students to learn and acquire specific skills and competencies. The Open and Distance Learning mode will provide an opportunity to learn in a technology-driven environment for the students where they can access online resources and learning materials, attend virtual classrooms, participate in online discussions, and engage with other students and faculty through various collaborative tools. This provides a highly immersive and interactive learning experience, helping students to

develop critical thinking, analytical, and problem- solving skills.The Bachelor of Business Administration (BBA) programme is highly suitable for delivery in Open and Distance Learning mode, as it provides flexibility, self-paced learning, accessibility, technology-driven education, and personalized learning. These factors are crucial for students to develop the skills and competencies necessary for successful careers in business management and administration.

E. Instructional Design:

Curriculum Design, Detailed Syllabi and Duration:

The BBA programme MATS Centre for Open and Distance Education offers run for the period of three years which is divided in six semesters. This programme comes under the faculty of MATS School of Management studies and Research. BBA is an undergraduate program that provides fundamental to advanced knowledge of business administration, covering its principles, functions, and key characteristics.

Credit Points:

All courses under this programme offered by MCDOE carry a certain value as credit- points. A credit point expresses the learning hours required to study a certain unit of a course. One credit point is equivalent to 30 learning hours and these learning hours includes self-learning, contact classes, assignment, project and all the activities comes under the programme to accomplish the graduation degree.

Total credits of the BBA programme are 132. The Teaching & Examination Scheme is as follows:

Semester-wise distribution of Credits for BBA:

Sr. No.	Semester	Number of Credits
1	Semester – 1	22
2	Semester – 2	22
3	Semester – 3	22
4	Semester – 4	22
5	Semester – 5	22
6	Semester – 6	22
	Total Credits	**132**

Expected Outcomes of the Programme:

1. The learner will able to understand the business concepts, management principles, and industry-relevant knowledge for effective decision-making and problem-solving.

2. Identify, critically analyses, and formulate solutions for complex business challenges using fundamental principles of business administration.

3. Assess contemporary business scenarios, market trends, and industry issues to develop strategic solutions using emerging business technologies.

4. Conduct research, analyses business data, and interpret findings to provide well-informed conclusions for business growth and development.

5. Utilize modern business tools, analytical techniques, and digital technologies to drive innovation and efficiency in management practices.

6. Apply professional ethics, corporate governance principles, and legal frameworks in business operations within a global economic environment.

7. Recognize the importance of continuous learning and self-development to adapt to the evolving business landscape.

8. Integrate management, finance, marketing, and operational principles to effectively manage projects in multidisciplinary environments.

9. Communicate effectively with business stakeholders and society through clear documentation, presentations, and professional interactions.

10. Understand and evaluate the economic, environmental, social, ethical, and legal implications of business decisions and their impact on society.

11. Work collaboratively as a member or leader in diverse teams within multidisciplinary and cross-cultural business environments.

12. Identify business opportunities, develop an entrepreneurial mindset, and leverage innovative ideas to create value and contribute to economic and social development.

Instructional Delivery Mechanism and Usage of Media:

As the programme will offer in MATS Centre for Open and Distance Education mode, there are various instructional delivery mechanisms and media will be used to effectively deliver content to the learners. The programme delivery mechanism used by MCDOE follows a multimedia approach for instructions, which are as follows:

- The printed self-learning material (SLM) which covers all the metrics of the programme will be deliver to the learners for every course.

- Learning Management System (LMS) is an online platform that provides a centralized location for students to access learning content, engage in discussions, submit assignments, and take assessments. The LMS provides a user-friendly interface that is accessible on multiple devices, such as desktops, laptops, tablets, and smartphones.

- Webinars can be used for lectures, discussions, or interactive sessions with students. Pre-recorded video lectures can be used to deliver course content in a concise and engaging way. Interactive multimedia includes simulations, games, and quizzes that are designed to reinforce learning.

- Discussion forums can be used to facilitate group discussions, peer-to-peer learning, and to provide feedback and support. Online and face-to-face counselling will be provided by academic counsellors appointed for the programme.

- The counseling sessions are held as per schedule drawn by the MCDOE. These

- counselling sessions are held in non-working hours for the learners so they can attend the counselling session properly and regularly to enhance their learning skills.

- Live session will be conducted through the use of Internet Communication Technologies (ICT) from the University's studio, the schedule of which is made available at the Leaner Support System.

- Programmes which have industrial training/practical/ project component are held at University's learners support centers and Attendance of the leaner in this part of the courses is compulsory. As per guidelines Project Work of the programme will be done by the learners and regarding this a complete guide will be deliver to the learner along with study material.

- The SLM will be dispatched periodically to the enrolled learners for each course of the programme. These SLM's will be very helpful to the learners in effective learning. The assignment for internal assessment of learner's shall be deliver to the learners along with the SLM. Online modules are also available in the University's website for some programme.

- The contact classes and counselling schedule will be of 30 days in a year which will be divided as 15 days in each semester. The schedule of contact classes of the programme shall be communicated to the student through the various medium.

EVALUTION SYSTEM

The eligibility for the admission is passed in graduation examination or equivalent. Learners have the convenience of accessing all the information related to admission procedure and other information through the University's website or by contacting the helpdesk number. They can download the admission form from the university website and send it through either online or offline mode. Upon receipt, the University will scrutinize the documents and process the payment of fees. Once the fees are cleared, the admission will be confirmed, and an enrollment number will be issued to the learner.

- **Examination and Evaluation System:**

Evaluation shall be based on continuous assessment, in which sessional work and the terminal examination shall contribute to the final grade. Sessional work shall consist of class tests, mid-semester examination(s), homework assignments, etc., as determined by the faculty in charge of the courses of study. Progress towards achievement of learning outcomes shall be assessed using the following: time- constrained examinations; closed-book and open-book tests; problem-based assignments; observation of practical skills; individual project reports (case-study reports); team project reports; oral presentations, including seminar presentation; viva voce interviews; computerized adaptive assessment, examination on demand, modular certifications, etc.

Each course shall correspond to an examination paper comprising of external and internal evaluations. The semester end theory examinations for Major, Minor, Open/Generic and DSC (Discipline specific Course) vocational, value added, SEC (Skill Enhancement Course) and AEC (Ability Enhancement Course) shall be of a duration as promulgated through the examination's regulations approved by the Academic Council of the University. The credit structure for theory/Practical/tutorial, internal, external examinations and total marks for an examination shall be as per the programme structure approved by the Academic Council of the University as per UGC norms. Students shall acquire a minimum passing mark in internal and external examinations separately to be declared as pass in the respective courses, as prescribed by the Academic Council.

1. The academic performance of a candidate shall be evaluated in respect of the courses of study prescribed for each semester through the evaluation. The evaluation of students admitted in the programme shall be based on:

    1.1. End Semester Examinations - 70% marks of total marks and
    1.2. Continuous Internal Assessment - 30% of total marks

2. The End Semester examinations shall be held as per the academic calendar notified by the University and the duration of end semester examination shall be of three or two hours.

3. The minimum percentage of marks to pass the programme in each semester shall be 40% in each course comprising of end semester examinations and continuous evaluation.

4. A programme shall have a specified number of credits in each semester. The number of credits along with grade points that the student has satisfactorily cleared shall measure the performance of the student

5. Semester examination results shall have following categories:

    5.1.1 Passed, i.e., those who have passed in all courses of the semester examination in internal and external examination separately.

    5.1.2 Promoted (ATKT), i.e., those who have earned minimum 50% of credits in a particular year including both the semesters (even and odd) or those who have earned any number of credits in odd semester.

    5.1.3 Detained, i.e., those who are not promoted as per the above provisions shall be detained. Such students have to appear in the examination of next academic session to earn required credits (excluding the credits already earned) as per the provisions of this ordinance and only then he/she may continue the programme within stipulated period as per the provisions of this ordinance.

6. However, a student of any semester who has been detained/ not appeared in examination due to less attendance/ not applied for examination/ applied but not appeared shall be out from the programme. Such a student has to take admission in the next session as an ex-student through the procedure adopted/notified by the University.

Fee Structure of the Programme:

NAME OF THE COURSES	DURATION (SEMESTER)	ADMISSION FORM FEE (RS.)	COURSE FEE (PER YEAR)	EXAM FEE (PER YEAR)	TOTAL FEE (PER YEAR)
Bachelor of Business Administration (BBA)	6	500	17500	3000	21,000

LEARNER SUPPORT DESK:

Name of Contact Person: Dr. Vaibhav Sharma (Associate Professor)

Mobile No: 9691351056

Email ID: help@matsodl.com

Director

MATS CENTRE FOR DISTANCE and ONLINE EDUCATION

(MCDOE)

Aarang-Kharora Highway, Aarang Raipur, Chhattisgarh, 493441,

Contact No: 07714078995/96

Bachelor of Business Administration (BBA) Examination Scheme

Programme: Bachelor of Business Administration (BBA) Sem: I							
NHEQF Level: 5 | Courses				Evaluation Scheme			Total Marks
Course Category	Course Sub Category	Course Name	Code	Credits	CIA	ESE	
Discipline Specific Core Courses (DSCC)	Major	Principles of Management	ODLBBADSC001	4	30	70	100
Discipline Specific Core Courses (DSCC)	Major	Business Accounting	ODLBBADSC002	4	30	70	100
Discipline Specific Core Courses (DSCC)	Major	Business Organisation	ODLBBADSC003	4	30	70	100
General Elective (GE)/ Interdisciplinary/ Multidisciplinary/Allied Courses	GE	To be selected by the students of other faculty		4	30	70	100
Skill Enhancement Course (SEC)/Internship	(SEC)	Fundamental Computer Skills	ODLBBASEC004	2	15	35	50
Ability Enhancement Course (AEC)	AEC	Communicative English -I	ODLBBAAEC001	2	15	35	50
Value Added Course (VAC)/Indian Knowledge System (IKS)	VAC - Foundation	Yoga and meditation	ODLBBAVAC001	2	15	35	50
Total				22	165	385	550

Programme: Bachelor of Business Administration (BBA) Sem: II							
NHEQF Level: 5 | Courses				Evaluation Scheme			Total Marks
Course Category	Course Sub Category	Course Name	Code	Credits	CIA	ESE	
Discipline Specific Core Courses (DSCC)	Major	Business Mathematics	ODLBBADSC004	4	30	70	100
Discipline Specific Core Courses (DSCC)	Major	Cost Accounting	ODLBBADSC005	4	30	70	100
Discipline Specific Core Courses (DSCC)	Major	Managerial Economics	ODLBBADSC006	4	30	70	100
General Elective (GE)/	GE	To be selected by the students of other faculty		4	30	70	100
Skill Enhancement Course (SEC)/Internship	SEC	Business Case Analysis	ODLBBASEC014	2	15	35	50
Ability Enhancement Course (AEC)	AEC	Communicative English -II	ODLBBAAEC003	2	15	35	50
Value Added Course (VAC)/Indian Knowledge System (IKS)	VAC	Environmental Studies	ODLBBAVAC002	2	15	35	50
Total				22	165	385	550

Programme: Bachelor of Business Administration (BBA) Sem: III							
NHEQF Level: 5 | Courses				**Evaluation Scheme**			**Total Marks**
Course Category	**Course Sub Category**	**Course Name**	**Code**	**Credits**	**CIA**	**ESE**	
Discipline Specific Core Courses (DSCC)	Major	Business Environment	ODLBBADSC007	4	30	70	100
Discipline Specific Core Courses (DSCC)	Major	Business Statistics	ODLBBADSC008	4	30	70	100
Discipline Specific Core Courses (DSCC)	Major	Organizational Behaviour	ODLBBADSC009	4	30	70	100
General Elective (GE)/	GE	To be selected by the students of other faculty		4	30	70	100
Skill Enhancement Course (SEC)/Internship	(SEC)	IT For Managers	ODLBBASEC022	2	15	35	50
Ability Enhancement Course (AEC)	AEC	Presentation Skills	ODLBBAAEC010	2	15	35	50
Value Added Course (VAC)/Indian Knowledge System (IKS)	VAC	Leadership development	ODLBBAVAC007	2	15	35	50
Total				**22**	**165**	**385**	**550**

Programme: Bachelor of Business Administration (BBA) Sem: IV							
NHEQF Level: 5 | Courses				Evaluation Scheme			Total Marks
Course Category	Course Sub Category	Course Name	Code	Credits	CIA	ESE	
Discipline Specific Core Courses (DSCC)	Major	Principles of Marketing	ODLBBADSC010	4	30	70	100
Discipline Specific Core Courses (DSCC)	Major	Financial Management	ODLBBADSC011	4	30	70	100
Discipline Specific Core Courses (DSCC)	Major	Human Resource Management	ODLBBADSC012	4	30	70	100
Discipline Specific Elective Courses (DSEC)	Minor	Business Ethics and	ODLBBADSE001A	4	30	70	100
		Cyber Security	ODLBBADSE001B				
Ability Enhancement Course (AEC)	AEC	Personality Development skills	ODLBBAAEC011	2	15	35	50
Value Added Course (VAC)/Indian Knowledge System (IKS)	VAC	Constitution of India	ODLBBAVAC008	2	15	35	50
Skill Enhancement Course (SEC)/Internship	(SEC)	Negotiation Skills	ODLBBASEC023	2	15	35	50
Total				22	165	385	550

Programme: Bachelor of Business Administration (BBA) Sem: V							
NHEQF Level: 5 | Courses				Evaluation Scheme			Total Marks
Course Category	**Course Sub Category**	**Course Name**	**Code**	**Credits**	**CIA**	**ESE**	
Discipline Specific Core Courses (DSCC)	Major	Indian Ancient Management (IKS core)	ODLBBADSC013	4	30	70	100
Discipline Specific Core Courses (DSCC)	Major	Business Research	ODLBBADSC014	4	30	70	100
Discipline Specific Core Courses (DSCC)	Major	Business Law	ODLBBADSC015	4	30	70	100
Discipline Specific Elective Courses (DSEC)	Minor	Consumer Behaviour	ODLBBADSE002A	4	30	70	100
		Banking and insurance	ODLBBADSE002B				
Discipline Specific Elective Courses (DSEC)	Minor	Retail Management	ODLBBADSE003A	4	30	70	100
		Training and Development	ODLBBADSE003B				
Research Project (RP)/Major Project (MP)/Research Methodology (RM)/On Job Training	(RP)	Internship Project & Viva	ODLBBARP001	2	15	35	50
Total				**22**	**165**	**385**	**550**

Programme: Bachelor of Business Administration (BBA) Sem: VI

NHEQF Level: 5 | Courses				Evaluation Scheme			Total Marks
Course Category	**Course Sub Category**	**Course Name**	**Code**	**Credits**	**CIA**	**ESE**	

Discipline Specific Core Courses (DSCC)	Major	Entrepreneurship Management	ODLBBADSC016	4	30	70	100
Discipline Specific Core Courses (DSCC)	Major	Strategic Management	ODLBBADSC017	4	30	70	100
Discipline Specific Core Courses (DSCC)	Major	Production and Operation Management	ODLBBADSC018	4	30	70	100
Discipline Specific Elective Courses (DSEC)	Minor	Product & Brand Management	ODLBBADSE004A	4	30	70	100
		International Finance	ODLBBADSE004B				
Ability Enhancement Course (AEC)	AEC	Impression Management	ODLBBAAEC012	2	15	35	50
Research Project (RP)/Major Project (MP)/Research Methodology (RM)/On Job Training (OJT)	(RP)	Project Preparation of a Business Plan	ODLBBARP002	4	30	70	100
Total				**22**	**165**	**385**	**550**

Detailed Syllabi:

Semester I:

Principles of Management (ODLBBADSC001)

Module 1: Introduction to Management

- Definition, Concept, Nature, Scope, Process, and Significance of Management
- Managerial Levels, Skills, Functions, and Roles
- Management vs. Administration
- Coordination as Essence of Management
- Social Responsibility of Managers
- Theories of Management:

Module 2: Planning

- Meaning, Definition, Nature, Scope, and Objectives of Planning
- Essentials of a Good Plan, Limitation of Planning
- Steps in Planning, Types of Plans
- Decision Making

Management by Objectives (MBO):

- Meaning, Definition, Process of MBO
- Advantages, Limitations, Suggestions for Improving Effectiveness of MBO

Module 3: Organizing

- Concept, Nature, Process, and Significance
- Principles of an Organization, Span of Control, Departmentation
- Types of Organizations
- Authority-Responsibility, Delegation and Decentralization
- Formal and Informal Organization, Line and Staff Relationships

Staffing:

- Concept, Nature, and Importance
- Factors Affecting Staffing

- Selection Process, Techniques & Instruments
- Delegation of Authority

Module 4: Direction

- Meaning, Definition, Scope, Elements of Direction
- Principles of Direction, Importance of Effective Direction
- Direction and Supervision, Effective Supervision

Motivation:

- Meaning, Definition, Importance
- Theories of Motivation (Maslow's Theory, Herzberg's Theory, McClelland's Needs Theory, McGregor's Theory X and Theory Y, Vroom's Expectancy Theory, Equity Theory, Carrot and Stick Approach, Theory Z)
- Methods of Motivation (Financial and Non-financial)

Leadership:

- Meaning, Definitions, Importance
- Approaches to Leadership, Personal Characteristics of Effective Leaders
- Styles of Leadership

Communication:

- Meaning, Definitions, Characteristics
- Communication Process, Importance of Communication
- Types of Communication, Barriers to Communication
- How to Ensure Effective Communication

Module 5: Controlling

- Meaning, Definitions, Features or Characteristics of Managerial Control
- Essential Pre-requisites of Control System
- Objectives and Importance of Control
- Steps in Controlling, Types of Control
- Controlling and Management by Exception

Text Books:

1. Harold Koontz and Heinz Weihrich; "Management a Global Perspective" Stoner, Freeman and Gilbert Jr., "Management", Prentice Hall of India, New Delhi, 2003.
2. Gupta, C.B., "Management Concepts and Practices", Sultan Chand and Sons, New Delhi, 2003.
3. Koontz and O'Donnell "Essentials of Management".

Reference Books:

1. O'Donnel, Koontz and Weirich, "Management", Tata McGraw Hill publishing Company, New Delhi, 2001.
2. Chopra, R.K. "Principles & Practices of Management", Sun India publication, 2005.
3. Tripathi, P.C and Reddy, P.N., "Principles & Practices of Management",2nd edition,Tata McGrawHill,2003.

Business Accounting (ODLBBADSC002)

Module 1: Introduction to Accounting
- Need for Accounting
- Learning Objectives
- Definition of Accounting
- Functions of Accounting
- Book Keeping and Accounting
- Branches of Accounting: Financial Accounting, Cost Accounting, and Management Accounting
- Single Entry System: Introduction, Difference between Single Entry and Double Entry

Module 2: Accounting Principles and Book-Keeping
- Meaning of Accounting Principles
- Accounting Concepts
- Accounting Conventions
- Accounting Standards
- Systems in Book-Keeping
- Journal and Rules of Debit and Credit

- Journal Entries
- Ledger Posting
- Trial Balance

Module 3: Preparation and Analysis of Financial Statements

- Manufacturing Account
- Trading Account
- Profit & Loss Account
- Balance Sheet (with & without adjustments)

Module 4: Error Rectification and Bank Reconciliation

- Rectification of Errors: Meaning, Types of Errors, Rectification, Suspense Accounts
- Bank Reconciliation Statement: Advantages of Keeping Bank Account, Causes of Differences, Meaning and Objective of Reconciliation, Technique for Preparation

Module 5: Depreciation Accounting

- Learning Objectives
- Concept of Depreciation
- Causes of Depreciation
- Meaning of Depreciation Accounting
- Fixation of Depreciation Amount
- Methods of Recording Depreciation
- Provisions & Reserves

TEXT BOOKS/ REFERENCE BOOKS:

1. Financial Accounting – S. M. Shukla
2. Financial Accounting -   S. N. Maheshwari
3. Company accounts Hanif Mukherjee, 2nd Edition Vol-2, TATA Mc Graw Hill publishing company Ltd.

Business Organization (ODLBBADSC003)

Module 1: Business Fundamentals

- Business: Meaning, Nature, Objectives
- Social Responsibility of Business
- Essentials of Successful Business

- Functional Areas of Business

- Concept of Business Organization

Module 2: Forms of Business Ownership

- Sole Proprietorship: Meaning, Features, Merits, and Demerits

- Partnership: Meaning, Features, Merits, and Demerits

- Joint Stock Company: Meaning, Features, Merits, and Demerits

- Co-operatives: Meaning, Features, Merits, and Demerits

Module 3: Government Departmental Undertakings

- Meaning, Features, Merits, and Demerits

Module 4: Public Sector Enterprises

- Public Corporations: Meaning, Features, Merits, and Demerits

- Government Companies: Meaning, Features, Merits, and Demerits

Module 5: Business Combinations & Recent Trends

- Business Combinations: Meaning, Reasons, Types, and Forms

- Merits and Demerits of Business Combinations

- Recent Trends in Business Combinations

TEXT BOOKS

1. C B. Guptha - Business Organisation and Management, Sultan Chand & Sons.
2. Dr. S. C. Saxena - Business Administration & Management, Sahitya Bhawan.
3. M. C. Shukla - Business Organisation and Management. S Chand & Company Pvt. Ltd.
4. S.A Sherlekar - Business Organization, Himalaya Publishing House.

REFERENCE BOOKS

1. Y.K. Bhushan. Fundamentals of Business Organisation and Management, Sultan Chand & Sons.
2. R.K. Sharma, Business Organisation & Management Kalyani Publishers
3. Dr. I.M. Sahai, Dr. Padmakar Asthana,' Business Organisation & Administration', Sahitya Bhawan Publications

Fundamental Computer Skills (ODLBBASEC004)

Module 1: Introduction to Computer

- Computer: Definition and meaning, characteristics

- Generation of computers, types of computers

- Block diagram, input-output devices, memory, types of memory, storage devices

- Computer network

- Search engine: Concept and working of search engine
- Operating system and number system

Module 2: Introduction to MS Word and PowerPoint

- Microsoft Word: Introduction to Word components, working with Word documents, formatting documents, working with tables, tools
- Microsoft PowerPoint: Introduction to PowerPoint components, working with PowerPoint, creating presentations, formatting presentations, adding effects to presentations

Module 3: Introduction to MS Excel

- Microsoft Excel: Introduction to Excel, spreadsheet, formatting worksheet
- Working with graphics in Excel
- Types of charts
- Mathematical and statistical functions in Excel

TEXT BOOKS

1. Computer Fundamentals: Concepts, Systems & Applications, Priti Sinha, Pradeep K., Sinha, BPB Publications.
2. Computer Today -Basandra Suresh K..Galgotia Publications Pvt. Ltd.

REFERENCE BOOKS

1. Fundamentals of Computer – V.Rajaraman, Prentice Hall India Learning Private Limited.
2. Computer Fundamentals, R.S.Salaria, Khanna Book Publishing Company.

Communicative English -I (ODLBBAAEC001)

Module 1: Basic Grammar and Writing Skills

- Basic Grammar: Noun, Pronoun, Adjective, Verb, Adverb, Preposition, Articles, Voice, Reported Speech
- Comprehension Skills: Unseen Passage
- Writing Skills: General principles of writing, improving writing skills, essentials of good style, grammar, and usage

Module 2: Business Communication

- Writing business letters: Importance and difference between personal and business letters
- Circulars, memos, and notices
- Report writing

Module 3: Reading and Speaking Skills

- Definition and meaning of reading, process of reading
- Components of reading skills, improvement of reading skills
- Importance of speaking skills: Pronunciation, pause, tone, stress

TEXT BOOKS

1. Professional Communication: Dr. T.N. Chhabra (Sun Indira Publication)

2. Essentials of Business Communication, Rajendra Pal and J.S. Korlhalli (Sultan Chand & Son's)

REFERENCE BOOKS

1. Business Communication, K.K. Sinha (Galgotia Publishing Company)

2. Business Correspondence and Report Writing R.C. Sharma & Krishna Mohan (Tata Megrow Hill Publishing Company Limited).

Yoga and meditation (ODLBBAVAC001)

Module 1: Introduction to Yoga

- Meaning and definitions of Yoga
- History of Yoga
- Importance of Yoga as an art, science, and philosophy
- Yogic diet

Module 2: Philosophical Perspective of Yoga

- Yoga in Bhagavad Gita: Karma Yoga, Raja Yoga, Jnana Yoga, and Bhakti Yoga
- The 'Yoga Sutras' in general and their significance in life
- Limbs/parts of yoga (Ashtanga Yoga) according to the 'Yoga Sutras'
- Concept of Ishwara; Ishwara in Yoga Philosophy

Module 3: Yogic Practices for Health & Wellness

- Asana: Classification and effects
- Pranayama: Types and effects
- Kriya, Mudra, and Bandha: Procedure and effects
- Yoga vs. Physical Exercise

Module 4: Human Consciousness & Meditation

- Meaning and definition of human consciousness
- Need for studying human consciousness
- Current crisis of human consciousness and measures for meaningful solutions

- The theory of meditation: Japa Meditation, Ajapajapa Meditation, Yoga Nidra, Tratak

PRACTICAL

i. Suryanamskara – (12 counts)

ii. Asana

a) **Standing**: -Tadasana, Ardhakatichakrasana, Ardhachakrasana, Trikonasana, Vrikshasana.

b) **Sitting:** - Vajrasana, Padmasana, Goumukhasana, Paschimottanasana, Shashankasana.

c) **Lying Supine Position**: - Shavasana, Setubandhasana, Chakrasana, Sarvangasana, Halasana.

d) **Lying Prone Position** - Makarasana, Bhujangasana, Shalabhasana, Dhanurasana, Naukasana.

iii. Pranayama

Nadishodhana, Suryabhedana, Chandrabhedana, Shitali, Bhastrika, Bhramari.

iv. Bandh & Mudra

Jalandharabandha, Uddiyanbandha, Moolabandha, Yogamudra, Viparitkarnimudra, Shambhavimudra, Dhyana and its forms

Reference Books:

1. Holistic Approach of Yoga- G. Shankar: Aditya Publishers

2. Patanjali's Yoga Sutra – Translation and Commentary-Dr.P.V.

   Karambelkar: Lonavla

3. Guidelines to Yogic Practices – M.L.Gharote: Lonavla

4. Yoga and Indian Philosophy – Karel Werner: Motilal Banarsidass

5. Yoga: The Path to Holistic Health- B.K.S. Iyenger: Dorling Kindersley Limited

GENERAL ELECTIVE I (SEM I)

GE- Computer System Architecture and Digital Electronics

No.	Module Description	
1	**Computer Organization**	
	1.1	Introduction of Computers, Characteristics of computers
	1.2	Evolution of computer
	1.3	Input unit, Output unit and Storage unit
	1.4	Arithmetic Logic Unit (ALU), Control Unit (CU), Central Processing Unit(CPU)
	1.5	System concepts
	1.6	Classification of computers
	1.7	Types of Memory: RAM, ROM, PROM, EPROM, EEPROM, Cache

2	Digital System and Boolean Algebra	
	2.1	Overview of digital systems and their application, number system: representation and conversion
	2.2	Binary coded decimal (BCD)representation
	2.3	Boolean algebra fundamentals
	2.4	Basic Theorem and properties of Boolean algebra
	2.5	Boolean function
	2.6	Canonical and standard forms
3	Gate-level Minimization	
	3.1	Introduction
	3.2	The map method
	3.3	Karnough maps(K-maps) for simplifying boolean expressions.
	3.4	product of sums simplification
	3.5	Don't care condition
	3.6	NAND and NOR implementation
4	Computer Software	
	4.1	Introduction to Software
	4.2	Relationship between Hardware and Software
	4.3	Types of Software
	4.4	Logical System Architecture
	4.5	Firmware, Middleware
	4.6	Pre-written Software, Customized Software
	4.7	Developing Customized Software
	4.8	Software development Life cycle
	4.9	Software Engineering
	4.10	Introduction to Operating System, Functions of an operating systems
5	Cyber Security	
	5.1	Cyber security: Introduction, Significance, Working of Cyber Security, Challenges, Cyber Laws
	5.2	Types of cyber-attacks: malware, Phishing, DDoS, Password, Man in the middle, SQL Injections, Prevention from Cyber Attacks.
	5.3	Future Trends in Cyber security: Artificial Intelligence and Machine Learning, Cloud Security, Internet of Things (IoT) Security, Quantum Security, 5G Security
	5.4	Emerging Trends in Digital Media: Influencer Marketing, Omnichannel Marketing, Artificial Intelligence, Deep fake videos, Video Marketing, Metaverse, Chatbots

GE- CG me Paryatan

<h1 style="text-align:center">अनुक्रमणिका</h1>

GE- Nutrition for Health

MODULE I Basic concepts in food and nutrition
- Basic terms used in study of food and nutrition.
- Understanding relationship between food, nutrition and health.
- Balanced diets, micro and macro nutrients.
- Functions of food-physiological, psychological and social.

MODULE II Nutrients
- Functions, dietary sources and clinical manifestations of deficiency/efficiency of the following nutrients: Carbohydrates, Lipids, Proteins, Milk & Milk products and Food Groups.
- Hypertension
- Obesity
- CHD
- Type 2 Diabetes
- Fat soluble vitamins-A, D, E and K.
- Water soluble vitamins- Thiamin, Riboflavin, Niacin, Pyridoxine, Folate, Vitamin B12 and Vitamin C Minerals – Calcium, Iron, Iodine and Zinc.

MODULE III: Food Adulteration
- PFA definition of food adulteration.
- Adulterants in commonly consumed food items.
- Accidental contamination: botulism, staphylococcal and aflatoxin intoxication.
- Importance of food labels in processed foods and nutritional labeling.
- Food laws, regulations and standards- Codex Alimentarius - Prevention of Food Adulteration (PFA) Act - Agmark - Fruit Products Order (FPO) - Meat Products Order (MPO) - Bureau of Indian Standards (BIS) - MMPO – FSSAI.

MODULE IV:Nutritional problems, and related nutrition programmes
- Etiology, prevalence, clinical features and preventive strategies of Under nutrition.

National Nutrition Policy and Programmes- Integrated Child Development Services (ICDS) Scheme, Mid day Meal Programme (MDMP), National Nutrition for Health programmes for prevention of Anaemia, Vitamin A deficiency, Iodine Deficiency Disorders.

Semester-II

Business Mathematics (ODLBBADSC004)

Module 1: Number System

- Introduction to Natural Numbers, Even Numbers, Odd Numbers, and Integers
- Prime Numbers, Rational & Irrational Numbers, Real Numbers
- HCF & LCM (Simple Problems)

Module 2: Theory of Equations

- Introduction and Meaning
- Types of Equations: Simple, Linear, and Simultaneous Equations (only two variables)
- Elimination and Substitution Method
- Quadratic Equation: Factorization and Formula Method ($ax^2 + bx + c = 0$ form only)
- Problems on Commercial Applications

Module 3: Progressions

- Introduction to Arithmetic Progression (AP)
- Finding the nth term of an AP and Sum to 'n'th term of AP
- Insertion of Arithmetic Means in given terms of AP and representation of three terms of AP
- Geometric Progression (GP): Finding the nth term of GP, Sum to 'n'th term of GP
- Insertion of Geometric Means in given Geometric Progression and representation of three terms of GP

Module 4: Matrices and Determinants

- Introduction, Meaning, and Types of Matrices
- Operations: Addition, Subtraction, Multiplication of Two Matrices – Problems
- Transpose of a Square Matrix
- Determinant of a Square Matrix: Minor of an Element, Co-factor of an Element of a Determinant
- Adjoint of a Square Matrix, Singular and Non-Singular Matrices
- Inverse of a Square Matrix
- Problems on Linear Equations in Two Variables using Cramer's Rule

Module 5: Commercial Arithmetic

- Simple Interest, Compound Interest (including Half-Yearly and Quarterly Calculations), Annuities
- Percentages, Bills Discounting
- Concepts of Ratios: Duplicate, Triplicate, and Sub-Duplicate of a Ratio

- Proportions: Third, Fourth, and Inverse Proportion – Problems

TEXT BOOKS:

1. Business Mathematics by D.C. Sancheti, V.K Kapoor.
2. "Quantitative Methods" by D R Agrawal.
3. Business Mathematics, HPH by Dikshit & Jain.
4. Business Mathematics (Sahitya Bhawan) by Dr. S.M Shukla.

REFERENCES BOOKS

1. Business Mathematics (HPH) by G.K. ranganath
2. Business Mathematics and Statistics by G.R. Veena & Seema
3. Business Mathematics and Statistic by Dr. Sancheti & Kapoor.

Cost Accounting (ODLBBADSC005)

Module 1: Introduction to Cost Accounting

- Learning Objectives
- Difference between Financial and Cost Accounting
- Cost Concepts for Control
- Cost Concepts for Decision Making
- Elements of Cost

Module 2: Costing and Control

- Material Costing: Control of Material, Cost of Inventory, and Costing Methods
- Labour Costing: Different Remuneration Methods, Difference Between Halsey & Rowan Plan and Group Bonus Plan
- Overheads: Cost Allocation, Absorption of Factory Overheads, and Apportionment of Expenses

Module 3: Job, Order, and Process Costing

- Introduction to Job Order Costing, Batch Costing, and Contract Costing
- Process Costing, Joint Costing, and By-product Costing
- Practical Problems

Module 4: Standard Costs

- Introduction and Meaning of Standards
- Establishing Cost Standards
- Components of Standard Cost
- Calculation of MV, LV, and SOHV

Module 5: Budgets

- Introduction to Budgeting

- The Planning Process and Budget Purpose
- Preparation and Types of Budgets

TEXT BOOKS

1. **"**Cost Accounting" by M.L. Agrawal, Jain Narang, Maheshwari
2. "Cost Accounting" by M.L. Agrawal, Sahitya Bhawan publication,
3. "Cost Accounting" by Jain Narang, Kalyani Publishers

REFERENCE BOOKS

1. Cost Accounting by S.N. Maheshwari,
2. Cost Accounting by Saxena and Vashist, Sultan Chand and Sons

Managerial Economics (ODLBBADSC006)

Module 1: Introduction to Business Economics

- Meaning, Nature, and Scope of Business Economics
- Micro and Macro Economics
- Basic Economic Problems
- Demand, Supply, and Market Equilibrium:
    - Individual Demand, Market Demand
    - Elasticity of Demand
    - Law of Supply and Market Equilibrium

Module 2: Theory of Consumer Behaviour

- Cardinal Utility Theory
- Ordinal Utility Theory: Indifference Curves, Budget Line, Consumer Choice
- Inferior and Giffen Goods
- Law of Diminishing Marginal Utility

Module 3: Production and Cost Analysis

- Three Stages of Production
- Optimizing Behavior in the Long Run: Isoquants, Isocost Line, Optimal Combination of Resources
- Costs and Scale:
- Traditional Theory of Cost: Short Run and Long Run
- Modern Theory of Cost: Short Run and Long Run
- Economies of Scale and Economies of Scope

Module 4: Market Structures and Price-Output Decisions

- Price-Output Decisions under Different Market Conditions: Perfect and Imperfect Markets

- Market Structures:
- Monopoly, Oligopoly, and Duopoly
- Monopolistic Competition
- Non-Price Competition, Price Discrimination, Product Differentiation

Module 5: National Income

- Concepts and Definitions of National Income
- Methods of Measurement
- National Income in India
- Problems in Measurement of National Income
- Precautions in Estimation of National Income

Text Books:

1. Managerial Economics Theory and Applyings, D.N Dwivedi, Vikas Publishing House, 8thEdition. 2016.
2. Principles of Economics, Deviga Vengedasalam, Karunaagarn Madhavan, Oxford University Press, Reprint 2018.
3. Managerial Economics, Geetika and Piyali Ghosh, Tata McGraw Hill, 3rdEdition 2017.

Reference Books

1. Managerial Economics Principles and World-wide Applying (MEPWA), Dominick Salvatore and Siddhartha K. Rastogi, Oxford University Press,8th Edition, 2016.
2. Managerial Economics Theory and Applyings, Dr.D.M Mithani, Himalaya Publishing House, 2013.
3. Economics, Paul A Samuelson, William D Nordhaus, McGraw-Hill Publication, 20 th edition.

Business Case Analysis (ODLBBASEC014)

In this course, students will receive instruction from primary course instructors as well as guest lecturers who will present specific information necessary for analyzing and presenting business cases.

After each major learning unit, students will work in groups to produce and present an assignment demonstrating their application of the concepts learned in class. Each team will be assigned a case from past case competitions, which will serve as the foundation for their assignments and final presentation.

Students will learn to develop, write, and solve business and management cases related to various subjects taught during the semester, including:

- Management Concepts
- Managerial Economics
- Accounting
- Business Communications
- Business Environment
- Behavioral Science

Case Analysis and Presentation Requirements:

- Students will be divided into groups (minimum two and maximum three members per group).
- Each group will analyze the assigned case and prepare a structured presentation.
- The group presentation will be 5–10 minutes long.
- Presentations will be evaluated by both an internal and an external examiner.

Communicative English -II (ODLBBAAEC003)

Module 1: Listening and Reading Skills

- Types of Listening
- Active Listening or Effective Listening Skills
- Barriers to Good Listening
- Importance of Reading
- Definition, Meaning, and Process of Reading
- Components of Reading Skills
- Improvement of Reading Skills
- Importance of Speaking Skills: Pronunciation, Pause, Tone, Stress

Module 2: Oral Communication Skills

- Oral Presentation: Objectives and Types of Presentation
- Communication in an Organization
- Channels of Internal and External Communication
- Communication Network: Upward, Downward, Horizontal, Diagonal

Module 3: Corporate Communication

- Resume Writing: Content of a Good Resume, Guidelines for Writing Resumes, Different Types of Resumes
- Job Interview: Importance and Key Factors
- Characteristics and Process of a Job Interview
- Techniques of Job Interviews
- Manners and Etiquettes to be Followed in Job Interviews

TEXT BOOKS:

1. Professional Communication: Dr. T.N. Chhabra (Sun Indira Publication)
2. Essentials of Business Communication, Rajendra Pal and J.S. Korlhalli (Sultan Chand & Son's)
3. Business Communication, K.K. Sinha (Galgotia Publishing Company)

REFERENCE BOOKS

1. Business Correspondence and Report Writing R.C. Sharma & Krishna Mohan (Tata Megrow Hill Publishing Company Limited)
2. Communicate to Winruchard Denny (Kogan Page Indira)

Environmental Studies and Disaster Management (ODLBBAVAC002)

Module 1: Environment
- The Atmosphere, Lithosphere, Hydrosphere, Biosphere
- Ecosystem: Energy Flow in the Ecosystem
- Biogeochemical Cycles: Water Cycle, Carbon Cycle, Nitrogen Cycle
- Pollution:
  - Water Pollution, Air Pollution, Soil Pollution, Radiation Pollution
  - Industrial Pollution, Light Pollution, Sound Pollution
- Environmental Laws:
  - Water Act 1974, Air Act 1981
  - The Wildlife Protection Act 1972, The Environment Protection Act 1986
  - The Forest Conservation Act 1980

Module 2: Climate Change & Sustainable Development

- Population Ecology: Individuals, Species, Population, Community

- Human Population Growth and Population Control Methods
- Urbanization and Its Effects on Society
- Climate Change: Causes, Effects, Global Warming, Carbon Footprint, and Environmental Protection
- Steps Towards Sustainable Development:
    - Ban on Single-Use Plastic, Automobile Scrapping Policy
    - Promotion of Electric Vehicles
    - Overview of Sustainable Development Goals (SDGs), Agenda 21 of the Rio Earth Summit

Module 3: Disaster Management

- Types of Disasters: Natural and Man-made, Their Causes and Effects
- Vulnerability Assessment and Risk Analysis:
    - Vulnerability to Various Disasters (Flood, Cyclone, Earthquake, Heat Waves, and Lightning)
- Institutional Framework:
    - Institutional Arrangements for Disaster Management
    - National Disaster Management Authority (NDMA)
    - Chhattisgarh State Disaster Management Authority (CSDMA)
    - District Disaster Management Plan (DDMP), Raipur
- Preparedness Measures and Survival Skills During and After Disasters

Module 4: Public Health Management

- Overview of Epidemics and Pandemics
- Non-Communicable Diseases:
    - Cardiovascular Diseases, Cancer, Hypertension, Obesity, and Their Prevention
- Communicable Diseases:
    - COVID-19, Flu, Hepatitis, AIDS, Tuberculosis, and Their Transmission
- Dynamics of Disease Transmission:
    - Modes of Transmission (Direct/Indirect)
    - Events After Infection: Immunity (Active vs. Passive, Innate vs. Acquired, Herd Immunity), Incubation Period

- Prevention and Control Measures:
  - Preventive Measures: Quarantine, Sanitization, Personal Protective Measures (Hand Washing, Use of Protective Devices, Vaccination)
  - Control Measures: Surveillance, Isolation, Contact Tracing
- Lifestyle Management: Diet, Physical Exercise, Yoga, and Sleeping Habits

Reference Book:

1. Environment and Disaster Management Ecology Climate Change Biodiversity, 3rd Edition, by D.R Khullar
2. An Introduction to Disaster Management Natural Disasters and Man Made Hazards, 3rd Edition by S. Vaidyanathan
3. Environment, Disaster Management Climate Change, by Dr. Y. K. Sharma & P. Jain.
4. Environmental Studies and Disaster Management by Rajneeta Soni

GENERAL ELECTIVE (SEM II)GE- IT Skills

No.	Module Description	
1	**Word Processing**	
	1.1	Working With Document: Opening, Saving and Editing Files, Inserting, Deleting Files
	1.2	Margins: Converting Files to Different Format Using Tools Bar
	1.3	Page Style, Alignment -Indents, Line Space, Border and Shading
	1.4	Header and Footer Setting
	1.5	Drawing: Inserting Clip Arts Pictures/Files Etc.
	1.6	Word Completion: Spell Checks
	1.7	Mail Merging
2	**Spread Sheet**	
	2.1	Spread Sheet and Its Applications
	2.2	Working With Spreadsheet: Opening, Saving, File Setting
	2.3	Spreadsheet Addressing: Rows, Columns and Cells, Referring Cells
	2.4	Inserting Data: Insert Cells, Columns, Rows and Sheets
	2.5	External Files: Frames Clipart, Pictures etc.
	2.6	Formula Tab
3	**Presentation**	
	3.1	Introduction To Presentation: Opening New Presentation
	3.2	Selecting Presentation Layout
	3.3	Adding Text To The Presentation
	3.4	Header And Footer

	3.5	Slide Layout
	3.6	Adding Graphics To The Presentation, Setting Animation And Transition Effect
4	**HTML Basics**	
	4.1	Introduction Of HTML, Elements Of HTML
	4.2	Attributes, Headings, Paragraph, Styles Of HTML
	4.3	CSS, Tables
	4.4	HTML Class, Id
	4.5	HTML Responsive
	4.6	HTML Forms
5	**Web Designing**	
	5.1	Introduction to Web Designing Tool
	5.2	Admin and General Site Settings
	5.3	Writing Post and Formatting Text
	5.4	Publishing a Post
	5.5	Adding Image and Managing Media Library and Creating Links

GE- CG me Janjatiya Sanskriti

अनुक्रमणिका

	इकाई – 9 • जनजातियों में अंतर्जातीय और अंतरजातीय संबंध	56– 61
मॉड्यूल – 4	छत्तीसगढ़ के आभूषण ,वाद्ययंत्र ,व्यंजन	
	इकाई – 10 • आभूषण का सामान्य परिचय • प्रमुख जनजातीय आभूषण	62 – 65
	इकाई – 11 • छत्तीसगढ़ के प्रमुख जनजातीय वाद्ययंत्र	66– 72
	इकाई – 12 • छत्तीसगढ़ का पारंपरिक भोजन और व्यंजन • त्योहार से जुड़े विशेष व्यंजन	73– 79
मॉड्यूल – 5	छत्तीसगढ़ की लोककला एवं संस्कृति	
	इकाई – 13 • छत्तीसगढ़ का जनजातीय हस्तशिल्प एक विस्तृत परिचय • छत्तीसगढ़ की पारंपरिक वेशभूषा	80–87
	इकाई – 14 • छत्तीसगढ़ के लोकगीत ,कहानियाँ और मौखिक परंपराएँ • आधुनिक समय में जनजातीय संस्कृति पर पड़ता प्रभाव	88– 92

GE- INTELLECTUAL PROPERTY RIGHTS

Module I

History of IPR in India, Introduction to Intellectual Property; Types of IP; Forms of IPR, Protection of IPR, Benefits and Problems of IPR. World Trade Organization (WTO), GATT, TRIPS, World Intellectual Property Rights Organization (WIPO).

Module II

History of Indian Patent System and Law; Patent Authorities, Patent: Requirements, Types, Patentable and Non-Patentable items; Patent file procedures; Patents in India. Plant Breeder's Right (PBR),Requirement s of PBR, Farmer's Privilege, Farmer's Right, Need for PBR, Advantages and disadvantages of PBR,ITPGRFA.

Module III

Patent: Living organisms, Biological materials, Importance in biology and biotechnology, Social issues, Controversies.

Module IV

Introduction to bioethics, Bioethics and its relation to other branches, Application, Genetically modified food and crops, possible health outcomes, Regulation of GM foods. Cloning: Animal andHumanCloning,ReproductiveandTherapeuticcloning,Problemsandapplications,Ethicalandlegal aspects of cloning.

Module V

Clinical trials, Benefits and risks, Ethical issues involving human participation; Ethical implications of Human Genome project. Biosafety: Introduction, Need, Applications, Levels of biosafety, BiosafetyguidelinesandregulationsframeworkinIndia.Hazardousmaterials:HandlingandDisposal;GoodLab oratoryPractices,GoodManufacturing Practices.

Suggested Readings:

- BioethicsandBiosafety:MKSatheesh
- BiotechnologyandPatentProtection:BeierFK,Crespi RSandStraus
- IntellectualPropertyRightsonBiotechnology:SinghK
- BiotechnologyExpandingHorizons:BDSingh
- TextbookofBiotechnology:RCDubey

SEMESTER III

Business Environment (ODLBBADSC007)

Module 1: Introduction to Business Environment

- Nature and Significance of Environmental Analysis for Business Decisions
- Dimensions of Business Environment:
  - Economic, Technological, Socio-Cultural, Political, Legal-Regulatory, Demographic, and Societal Environment

Module 2: Economic Environment

- Structure of the Economy – An Overview

- Changes in Government Policies Since 1991
- Impact of Liberalization and Globalization
- Import-Export Policy and Its Domestic and International Implications
- Financial Sector Reforms

Module 3: Natural & Technological Environment

- Innovation, Technological Leadership, and Followership
- Dynamics of Technological Environment
- Challenge of Technology Upgradation
- Impact of Foreign Investment and Foreign Collaboration
- Globalization and EXIM Policy

- Role of EXIM Bank
- FDI Policy, Multinational Corporations (MNCs), and Transnational Corporations (TNCs)
- Global Competitiveness, Technology and Competitive Advantage
- Technology Transfer: Importance and Types
- Appropriate Technology and Technology Adaptation

Module 4: Societal Environment

- Business and Society
- Objectives and Importance of Business
- Professionalization and Business Ethics
- Business and Culture: Influence of Religion, Language, and Culture on Organizational Behavior
- Other Socio-Cultural Factors
- Technological Development and Social Change

Module 5: Political and Legal Environment

- Economic Roles of Government in India
- New Economic Policy of the Government
- Functions of State and Central Government Toward Business Environments
- Government and Legal Environment

TEXT BOOKS

1. Sankaran. S - Business Environment
2. Aswathappa - Business Environment
3. Dasgupta & Sengupta - Government and Business in India
4. Jalan, B,—India's Economic Crises,1991", Oxford Univ. Press, New Delhi.
5. Aswathappa, K.; —Essentials of Business Environment", Himalaya.

REFERENCE BOOKS

1. Sanjay - Business Environment
2. Francis Cherunilam - Business Environment
3. Cherunilam, Francis; ―Business Environment", Himalaya Pub. House, 1996.

Business Statistics (ODLBBADSC008)

Module 1: Introduction to Statistics

- Background and Basic Concepts

- Definition of Statistics

- Functions and Scope of Statistics

- Limitations of Statistics

- Classification and Tabulation of Data

Module 2: Measures of Central Tendency

- Introduction to Types of Averages

- Arithmetic Mean (Simple and Weighted)

- Median and Mode

- Graphic Location of Median and Mode using Ogive Curves and Histogram

Module 3: Measures of Dispersion and Skewness

- Part 1: Measures of Dispersion

    o Meaning and Calculation of Absolute and Relative Measures of Dispersion

    o Range, Quartile Deviation, Mean Deviation, Standard Deviation, and Coefficient of Variation

- Part 2: Measures of Skewness

    o Meaning of Skewness, Symmetrical and Skewed Distributions

    o Absolute and Relative Measures of Skewness

    o Karl Pearson's Coefficient of Skewness and Bowley's Coefficient of Skewness

Module 4: Correlation and Regression Analysis

- Correlation:

    o Meaning, Definition, and Uses

    o Types of Correlation

    o Probable Error

    o Karl Pearson's and Spearman's Rank Correlation

- Regression:

    o Meaning and Definition

    o Regression Equations and Problems

Module 5: Index Numbers and Probability

- Index Numbers
    - Meaning, Definition, and Uses
    - Classification and Construction of Index Numbers
    - Methods of Constructing Index Numbers:
        - Simple Aggregate Method
        - Simple Average of Price Relative Method
        - Weighted Index Numbers
        - Fisher's Ideal Index (Including Time and Factor Reversal Tests)
        - Consumer Price Index
    - Problems on Index Numbers
- Probability Theory
    - Basic Concepts of Probability
    - Multiplication and Addition Theorem of Probability
    - Conditional Probability

TEXT BOOKS

1. Mathematics and statistics by Suranjan Saha
2. "Quantitative Methods" by D R Agrawal
3. "Fundamentals of statistics" by D N Elhance
4. Business Statistics by S. C. Gupta

REFERENCES BOOKS

1. Business Statistics by Dr. S.M Shukla
2. Statistical Methods by Dr.S.P.Gupta
3. Quantitative Methods for Business (Kalyani Pub.) by S. L. Agrawal
4. Quantitative Method for Business - II by Chikodi & Pradad

Organizational Behaviour (ODLBBADSC009)

Module 1: Focus and Purpose

- Definition, Need, and Importance of Organizational Behaviour
- Nature and Scope of Organizational Behaviour
- Framework of Organizational Behaviour
- Organizational Behaviour Models

Module 2: Individual Behaviour

- Personality: Types, Factors Influencing Personality, Theories
- Learning: Types of Learners, The Learning Process, Learning Theories, Organizational

Behaviour Modification

- Attitudes: Characteristics, Components, Formation, Measurement
- Perception: Importance, Factors Influencing Perception, Interpersonal Perception
- Motivation: Importance, Theories, Effects on Work Behaviour

Module 3: Group Behaviour

- Organizational Structure and Group Formation
- Groups in Organizations and Their Influence
- Group Dynamics and Emergence of Informal Leaders
- Working Norms and Group Decision-Making Techniques
- Interpersonal Relations, Communication, and Control

Module 4: Leadership and Power

- Meaning and Importance of Leadership
- Leadership Styles and Theories
- Leaders vs. Managers
- Sources of Power and Power Centers
- Power and Politics in Organizations

Module 5: Dynamics of Organizational Behaviour

- Organizational Climate: Factors and Importance
- Job Satisfaction: Determinants, Measurement, and Influence on Behaviour
- Organizational Change: Importance, Stability vs. Change, Proactive vs. Reactive Change, The Change Process, Resistance to Change, Managing Change
- Organizational Development: Characteristics, Objectives, and Team Building
- Organizational Effectiveness: Perspectives, Effectiveness vs. Efficiency, Approaches, The Time Dimension, Achieving Organizational Effectiveness

TEXT BOOKS

1. Stephen P. Robbins, "Prentice Hall of India"9th Edition, 2001.
2. Hellriegel, Slocum and Woodman, "Organisational Behavior" South-Western, Thomson Learning, 9th edition, 2001.
3. Schermerhorn, Hunt and Osborn, "Organisational Behavior" John Wiley, 7th edition, 2001.

REFERENCE BOOKS

1. "**Organisational Behavior"**, Jit S.Chand, Vikas Publishing House Pvt. Ltd, 2nd edition, 2001.
2. Fred Luthans, "**Organisational Behavior"**, McGraw-Hill Book Co., 1998.

3. New Strom and Davis, "**Organisational Behaviour**", McGraw-Hill, 2001.

4. Jeff Harris and Sandra Hartman, "**Organisational Behaviour**", Jaico, 2002.

IT For Managers (ODLBBASEC022)

Module 1: Computer Basics and Classification

- Introduction to Computers: Characteristics and Capabilities of Computer Systems

- Classification of Computers: Based on Logic Used by Computers

- Major Components and Organization of a Computer

- Communication Paths and Working of CPU

- Memory Types: Primary Memory, Secondary Memory, and Cache Memory

- Software Overview: System Software and Application Software

Module 2: Operating Systems and Database Basics

- Operating System: Concepts, Types, Features, and Objectives

- Layers of Computer Systems, Overview of OS

- Introduction to DBMS: Definition, Purpose, and Importance

- Introduction to MIS: Definition, Characteristics, and Importance

- MIS Components: Hardware, Software, Database, Network, and People

- Role of MIS in Organizations: Decision-Making, Planning, and Control

Module 3: Data Representation and Conversion

- Introduction to Number Systems: Decimal, Binary, Octal, and Hexadecimal

- Conversions:

    o   Conversion of Any Number System to Decimal

    o   Conversion of Decimal to Binary, Octal, and Hexadecimal

- Applications of Number Systems in Computing

Module 4: Network Technologies and Internet Basics

- Network Technologies: Introduction to Networking

- Types of Networks: LAN, WAN, Intranet, Extranet

- Network Topologies, Network Architecture, and Protocols

- IT-Enabled Services (ITES) and Call Centers

- GIS and Applications in IT-Enabled Services

- Internet Basics: History, Indian Internet History

- Internet Protocols: TCP/IP, URL, IP Addresses, Domain Name System (DNS)

Module 5: Internet Applications and Security

- World Wide Web (WWW): Browsing and Information Retrieval

- Exploring the WWW, Concept of Websites, Web Standards

- Internet Applications: Uploading and Downloading Files

- Introduction to HTML: HTML Documents and Files

- Search Engines and Their Functionality

- E-Commerce and M-Commerce: Overview, Benefits, and Online Marketing

- Internet Security: Importance, Applications, and Measures for Secure Online Practices

TEXT BOOKS

1. Using IT - Williams, Tata McGraw Hills
2. Fundamentals of Information Technology- Chetan Srivastav, Kalyani Publication

REFERENCE BOOKS

1. Fundamental of computers P.K Sinha
2. Data Communication and Network Tanunbaum

Presentation Skills (ODLBBAAEC010)

Module 1: Preparation and Techniques for Effective Presentations

- Preparation of Presentation: What, How, For Whom

- Structure and Principles of Presentation

- Business Presentation Specifications and Techniques

- Report Writing and Developing Effective Presentation Skills

- **Oral Presentation:**

  - Principles of Oral Presentation

  - Factors Affecting Presentations

  - Sales Presentations, Training Presentations, Conducting Surveys

  - Speeches to Motivate and Effective Presentation Skills

- **Slide Presentation:**

  - Crafting the Message

- o   Designing Visuals

- o   Including Proper Content in Presentations

Module 2: Verbal and Nonverbal Communication

- **Verbal Communication:**

  - o   Jawbreakers, Argumentation, Usable and Unsuitable Phrases

  - o   Communication Skills: Listening, Empathic Reactions, How to Question

  - o   Stealing the Show, Opening Door Questions

  - o   Conflict Resolution and Handling Audience Attacks

  - o   Communication Skills as Work Experience, Vicious Circle of Attack and Defense

- **Nonverbal Communication During Presentations:**

  - o   Managing Stress

  - o   Proper Use of Hands and Legs

  - o   Activating the Audience with Nonverbal Communication

  - o   Body Language Techniques

Module 3: Audience Engagement and Improvisation

- **Working with the Audience:**

  - o   Ice-Breaking Techniques

  - o   Setting the Mood and Working with Emotions

  - o   Visualization Tools and Handling Nonstandard Situations

- **Improvisation and Unprepared Presentations**

- **Personal and Professional Typology:**

  - o   Social Aspects of Presentations

  - o   Gender Perspectives in Communication (Man-Woman View)

Module 4: Feedback, Cooperation, and Stress Management

- **Feedback Techniques:** Appreciation and Critique

- **Paradigm of Human Cooperation:**

  o Challenges in Starting Communication and Overcoming Barriers

  o Defense Against Manipulation and How to Say NO

  o Stress Management Strategies

  o Image and Etiquette in Professional Communication

TEXT BOOKS/REFERENCE BOOKS:

1. Effective Presentation Skills – Robert Dilts, Meta Publication
2. Business Communication Today - Bovee and Thill: Tata McGraw Hill, Presentation Skills 2011

Leadership development (ODLBBAVAC007)

Module 1: Introduction to Leadership

- Roles, Functions, and Characteristics of a Leader

- Evolution and Growth of Leadership

- Leadership Traits and Ethics

- Attitude, Behavior, and Personality Traits in Leadership

- Types and Styles of Leadership

Module 2: Theories of Leadership

- Trait Theory

- Behavioral Theories

- Contingency Theories

- Transactional Theories

- Transformational Leadership Theory

Module 3: Issues and Challenges for Leaders

- Emerging Trends in Leadership

- Servant Leadership and Situational Leadership

- Gender and Leadership

- Effective Leadership Communication

- Emotional Intelligence and Leadership

Module 4: Self-Discovery

- Awareness of Personal Values, Beliefs, and Vision as Motivators of Behavior

- Personal SWOT Analysis

- Trust and Personality Awareness: Openness, Confidentiality, Blind Spots, and Unknown Aspects

- Self-Disclosure, Seeking Feedback, Self-Reflection, Introspection, and Self-Management

TEXT BOOKS

1. Managing Soft Skills for Personality Development-B.N. Ghosh-McGraw Hill Education
2. Interpersonal Skills and Career Management-Dr. C.S.G.Krishna Macharyulu and Dr. Lalitha Ramakrishnan-Himalaya Publishing House Pvt. Ltd.
3. Stephen P. Robbins, Management, Pearson

REFERENCE BOOKS

1. Koontz and O‟Donnell, Management, McGraw Hill.
2. L M Prasad, Principles of management, Sultan Chand and Sons
3. V.S.P Rao/Bajaj, Management process and organization, Excel Books.GH25

GENERIC ELECTIVE (SEM III)

GE- Fundamentals of Programming

No.	Module Description	
1	**Algorithm, Flow Chart and Programming languages**	
	1.1	Introduction of algorithm and flowchart
	1.2	Type of software and programming languages

	1.3	Introduction to C : Program structure, Per processor Derivatives, Header files
	1.4	Token, Data Type, Format Specifier, Operators
	1.5	Variable and Scope of the variable
2	**Control Statements , Array and String**	
	2.1	Control Statements : Definition and types
	2.2	Branching, Looping , Jumping Statement and its types
	2.3	One dimensional, Two dimensional and Multidimensional Array
	2.4	Character Array: Initialization, Reading , writing
	2.5	String Manipulation functions
3	**Function and Pointer**	
	3.1	Function: Introduction, types of functions
	3.2	Function: Nested function, Recursion
	3.3	Passing array as a function parameter
	3.4	Pointer and Array : Pointer Expression, pointer with array and string, Array of Pointer
	3.5	Pointer and Function: Pointer as function parameter
4	**Structure and Dynamic Memory Allocation**	
	4.1	Array of Structure, Array Within Structure
	4.2	Structure within structure
	4.3	Structure and Function : Structure as a function parameter
	4.4	Memory allocation concept
	4.5	Dynamic memory allocation : malloc, calloc, free and realloc
5	**File Handling**	
	5.1	Introduction of file concept: Opening, closing
	5.2	Input/output Operation in file
	5.3	Error Handling during I/O Operation
	5.4	Random Access file

GE- CG ke Dharmik Paryatan Sthal

GE- Food Toxicology & Adulteration

MODULE I: FOOD ADDITIVES & ADULTERATION
Food adulteration: Definition, incidental and intentional adulteration, common adulterants in food, health hazards and risks.Introduction to quality to quality aspects related to food and food products.
Food Additives: Antioxidants, preservatives, nutrient supplements, emulsifiers, thickening agents, sweetners, colouring and flavouring agents.

MODULE II: FOOD LAWS AND STANDARDS
Food Laws: voluntary and mandatory- national and international.Role of voluntary agencies and legal aspects of Consumer Protection, Good Manufacturing Practices

(GMP), Hazard Analysis and Critical Control Points (HACCP).Food Standards: PFA, FPO, AGMARK, ISI, Role of Food and Drugs Administration (FDA), Food Inspector & Others

MODULE III: Introduction to Food Toxicology
Introduction to Food Toxicology: Classification of toxins in food, dose, determination of toxins infood, naturally occurring toxins from animals, bacterial and fungal and sea food sources.Food Additives as Toxicants: Artificial Colors, Preservatives, Sweeteners
Toxicants Formed During Food Processing: Nitrosomines, Maillard Reaction products Acrylamide, Benzene, Heterocyclic Amines and Aromatic Hydrocarbons, Irradiation.
Risk of Genetically Modified Food, Food Supplements, Persistant Organic Pollutants (POPs).

MODULE IV: Agricultural and Industrial Contaminants in Foods
Pesticides residues in fruits and vegetables, Metal contaminants in foods and their toxicity in human body, Animal drug residues in food and water, dioxins and related compounds in food.

SUGGESTED READINGS:
1. Warner, J.M. 1976. Principles of Dairy Processing. Wiley Eastern Ltd. New Delhi.
2. Srilakshmi. Food Science. New Age International Pvt. Ltd. New Delhi.
3. Frazier. Food Microbiology. McGraw Hill, New York.
4. ISI Publications

Semester-IV

Principles of Marketing (ODLBBADSC010)

Module 1: Fundamentals of Marketing

- Introduction to Marketing: Meaning, Nature, and Scope
- Marketing Philosophies
- Marketing Management Process
- Concept of Marketing Mix

Module 2: Market Analysis and Consumer Behaviour

- Understanding the Marketing Environment
- Market Measurement
- Consumer Behaviour: Process and Factors Influencing Consumer Behaviour
- Consumer and Industrial Goods & Buyer Behaviour
- Market Segmentation, Targeting, and Positioning

Module 3: Product Planning and Pricing

- Product Concept and Types of Products
- Major Product Decisions and Brand Management

- Product Life Cycle and New Product Development Process
- Pricing Decisions: Determinants of Price, Pricing Process
- Pricing Policies and Strategies

Module 4: Promotion and Distribution Decisions

- Communication Process
- Promotion Tools: Advertising, Personal Selling, Publicity, and Sales Promotion
- Distribution Channel Decisions: Types and Functions of Intermediaries
- Selection and Management of Intermediaries
- Logistics Decisions: Inventory Management, Warehousing, Transportation, and Insurance

Module 5: Marketing Organization

- Emerging Trends and Issues in Marketing
- Consumerism and Rural Marketing
- Social Marketing, Direct and Online Marketing
- Green Marketing

Textbooks:

1. Marketing Management, Philip Kotler & Kevin Lane Keller, Pearson Publication,15thEdition 2016
2. Marketing Management, C N Sontaki, Kalyani Publishers, 2nd Edition 2017.

Reference Books:

1. Marketing Management, Biplab S Bose, Himalaya Publishing House, 1st Edition 2011.
2. Marketing Management, H R Ramanath & Appannaiah, Himalaya Publishing House,7th Edition 2010.

Financial Management (ODLBBA DSC011)

Module 1: Introduction to Financial Management

- Meaning, Importance, and Objectives of Financial Management
- Time Value of Money
- Conflicts in Profit Maximization vs. Value Maximization Principle
- Financial Planning

Module 2: Tools of Financial Analysis and Planning

- Ratio Analysis for Evaluating Performance and Financial Health
- Application of Ratio Analysis in Financial Decision-Making
- Analysis of Cash Flow and Funds Flow Statements

Module 3: Management of Working Capital

- Cash and Marketable Securities Management
- Treasury Management
- Receivables Management and Inventory Management
- Financing of Working Capital

Module 4: Investment Decisions

- Capital Budgeting
- Techniques for Evaluation:
    - Payback Method
    - Accounting Rate of Return
    - Internal Rate of Return
    - Net Present Value
    - Profitability Index (Simple Problems)
- Relationship Between Risk and Return

Module 5: Financial Decisions

- Cost of Capital and Cost of Different Sources of Finance
- Weighted Average Cost of Capital (WACC) and Marginal Cost of Capital
- Concepts of Operating and Financial Leverage
- Capital Structure Patterns and Designing Optimum Capital Structure
- Constraints and Various Capital Structure Theories
- Different Sources of Finance: Long-Term, Medium-Term, and Short-Term Finance
- Effects of Operating and Financial Leverage on Profits
- Analyzing Alternative Financial Plans

Text Books

1. Arnold, G.C: Corporate Financial Management, Financial Times Pitmom Publishing. 11
2. Atrill, P; Financial Management for Non-Specialists, Prentice Hall.

Reference Books

1. Besant Raj. A: Corporate Financial Management, Tata McGrow Hill.
2. Block & Hirt: Foundation of Financial Management, Irwin Homewood.

Human Resource Management (ODLBBADSC012)

Module 1: Introduction to Human Resource Management (HRM)

- Meaning, Definition, and Philosophy of HRM
- Nature and Scope of HRM
- Objectives and Importance of HRM
- Personnel Management vs. HRM
- Problems in HRM
- HRM as a Profession
- HRM Practices in Indian Industries

Module 2: Human Resource Planning

- Meaning and Basis of Human Resource Planning
- Need and Factors Affecting Human Resource Planning
- Objectives of Human Resource Planning (Short-Term and Long-Term)
- Prerequisites for Human Resource Planning
- Human Resource Planning Process

Module 3: Job Analysis

- Meaning, Purpose, Steps, and Techniques of Job Analysis
- Job Description: Meaning, Purpose, Contents, Preparation, and Characteristics of a Good Job Description
- Job Specification: Meaning, Purpose, Contents, Preparation, and Characteristics of a Good Job Specification
- Job Design: Meaning, Approaches, and Guidelines
- Job Simplification, Job Enlargement, Job Rotation, and Job Enrichment

Module 4: Recruitment, Selection, and Placement

- Recruitment: Meaning, Internal and External Recruitment, Evaluation of Recruitment Sources
- Selection: Meaning, Factors Affecting Selection, Selection Policy, Steps in Selection, Techniques of Selection
- Placement and Induction of Employees

Module 5: Performance Management System

- Concept, Uses, and Methods of Performance Appraisal
- Common Rating Errors in Performance Appraisal
- Compensation:
  - Components of Pay Structure

- o   Factors Influencing Compensation Levels
- o   Wage Differentials & Incentives
- o   Profit Sharing and Gain Sharing
- o   Employee Stock Option Plans (ESOPs)
- Social Security and Employee Benefits:
  - o   Introduction to Social Security
  - o   Health, Retirement, and Other Employee Benefits

Text Books:

1. Human Resource Management-K. Aswathapa, Tata McGraw Hill Publishing Co. New Delhi, 8 th Edition, 2017.

2. A Textbook of Human Resource Management, R.S. Dwivedi, Vikas Publishing, 1st edition, 2009.

Reference Books:

1. Human Resource Management-Gary Dessler, Pearson Education, 15th Edition 2017.
2. Fundamental of Human Resource Management-De Cenzo, D.A. & Robbins S P, New York, Wiley, 12th Edition, 2015.
3. Designing and Managing Human Resource Systems-UdaiPareek and T.V. Rao, Oxford & IBH Publishing Co Pvt. Ltd; 3rd Revised edition, 2015.
4. Personnel Management-Monappa, A. &Saiyadain M., McGraw Hill Education; 2nd edition, 2008.
5. Human Resource Management, Leslie W. Rue, Lloyd L. Byars and Nabil Ibrahim, McGraw Hill 11th Edition,2016.

Business Ethics and CSR (ODLBBADSE001A)

Module 1: Ethics

- Meaning and Nature of Ethics
- Importance of Ethics
- Belief, Values, Attitude & Virtue Ethics
- Difference Between Morality & Ethics
- Theory of Ethics:
  - o   Utilitarianism: Weighing Social Costs and Benefits
  - o   Ethics of Care: Integrating Utility, Rights, Justice, and Caring
  - o   Virtue Ethics

Module 2: Business Ethics

- Meaning, Nature, and Importance of Ethics in Business

- Types of Business Ethics

- Principles of Business Ethics

- Moral Issues in Business

- Workers' and Employees' Rights and Responsibilities

- Making Ethical Decisions in Business:

    o Meaning and Importance of Ethical Decision-Making

    o Process of Ethical Decision-Making

    o Ethics in Functional Areas of Business: Marketing, Finance, HR, and Production

Module 3: Corporate Governance

- Concept and Need for Improving Corporate Governance Standards

- Features of Good Corporate Governance

- Board Governance:

    o Board Quality and Independent Directors

    o Executive and Non-Executive Directors

    o SEBI Clause 49

    o Role of Directors and Financial Institutions in Enhancing Corporate Governance

    o Critical Issues in Governance of Board Directors

Module 4: Role of Auditors and Ethical Practices

- Role of Auditors in Enhancing Corporate Governance

- Duties and Responsibilities of Auditors

- Corporate Governance and Internal Auditors

- Whistleblowing:

    o Types of Whistleblowing

- Workplace Ethics:

    o Discrimination, Affirmative Action, and Reverse Discrimination

    o Equal Employment Opportunity, Affirmative Action, Preferential Hiring

Module 5: Corporate Social Responsibility (CSR)

- Meaning and Evolution of Corporate Social Responsibility

- Common Indicators for Measuring Business Social Performance

- Impact of CSR Practices on Sustainable Development

- Reporting Social Responsibility Measures in Annual Reports

Textbooks:

1. Business Ethics, Andrew Crane and Dirk Matten, Oxford University Press,4 t h Edition

2015.

2. Governance, Ethics and Social Responsibility of Business, C B Gupta, Sultan Chand and Sons, 2nd Edition 2014.

Reference Books:

1. Business Ethics, C.V.S Murthy, Himalaya Publishing House, 3rd fully revised edition 2016
2. Business Ethics and Values, D. Senthil and A Senthil, Himalaya Publishing House, 4th Edition 2016.
3. Business Ethics and Corporate Social Responsibility, SumithaAyodhya and K Govinda Bhat, Himalaya Publishing House, 2nd Edition.

Cyber Security (ODLBBADSE001B)

MODULE I: Introduction to Cyberspace and Cybersecurity

- Defining Cyberspace and Overview of Computer and Web-Technology
- Architecture of Cyberspace
- Communication and Web Technology
- Internet and World Wide Web
- Advent of the Internet
- Internet Infrastructure for Data Transfer and Governance
- Internet Society and Regulation of Cyberspace
- Concept of Cybersecurity
- Issues and Challenges of Cybersecurity

MODULE II: Cyber-Crimes and Legal Aspects

- Classification of Cyber-Crimes
- Common Cyber-Crimes:
  - Cyber-Crimes Targeting Computers and Mobiles
  - Cyber-Crimes Against Women and Children
  - Financial Frauds
  - Social Engineering Attacks
  - Malware and Ransomware Attacks
  - Zero-Day and Zero-Click Attacks
  -

- Cybercriminals' Modus Operandi

- Reporting of Cyber-Crimes

- Remedial and Mitigation Measures

- Legal Perspective of Cyber-Crime

- IT Act 2000 and Its Amendments

- Cyber-Crime and Offences

- Organizations Dealing with Cyber-Crime and Cybersecurity in India

- Case Studies

MODULE III: Social Media and Cybersecurity

- Introduction to Social Networks

- Types of Social Media

- Social Media Platforms

- Social Media Monitoring

- Hashtags and Viral Content

- Social Media Marketing

- Social Media Privacy

- Challenges, Opportunities, and Pitfalls in Online Social Networks

- Security Issues Related to Social Media

- Flagging and Reporting of Inappropriate Content

- Laws Regarding Posting of Inappropriate Content

- Best Practices for the Use of Social Media

- Case Studies

MODULE IV: E-Commerce and Digital Payments Security

- Definition of E-Commerce

- Main Components of E-Commerce

- Elements of E-Commerce Security

- E-Commerce Threats

- E-Commerce Security Best Practices

- Introduction to Digital Payments

- Components of Digital Payment and Stakeholders

- Modes of Digital Payments:

  - Banking Cards

  - Unified Payment Interface (UPI)

  - E-Wallets

  - Unstructured Supplementary Service Data (USSD)

  - Aadhaar-Enabled Payments

- Digital Payments-Related Common Frauds and Preventive Measures

- RBI Guidelines on Digital Payments and Customer Protection in Unauthorized Banking Transactions

- Relevant Provisions of the Payment and Settlement Act, 2007

MODULE V: Device and Network Security

- End-Point Device and Mobile Phone Security

- Password Policy

- Security Patch Management

- Data Backup Strategies

- Downloading and Management of Third-Party Software

- Device Security Policy

- Cybersecurity Best Practices

- Significance of Host Firewall and Anti-Virus

- Management of Host Firewall and Anti-Virus

- Wi-Fi Security

- Configuration of Basic Security Policies and Permissions

TEXT BOOKS/REFERENCE BOOKS:

1. Cyber Crime Impact in the New Millennium, by R. C Mishra, Author Press. Edition 2010.
2. Cyber Security Understanding Cyber Crimes, Computer Forensics and Legal

Perspectives by Sumit Belapure and Nina Godbole, Wiley India Pvt. Ltd. (First Edition, 2011)

3. Electronic Commerce by Elias M. Awad, Prentice Hall of India Pvt Ltd.
4. Cyber Laws: Intellectual Property & E-Commerce Security by Kumar K, Dominant Publishers.

Personality Development skills (ODLBBAAEC011)

MODULE I Introduction to Personality Development

- The concept of personality - Dimensions of personality

- Theories of Freud & Erickson-Significance of personality development.

- The concept of success and failure: What is success?

- Hurdles in achieving success - Overcoming hurdles

- Factors responsible for success – What is failure - Causes of failure. SWOT analysis.

MODULE II Self-esteem

- Term self-esteem - Nature, Advantages

- Do's and Don'ts to develop positive self-esteem – Low self-esteem

- Personality having low self-esteem - Positive and negative self-esteem.

- Interpersonal Relationships – Defining the difference between aggressive, submissive and assertive behaviors – Lateral thinking.

MODULE III Emotional Intelligence and Self-Confidence

- Understanding Emotional Intelligence: Managing emotions

- Empathy, and self-regulation.

- Developing Self-Confidence: Overcoming self-doubt, positive self-talk, and body language.

- Stress Management: Techniques to handle stress and maintain emotional well-being.

- Adaptability and Resilience: Dealing with change and challenges effectively.

- Positive Attitude: Cultivating optimism and a growth mindset.

MODULE IV Employability Quotient

- Resume building- The art of participating in Group Discussion

- Facing the Personal (HR & Technical) Interview -Frequently Asked Questions

- Psychometric Analysis - Mock Interview Sessions.

MODULE V Body Language

- Body language - Problem-solving

- Conflict and Stress Management - Decision-making skills -

- Leadership and qualities of a successful leader – Character building

- Team-work – Time management - Work ethics –Good manners and etiquette.

Text Books:

1. Hurlock, E.B (2006). Personality Development, 28th Reprint. New Delhi: Tata McGraw Hill.

2. 2. Stephen P. Robbins and Timothy A. Judge (2014), Organizational Behavior 16th Edition: Prentice Hall.

Reference Books:

1. Andrews, Sudhir. How to Succeed at Interviews. 21st (rep.) New Delhi. Tata McGraw-Hill 1988.

2. Heller, Robert. Effective leadership. Essential Manager series. Dk Publishing, 2002

3. Hindle, Tim. Reducing Stress. Essential Manager series. Dk Publishing, 2003

4. Lucas, Stephen. Art of Public Speaking. New Delhi. Tata - Mc-Graw Hill. 2001

Constitution of India (ODLBBAVAC008)

Module 1: Introduction to the Indian Constitution

- Meaning and Significance of the Constitution
- Constituent Assembly: Composition and Objectives
- Preamble and Salient Features of the Indian Constitution
- Fundamental Rights and Fundamental Duties
- Directive Principles of State Policy

Module 2: Executive System in India

- President of India: Election, Powers, and Functions
- Prime Minister and Cabinet: Structure and Functions
- Governor: Powers and Functions
- Chief Minister and Council of Ministers: Functions

Module 3: Legislative System in India

- Parliament: Lok Sabha and Rajya Sabha – Composition and Powers
- State Legislature: Legislative Assembly and Legislative Council – Composition and

Powers

Module 4: Judicial System in India

- Structure and Features of the Indian Judiciary
- Supreme Court: Composition and Jurisdiction
- High Courts: Composition and Jurisdiction

Module 5: Federalism and Citizen-Centric Governance

- Federalism in India: Features
- Local Government:
    o Panchayats: Powers and Functions
    o 73rd and 74th Constitutional Amendments
- Election Commission: Composition, Powers, and Functions
- Electoral Reforms and Citizen-Oriented Measures:
    o Right to Information (RTI) and Public Interest Litigation (PIL) – Provisions and Significance

TEXT BOOKS

1. Durga Das Basu, Introduction to the Constitution of India, Gurgaon; LexisNexis, (23rd edn.) 2018.
2. M.V. Pylee, India's Constitution, New Delhi; S. Chand Pub., (16th edn.) 2017.

REFERENCE BOOKS

1. J.N.Pandey, The Constitutional Law of India, Allahabad; Central Law Agency, (55th edn.) 2018.
2. K B Merunandan, Bharatada Samvidhana Ondu Parichaya, Bangalore, Meragu Publications,2015.

Negotiation Skills (ODLBBASEC023)

Module 1: Fundamentals of Negotiation

- Overview of Negotiation
- Negotiation Styles
- Negotiation Process
- Tactics in Negotiation
- Handling Conflicts in Negotiation
- Best Alternative to a Negotiated Agreement (BATNA)

Module 2: Communication in Negotiation

- Communication as the Key to Effective Negotiation

- Non-Verbal Communication in Negotiations

- Managing Emotions: Dealing with Others and Ourselves

Module 3: Specialized Negotiations

- International Negotiations

- Cross-Cultural Issues in Negotiations

- Power in Negotiation

- Workplace Negotiations

Module 4: Developing Negotiation Skills

- Turning Negotiation into a Corporate Capability

- Characteristics of Effective Negotiators

- Do's and Don'ts of Negotiations

Module 5: Negotiation Techniques and Ethics

- Negotiating Over the Telephone and Electronic Media

- Ethics in Negotiation

- Negotiation Exercises

TEXT BOOKS

1. Roy J. Lewicki, David M. Saunders and Bruce Barry, Negotiation, Tata McGraw- Hill Limited, 2006, 5th edition.

2. Leigh L. Thompson, The Mind and Heart of the Negotiator, Thomson Learning, 2005, 3rd edition. REFERENCE BOOKS

3. David Rees and Christine Porter, Skills of Management, Thomson Learning, 5 e, 2001.

4. Joseph T. Straub, The Rookie Manager, AMACOM, 2000.

SEMESTER-V

Indian Ancient Management (IKS core) (ODLBBADSC013)

Module 1: Introduction to Ancient Indian Knowledge System (IKS)

- Definition, Concept, and Scope of IKS

- IKS in Ancient and Modern India

- **Bhartiya Education System:** Evolution from Ancient to Modern Era

  o Gurukul, Pathshala, Vidyalay, Vishvavidyalay

- **Chaturdas Vidya:** Importance and Classification

- **Vedic Literature:**

  o Vedas, Vedāṅgas, Veda-upāṅgas, and Upavedas

- Evolution of Indian Management Thought
- Need for an India-Oriented Management Approach
- Management Perspective in Vedantic Literature

Module 2: Management Lessons in Indian Epics

- **Ramayana:** Ethical and Moral Values, Leadership, Governance, Strategic Alliances
- **Mahabharata:** Attributes, Roles, and Responsibilities of a King
- **Bhagavad Gita:** Conflict Management, Inspirational Leadership, Alternative Perspectives on Work and Performance

Module 3: Kautilya's Management Lessons

- Leadership: Qualities, Functions, and Role of a Leader
- Motivation and Communication in Kautilya's Teachings
- Principles and Practices of Governance for a State and Corporation
- **Economic Thought of Kautilya**
- **Vidura Niti:** Advice to the Head of a Nation
- **Ancient Indian Trade and Agriculture:**

  - Trading Practices, Crops, Tools, Travel, Business, Animal Husbandry
  - Ancient Indian Ports and Trade Routes

Module 4: Evolution of Indian Management Thought

- Introduction and Precursors to Management in Ancient India
- Ancient Indian Wisdom and Its Influence on Management
- Objectives of Management in India
- **Key Concepts:**
  - Stakeholder Value Creation
  - Individual Freedom
  - Group Behavior and Ethics
  - Gender Issues in Ancient Indian Management

Module 5: Corporate Life in Ancient India

- Introduction to the **Vedic Varna System and Corporate Life**
- **Corporate Life Across Varna System:**
  - Brahmanas, Kshatriyas, Vaishyas, and Shudras
- Characteristics of Ancient Indian Corporations
- **The Sreni System:** Functions and Role in Ancient Business
- Conflicts, Alliances, and Social Concerns in Corporate Life

- Trade and Corporate Life in Ancient India

Text Book

1. Dr. Munmun Mohanty and Dr. N.M. Khandelwal Management Practices and Thoughts in Ancient India, Himalaya Publishing house,2024.
2. Swami BB Vishnu, Vedic Science and History - Ancient Indian's Contribution to the Modern World, gosai publication, 2015.

Business Research (ODLBBADSC014)

Module 1: Introduction to Research and Research Design

- Research: Concept, Types, Process, and Application in Business Decision-Making
- Defining the Research Problem
- Theoretical Foundations and Model Building
- Formulation of Research Hypothesis
- Nature of Research Designs and Their Types
- Concept of Independent & Dependent Variables

Module 2: Sampling and Data Collection

- **Sampling Concepts:**
  - Statistical Population, Sample, Sampling Frame, Sampling Error
  - Sample Size, Non-Response, Characteristics of a Good Sample
- **Sampling Methods and Determining Sample Size**
- Practical Considerations in Sampling and Sample Size
- Data Collection Methods

Module 3: Measurement, Questionnaire Design, and Data Processing

- **Measurement and Scaling:**
  - Introduction, Types of Measurement Scales, Classification of Scales
  - Measurement Error and Criteria for Good Measurement
- **Questionnaire Design:**
  - Criteria and Procedure for Designing a Questionnaire
  - Determining the Type of Questions, Pilot Testing, and Administering the Questionnaire
- **Data Processing:**
  - Data Editing, Coding, Classification, and Tabulation

Module 4: Data Analysis and Hypothesis Testing

- **Data Preparation:**
  - Univariate Analysis: Frequency Tables, Bar Charts, Pie Charts, Percentages

- o Bivariate Analysis: Cross-Tabulations
- **Hypothesis Testing:**
  - o Concept and Procedure of Hypothesis Testing
  - o Basic Preliminaries of Hypothesis Testing
  - o t-Test, Z-Test, Chi-Square Test
  - o Simple Regression Analysis

Module 5: Research Report Writing and Presentation

- Importance of Report Writing
- Types of Research Reports
- Report Preparation and Presentation
- Report Structure and Formulation
- Guidelines for Effective Documentation

Text Books:

1. Research Methodology, Deepak Chawla and Neena Sondhi, Vikas Publication, 2ndEdition 2016.
2. Business Research Method , J. K. Sachdeva, Himalaya Publishing House, 3rdEdition 2017.

Reference Books:

1. Marketing Research - G C Beri, Tata McGraw Hill, 4 th Edition,9th Reprint, 2011
2. Business Research Methods - William Zikmund, Cengage Publications,8th Edition, 2010.

Business Law (ODLBBADSC015)

Module 1: The Indian Contract Act, 1872

- Meaning and Essentials of a Contract
- **Kinds of Contracts:** Based on Validity, Formation & Performance
- **Key Provisions:**
  - o Laws Relating to Offer and Acceptance
  - o Consideration, Competency to Contract, Free Consent, Void Agreements
  - o Performance and Discharge of Contracts
  - o Breach of Contracts and Quasi Contracts
- **Special Contracts:**
  - o Contract of Indemnity and Guarantee
  - o Bailment and Pledge
  - o Agency

Module 2: The Sale of Goods Act, 1930

- Sale and Agreement to Sell

- Implied Conditions and Warranties
- Sale by Non-Owners
- Rights of an Unpaid Seller

Module 3: The Negotiable Instruments Act, 1881

- Meaning and Types of Negotiable Instruments
- Promissory Note, Bills of Exchange, and Cheques

Module 4: The Companies Act, 2013

- Meaning and Types of Companies
- Incorporation of a Company
- **Key Documents:**
    - Memorandum of Association (MOA)
    - Articles of Association (AOA)
    - Prospectus
- **Shares and Shareholders:**
    - Issue of Shares and Bonus Shares
    - Rights Issue and Sweat Equity
- **Corporate Governance:**
    - Role of Directors and Share Qualification
    - Company Meetings

Module 5: Consumer Protection and Right to Information

- **The Consumer Protection Act, 2019:**
    - Objectives and Consumer Protection Mechanism
    - Defects and Deficiency Removal
    - Rights of Consumers
- **The Right to Information Act, 2005:**
    - Salient Features and Coverage
    - Key Definitions: Information, Right, Record, Public Authority
    - Obligations of Public Authorities
    - Requesting Information and Functions of Public Information Officers (PIOs)

Text Book:

1. Elements of Mercantile Law, N.D Kapoor, Sultan Chand & Sons, 37th Revised Edition 2015.
2. Business Law for Managers" by SK Tuteja; Sultan Chand and Sons, New Delhi.

Reference Books:

1. Business Law, M C Kuchhal & Vivek Kuchhal, Vikas Publishing House Pvt Ltd., 6thEdition,2013.

2. Business Law, K.R. Bulchandani, Himalaya Publishing House, 2017.

3. Taxman's General and Commercial Laws, 2009.

4. Kumar, Legal Aspect of Business 1st, Edition, 2009, Cengage Learning.

5. Business Law, P C Tulsian, Bharat Tulsian, McGraw Hill, 2017.

Consumer Behaviour (ODLBBADSE002A)

Module 1: Introduction to Consumer Behavior

- Concept, Scope, and Importance of Consumer Behavior
- Diversity and Interdisciplinary Nature of Consumer Behavior
- Marketing Management Factors Influencing Consumer Buying Behavior
- Consumer Research Paradigms and Process

Module 2: Consumer Decision-Making Process

- Models and Views of Consumer Decision-Making
- Opinion Leadership and Motivation Behind Opinion Leadership
- Reutilized Response, Limited and Extensive Problem-Solving Behavior
- Diffusion and Adoption Process of Innovations
- Profile of Consumer Innovators

Module 3: Individual Determinants of Consumer Behavior

- **Perception:**
  - Meaning, The Perceptual Process, Factors Responsible for Perceptual Distortion
- **Learning:**
  - Elements, Process, Learning Theories, and Measures of Consumer Learning
- **Personality:**
  - Meaning, Nature, and Characteristics of Personality
  - Stages in Personality Development
  - Personality Influences on Consumer Behavior
  - VALS Model and Its Development

Module 4: Group Dynamics and Consumer Reference Groups

- **Reference Groups:**
  - Different Types of Reference Groups
  - Factors Affecting Reference Group Influence
  - Reference Group Influence on Products & Brands
  - Applications of Reference Groups
- **Family and Consumer Behavior:**
  - Consumer Socialization Process
  - Consumer Roles Within a Family
  - Purchase Influences and Role of Children

- o Family Life Cycle
- **Social Class and Consumer Behavior:**
  - o Determinants of Social Class
  - o Measuring and Characteristics of Social Class

Module 5: Purchase Decision and Consumer Decision-Making Models

- **Purchase Decision Rules:**
  - o Compensatory Decision Rule
  - o Conjunctive Decision Rule
  - o Lexicographic Rule
  - o Affect Referral Rule
  - o Disjunctive Rule
  - o Post-Purchase Evaluation
- **Models of Consumer Decision-Making:**
  - o Nicosia Model
  - o Howard-Sheth Model
  - o Howard-Sheth Family Decision-Making Model
  - o Engel, Kollat & Blackwell Model
  - o Sheth-Newman-Gross Model of Consumer Values

Text Books:

1. Consumer Behavior , Leon G. Schifman & Leslie Lazar Kanuk, P H IDelhi,11thEdition 2015.
2. Consumer Behavior & Marketing Strategy, J.Paul Peter & Jerry C. Olson, Tata McGraw Hill Publication, 7th Edition 2011.

Reference Books:

1. Consumer Behavior, David L. Loudon & Albert J. Della Bitta, Tata Mcgraw Hill, 4th Edition 2010.
2. Shopper, Buyer and Consumer Behavior, Jay D. Lindquist & M.Joseph Sirgy, 2nd Edition 2008.

Banking and insurance (ODLBBADSE002B)

Module 1: Introduction to Banking

- Fundamental Role and Evolution of Banking

- Banking Structure in India
- Licensing of Banks in India

- Types of Banks:
  - Foreign Banks, Private Banks
  - Capital and Voting Rights of Shareholders
  - Corporate Governance and Ethical Responsibility in Banking
- Banking and Economy:
  - Cash Reserve Ratio (CRR)
  - Statutory Liquidity Ratio (SLR)
  - Repo and Reverse Repo Rates
  - Capital Account Convertibility

Module 2: Bank Deposits, Nomination, and Other Banking Services

- Bank Deposits:
  - Kinds of Deposits
  - Joint Accounts and Nomination
  - Closure of a Deposit Account
  - Concept of Deposit Insurance
- Other Banking Services:
  - Fund-Based and Non-Fund-Based Services
  - Money Remittance Services
  - Banking Channels

Module 3: Security Creation and Non-Performing Assets (NPA)

- Security Creation:
  - Pledge, Hypothecation, Mortgage, Assignment
- Non-Performing Assets (NPA):
  - NPA Categories
  - NPA Provisioning Norms
  - SARFAESI Act

Module 4: Basic Principles of Insurance

- Fundamental Principles of Insurance:
  - Indemnity, Insurable Interest, Materiality of Facts
  - Uberrimae Fidei (Utmost Good Faith) and Its Implications
- Types of Insurance:
  - Life Insurance, General Insurance, Health & Medical Insurance
  - Property-Related Insurance, Liability Insurance
  - Critical Illness or Dread Disease Insurance
  - Reinsurance and Principles Governing Marketing of Insurance Products

- Insurance Functions:
    - Need for Insurance, Benefits, and Costs of Insurance
    - Development of Insurance and Its Global Importance
    - The Indian Insurance Industry in a Global Context

Module 5: Insurance Regulatory and Development Authority (IRDA)

- Insurance Legislation and Regulations
- Registration and Licensing:
    - Registration of Insurance Companies
    - Licensing of Insurance Agents and Surveyors
- Professional Standards and Ethics:
    - Rules and Ethics Governing Insurance Practice
    - Code of Conduct in Insurance Advertisements

Text Books

1. Besanko, D., & Thakor, A. V. (1995). 10 Relationship banking, deposit insurance and bank portfolio choice. Capital markets and financial intermediation, 292.

2. Rajan, A. (1984). New technology and employment in insurance, banking and building societies: Recent experience and future impact. Aldershot, Hants: Gower.

Reference Books

1. Cornett, M. M., & Saunders, A. (2003). Financial institutions management: A risk management approach. McGraw-Hill/Irwin.

2. Scott, H. S. (Ed.). (2005). Capital adequacy beyond Basel: banking, securities, and insurance. Oxford University Press.

Retail Management (ODLBBADSE003A)

Module 1: Introduction to Retailing

- Concept of Retailing
- Functions of Retailing
- Terms & Definitions in Retailing
- **Retail Formats and Types:**
    - Retailing Channels
    - Retail Industry in India

- o Importance of Retailing
- o Changing Trends in Retailing
- o Modern Retail Formats and E-Tailing
- o Challenges Faced by the Retail Sector

Module 2: Understanding the Retail Consumer and Market Strategies

- **Retail Consumer Behavior:**
  - o Factors Influencing Retail Consumers
  - o Customer Decision-Making Process
  - o Types of Decision-Making
  - o Market Research for Understanding Retail Consumers

- **Retail Market Segmentation and Strategies:**
  - o Market Segmentation and Its Benefits
  - o Kinds of Markets
  - o Definition of Retail Strategy
  - o Strategies for Effective Market Segmentation
  - o Strategies for Penetration into New Markets
  - o Growth Strategies

Module 3: Retail Location Selection and Merchandise Management

- **Retail Location Selection:**
  - o Importance of Retail Locations
  - o Types of Retail Locations
  - o Factors Determining Location Decisions
  - o Steps Involved in Choosing a Retail Location
  - o Measurement of Success of Location

- **Merchandise Management:**
  - o Meaning and Factors Influencing Merchandising
  - o Functions of a Merchandising Manager
  - o Merchandise Planning and Buying
  - o Analyzing Merchandise Performance

Module 4: Retail Operations and Retail Pricing

- **Retail Operations:**
  - o Store Administration and Premises Management
  - o Inventory Management and Store Management

        o   Receipt Management and Customer Service

- **Retail Pricing:**
  - o Factors Influencing Retail Prices
  - o Pricing Strategies
  - o Controlling Costs

Module 5: Retail Space Management and Marketing

- **Retail Space Management:**
  - o Definition of Space Management
  - o Store Layout and Design
  - o Visual Merchandising

- **Retail Marketing:**
  - o Promotion Strategies
  - o Relationship Marketing Strategies
  - o Customer Relationship Management (CRM)
  - o Retail Marketing Mix and Retail Communication Mix
  - o Point-of-Purchase (POP) Displays

Text Books:

1. Textbook on Retailing Management, Michael Levy and Barton Weitz and Dhruv Grewal, Himalaya Publishing House, 10th Edition, 2019.
2. Textbook on Retail Management, Chetan Bajaj, Rajnish Tuli and Nidhi Verma Shrivastava, Oxford University Press, 1st Edition, 2010.

Reference Books:

1. Retail Management, U C Mathur, I K International Publishing House, 4th Edition.
2. Retail Management, Gibson G Vedamani, Jaico Publication, 3rd Edition

Training and Development (ODLBBADSE003B)

Module 1: Introduction to Training

- Role of Training and Development in Human Resource Development (HRD)
- Organizational Vision & Plans
- Assessment of Training Needs
- Setting Training Objectives
- Designing Training Programs

- Spiral Model of Training
- Opportunities and Challenges for Training

Module 2: Tasks of the Training Function

- Building Support for Training Initiatives
- Enhancing Overall Training Capacity
- Developing Training Materials
- Strategic Planning for Training
- Networking in Training and Development

Module 3: Training Methods

- **On-the-Job Training Methods:**
  - Job Instruction Training
  - Apprenticeship
  - Coaching
  - Job Rotation
- **Off-the-Job Training Methods:**
  - Syndicate Method
  - Knowledge-Based Methods
  - Lecture, Conferences, Programmed Learning
  - Simulation Methods, Case Study, Vestibule Training
  - Laboratory Training, In-Basket Exercise, Experiential Methods
  - Sensitivity Training
  - E-Training

Module 4: Management Development Program (MDP) Methods

- Understudy and Coaching
- Action Learning and Role Play
- Management Games and Seminars
- Behavioral Modeling and Job Rotation
- Case Study and Multiple Management
- Sensitivity Training
- **Post-Training Evaluation:**
  - Training Evaluation Methods

- o Measuring Training Impact on Individuals and Organizations
- o Evaluating Training Programs, Participants, and Objectives

Module 5: Organizational Development (OD)

- Definition and Foundations of OD
- Managing the OD Process
- **OD Interventions:**
    - o Team Interventions
    - o Inter-Group and Third-Party Peacemaking Interventions
    - o Comprehensive OD Interventions
    - o Structural Interventions
    - o Applicability of OD in Organizations
- Training Experiences in Organizational Development

Text Books:

1. Effective Training Systems, Strategies and Practices, Blanchard P. Nick & Thacker James, Pearson Publications, 6th Edition 2018.
2. Training & Development, Janakiram, Biztantra, Indian Text, 1st Edition.2011.

Reference Books:

1. Training and Development, Pani, Prabhat, S K Book Agency, 1st Edition, 2015.
2. Training and Development Text and Cases, Naik, Pandu G, Excel Book New Delhi,1st Edition, 2008
3. Practitioner's Guide to Training and Development, Bangaruswamy, Mohan, ANE Books India, 1stEdition, 2016.

Internship Project & Viva (ODLBBARP001)

Training Diary

Each student has to maintain a diary in which he will record/writing the details of work/ activity progress, the diary has to be got checked by the concerned officer/section in-charge

Preparation of Training Report

The student has to keep record in their training diary regarding organization structure, number of persons working, their designations and nature of duties performed and all other activities relating to work. After the completion of training the student will submit training report to the Head of the Department within 15 days

Project Work

After carefully having understanding of the working environment of the business organization the student has to undergo a major project work in consultation with company and its guide from the institution in his related field of specialization i.e. Human Resource Management or Marketing Management or Finance. The student is expected to undergo detailed study regarding the topic from books and available journals and prepare a questionnaire duly approved by the company and the faculty. He will collect

the relevant data with the help of questionnaire and observation method. He/she is expected to complete the project report in a nice manner (types and bind) after getting consultation from the guide of the company and guide from the institution He is supposed to prepare Two copies of the project report.

GUIDELINES FOR SUBMISSION PROJECTS AND SUMMER INTERNSHIP

All the candidates of BBA-IV SEMESTER after their term end examinations are required to submit a project-report based on the work done by him/her during the summer period.

THE GUIDE

The Guide for BBA would be a person from the MATS

A guide cannot guide more than six projects at a given time.

PROJECT TIME / MAN-HOURS

> The BBA Major Projects would be of approximately 4 to 6 weeks and carries total marks of 50 including project report and viva.

> Number of students in a project group will not be more than three for BBA.

PROJECT EVALUATION GUIDELINES

A.) The evaluation of Major Project /Summer Assignment will be done on the basis of following heads:

Presentation and viva - 30% of total marks.

Thesis/Project report - 70% of total marks.

B.) To be done at MATS Campus by External Examiner

Presentation and viva - 30% of total marks.

Thesis/Project report - 70% of total marks.

The evaluation of Major/Minor Project will be done on the basis of following heads:

SUMMARY/ABSTRACT

All students must submit a summary/abstract separately with the project report. Summary, preferably, should be of about 3-4 pages. The content should be as brief as is sufficient enough to explain the objective and implementation of the project that the candidate is going to take up. The write up must adhere to the guidelines and should include the following:

> ➤ Name / Title of the Project
>
> ➤ Statement about the Problem
>
> ➤ Why is the particular topic chosen?
>
> ➤ Objective and scope of the Project
>
> ➤ Methodology (including a summary of the project)
>
> ➤ What contribution would the project make?

TOPIC OF THE PROJECT- This should be explicitly mentioned at the beginning of the Synopsis. Since the topic itself gives a peep into the project to be taken up, candidate is advised to be prudent on naming the project. This being the overall impression on the future work, the topic should corroborate the work.

OBJECTIVE AND SCOPE: This should give a clear picture of the project. Objective should be clearly specified. What the project ends up to and in what way this is going to help the end user has to be mentioned.

RESOURCES AND LIMITATIONS: The requirement of the resources for designing and developing the proposed system must be given. The resources might be in form of the hardware/software or the data from the industry. The limitation of the proposed system in respect of a larger and comprehensive system must be given.

CONCLUSION: The write-up must end with the concluding remarks-briefly describing innovation in the approach for implementing the Project, main achievements and also any other important feature that makes the system stand out from the rest.

The following suggested guidelines must be followed in preparing the Final project Report:

Good quality white executive bond paper A4 size should be used for typing and duplication. Care should be taken to avoid smudging while duplicating the copies.

Page Specification :(Written paper and source code)

➤ Left margin - 3.0 cms

➤ Right margin- 2.0 cms

➢ Top margin 2.54 cms

➢ Bottom margin 2.54 cms

➢ Page numbers - All text pages should be numbered at the bottom center of the pages.

Normal Body Text: Font Size: 12, Times New Roman, Double Spacing, Justified. 6 point above and below para spacing

Paragraph Heading Font Size: 14, Times New Roman, Underlined, Left Aligned. 12 point above & below spacing.

Chapter Heading Font Size: 20, Times New Roman, Centre Aligned, 30 point above and below spacing.

Binding:: The project report should be book binding (Spiral binding and other forms of bindings are not permitted)

Colo

Submission of Project Report to the MATS : The student will submit his/her project report in the prescribed format. The Project Report should include:

1. One copy of the summary/abstract.
2. Two hard Copy of the Project Report.
3. Soft copy of project on CD in a thick envelope pasted inside of the back cover of the project report.
4. The Project Report may be about 75 pages.

FORMAT OF THE STUDENT PROJECT REPORT ON COMPLETION OF THE PROJECT

➢ Cover Page as per format
➢ Acknowledgement

➢ Certificate of the project guide as at Annexure III
➢ Certificate of the Company/Organisation
➢ Synopsis of the Project
➢ Main Report
   ♦ Objective & Scope of the Project
   ♦ Theoretical Background Definition of Problem
   ♦ Methodology adopted,

Annexure:

1. Brief background of the organisation where the student has developed the project.

3. List of abbreviations, Figures, Tables

4. References

    Bibliography

    Website

5. Soft copy of the project on CD/Floppy

Formats of various certificates and formatting styles are as follows:

1) Certificate from the Guide

Guide Name & Designation Full Address

CERTIFICATE

This is to certify that this project entitled " xxxxxx xxxxx xxxxx xxxx xxxx xxx" submitted in partial fulfillment of the degree of Bachelor of Business Management to the MATS, Raipur, done by Mr./Ms._____, Roll No._____is and is an authentic work carried out by him/her at_____under my guidance. The matter embodied in this project work has not been submitted earlier for award of any degree or diploma to the best of my knowledge and belief.

Signature of the student   Signature of the Guide

2) Project Report Cover Page Format:

Title of the thesis/report (Times New Roman, Italic, Font size = 24)

Submitted in partial fulfilment of the requirements for the award of the degree of Bachelor of Computer Applications (Bookman Old Style, 16 point, centre)

Guide   Submitted by:

(Guide Name)   (Student's name) Roll No.:

Submitted to MATS, RAIPUR

LOGO

3) Self certificate by the students

SELF CERTIFICATE

This is to certify that the dissertation/project report entitled "

                            " is done by me is an authentic work carried out for the partial fulfilment of the requirements for the award of the degree of Bachelor of Business Management under the guidance of   . The matter embodied in this project work has not been submitted earlier for award of any degree or diploma to the best of my knowledge and belief.

Signature of the student

Name of the Student

Roll No

ACKNOWLEDGEMENTS
In the "Acknowledgements" page, the writer recognizes his indebtedness for guidance and assistance of the thesis adviser and other members of the faculty. Courtesy demands that he also recognize specific contributions by other persons or institutions such as libraries and research foundations. Acknowledgements should be expressed simply, tastefully, and tactfully.

BIBLIOGRAPHY

Semester – VI

Entrepreneurship management (ODLBBADSC016)

Module 1: Entrepreneurs and Entrepreneurship Development

- **Entrepreneur:**
    - Evolution and Concept of Entrepreneur
    - Characteristics of an Entrepreneur
    - Distinction Between Entrepreneur and Manager
    - Functions of an Entrepreneur
    - Classification of Entrepreneurs
    - Intrapreneurs and Ultrapreneurs

Module 2: Developing Entrepreneurship

- Concept of Entrepreneurship

- Characteristics and Scope of Entrepreneurship
- Barriers to Entrepreneurship
- Entrepreneurial Environment and Development
- Entrepreneurship Training and Development
- Entrepreneurial Motivation

Module 3: Project Preparation and Marketing

- **Project Planning:**
    - Concept and Classification of Projects
    - Search for a Business Idea
    - Project Identification and Formulation
    - Project Design and Network Analysis
    - Project Report and Project Appraisal
- **Marketing for Entrepreneurs:**
    - Marketing Methods and Channels
    - Marketing Institutions
    - Assistance for Entrepreneurs in Marketing

Module 4: Institutional Finance and Ownership Structures

- **Institutional Finance:**
    - Commercial Banks and Other Financial Institutions
    - Institutional Support for Small Entrepreneurs
- **Ownership Structures:**
    - Proprietorship, Partnership, Company, Co-operative
    - Selection of an Appropriate Form of Ownership Structure

Module 5: Institutional Support for New Ventures

- **Support Systems and Incentives:**
    - Credit Policies
    - Incentives and Facilities for Entrepreneurs
- **Government and Institutional Support Programs:**
    - Rajiv Gandhi Udyami Mitra Yojana
    - Small Industries Development Organization (SIDO)
    - Entrepreneurship Development Institute of India (EDI)

- o Technical Consultancy Organizations (TCOs)
- o Khadi and Village Industries Commission (KVIC)
- o Small Industries Development Bank of India (SIDBI)
- o National Science and Technology Entrepreneurship Development Board (NSTEDB)

Text Books:

1. Entrepreneurial Development, S.S. Khanna, S. Chand publication, Revised Edition (2020).
2. Entrepreneur Development, Satish Taneja, Himalaya Publishing House, 1 st Edition 2015.

Reference books:

1. Principles of Entrepreneurship Development, P. Lalitha, C. Karthikeyan, Walnut Publication, edition 2020.
2. The Dynamics of Entrepreneurial Development and Management, Vasant Desai, Himalaya Publishing House 5th edition 2012.
3. Entrepreneurship Development, S. Anil Kumar, New Age International publisher, Revised edition2003.
4. Fundamental of Entrepreneurship, Sanjay Gupta & Dr. A.N. Bharti Dr. Vliswajit Singh, Dr. Pramod Kumar Tripathi , SBPD Publications; Latest Edition (1 January 2015).

Strategic Management (ODLBBADSC017)

Module 1: Introduction to Business Policy and Strategic Management

- Understanding Business Policy and Strategy
- Strategic Decision-Making
- Process of Strategic Management
- Levels of Strategy
- **Strategic Intent:**
  - o Vision, Mission, Business Definition, Objectives, and Purpose

Module 2: Business Environment and Organizational Appraisal

- **Business Environment:**
  - o Concept and Importance
  - o Environmental Scanning Techniques: ETOP, QUEST, and SWOT (TOWS)
- **Internal Appraisal:**
  - o Internal Environment and Organizational Capabilities in Various Functional Areas

- o Strategic Advantage Profile
- **Methods and Techniques for Organizational Appraisal:**
  - o Value Chain Analysis
  - o Financial and Non-Financial Analysis
  - o Historical Analysis and Industry Standards
  - o Benchmarking, Balanced Scorecard, and Key Factor Rating
- **Identification of Critical Success Factors (CSF)**

Module 3: Corporate and Business-Level Strategies

- **Corporate-Level Strategies:**
  - o Stability, Expansion, Retrenchment, and Combination Strategies
  - o Corporate Restructuring
  - o Concept of Synergy, Mergers & Acquisitions
- **Business-Level Strategies:**
  - o Porter's Framework of Competitive Strategies
  - o Conditions, Risks, and Benefits of Cost Leadership, Differentiation, and Focus Strategies

Module 4: Strategic Analysis and Choice

- **Corporate-Level Analysis:**
  - o BCG Matrix, GE Nine Cell Matrix
  - o Hofer's Product-Market Evolution Matrix
  - o Shell Directional Policy Matrix
- **Industry-Level Analysis and Frameworks:**
  - o McKinsey 7S Framework
  - o Qualitative Factors in Strategic Choice

Module 5: Strategy Implementation and Control

- **Strategy Implementation:**
  - o Resource Allocation, Project Planning, and Procedural Issues
  - o Organizational Structure and Systems in Strategy Implementation
  - o Operational and Functional Plans for Strategy Execution
  - o Integration of Functional Plans
- **Strategic and Operational Control:**

- o Organizational Systems for Strategy Evaluation
- o Techniques of Strategic Control

Textbook:

1. Business Policy & Strategic Management, Azhar Kazmi, Tata McGraw Hill, 3 rd Edition 2008.
2. Strategic Management and Business Policy TOWARD GLOBAL SUSTAINABILITY, Thomas
3. L. Wheelen J. David Hunger, Pearson 13th Edition

Reference Books:

1. Crafting and Executing Strategy, Thompson & Arthur A & Others, Tata McGraw Hill, 17th edition, 2009.
2. Strategy & amp; The Business Landscape, Pankaj Ghemawat, Pearson Education Asia, 2nd edition, 2007.
3. Strategic Management – A South-Asian Perspective – Hitt,Ireland,Hosskinson, Manikutty, Cengage Learning, NewDelhi, edition 9th , 2018
4. Strategic Management: Concepts and Cases: Competitiveness and Globalization.
5. Michael A. Hitt | R. Duane Ireland | Robert E. Hoskisson , Cengage Learning, NewDelhi, 11th edition.
6. Crafting and Executing Strategies, Concepts and Cases,Arthur A. Thompson ,Jr. Margaret A.
7. Peteraf, John E.Gamble Thomas Joseph, Mcgrawhill Publication, 21st edition.

Production and Operation Management (ODLBBADSC018)

Module 1: Introduction to Production and Operations Management

- Meaning and Definition of Production and Operations Management
- Classification, Objectives, and Scope
- **Automation:**
  - o Meaning, Definition, and Need
  - o Types of Automation
  - o Advantages and Disadvantages

Module 2: Plant Location and Layout

- Meaning and Definition of Plant Location

- Factors Affecting Location Decisions: Theories and Practices
- Cost Factors in Location Selection
- **Plant Layout:**
    - Principles and Space Requirements
    - Types of Facilities and Their Organization
    - Physical Facilities: Building, Sanitation, Lighting, Air Conditioning, and Safety

Module 3: Materials Management

- Meaning and Definition of Materials Management
- **Key Functions:**
    - Purchasing and Selection of Suppliers
    - Inventory Management and Control Techniques
    - Material Handling Principles and Practices
    - Economic Considerations in Materials Management
    - Criteria for Selection of Material Handling Equipment
    - Standardization, Codification, and Simplification

Module 4: Production Planning and Quality Control

- **Production Planning:**
    - Objectives and Concepts
    - Capacity Planning and Production Scheduling
    - Routing and Controlling
- **Quality Control:**
    - Statistical Quality Control (SQC)
    - Quality Management and Control Charts
    - Operating Characteristic Curves and Acceptance Sampling Procedures
    - Quality Circle, ISO, and Total Quality Management (TQM)
- **Productivity:**
    - Factors Influencing Productivity
    - Concept of Standard Time
    - Method Study and Work Measurement
    - Time and Motion Study
    - Charts and Diagrams

Module 5: Maintenance and Waste Management

- **Maintenance Management:**
  - Meaning, Objectives, and Types of Maintenance
  - Breakdown Maintenance, Spares Planning, and Control
  - Preventive and Routine Maintenance
  - Maintenance Scheduling and Equipment Reliability
  - Modern Scientific Maintenance Methods

- **Waste Management:**
  - Scrap and Surplus Disposal
  - Salvage and Recovery

TEXT BOOKS

1. Alan Muhlemann, John Oaclank and Keith Lockyn, Production & Operations Management, PHI
2. Thomas E. Morton, Production Operations Management, South Western College.
3. Everett E Adam Jr., and Ronald J Ebert, Production & Operations Management, Sage Publishers.

REFERENCE BOOKS

1. Ghousia Khaloon, Production & Operation Management, VBH.
2. Ashwathappa. K & Sridhar Bhatt: Production & Operations Management, HPH.

Product & Brand Management (ODLBBADSE004A)

Module 1: Product Management

- Meaning and Characteristics of a Product
- Product Levels and Types of Products
- **Product Portfolio:**
  - Product Line
  - Product Mix

Module 2: Product Development

- Factors Influencing Product Design
- Changes Affecting Product Management
- **Developing Product Strategy:**
  - Setting Objectives and Exploring Alternatives

o   Product Strategy Over the Lifecycle

- **New Product Development:**

  o   Product Differentiation and Positioning Strategies

  o   Reasons for New Product Failures

Module 3: Introduction to Branding

- Meaning and Significance of Branding

- Historical Perspective of Branding

- **Product vs. Brand:** Key Differences

- Types of Brands

- Branding Challenges and Strategies to Overcome Them

- Creating a Brand and Measuring Brand Personality

- Brand Image and Its Impact

Module 4: Understanding and Measuring Brand Equity

- Definition and Importance of Brand Equity

- Steps in Building Brand Equity

- Consumer-Based Brand Equity (CBBE)

- Brand Elements and Their Role in Brand Building

- Methods for Measuring Brand Equity

Module 5: Building Strong Brands

- **Branding Strategies:**

  o   Importance of Designing Effective Branding Strategies

  o   Strategies for Choosing a Brand Name

- **Brand Extension:**

  o   Concept and Need for Brand Extension

  o   Critical Factors for Successful Brand Extension

  o   Launching a Brand Extension

TEXT BOOKS:

1. Harsh V. Verma; Brand Management, Excel Books.

2. Subrato Sengupta, Brand Positioning Strategies for Competitive Advantage, McGraw Hill.

3. The New Strategic Brand Management- Kapfere, Jean-Noel, Kogan page 5th edition

4. Das & Naveen, Brand Management Perspectives and Practices, ICFAI University Press.

REFERENCE BOOKS

1. Chaturvedi, B.M, Total Brand Management: An Introduction-, ICFAI University Press.

2. Kruti Shah, Brand Management, Oxford Publication

3. Gupta SL: Brand Management, HPH.

International finance (ODLBBADSE004B)

Module 1: Introduction to International Finance

- Overview, Nature, and Scope of International Finance
- Evolution of the International Financial System:
  - Gold Standard
  - Bretton Woods Standard
  - Floating Exchange Rate
- **Comparison:** International Financial Management vs. Domestic Financial Management

Module 2: International Financial Markets

- **Foreign Institutional Investors (FIIs):**
  - GDR (Global Depository Receipts)
  - ADR (American Depository Receipts)
  - IDR (Indian Depository Receipts) – Meaning and Features
- **Foreign Direct Investment (FDI):**
  - Growth of FDI
  - Advantages and Disadvantages for Host and Home Countries
- **International Financing Instruments:**
  - Loan Syndication
  - External Commercial Borrowings (ECBs)
  - Euro Currency Market

Module 3: International Financial Institutions

- **Global Financial Institutions:**
  - International Monetary Fund (IMF)
  - Bank for International Settlements (BIS)
- **International Banking:**
  - Euro Bank and Its Role
  - Types of International Banking Offices:

- Correspondent Bank
- Representative Office
- Foreign Branch
- Subsidiary Bank
- Offshore Bank

Module 4: International Financial Activities and Their Implications

- **International Taxation:**
  - Double Taxation – Bilateral and Unilateral Relief
  - Tax Havens and Transfer Pricing
- **Balance of Payments (BoP):**
  - Functions and Components of BoP
  - Reasons for Disequilibrium in BoP

Module 5: Foreign Exchange Markets and Risk Management

- **Foreign Exchange Market:**
  - Need for Foreign Exchange
  - Market Intermediaries in Foreign Exchange
- **Exchange Rate Determination:**
  - Simple Problems on Exchange Rate Calculation
- **Foreign Exchange Derivatives:**
  - Forwards, Futures, Swaps, and Options
  - Valuation of Futures, Swaps, and Options
  - Efficiency of the Exchange Market – Simple Problems
- **Convertibility of the Rupee and Its Implications**
- **International Risk Management:**
  - Types of Risks:
    - Political Risk
    - Exchange Rate Fluctuation Risk
    - Risk of Non-Payment
  - Strategies for Managing Risks

Text Books:

1. O P Agarwal International Financial Management, 3rd Edition 2014 HPH

2. Gupta Shashi K., Rangi Praneet International Finance 2nd Edition 2017, Kalyani Publishers

Reference Books:

1. Eun C.S., Resnick B.G., "International Financial Management", 2010, Tata McGraw Hill Education Pvt. Ltd., 4th Ed. Special Indian Edition
2. Shailaja G, "International Finance", 2010, 2nd Ed. Orient Black'swan.
3. Hendrik Van den Berg, "International Finance and Open Economy Macro Economics", 2009, 1st Ed. Cambridge.
4. Sharan V., "International Financial Management", 2009, 5th Ed. PHI, EEE.

Impression Management (ODLBBAAEC012)

Module 1: Introduction to Impression Management

- Definition and Significance of Impression Management
- **Theoretical Frameworks:**
  - o Goffman's Dramaturgical Model
- **Role of Impression Management in Professional Success:**
  - o Building Trust and Credibility
  - o Inspiring and Influencing Others
  - o Leadership Styles and Impressions

Module 2: Nonverbal Communication and Impression Management

- **Elements of Nonverbal Communication:**
  - o Body Language
  - o Facial Expressions and Tone of Voice
- **Improving Nonverbal Cues:**
  - o Effective vs. Ineffective Nonverbal Communication

Module 3: Personal Branding

- Definition and Significance of Personal Branding
- **Psychology of Personal Branding:**
  - o Understanding Perception and Influence
- **Self-Assessment Techniques:**
  - o Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis
- **Defining Personal Mission and Vision**

Module 4: Impression Management in Virtual Environments

- **Digital Presence and Reputation:**
  - Managing Impressions on Social Media
  - Networking and Relationship Building
  - Professional Networking on LinkedIn
  - Optimizing Online Profiles
- **Challenges of Virtual Impressions:**
  - Strategies Used by Global Leaders for Managing Virtual Impressions

Module 5: Managing Negative Impressions and Ethical Considerations

- **Repairing Damaged Reputations:**
  - Handling Criticism and Feedback
  - Crisis Management Scenarios
- **Ethics in Impression Management:**
  - Ethical Dilemmas
  - Authenticity vs. Manipulation
  - Ethical Boundaries of Impression Management

Textbooks:

1. Goffman, E. The Presentation of Self in Everyday Life.
2. Post, E. Emily Post's Etiquette for Professionals.

Project-Preparation of a Business Plan (ODLBBARP002)

Progressive Creation and Expected Outcome:

This Project is a semester-long project that will require immediate and continuous work throughout the entire 13 weeks of the semester. To help keep you on track for successful completion of the project will include the following:

- Create and submit a description of your group structure, roles and responsibilities.
- Conceive and select two business ideas with mission statements and general descriptions of the product/serviceto be offered and a reasonable discussion of how each business will meet all of the required criteria for the project.
- Based on feedback received from the instructor, select one of the two businesses to form the basis for yourbusiness plan.

- Submit an industry analysis

- Submit a market analysis, plan, and sales forecast

- Submit a cash budget

Guidelines:

The idea behind the business plan is to familiarize students more extensively with the problems related to the business issues and also to allow them to deal with examples of the practical problems that always are ahead while starting a business plan. This assignment is a semester-long project that will require immediate and continuous workthroughout the entire 13 weeks of the semester. To help keep students on track for successful completion of the course, there will be many assignments due throughout the semester.

Counseling Session & Structure of Study in ODLMode:

S No	Code	Title of the Course	No of Credits	Total Hours of Study	Counseling Sessions Study Structure (In Hours)				
					Face to Face Counseling	Self Study	Practical Work	Assignments	Project
SEMESTER I									
1	ODLBBADSC001	Principles of Management	4	120	16	68		36	
2	ODLBBADSC002	Business Accounting	4	120	16	68		36	
4	ODLBBADSC003	Business Organisation	4	120	16	68		36	
5	**General Elective**	To be selected by the students of other faculty	4	120	16	68		36	
6	ODLBBASEC004	Fundamental Computer Skills	2	60	8	34		18	
7	ODLBBAAEC001	Communicative English -I	2	60	8	34		18	
8	ODLBBAVAC001	Yoga and meditation	2	60	8	34		18	
SEMESTER II									

9	ODLBBADSC004	Business Mathematics	4	120	16	68		36	
10	ODLBBADSC005	Cost Accounting	4	120	16	68		36	
11	ODLBBADSC006	Managerial Economics	4	120	16	68		36	
12	**General Elective**	To be selected by the students of other faculty	4	120	16	68		36	
13	ODLBBASEC014	BUSINESS CASE ANALYSIS	2	60	8	34		18	
14	ODLBBAAEC003	Communicative English -II	2	60	8	34		18	
15	ODLBBAVAC002	Environmental Studies	2	60	8	34		18	
		SEMESTER III							
16	ODLBBADSC007	Business Environment	4	120	16	68		36	
17	ODLBBADSC008	Business statistics	4	120	16	68		36	
18	ODLBBADSC009	Organizational Behaviour	4	120	16	68		36	
19	**General Elective**	To be selected by the students of other faculty	4	120	16	68		36	
20	ODLBBASEC022	IT For Managers	2	60	8	34		18	
21	ODLBBAAEC010	Presentation Skills	2	60	8	34		18	
22	ODLBBAVAC007	Leadership development	2	60	8	34		18	

		SEMESTER IV						
23	ODLBBA DSC010	Principles of Marketing	4	120	16	68		36	
24	ODLBBA DSC011	Financial Management	4	120	16	68		36	
25	ODLBBA DSC012	Human Resource Management	4	120	16	68		36	
26	ODLBBADS E001A	Business Ethics and CSR	4	120	16	68		36	
27	ODLBBADS E001B	Cyber Security							
28	ODLBBAAE C011	Personality Development skills	2	60	8	34		18	
29	ODLBBAVA C008	Constitution of India	2	60	8	34		18	
30	ODLBBASE C023	Negotiation Skills	2	60	8	34		18	
		SEMESTER V						
31	ODLBBADS C013	Indian Ancient Management (IKS core)	4	120	16	68		36	
32	ODLBBADS C014	Business Research	4	120	16	68		36	
33	ODLBBADS C015	Business Law	4	120	16	68		36	
34	ODLBBADS E002A	Consumer Behaviour	4	120	16	68		36	
35	ODLBBADS E002B	Banking and insurance							
36	ODLBBADS E003A	Retail Management/							

37	ODLBBADS E003B	Training and Development	4	120	16	68		36	
38	ODLBBARP 001	Internship Project & Viva	2	60	8	34		18	
SEMESTER VI								
39	ODLBBADS C016	Entrepreneurship management	4	120	16	68		36	
40	ODLBBADS C017	Strategic Management	4	120	16	68		36	
41	ODLBBADS C018	Production and Operation Management	4	120	16	68		36	
42	ODLBBADS E004A	Product & Brand Management	4	120	16	68		36	
43	ODLBBADS E004B	International finance							
44	ODLBBAAE C012	Impression Management	2	60	8	34		18	
45	ODLBBARP 002	Project-Preparation of a Business Plan	4	120	16	68		36	

INSTRUCTIONS TO STUDENTS FOR FORMATTING THE ASSIGNMENTS

1. This booklet contains the assignments for the entire (All Semester) programme. Each course has one assignment. All assignments should be completed and submitted at MCODE MATS UNIVERSITY/ study centre before the due date.

2. Please note that you will not be allowed to appear for the Term End Examinations for the course, until the assignments are submitted before the due date.

3. The assignments constitute the continuous component of the evaluation process and have 30% weightage in the final grading. You need to score minimum marks as per

Examinations Scheme of Particular Programmme in assignment in each course in order to clear the continuous evaluation component.

4. The assignment should be hand written on a A-4 size paper with proper cover which contains all the required information as given on the next page. You can use the photocopy of the cover for each assignment.

5. Leave at least 4cm margin on the left, top and bottom of your answer sheets for the Evaluator & comments.

6. Your answers should be brief, precise and in your own words. Please do not copy the answers from the study material.

7. Please do not copy the assignment from other student.

8. While solving the questions, clearly indicate the question number along with the part being solved. Recheck your work before submitting it.

9. You may retain a copy of your assignment response to avoid any unforeseen situation.

10. You can resolve the difficulties you may face while studying the course material by sending an e-mail to Programme coordinator MCODE MATS UNIVERSITY/ study centre coordinator.

    However, the coordinator will not provide solutions to the assignment questions, since they constitute an evaluation component.

Note: Assignments of the course are available for download at the MATS University Website http://www.matsuniversity.ac.in. You can download the assignments as per your course, follow the instructions given and submit it before due dates at the MCODE MATS UNIVERSITY/study centre.

Guidelines for Project Submission

- The Project Report   consists of three main parts:

    (i)   The Preliminaries

    (ii)   The Text

    (iii)   Annexure

- The text of the Project Report is usually divided in to chapters with subheadings, within the chapters to indicate the orderly progression of topics and their relation to each other.
- Bibliography Citation in Text: Citation in the text usually consists of the name of the author(s) and the year of the publication. The page no is added when utilizing a direct quotation. It should be arranged Alphabetically.
- The Project Report shall be computer typed and typed on one side only.
- Uniformity should be maintained in project report.
- Use only standard abbreviations. Avoid abbreviations in the title. The full term for which an abbreviation stands should precede its first use in the text except in case of measurement units. The measurement units if any shall be followed consistently.

The final submission of the Project Report shall be in three hard bound copies and one soft copy in MS Word along with all the corrections and suggestions as recommended before.

MATS UNIVERSITY

NAAC GRADE A+ ACCREDITED UNIVERSITY

MATS CENTRE FOR DISTANCE AND ONLINE EDUCATION

UNIVERSITY CAMPUS : Aarang Kharora Highway, Aarang, Raipur, CG, 493 441

RAIPUR CAMPUS: MATS Tower, Pandri, Raipur, CG, 492 002

T : 0771 4078994, 95, 96, 98 M : 7880001772, 7880001774 Toll Free : 1800 123 819999

E-mail for odl mode : odladmissions@matsuniversity.ac.in,

E-mail for online mode : oladmissions@matsuniversity.ac.in

Website : www.matsodl.com & www.matsuniversityonline.com