

| Swarnnim Startup & Innovation University | | | | | |
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| Swarnni School of Management, Commerce and Liberal Arts | | | | | |
| BBA (H) | | | | | |
| Cross Cutting Issues | | | | | |
| Semester-1 | | | | | |
| Sr. No. | Course Name | Human Values | Professional Ethics | Gender Sensitization | Environment Sustainability |
| 1 | Principles of Management | | Management- Meaning & Concepts, Nature & Significance, Combination of Art, Concept, Meaning & Definition of planning, Nature for planning, Importance of Planning, Principles of Organizing, Organizational Structures (Line, Line & Staff, Matrix, Committee) & its features, merits and demerits. Features/Elements of Directing, Principles of Directing, Maslow's theory of Motivation, Leadership- Concept and Styles | | |
| 2 | Financial Accounting | | Accounting treatment – separate sets of books for the joint venture & covertures, Methods of recording in the books, Accounting Cycle, Journal Rules of debit and credit, Relationship between Journal and Ledger, Rules regarding posting, Preparation of Journal, Ledger and Trial Balance, Profit and Loss A/c, Balance Sheet | | |



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| 3 | Marketing Management | | Nature, Scope and Importance of Marketing, Key Customer Market, Needs, Wants & Demands, Value Delivery Process, SWOC Analysis, Marketing Environment: Micro Environment, Macro Environment, Targeting, Target Market Selection Process, Positioning, Differentiation, Types of Differentiation, Differentiation Strategies | | |
| 4 | Communication Skills | | SWOT Analysis - Trainer will help students understand their strengths, weaknesses, opportunities and threats, Modes of Communication, Role of Verbal and Non-Verbal Communication, 7Cs of Effective Communication, Professional Interaction - the concept of professionalism, professional ethics. An interactive activity will be conducted and there will be three scenarios presented in the activity, followed by a discussion about professional ethics | | |

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| Semester-2 | | | | | |
|------------|--------------------------|--|--|--|--|
| 1 | Financial Management | | <p>Evolution of Financial Management Traditional, Transitional and Modern, Goals of FM: Profit Maximization, Wealth Maximization, Long-Term Finance - Features, Advantages and Disadvantages of the following forms of finance:</p> <p>1) Equity Shares, 2) Preference shares, 3) Debentures, 4) Term Loan, 5) Right shares (brief idea), 6) Retained earnings, Meaning of working capital, Types - Gross, Net, factors affecting working capital, brief idea different components of working capital, Operating cycle and cash cycle, estimation of working capital requirement (numerical)</p> | | |
| 2 | Organisational Behaviour | | <p>Concept, Disciplines that Contribute to OB, Diversity: Demographic Characteristics, Levels of Diversity, Personality: Concept and Framework. Hofstede's Framework of Cultural Values, Basis of power, Conflict: concept and process, Negotiation process, Forces of change, resistance to change, overcoming resistance to change</p> | | |

Qausabhi

| Semester-3 | | | | | |
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| Sr. No. | Course Name | Human Values | Professional Ethics | Gender Sensitization | Environment Sustainability |
| 1 | Business Environment | | | | Business Definition • Environment Definition • Business Environment—Definition, Objectives and Characteristics. • Internal Environment • External Environment: [MICRO & MACRO] Nature of Economic Environment. Economic factors-growth strategy • Basic economic system, economic planning, Economic policies- new industrial policy Social Responsibilities models Ackerman's Model, Carroll's Four Part model Implication of International Business Environment on Indian Business/Economy |

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| 2 | Information System | | <p>Basic Concepts of Information System • Role of data and information, Organization structures, Types of IS Resources and components of Information System</p> <p>• Transaction Processing System</p> <p>Overview of Microsoft Access</p> <p>Databases, Design and Create Tables to Store Data, Simplify Data Entry with Forms, Obtain Valuable Information</p> <p>Using Queries, Create Professional Quality Output with Reports.</p> | | |
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| 3 | Corporate Social Responsibility | | <p>CSR-an overlapping concept. Concept of sustainability & Stakeholder Management. • CSR through triple bottom line and Sustainable Business; relation between CSR and Corporate governance; Millennium Development goals, Sustainable development goals,</p> <p>• Relationship between CSR and MDGs.</p> <p>United Nations (UN) Global Compact 2011.</p> <p>• UN guiding principles on business and human rights. OECD CSR policy tool, ILO tri-partite declaration of principles on multinational enterprises and social policy.</p> | | |
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| Semester-4 | | | | | |
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| 1 | Production and Operations Management | | <p>Role of operations management in total management system, and interface between the operation systems and systems of other functional areas, •</p> <p>Production cycle, characteristics of process technologies, project, job shop, assembly, batch and continuous, Plant capacity and line balancing; Plant layout, different types of layouts Designs,</p> <p>• Facility location and the factors influencing location;• Sampling plans, and OC curve work-study. Various Techniques in the methods study for identifying the most appropriate method; Work measurement, its uses and different methods, computation of allowance and allowed time. • Costs systems of inventory control ABC, VED and FNSD analyses,</p> | | |

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|---|--------------------|--|---|--|--|
| 2 | Business Law | | <ul style="list-style-type: none"> • Indian Contract Act: Definitions & Classification of contracts • Essentials of a valid contract, Offer and acceptance, capacity to contract, free consent, legality of object, void agreements, performance of contract • Sale and barter, exchange, bailment • Condition and warranties • Concept and significance of Sociocultural Environment, Social responsibility concept and stake holder approach | | |
| 3 | Project Management | | <ul style="list-style-type: none"> • Creating the Work Breakdown Structure (WBS), integrating the WBS with the organization • Project Roll Up, Process Breakdown Structure, Responsibility Matrices • Development, Contingency Planning, Risk Response Control, Change Control Management | | |

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|---|---------------------------|--|--|--|--|
| 4 | Human Resource Management | <ul style="list-style-type: none"> • Introduction, Meaning, Definition of HRM • Scope of HRM, • Functions of HRM, • Role of Human Resource Officer (HRO), Analysis and Design • Introduction, meaning and definition of Job Analysis • Features • Methods of Job Analysis, • Introduction, definition and meaning of Training and Development • Training Process • Methods of Training. • Introduction , Meaning and Definition of Trade Unions • Features and Objectives of Trade unions Current Trends in HRM - • Employee Retention • Employee Engagement • Talent Management • Diversity at work place | | | |
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| 5 | Soft Skills | | Communication in the Workplace Fundamentals of Business Writing: Adaptation and the Selection of Words, Construction of Clear Sentences and Paragraphs, Writing for a Positive Effect, Basics of Report Writing, Types of Business Reports, Graphics in Reports and Other Documents | | |
| 6 | Emerging Technologies | | Data connections in tableau interface, Visualizing data, putting everything together in a dashboard, Introduction to Power BI, Power BI Desktop and Data Transformation | | |

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Swarnnim Startup & Innovation University

Swarnnim School of Management Commerce and Liberal Arts

MBA

Cross-Cutting Issues

| SEMESTER-I | | | | | |
|------------|--------------------------------------|--------------|--|----------------------|----------------------------|
| Sr. No. | Course Name | Human Values | Professional Ethics | Gender Sensitization | Environment Sustainability |
| 1 | Managerial Economics | - | Meaning of demand, determinants of demand, demand equation, Law of Demand, elasticity of demand, types of elasticity, measurement of elasticity, Demand forecasting-meaning, types and measurement Determinants of Costs – Cost Forecasting - Short Run and Long Run Costs Short-term and Long-term Cost Curves, Iso Cost Curve, Type of Costs, Break-even analysis | - | - |
| 2 | Principles & Practices of Management | - | Need and Scope of Management: Combination of Art & Science, Management as a Profession, Different schools of management thought – Behavioural, Scientific, Systems, and Contingency, Nature & Importance, Steps of planning, Limitations, Management by objectives (MBO), Concept, Meaning and Definition, Nature & Importance, Steps of staffing Concept of knowledge worker. | - | - |
| 3 | Marketing Management | | Marketing concepts and its evolution, Marketing mix, Strategic marketing planning, Types of marketing environment – micro & macro and its impact on marketing decisions, Marketing segmentation and targeting, Concept of Positioning and Differentiation and its types, Decisions related to channel | | |

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| | | | management, Concept of retailing and wholesaling, Concept of promotion decisions, Social, ethical and legal aspects of marketing | | |
| 4 | Organisatio n Behaviour | - | Concept, Managerial Roles, Disciplines that Contribute to OB and Challenges and Opportunities, Demographic Characteristics, Levels of Diversity, Biographical Characteristics and Diversity Management Strategies. Concept, Framework and Big Five Personality, Dark Triad, Hofstede's Framework of Cultural Values, Linking Personality and Value. | - | - |
| 5 | Production and Operation managemen t | - | Basic functions of production planning and control, production cycle, characteristics of process technologies, project, job shop, assembly, batch and continuous, inter relationship between product life cycle and process life cycle. Aggregate planning, operations scheduling and product sequencing: sequencing of products in multi- product multi stage situations, plant capacity and line balancing; Plant layout, different types of layouts Designs, facility location and the factors influencing location; Maintenance management: objectives, failure concept, reliability, preventive and breakdown maintenance, replacement policies | - | - |
| 6 | Accounting | - | Objectives of accounting Accounting v/s Bookkeeping, | - | - |

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| | for Managers | | Journals, Subsidiary books, three column cash book, ledgers and trial balance. Preparation of Journal, Ledger and Trial Balance, Profit and Loss A/c, Balance Sheet Budgetary Control Advantage & Limitations of Budgetary Control & Essentials of Effective Budgeting, Definition, Meaning, significance and Applications of standard Costing | | |
| 7 | Entrepreneurship and Start-up | - | Knowledge and Skills Requirements for Business Start-up, Self-assessment of Skills and Abilities, Action Plans for Self-development Capital Requirements and Legal Environment Identifying Start-up capital Resource requirements estimating Start-up cash requirements Develop financial assumptions Constructing Launch strategy to reduce risks- Planning for Harvest and Exit: Dealing with Failure: Bankruptcy, | - | - |
| Semester 2 | | | | | |
| 1 | Business Statistics | - | Continuous Distribution Function Two-Dimensional Discrete random Variable Two-Dimensional Continuous random Variable | - | - |
| 2 | Human Resource Management | Management: Introduction, Concept, Meaning and Definition of Human Resource Management Functions of HRM Scope of HRM Roles of Human Resource Manager Changing role of HRM HR Structure and Strategy; Role of Government and | - | - | - |

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| | | Personnel Environment including MNCs. Needs of training Methods of training Evaluation of training, | | | |
| 3 | Information Technology for Mangers | - | Application Software (MS-Office XP 2003) MS Word: word basics, formatting text and documents, introduction to mail merge & macros. MS Excel: Excel basics, rearranging worksheets, working with graphics, using worksheet as databases, automating “what-if” projects. MS Power Point : PowerPoint basics, creating presentation MS Access: Database creation, screen/form design, report generation using wizard. ERP-Introduction; Integrated Information Management; Benefits of ERP, Risks, Functional modules of ERP software.; Implementation of ERP, People involved in implementation; Success and failure in implementation – factors. | - | - |
| 4 | Financial Management | - | Functions of finance Financing Decision, Investment Decision, Dividend Decision and Liquidity Decision | - | - |
| 5 | Professional Skills and Etiquettes | - | Etiquette for Personal Contact- Introductions, Getting the names right, Handshakes, Facial Expressions, Eye Contact, Hand gestures & Posture, proximity. Conversations at Work, Dealing with Colleagues, Difficult People and Issues Professionally; Dealing with Confidential Issues in the Office, Dealing with Ethical Dilemmas. Multi-cultural Etiquette, Examples of Cultural Insensitivity, Cultural Differences and their Effects on Business Etiquette. | - | - |
| 6 | Business Research Methods | - | Methods of Knowing: Scientific & Non-Scientific methods (Name the types of non-scientific methods only), | - | - |

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| | | | <p>Characteristics of a good scientific research. Meaning of terms: "Concept ", "Construct" and "Definition" in relation to business research, Different types of variables in business research. Definition of Observation: When observation method is suitable, Advantages and Limitations of Observation Method. Data Preparation: Process of Data Preparation (Questionnaire Checking, Editing, Coding, Transcribing, Data Cleaning, Statistical Adjusting the data), Report writing, Types of research report, Need for report writing Contents/format of research report), Ethics in research</p> | | |
| Semester 3 | | | | | |
| 1 | Taxation | - | <p>Salary Income-Basic concepts and History Residential status & incidence of tax Charging section Incomes exempt from tax Income under the head “salary” Income under the head “Profits and gains of business or profession” Income under the head “ Capital gains” Clubbing of Income Set off and carry forward of losses Deductions from gross total income and computation of tax liability of companies Tax deduction/ collection at source Double Taxation Avoidance Agreement Concept</p> | - | - |
| 2 | Strategic Management | - | - | <p>Corporate Strategic Planning, Hierarchical levels of planning, Strategic planning process, Merit and limitations of Corporate Management in Practice. Stakeholders in Business.</p> | - |

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| | | | | Generic strategies, Grand strategies, Strategies for leading companies, The role of diversification – limits and means, Strategic management at corporate level, at business and functional level with special reference to companies operating in India. SWOT Analysis, Resources, Capabilities and Competencies; Dynamic, | |
| 3 | Compensation Management | - | Performance Management and Reward; Engagement and Reward; Financial Rewards & Non-Financial Rewards, Rewarding Directors and Senior Executives; Rewarding Sales and Customer Service Staff; Developing Reward Systems; Managing Reward Systems; Evaluating Reward Management; Responsibility for Reward | - | - |
| 4 | Security Analysis & Portfolio Management | - | Securities Market: Primary and Secondary Market, Stock Exchanges, Portfolio Risk and Return Features of Investment, Investment Avenues, Investment Process. The Investment Environment, Markowitz Risk Return Optimization CAPM, Sharpe Portfolio Optimization Portfolio Selection – Diversification Efficient Frontier –Capital Market Line (Problems) | - | - |
| 5 | Services Marketing | - | Distinction between services and goods, Customer | - | - |

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| | | | <p>Behaviour in service encounter: Pre-purchase stage Service encounter stage Post encounter stage Customer expectations and perceptions of services – Zone of Tolerance. Strategic service communication Promoting tangibles and overcoming problems of intangibility, Creating effective messages, services marketing communication mix. Measuring capacity & demand Understanding capacity, Demand patterns Strategies for matching capacity and demands</p> | | |
| 6 | Integrated Marketing Communication | - | <p>IMC Program Situation Analysis; The Evolution of IMC; Indian Media Scene; Tools for IMC; IMC Planning Process; Perspectives on Consumer Behaviour; Analysing the communication Process Source, Message and Channel Factors Objectives & Budgeting for IMC Programs; Direct Marketing; Publicity and Public Relation; Social Marketing Communication; Strategies for Advertising Agencies; Function and Structure of Ad Agencies; Managing Client Agency Relationship; Strategies for Account Management</p> | - | - |
| 9 | Emerging Technology for Managers | Artificial Intelligence concepts | <p>Introduction and concept of Data Warehousing and Cloud Computing. Overview of concepts of –Big Data, Data Mining, Introduction to Power BI, Power BI Desktop and Data Transformation, Data Visualization and Power BI Service</p> | - | - |
| Semester 4 | | | | | |
| 1 | Project Management | - | <p>Choosing Appropriate Project Management Structure, Implications of Organizational Culture, Main Causes of Project Failure.</p> | - | - |

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| | | | <p>Factors Influencing Quality of Estimates: Estimation Guidelines for Time, Costs and resources, Macro versus Micro Estimating.</p> <p>Multi Project resource Schedules, Rationale for reducing project duration Options for accelerating Project Completion, Concept and construction of a Project Cost – Duration Graph, Practical considerations.</p> <p>Managing Risk: Risk Management process – Risk Identification, Risk Assessment, Risk Response. Information System, Developing a status report and index to monitor progress, Forecasting final project cost, and other control issues.</p> <p>Project Audit and Closure: Project Audit, Project Audit Process, Project Closure, Team, Team member and Project Manager Evaluations.</p> | | |
| 2 | Digital and Social Media Marketing | - | <p>Products and Services and Positioning Strategies</p> <p>Understanding Customer Value, Importance and Scope of Digital and Social Media Marketing. Understanding Digital Business Models</p> <p>Digital Marketing Strategy</p> <p>Introduction to Search Engines for Marketing Applications.</p> <p>Social Media Vehicles</p> <p>Elements of Social Media Marketing Strategies, Social Media Mix, Social Media Campaign Management</p> | - | - |
| 3 | Business Law | - | <p>SALE OF GOODS ACT 1930</p> <p>Sale and agreement to sell Sale vs. hire purchase, Sale and barter, exchange, bailment, Condition and warranties, Transfer of property, performance of a contract, rights of an unpaid seller. Formation of</p> | - | - |

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| | | | Companies, Memorandum of association, Articles of association, prospectus Meeting Process & winding up Process, Penalties for damage to Computer, computer system The cyber regulation appellate tribunal | | |
| 4 | Consumer Behaviour | - | - | - | - |
| 5 | Corporate Restructuring | - | - | - | - |
| 6 | HR Analytics | HR Audit: Concept and Definition of HR Audit, Objectives of human resource audit, Audit of HR Functions | Analytics Definition of HR Analytics, Meaning of HR Measurement, Advantages and Disadvantages of HR Analytics Domains of HR Analyst. Meaning of HR Measurement, Data and Metrics, Relationship of Metrics and Analytics, Benefits of HR Metrics | - | - |
| 7 | Financial Derivatives | - | - | - | - |
| 8 | Industrial Relations and Labour Laws | - | - | - | - |
| 9 | Product and Brand Management | - | New product development process, New product strategy, commercialization, managing Growth, Managing the mature 20% Product. The concept of Brand Equity, Creating brands in a competitive market, Brand Positioning and Brand Associations, Using Brand Elements to create brand equity, Leveraging Secondary Brand Associations. Case Study Discussions: Samsung's Mobile Business, Tata Motors, Nykaa, Intel: Building a Technology Brand, Brand Elements of Parle-G Biscuit Brand etc. | - | - |