

Part A - Introduction			
Subject	Business Administration		
Semester	IV		
Name of the Course	Capital Markets		
Course Code	B23-BBA-401		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-A4		
Level of the course (As per Annexure-I)	Intermediate-Level		
Pre-requisite for the course (if any)	None		
Course Learning Outcomes (CLO):	After completing this course, the learner will be able to: 1. Understand regulatory framework of capital markets. 2. Understand the role of primary and secondary capital markets. 3. Understand depository system across the global capital markets 4. Understand the role of development banks and financial institution in India. _____ 5*.		
Credits	Theory	Practical	Total
	4	0	4
Contact Hours	60	0	60
Max. Marks: 100 Internal Assessment Marks: 30 End Term Exam Marks: 70		Time: 3 Hours	

Part B- Contents of the Course		
<u>Instructions for Paper- Setter</u>		
<p>The Paper-Setter shall set <i>nine</i> questions in all and the question paper shall be divided into two parts. Part 'A' shall comprise <i>four</i> short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. Part 'B' shall comprise <i>eight</i> questions (<i>two</i> questions from each unit) carrying 14 marks each and the student will be required to attempt <i>four</i> questions selecting <i>one</i> question from each unit.</p>		
Unit	Topics	Contact Hours
I	Capital Markets - meaning, nature, role and features; recent reforms in the capital markets across the world; regulatory framework of Indian capital market; capital market instruments; innovation in financial instruments.	15
II	Primary capital market - scenario in India, primary capital market intermediaries, primary market activities, methods of raising resources from primary market; secondary capital market - scenario in India, reforms in secondary market; organization and management, trading and settlement, listing of securities; stock market index; Role of SEBI to increase liquidity in the stock market.	15
III	Depository system - meaning, need and benefits of depository system in India; depository process, functioning of NSDL and SHCIL; importance of debt market in capital market; participants in the debt market, types of instrument treated in the debt market, primary and secondary segments of debt market.	15
IV	Role and policy measures relating to development banks and financial institution in India, products and services offered by IFCI, IDBI, IIBI, SIDBI, IDFC, EXIM Bank, NABARD and ICICI Meaning and benefits of mutual funds, types of mutual funds, SEBI guidelines relating to mutual funds.	15
V*		
Suggested Evaluation Methods		
Internal Assessment: > Theory ● Class Participation: 5 ● Seminar/presentation/assignment/quiz/class test etc.: 10 ● Mid-Term Exam: 15 > Practicum ● Class Participation: ● Seminar/Demonstration/Viva-voce/Lab records etc.: ● Mid-Term Exam:		End Term Examination: 70

Part C-Learning Resources

Recommended Books/e-resources/LMS:

1. Pathak, Bharati V. *The Indian Financial System*. Pearson Education
2. Khan, M. Y. *Indian Financial System*. Tata McGraw Hill
3. Bhole, L M. *Financial Institutions and Markets*. Tata McGraw Hill

*Applicable for courses having practical component.

Part A - Introduction			
Subject	Business Administration		
Semester	IV		
Name of the Course	Business Research Methods		
Course Code	B23-BBA-402		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-B4		
Level of the course (As per Annexure-I)	Intermediate-Level		
Pre-requisite for the course (if any)	None		
Course Learning Outcomes (CLO):	After completing this course, the learner will be able to: 1. Provide an exposure pertaining to the nature and extent of research orientation and give an understanding of the components, concept, constructs, and variables. 2. Provide an understanding of the research design and measurement scales. 3. Provide an understanding of the sample design. 4. Provide an understanding of the basic techniques and tools of business research. _____ 5*.		
Credits	Theory	Practical	Total
	4	0	4
Contact Hours	60	0	60
Max. Marks: 100 Internal Assessment Marks: 30 End Term Exam Marks: 70		Time: 3 Hours	

Part B- Contents of the Course		
<u>Instructions for Paper- Setter</u>		
<p>The Paper-Setter shall set <i>nine</i> questions in all and the question paper shall be divided into two parts. Part 'A' shall comprise <i>four</i> short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. Part 'B' shall comprise <i>eight</i> questions (<i>two</i> questions from each unit) carrying 14 marks each and the student will be required to attempt <i>four</i> questions selecting <i>one</i> question from each unit.</p>		
Unit	Topics	Contact Hours
I	Business Research – Meaning, Types, Managerial value of Business Research; Theory and Research – Components, Concept, Constructs, variables, Proposition and Hypothesis, Deductive and Inductive theory; Nature, Process and Importance of Problem Definition; Purpose and types of Research Proposal, Ingredients of Research Proposal.	15
II	Research Design – Meaning, Classification and Elements of Research Design; Methods and categories of Exploratory Research; basic issues in Experimental Design, classification of Experimental Design; Concept and their measurement, Measurement Scales.	15
III	Sample Design and Sampling Procedure, Determination of Sample Size; Research Methods of collecting Primary data; and Issues in construction of Questionnaire.	15
IV	Statistical techniques of Data Analysis; Nature and Types of Descriptive Analysis, Univariate and Bivariate tests of Statistical Significance; Meaning and Types of Research Report, Ingredients of Research Report.	15
V*		
Suggested Evaluation Methods		
Internal Assessment: > Theory ● Class Participation: 5 ● Seminar/presentation/assignment/quiz/class test etc.: 10 ● Mid-Term Exam: 15 > Practicum ● Class Participation: ● Seminar/Demonstration/Viva-voce/Lab records etc.: ● Mid-Term Exam:		End Term Examination: 70

Part C-Learning Resources

Recommended Books/e-resources/LMS:

1. Cooper, D., Schindler, P., and Sharma, J. K. *Business Research Methods*. McGraw Hill Education.
2. Bajpai, N. *Business Research Methods*. Pearson Education.
3. Zikmund, William G., Babin, Barry J., Carr, Jon C., and Griffin, M. *Business Research Methods*. Cengage India Private Limited.

*Applicable for courses having practical component.

Part A - Introduction			
Subject	Business Administration		
Semester	IV		
Name of the Course	Business Environment		
Course Code	B23-BBA-403		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-C4		
Level of the course (As per Annexure-I)	Intermediate-Level		
Pre-requisite for the course (if any)	None		
Course Learning Outcomes (CLO):	After completing this course, the learner will be able to: 1. Develop an understanding of Business environment and the factors influencing it. 2. Comprehend the various micro and macro environmental forces and economic systems 3. Understand the current business ecosystem, its dynamics and possible future outlook of Indian business ecosystem. 4. Make themselves future ready concerning availing opportunities and overcoming threats present in business ecosystem. 5*.		
Credits	Theory	Practical	Total
	4	0	4
Contact Hours	60	0	60
Max. Marks: 100 Internal Assessment Marks: 30 End Term Exam Marks: 70		Time: 3 Hours	

Part B- Contents of the Course		
<u>Instructions for Paper- Setter</u>		
The Paper-Setter shall set <i>nine</i> questions in all and the question paper shall be divided into two parts. Part 'A' shall comprise <i>four</i> short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. Part 'B' shall comprise <i>eight</i> questions (<i>two</i> questions from each unit) carrying 14 marks each and the student will be required to attempt <i>four</i> questions selecting <i>one</i> question from each unit.		
Unit	Topics	Contact Hours
I	Business environment: Concept, Nature and Significance; Economic, Social, Political forces affecting business operations & growth. Digital disruptions and transformations of businesses: Micro risk analysis.	15
II	Types of Business Environment, Environmental Scanning, Risk in Business Environment: Country risk and Political risk; SWOT Analysis and Political Risk Management; Economic systems: Capitalism, Socialism & Mixed economy.	15
III	Economic Planning in India: Objectives, Strategy and Problems; Impact of Economic Planning in India; Economic roles of Government: Regulatory role, Promotional role, Entrepreneurial role, Planning role, Economic role in Indian context; The Constitutional Environment and State intervention in business.	15
IV	Social Responsibility of business: Concept, Rationale, Dimensions and its disclosure by Indian business; Professionalisation and business ethics. Competitive Environment of business with reference to Competition Commission of India (CCI) and Competition Act.	15
V*		
Suggested Evaluation Methods		
Internal Assessment: > Theory ● Class Participation: 5 ● Seminar/presentation/assignment/quiz/class test etc.: 10 ● Mid-Term Exam: 15 > Practicum ● Class Participation: ● Seminar/Demonstration/Viva-voce/Lab records etc.: ● Mid-Term Exam:		End Term Examination: 70

Part C-Learning Resources

Recommended Books/e-resources/LMS:

1. Daniel, J. D. and Radebaugh, L. H.: *International Business*; Addison Wesley Publishing Company.
2. Sundram, K. P. M., Datt, G., and Mahajan, A.: *Indian Economy*; S Chand.
3. Aswathapa, K.: *Business Environment*; Excel Books.
4. Bedi, S. K.: *Business Environment*; Excel Books.
5. Paul: *Business Environment Text and Cases*; McGraw Hill Education.

*Applicable for courses having practical component.

English
Semester-IV

Nomenclature of the Course: **English Language and Communication Skills: Level 4**

Course Code: **B23-AEC-411**

Course Type: **AEC-4**

Level of the Course: **200-299**

Credits: 2 (Theory 2)

Total Marks: 50

End Term Exam Marks: 35

Internal Assessment Marks: 15

Exam Time: 3 Hrs.

Workload: Theory 2 hours

Course Learning Outcomes

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

E401.1. The students will enhance their vocabulary by learning formation of words.

E401.2. They will learn the various types of sentences.

E401.3. They will comprehend the public speaking techniques and art of oratory.

E401.4. They will learn practical use of coherence in writing and contextual vocabulary

Contents of the Course:

Unit I: Vocabulary Building

Word formation and understating word roots, prefixes, and suffixes

Unit II: Types of Sentences and Transformation of Sentences

Unit III: Public Speech, Persuasion Techniques

Various Aspects of Conversation: Starting a Conversation/Controlling a Conversation

Unit IV: Coherence and Unity in a Paragraph, Transition Words and Phrases

Learning Contextual Vocabulary through Reading a Passage or Literary Text

Suggested Readings:

Lewis, Norman. *Word Power Made Easy: The Complete Handbook for Building a Superior Vocabulary*. Anchor, 2014.

Nida, Eugene A. *Morphology: The Descriptive Analysis of Words*. University of Michigan Press, 1965.

Tortora, Christina. *Understanding Sentence Structure: An Introduction to English Syntax*.
John Wiley & Sons, 2018.

Instructions to the Paper Setters:

1. Question No 1 will be compulsory and will have 7 parts based on all the four Units and the students will be required to attempt all the 7.
2. Question No 2 and 3 will be set on Unit-I covering the entire Unit. Students will be required to attempt any one.
3. Question No 4 and 5 will be set on Unit-II covering the entire Unit. Students will be required to attempt any one.
4. Question No 6 and 7 will be set on Unit-III covering the entire Unit. Students will be required to attempt any one.
5. Question No. 8 and 9 will be based on Unit-IV. Students will be required to attempt any one of these.

Evaluation of Internal Assessment

Internal Assessment (Theory) will be based on the following components.

i.	Class Participation	4 Marks
ii.	Seminar/Presentation/Assignments/ Quiz/Class Test etc.	4 Marks
iii.	Mid-Term Exam	7 Marks
	Total	15 Marks

Part A – Introduction			
Subject	Business Administration		
Semester	IV		
Name of the Course	Business Ethics		
Course Code	B23-VAC-401		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	VAC-4		
Level of the course (As per Annexure-I)	Intermediate		
Pre-requisite for the course (if any)	None		
Course Learning Outcomes (CLO):	<p>After completing this course, the learner will be able to:</p> <ol style="list-style-type: none"> 1. To Identify and apply ethical principles to human decision typical of business as a result of reading course texts and participating in lecture presentation and class discussion. 2. To Enhance analytical skill of ethical position taken on these matters and formulate morale defenses of decisions by completing course activities. 3. To Embrace value system in decision making. 4. To Recognize organizational challenges to ethical behavior and ethical dilemma resolution process. <hr/> <p>5*.</p>		
Credits	Theory	Practical	Total
	2	0	2
Contact Hours	30	0	30
Max. Marks: 50 Internal Assessment Marks: 15 End Term Exam Marks: 35		Time: 3 Hours	

Part B- Contents of the Course		
<u>Instructions for Paper- Setter</u>		
<p>The Paper-Setter shall set <i>nine</i> questions in all and the question paper shall be divided into two parts. Part 'A' shall comprise <i>four</i> short answer type questions from the whole of the syllabus carrying 1.75 marks each, which shall be compulsory. Part 'B' shall comprise <i>eight</i> questions (<i>two</i> questions from each unit) carrying 7 marks each and the student will be required to attempt <i>four</i> questions selecting <i>one</i> question from each unit.</p>		
Unit	Topics	Contact Hours
I	Introduction to Business Ethics: An Overview, Ethics and Morals, Need for Business Ethics, Types of Ethics, Benefits of Business Ethics, Principles of Business Ethics, Factors affecting Business Ethics	8
II	Organisational Ethics: Introduction, Ethical Corporate Behaviour, Development of Ethical Corporate behaviour, Ethical Leadership; Concept of Morals, Values; Moral issues in business; Ethical Dilemmas in Organisation	8
III	Workplace Ethics: Introduction, Factors affecting Ethical Behavior at work; Ethical Issue: Business Relationships, Conflicts of Interest, Fairness and Honesty, Communications, Discrimination, Harassment; Role of Business Ethics in building a good society.	7
IV	Ethical Issues in the Functional Area-Ethics in Marketing, Finance, HR, Production and Information Technology; Gender Ethics.	7
V*		
Suggested Evaluation Methods		
Internal Assessment: > Theory ● Class Participation: 4 ● Seminar/presentation/assignment/quiz/class test etc.: 4 ● Mid-Term Exam: 7 > Practicum ● Class Participation: ● Seminar/Demonstration/Viva-voce/Lab records etc.: ● Mid-Term Exam:		End Term Examination: 35

Part C-Learning Resources

Recommended Books/e-resources/LMS:

1. Sharma Subash; *New Mantras in Corporate Corridors*; New age International Publishers.
2. Sadri S., Jayashree; *Business Ethics and Corporate Governance (towards excellence and sustainability)*; Himalaya Publishing House.
3. Manuel G Velasquez; *Business ethics - concepts and cases*; Pearsons.
4. Chakraborty S.K.; *Management by Values*; Oxford. R. Subramanian; *Professional Ethics*; OXFORD.
5. Jayashree S. Sadri S. and Dastoor D.S.; *Theory and Practice of Managerial Ethics*; Jaico.

Session 2023-24			
Part-A Introduction			
Subject	B.Com. Vocational (Advertising, Sales Promotion & Sales Management)		
Semester	IV		
Name of the Course	Marketing Communication		
Course Code	B23-VOC-227		
Course Type: (CC/MCC/MDC/ CCM/ DSEC/VOC/DSE/PC/AEC/VAC)	VOC		
Level of the course (As per Annexure-I)	200-299		
Pre-requisite for the course (if any)	Nil		
Course Learning Outcomes (CLO)	<p>After completing this course, the learner will be able to:</p> <ol style="list-style-type: none"> 1. Understand the conceptual framework of marketing communication. 2. Comprehend the objectives, needs, and budgeting for marketing communication. 3. Know the tools used for marketing communication. 4. Learn about contemporary digital technologies of marketing communication. <p>5*. Students will be able to handle marketing communication decision-making through solving case studies and project reports.</p>		
Credits	Theory	Practical	Total
	3	1	4
Contact Hours	3	2	5
Internal Assessment Marks	20	10	30
End-Term Exam Marks	50	20	70
Exam Time	3 Hrs.	3 Hrs.	--
Part-B Contents of the Course			
Instructions for Paper Setters			
<p>Note: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist of 5 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.</p>			
Unit	Topics	Contact Hours	
I	Marketing communication: Concept, nature, importance and types of communication; Barriers in communication; Communication process and models; Applications of the communication process in marketing.	12	

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II	Planning for marketing communication: Concept of marketing promotion; Determinants and strategies for effective marketing communication; Establishing marketing communication objectives; DAGMAR approach; Budgeting for marketing communication: Factors affecting determination of marketing communication budget.	11
III	Marketing communication tools: Concept of personal selling – methods and process; Advertising: types, media, and media selection; Role of advertising agencies; Sales promotion and its elements; Publicity and public relations.	11
IV	Recent trends in marketing communications; Event sponsorships; The emergence of digital communication, use of digital media technologies; Online and social media platforms; Influencer marketing; Mobile marketing program; Creating and handling digital word of mouth and buzz monitoring.	11
V*	Practical: Conduct a business case study or prepare a project report on any of the following and submit a report file: <ul style="list-style-type: none"> • Marketing communication budgeting. • Selection process of digital/online/social media. • Sponsorship programs. 	30
Suggested Evaluation Methods		
Internal Assessment:		End Term Exams:
➤ Theory 20		
Class Participation	5	Theory:50 Practicum:20
Seminars/Presentations/Assignments/Quiz/Class Test etc.	5	
Mid-Term Exams	10	
➤ Practicum 10		
Class Participation	NA	
Seminars/Presentations/Assignments/Quiz/Class Test etc.	10	
Mid-Term Exams	NA	
Part-C Learning Resources		
Recommended Books/E-Resources/LMS:		
<ul style="list-style-type: none"> • Andrews, J. Craig and Shimp, Terence A. Advertising, Promotion, and Other Aspects of Integrated Marketing Communications. Cengage. • Egan, John. Marketing Communication. Sage Publications. • Jethwaney, Jaishri and Jain, Shruti. Advertising Management. Oxford University Press. • Kotler, Philip; Keller, Kevin Lane. Marketing Management. Pearson Publications. • Ramaswamy, V. S. and Namakumari, S. Marketing Management: Indian Context-Global Perspective. Sage Publications. • Shah, Kruti and D'Sourza, Alan. Advertising and Promotions: An IMC Perspective. Tata McGraw Hill. • Varey, Richard. Marketing Communication: A Critical Introduction. Taylor and Francis. 		

* Applicable for courses having practical components.

Session 2023-24			
Part-A Introduction			
Subject	B.Com. Vocational (Advertising, Sales Promotion & Sales Management)		
Semester	IV		
Name of the Course	Marketing Communication		
Course Code	B23-VOC-227		
Course Type: (CC/MCC/MDC/ CCM/ DSEC/VOC/DSE/PC/AEC/VAC)	VOC		
Level of the course (As per Annexure-I)	200-299		
Pre-requisite for the course (if any)	Nil		
Course Learning Outcomes (CLO)	<p>After completing this course, the learner will be able to:</p> <ol style="list-style-type: none"> 1. Understand the conceptual framework of marketing communication. 2. Comprehend the objectives, needs, and budgeting for marketing communication. 3. Know the tools used for marketing communication. 4. Learn about contemporary digital technologies of marketing communication. <p>5*. Students will be able to handle marketing communication decision-making through solving case studies and project reports.</p>		
Credits	Theory	Practical	Total
	3	1	4
Contact Hours	3	2	5
Internal Assessment Marks	20	10	30
End-Term Exam Marks	50	20	70
Exam Time	3 Hrs.	3 Hrs.	--
Part-B Contents of the Course			
Instructions for Paper Setters			
<p>Note: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist of 5 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.</p>			
Unit	Topics	Contact Hours	
I	Marketing communication: Concept, nature, importance and types of communication; Barriers in communication; Communication process and models; Applications of the communication process in marketing.	12	

M

II	Planning for marketing communication: Concept of marketing promotion; Determinants and strategies for effective marketing communication; Establishing marketing communication objectives; DAGMAR approach; Budgeting for marketing communication: Factors affecting determination of marketing communication budget.	11
III	Marketing communication tools: Concept of personal selling – methods and process; Advertising: types, media, and media selection; Role of advertising agencies; Sales promotion and its elements; Publicity and public relations.	11
IV	Recent trends in marketing communications; Event sponsorships; The emergence of digital communication, use of digital media technologies; Online and social media platforms; Influencer marketing; Mobile marketing program; Creating and handling digital word of mouth and buzz monitoring.	11
V*	Practical: Conduct a business case study or prepare a project report on any of the following and submit a report file: <ul style="list-style-type: none"> • Marketing communication budgeting. • Selection process of digital/online/social media. • Sponsorship programs. 	30
Suggested Evaluation Methods		
Internal Assessment:		End Term Exams:
➤ Theory 20		
Class Participation	5	Theory:50 Practicum:20
Seminars/Presentations/Assignments/Quiz/Class Test etc.	5	
Mid-Term Exams	10	
➤ Practicum 10		
Class Participation	NA	
Seminars/Presentations/Assignments/Quiz/Class Test etc.	10	
Mid-Term Exams	NA	
Part-C Learning Resources		
Recommended Books/E-Resources/LMS:		
<ul style="list-style-type: none"> • Andrews, J. Craig and Shimp, Terence A. Advertising, Promotion, and Other Aspects of Integrated Marketing Communications. Cengage. • Egan, John. Marketing Communication. Sage Publications. • Jethwaney, Jaishri and Jain, Shruti. Advertising Management. Oxford University Press. • Kotler, Philip; Keller, Kevin Lane. Marketing Management. Pearson Publications. • Ramaswamy, V. S. and Namakumari, S. Marketing Management: Indian Context-Global Perspective. Sage Publications. • Shah, Kruti and D'Sourza, Alan. Advertising and Promotions: An IMC Perspective. Tata McGraw Hill. • Varey, Richard. Marketing Communication: A Critical Introduction. Taylor and Francis. 		

* Applicable for courses having practical components.