



MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

CENTRE FOR DISTANCE AND ONLINE EDUCATION

**CURRICULUM
AND
SCHEME OF EXAMINATION**

**(BACHELOR OF BUSINESS ADMINISTRATION-GENERAL)
AS PER NEP 2020
(ONLINE DEGREE PROGRAMME)**

BATCH: 2024-27 AND ONWARDS

PREAMBLE

The Centre for Distance and Online Education has adopted the curriculum that has relevance to the local, national, regional and global developmental needs with well-defined Program Educational Objectives (PEOs), Program Objectives (POs) and Program Specific Objectives (PSOs) at the program level and Course Outcomes (COs) at individual course level.

The unique and vibrant curriculum of undergraduate and postgraduate programs offered by the Centre for Distance and Online Education is committed to a liberal education philosophy and promotes quality teaching as well as research on the contemporary demand. The vision of the department is to attain the standard of excellence by imparting knowledge in areas of fundamental importance and pushing frontiers of research to address emerging global challenges through holistic development of students into ethical and socially responsible competent economists. The mission of the department is to offer curriculum which prepares students for acquiring theoretical knowledge and applied skills to deal with the economic enquiries; engage students in research on economic and public-policy issues for attaining development in a sustainable manner and to impart holistic education by producing socially responsible and internationally competitive economists.

The Business Administration & Management PEOs and POs aim to create globally competent economists by extending frontiers to meet the current and future needs, introduce research for addressing the economic challenges to build up a sustainably developed world. It will help inculcate national ethos and values to the ignited minds for serving community on economic or policy issues. The curriculum will enable students to apply analytical framework for economic enquiry and decision-making by appropriate consideration of social and environmental welfare at local, regional, national and global level. The curriculum is regularly reviewed for any revisions or new courses which will help address the need of the academics, industry and society. Regular feedback on the curriculum is taken from all stakeholders' i.e. students, parents, faculties and industry experts. The curriculum is benchmarked with reputed national and international institutions/Universities.

The robust curriculum aims to narrow down the gap between academics and industry to increase employment opportunities and at the same time aims at pushing frontiers of research to meet the local, regional, national and global demand for new forms of knowledge.

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MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH & STUDIES

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CENTRE FOR DISTANCE AND ONLINE EDUCATION

VISION

Through online education, Manav Rachna stands tall to bring the most efficacious environment for providing higher quality academic and research oriented education to the aspirants. Manav Rachna Online Education facilitate the goal of increasing access to enduring learning prospects to students and providing opportunities to make efficient use of scarce resources in light of the new economic realities of higher education.

MISSION

To provide an exclusive learning environment to students with flexible and meticulous online learning opportunities that will guide students to acquire the knowledge and skills as per the requirements of society at large. The aim of Manav Rachna Online Education is:

- To develop emerging skills through online learning methodologies to pursue their Academic and Professional goals.
- To impart profound knowledge and understanding of conceptual aspects of multidisciplinary learning.

ABOUT THE DEPARTMENT:

The ultimate touchstone of quality education is the quality culture permeating in any education Institution. In today's world of digitization, technical education stands at the crossroads of keeping pace with the emerging needs of humankind along with fast changing trends in governance and scientific development. The global transformation, trend of learning by doing, relevance to people and nation development – Manav Rachna International Institute of Research and Studies is the right place to gear up with a world class competitive edge. We are trusted to nurture juvenile minds and prepare them to deal with challenges of their future endeavors. Continuing the Legacy of our Founder Dr. O.P Bhalla, Manav Rachna has launched "Manav Rachna Centre for Distance and Online Education" to provide quality programmes to those students who are not able to draw benefits from conventional systems of Education. Seven programmes in different streams namely Computer Applications, Management, Commerce, Business Administration and Economics will be offered by University in online mode with specialization in different domains.

In Today's opportunistic world specialized education is essential for successful professional life. Manav Rachna Centre for Distance and Online Education has collaboration with prominent industry partners to provide global career opportunities to the students and prepare the students to acquire the increased technology intensive needs of today. In addition, Manav Rachna Centre for Distance and Online Education provides a multidisciplinary approach for the students to shape their career inside and outside their domain of education and to meet the evolving needs of the society. The commitment of multidisciplinary education is to broaden the participation of students in higher education and leads to a more diverse community. In a multidisciplinary approach, students are inspired to select diverged courses from different disciplines to expand their knowledge, discover themselves through creative

thinking and learn the skills of collaboration. The online programmes will help the students to achieve an academic degree along with flexibility and relaxation. These online programs hold equal academic value to as on-campus degree and help students in developing themselves into an industry ready as equivalent to a conventional degree. Students can perfectly reshape their career and future through impeccably designed online programmes. The renowned faculty, cutting –edge advanced curriculum, technology driven and a remarkable content delivery will be helpful in the successfully implementation of online programs.

ABOUT THE BBA PROGRAMME:

Bachelor of Business Administration Online Degree Programme is the specialized course in business administration, a 3-year programme. It is accepted & recognized worldwide because of its general as well as specific orientation. MRIIRS gets an overwhelming response to the programme from the students who plan to excel in the corporate world in the areas of Human Resource Management, Marketing, Financial Management, Entrepreneurship and Computer-based solutions.

In the past, many students have gone to pursue higher education in management domain and are excelling in their professional fields. The course is rigorously designed to provide evolving practices and knowledge in the field of Business Administration and Entrepreneurship. The students of BBA Online Degree Programme course are given immense opportunity to grow horizontally in the upcoming contemporary field.

Programme Educational Objectives – BBA Online Degree Programme

The graduates of BBA Online Degree Programme are expected to attain the following Programme Educational Objectives:

- PEO 1:** The graduates will pursue higher education in management and other related fields of Digital Marketing.
- PEO 2:** The graduates will have successful professional careers in industry, government, academia and their other chosen professions. Some will become entrepreneurs.
- PEO 3:** The graduates will be active members ready to serve the society locally and internationally.
- PEO 4:** Over a period, the graduates will acquire positions of leadership in reputed organisations.

Programme Outcomes and Programme Specific Outcomes - BBA Online Degree Programme

Programme Outcomes

After completing BBA Online Degree Programme, the students will be able to achieve the following Programme Outcomes (POs).

- PO 1:** **Critical Thinking:** Take informed actions after identifying the assumptions that frame their thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at their ideas and decisions (intellectual, organizational, and personal) from different perspectives.

- PO 2:** **Effective Communication:** Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting with people, ideas, books, media and technology.
- PO 3:** **Social Interaction:** Elicit views of others, mediate disagreements and help reach conclusions in group settings.
- PO 4:** **Effective Citizenship:** Demonstrate empathetic social concern and equity-centred national development, and the ability to act with informed awareness of issues and participate in civic life through volunteering.
- PO 5:** **Ethics:** Recognize different value systems including their own, understand the moral dimensions of their decisions, and accept responsibility for them.
- PO 6:** **Environment and Sustainability:** Understand the issues of environmental contexts and sustainable development.
- PO 7:** **Self-directed and Life-long Learning:** Acquire the ability to engage in independent and life-long learning in the broadest context of socio-technological changes.

Programme Specific Outcomes (PSOs)

- PSO 1:** Gain knowledge about the business practices in the country and become ready to take up the entry level management positions.
- PSO2:** Analyse business situations and recommend managerial responses.
- PSO3:** Develop effective oral and written communication and produce professional quality presentations.

MAPPING OF PEOs WITH POs and PSOs

Programme Outcome(PO)/ Programme Specific Outcome (PSO)		PEOs that are attained through concerned PO
PO1	Critical Thinking: Take informed actions after identifying the assumptions that frame their thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at their ideas and decisions (intellectual, organizational, and personal) from different perspectives.	2,4
PO2	Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting with people, ideas, books, media and technology.	1,3
PO3	Social Interaction: Elicit views of others, mediate disagreements and help reach conclusions in group settings.	1,3
PO4	Effective Citizenship: Demonstrate empathetic social concern and equity-centred national development, and the ability to act with informed awareness of issues and participate in civic life through volunteering.	3,4
PO5	Ethics: Recognize different value systems including their own, understand the moral dimensions of their decisions, and accept responsibility for them.	2, 4
PO6	Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.	4
PO7	Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context of socio-technological changes.	3
PSO1	Gain knowledge about global business practices and be ready for successful careers in management in global economy.	1,3
PSO2	Get exposure to different cultures which will help students understand the global context for business operations.	1
PSO3	Develop understanding of the social responsibility and business ethics necessarily needed to succeed in international business.	2, 4

Semester and Choice Based Credit System

Credit based system of study and student's performance/progress is measured by the number of credits that he/she has earned, i.e. completed satisfactorily. Based on the course credits and grade obtained by the student, grade point average is calculated.

a) Course credits assignment

Each course has a certain number of credits assigned to it depending upon its duration in periods for lecture, tutorial, and laboratory practice in a week. A few courses/activities are without credit (s) and are referred to as Audit Pass Courses (APC) but are mandatory to pass as a partial fulfilment of award of degree.

b) Earning of credits

At the end of every course, a letter "Grade" shall be awarded in each course for which a student has registered. On obtaining a minimum Pass Grade, student shall accumulate the course credits as Earned Credits. A student's performance shall be measured by the number of credits that he/she has earned and by the weighted grade point average. Grades obtained in the audit courses shall not be counted for computation of grade point average, however, it shall be mandatory to pass as a partial fulfilment of award of degree.

For Award of Degree of BBA Online Degree Programme, he/she has to earn minimum 122 credits during the three-year duration of the programme in 6 semesters.

The total credits required to be earned have been further classified under two baskets of courses: "Compulsory Courses Basket", and "Elective Courses Basket".

The total 97 credits required to be earned under "Compulsory Courses Basket" and remaining credits under "Elective Courses Basket, Open Electives/MOOCs's.

All courses under "Compulsory Courses Basket", are required to be qualified and cleared/passed by each student enrolled under the programme and are semester-wise listed in the study scheme along with credits assigned to each course.

Under Elective Courses Basket, there will be three types of courses:

- Semester-wise courses offered by the department itself
- Open/Inter-disciplinary courses offered at the Institute/University level notified from the office of Dean-Academics.
- Massive Open Online Courses (MOOCs) available on SWAYAM Platform or any other platform as recommended by UGC/AICTE and notified from the office of Dean-Academics.

Each course shall have credits assigned to it. Student shall be required to register courses every semester for as many courses/credits specified under "Elective Courses Basket" depending upon his/her interest, capability/pace of learning and availability of time slot (without any clash in time table) so as to earn all required total credits under the "Elective Courses Basket" during the entire programme duration. However, for registration of courses [including courses under "Compulsory Courses Basket", "Elective Courses Basket" and Previous Semester Courses (wherein he/she was declared in-eligible on the basis of attendance or he/she could not clear the course within permissible given chances)], if any, **the maximum limit in a semester shall be 32 credits.**

STUDY SCHEME OF BBA Online Degree Programme (BATCH 2024 onwards)

SEMESTER- I

Course Type	Course Code	Title of Course	Marks			Duration of Exam	Credits
			Internal Assessment	End Term External	Total		
Foundation	4.5LMU100C00	Business Information System	30	70	100	3 hrs	3
	4.5LMU101C00	Business Mathematics	30	70	100	3 hrs	3
	4.5LMU102C00	Business Organization and Management	30	70	100	3 hrs	3
	4.5LMU103C01	Business Economics	30	70	100	2 hrs	3
Core	4.5LMU104C01	Financial Accounting	30	70	100	3 hrs	3
	4.5LMU105C01	Fundamentals of Financial Planning	30	70	100	3 hrs	4
	4.5LMU106C05	Business Communication	30	70	100	3 hrs	3
Knowledge System	4.5SBSS100C04	Indian Knowledge System	30	70	100	3 hrs	2
Total							24

SEMESTER- II							
Course Type	Course Code	Title of Course	Marks			Duration of Exam	Credits
			Internal Assessment	End Term External	Total		
Foundation	4.5LM U200C 00	Business Statistics	30	70	100	3 hrs	3
	4.5LM U201C 00	Database Management System	30	70	100	3 hrs	3
	4.5LM U202C 01	Company Accounts	30	70	100	3 hrs	3
	4.5LM U203C 01	Organisational Behaviour and Development	30	70	100	2 hrs	3
Core	4.5LM U204C 01	Business Laws	30	70	100	3 hrs	3
	4.5LM U205C 04	Environmental Studies	30	70	100	3 hrs	4
TOTAL							19
ELECTIVE COURSES							
Domain Specific Elective	4.5LM U200E 03	Business Content Writing	30	70	100	3hrs	3
	4.5LM U201E 03	Excel for Decision Making	30	70	100	3hrs	

SEMESTER- III

Course Type	Course Code	Title of Course	Marks			Duration of Exam	Credits
			Internal Assessment	End Term External	Total		
Foundation	5.0LM U100C00	Operations Management	30	70	100	3 hrs	3
Core	5.0LM U101C01	Cost and Management Accounting	30	70	100	3 hrs	4
	5.0LM U102C01	Marketing Management	30	70	100	3 hrs	3
	5.0LM U103C01	Human Resource Management	30	70	100	3 hrs	3
	5.0LM U104C01	Indian Business Environment	30	70	100	3 hrs	3
	5.0SA HS100C09	Sports and Yoga	-	-	-	-	0
	Total						
ELECTIVE COURSES							
Domain Specific Elective	5.0LMU 100E03	Indian Financial Systems	30	70	100	3 hrs	3
	5.0LMU 101E03	Principles of Banking	30	70	100	3 hrs	

SEMESTER- IV							
Course Type	Course Code	Title of Course	Marks			Duration of Exam	Credits
			Internal Assessment	End Term External	Total		
Core	5.0LM U200 C00	Business Research Method	30	70	100	3 hrs	3
	5.0LM U201 C00	Financial Management	30	70	100	3 hrs	3
	5.0LM U202 C01	Customers Relationship Management	30	70	100	3 hrs	3
	5.0LM U203 C01	Retail Management	30	70	100	3 hrs	3
	5.0SB SS100 C04	Universal Human Values	30	70	100	3 hrs	2
TOTAL							14
Domain Specific Elective	5.0LM U200 E02	Sales & Distribution Management	30	70	100	3 hrs	3
	5.0LM U201 E03	Business Negotiation Skills	30	70	100	3 hrs	

SEMESTER- V

Course Type	Course Code	Title of Course	Marks			Duration of Exam	Credits
			Internal Assessment	End Term External	Total		
CORE	5.5LM U100 C01	Strategic Management	30	70	100	3 hrs	3
	5.5LM U101 C01	Taxation Laws and Practices	30	70	100	3 hrs	3
	5.5LM U102 C01	Supply Chain Management	30	70	100	3 hrs	3
	5.5LM U103 C06	Summer Training Project	30	70	100	3 hrs	3
TOTAL							12
ELECTIVE COURSES							
Domain Specific Electives	5.5LM U100 E02	Basics of Consumer Buying Behaviour	30	70	100	3 hrs	3
	5.5LM U101 E03	Data Visualization	30	70	100	3 hrs	

SEMESTER- VI

Course Type	Course Code	Title of Course	Marks			Duration of Exam	Credits
			Internal Assessment	End Term External	Total		
CORE	5.5LM U200C 01	Corporate Governance and Ethics	30	70	100	3 hrs	3
	5.5LM U201C 01	Service Marketing	30	70	100	3 hrs	3
	5.5LM U202C 05	Business Analytics for Managerial Decisions	30	70	100	3 hrs	3
	5.5LM U203C 07	Project Report & Presentation	30	70	100	3 hrs	3
TOTAL							12
Domain Specific Electives	5.5LM U200E 03	Money and Banking	30	70	100	3 hrs	3
	5.5LM U201E 03	Leadership & Team Building	30	70	100	3 hrs	

Curriculum

BBA Online Degree Programme 2023-26

Semester I

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04.5LMU100C00: BUSINESS INFORMATION SYSTEMS

Periods/week Credits

L: 3 3

Duration of Examination: 3 Hrs

Max. Marks: 100

Internal/Continuous Assessment: 30

End Semester: 70

Course Outcomes: By the end of this course, a student will be able to:

- 04.5LMU100C00.1: Describe the use and function of Information Technology and Information Systems in Business
- 04.5LMU100C00.2: Identify and describe the different roles of people in information systems.
- 04.5LMU100C00.3: Explain the strategic value of information systems in the organization.
- 04.5LMU100C00.4: Describe the impact of information systems in the larger context of ethics and globalization.

PART - A

Unit 1: Introduction to IT and IS

- 1.1 An overview of information technology and information systems
- 1.2 Hardware – Information systems hardware and its function.
- 1.3 Software – Understand software and the role it plays in an organization.
- 1.4 Data and Databases – Using information systems to turn data into information that can then be used for competitive advantage.

Unit 2: Networking, Communication and Information Systems Security

- 2.1 Overview of Networking and Communication
- 2.2 The function of the Internet work, and the use of networks in organizations today.
- 2.3 Information Systems Security – The information security triad of confidentiality, integrity, and availability. Explore the different security technologies.

Unit 3: Role of IT in Organization

- 3.1 The impact of information systems on an organization.
- 3.2 Role of IT in the company in gaining competitive advantage.
- 3.3 Different functional technologies for different industries and how they support delivering results.
- 3.4 Examples and benefits of Information Systems: CRM, SCM, ERP, MIS

PART - B

Unit 4: Using MS Office with Artificial Intelligence add-ins

- 4.1 MS Word: Interface, Document views, Creating and editing documents, formatting text and documents, performing a mail merge, printing documents, Exploring some popular AI add-ins for MS Word.
- 4.2 MS Excel: Creating and editing worksheets, working with formulas and functions, printing Worksheets, Exploring some popular AI add-ins for MS Excel.
- 4.3 MS PowerPoint: Creating and formatting a presentation, using templates, Inserting charts and tables, printing presentation, Exploring some popular AI add-ins for MS PowerPoint.

Unit 5: Business Processes and People in Information Systems

- 5.1 Business Processes
- 5.2 Business Process Management
- 5.3 Business Process Reengineering
- 5.4
- 5.5 The People in Information Systems – An overview of the different types of people involved in information systems.

Unit 6: Globalization, Digital Divide, Ethical, Legal Implications and Future Trends in Information Systems

- 6.1 Globalization and the Digital Divide – Investigate the impact of the Internet on the globalization of business and the issues that firms must face because of it.
- 6.2 Explore the concept of the digital divide and some of the steps being taken to alleviate it.
- 6.2 The Ethical and Legal Implications of Information Systems
- 6.3 Future Trends in Information Systems – An overview of some of the modern technologies that are on the horizon. From the Internet of Things (IoT), Virtual Reality and Augmented Reality, Artificial Intelligence (AI), 3-D printing and Digital twins.

Text Books / Reference Books:

1. David T. Bourgeois, Biola University, James L. Smith, Shouhong Wang, Joseph Mortati, Information Systems for Business & Beyond, Saylor Foundation
2. P. K. Sinha, Computer Fundamentals, BPB Publications.
3. Alexis Leon, Introduction to Computers, Vikas Publishing House Pvt Ltd.
4. Turban Efraim, Ephraim McLean, James Wetherbe, Information Technology for Management– Transforming organizations in the digital economy, Wiley India.

Course Articulation Matrix

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
O4.5LMU100C00.1	1		2			3	3	1		2
O4.5LMU100C00.2	1	1		3	2			2	3	1
O4.5LMU100C00.3						2		1	3	
O4.5LMU100C00.4	1		2	3	1		3		1	3

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation:

- 1 – Low**
- 2 – Medium**
- 3 – High**

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O4.5LMU101C00: BUSINESS MATHEMATICS

Periods/week Credits

L: 3 3

Duration of Examination: 3 Hrs

Max. Marks: 100

Internal/Continuous Assessment: 30

End Semester: 70

Course Outcomes: By the end of the course, a student will be able to:

O4.5LMU101C00.1: Apply the basic mathematical tools and concepts of proportion and variation.

O4.5LMU101C00.2: Acquire practical knowledge of calculations of EMIs of different types of loans.

O4.5LMU101C00.3: Use the transportation and assignment models in minimizing costs of distribution and effective utilization of resources.

O4.5LMU101C00.4: Evaluate problem-solving strategies and use various mathematical tools in business scenarios for developing scientific solutions.

PART – A

Unit 1: Principle of Counting

- 1.1 Concept of Factorial
- 1.2 Principle of Counting
- 1.3 Arithmetic Progression
- 1.4 Geometric Progression

Unit 2: Mathematics for Finance

- 2.1 Interest Calculation: Simple and Compound Interest
- 2.2 Loan Calculation: Different types of Bank Loans
- 2.3 Annuity: Present and Future Value

Unit 3: Ratio and proportion

- 1.1 Definition of Ratio
- 1.2 Continued and Inverse Ratio
- 1.3 Continued, Direct and Inverse Proportion
- 1.4 Inverse and Joint Variation

PART – B

Unit 4: Linear programming problem

- 4.1 Linear programming problem; objective and assumptions of L.P.P.
- 4.2 Formulation of a L.P.P.
- 4.3 Graphical solution of L.P.P.

Unit 5: Transportation problem

- 5.1 Mathematical model of Transportation problem
- 5.2 Methods of finding initial solutions; North-West corner method, Least cost entry method and Vogel's approximation method.

Unit 6: Assignment problem

- 6.1 Mathematical statement of Assignment problem
- 6.2 Solution of Assignment problem; Hungarian method
- 6.3 Maximization case in Assignment problem

Recommended Readings:

- 1. Anthony, M. and N. Biggs. Mathematics for Economics and Finance. Cambridge University Press New Delhi.
- 2. Vohra N. D., Quantitative Management, Tata McGraw Hill.
- 3. Sharma J. K., Operations Research Theory & Applications, Macmillan India Ltd.

Only latest available books are recommended.

Instructions for paper setting: Seven questions are to be set in total. First question will be multiple choice covering entire syllabus and will be compulsory to attempt and will be of 18 marks. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 13 marks.

Evaluation Policy:

The evaluation will include two types of assessments:

- i. Continuous or formative assessments (in the form of end semester examination or term examination).
Weightage of assessments are as follows:

For continuous or Formative assessment (in semester): Maximum 30 percent. The categorization for the same is:

MCQs	30%
Subjective (Short/Long)	40%
Discussion/Presentation	15%
Projects/Group Activities etc	15%

- ii. For Summative assessment (End Semester Examination or End-Term Examination):

Minimum: 70 percent. Categorization for the same is:	
Objective Type Questions:	30%
Short/Long Questions:	70%

Course Articulation Matrix

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
O4.5LMU101C00.1	1		2			3	3	1		2
O4.5LMU101C00.2	1	1		3	2			2	3	1
O4.5LMU101C00.3						2		1	3	
O4.5LMU101C00.4	1		2	3	1		3		1	3

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

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O4.5LMU102C00: BUSINESS ORGANIZATION AND MANAGEMENT

Periods/week Credits

L: 3 3

Duration of Examination: 3 Hrs

Max. Marks: 100

Internal/Continuous Assessment: 30

End Semester: 70

Course Outcomes:

By the end of this course, a student should be able to:

- O4.5LMU102C00.1** Understand the evolution of the business organization and management thoughts;
- O4.5LMU102C00.2** Identify the interconnections between various developments in these areas;
- O4.5LMU102C00.3** Evaluate the significance of contemporary issues in business and management;
- O4.5LMU102C00.4** Discuss the multidisciplinary nature of business and management studies.

PART - A

Unit 1

- 1.1 Concept, Nature and Scope of business
- 1.2 Definition, characteristics and objectives of business organization
- 1.3 Business and Environment interface
- 1.4 Business Objectives
- 1.5 Social Responsibility of Business

Unit 2

- 2.1 Concept and Nature of Entrepreneurship
- 2.2 Forms of Business Organizations: Sole Proprietorship, Partnership Joint Stock Companies
- 2.3 Co-operatives organizations
- 2.4 Choice of form of organization

Unit 3

- 3.1 Meaning of Business combinations
- 3.2 Chambers of commerce and Industry in India
- 3.3 Types and forms of Mergers
- 3.4 SEBI

PART - B

Unit 4

- 4.1 Concept, Nature and Significance of Management
- 4.2 Functions and Role
- 4.3 Management Vs Administration

Unit 5

- 1.1 Concept of MBO
- 1.2 Decision Making Process and its techniques
- 1.3 Concept, nature, process and significance of Organizing
- 1.4 Principles of an Organization
- 1.5 Span of Control

Unit 6

- 6.1 Concept, Nature and Importance of Staffing
- 6.2 Nature and Importance of Motivation
- 6.3 Nature and Scope of Control
- 6.4 Types of Control
- 6.5 Control Process and its techniques

Recommended Books:

- 1. Thelma. J.Tallo, Business Organisation and Management, Tata Mcgraw- Hill Publishing Company Limited
- 2. Basu, C. R., Business Organization and Management, McGraw Hill Education
- 3. Gupta, C.B., Modern Business Organization and Management, Dhanpat Rai & Sons.

4. Agarwal, N. P., Tailor, R. K., Business Organisation And Management, Dhanpat Rai & Sons

Only latest available books are recommended.

Instructions for paper setting: Seven questions are to be set in total. First question will be multiple choice covering entire syllabus and will be compulsory to attempt and will be of 18 marks. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 13 marks.

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For Summative assessment (End Semester Examination or End-Term Examination):

Minimum: 70 percent. Categorization for the same is:

Objective Type Questions:	30%
Short/Long Questions:	70%

Course Articulation Matrix

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
O4.5LMU102C00.1	1	1					3		2	
O4.5LMU102C00.2	1								3	2
O4.5LMU102C00.3	1	2	2	2		2	3	1	3	
O4.5LMU102C00.4	1	2	2	2		2	3	1		2

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation:
1 – Low
2 – Medium
3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
(Deemed to be University under section 3 of the UGC Act 1956)

O4.5LMU103C01: BUSINESS ECONOMICS

Periods/week Credit

L: 3 3

Duration of Examination: 3 Hrs

Max. Marks: 100

Internal/Continuous Assessment: 30

End Semester: 70

Course Outcomes: By the end of this course, a student will be able to:

O4.5LMU103C01.1:

Analyze the economic environment and its influence on business operations and strategy.

O4.5LMU103C01.2:

Apply microeconomic and macroeconomic concepts to solve business problems.

O4.5LMU103C01.3: Evaluate market structures and their implications for competitive strategy and Pricing.

O4.5LMU103C01.4:

Understand the role of government policies and their impact on the business economy.

PART A

Unit 1: Introduction to Economics

- 1.1 Definition, nature, and scope of economics
- 1.2 Microeconomics vs. Macroeconomics
- 1.3 Basic economic problems: scarcity and choice
- 1.4 Economic systems: capitalism, socialism, and mixed economy
- 1.5 Role of economic policies in business decisions

Unit 2: Demand and Supply Analysis

- 1.1 Determinants of demand and supply
- 1.2 Elasticity of demand and supply
- 1.3 Consumer behavior and utility maximization
- 1.4 Market equilibrium and price mechanism
- 1.5 Applications of demand and supply in business scenarios

Unit 3: Production and Costs

- 2.1 Production function and returns to scale
- 2.2 Short-run and long-run Cost analysis
- 2.3 Cost-output relationships
- 2.4 Economies and diseconomies of scale
- 2.5 Cost minimization strategies for businesses

PART B

Unit 4: Market Structures and Pricing

- 2.1 Characteristics of different market structures: perfect competition, monopoly, monopolistic competition, and oligopoly
- 2.2 Price determination and output decisions in various markets
- 2.3 Pricing strategies and tactics
- 2.4 Role of non-price competition in product differentiation

Unit 5: Macroeconomic Environment and Policies

- 4.1 National income accounting and economic indicators
- 4.2 Aggregate demand and aggregate supply analysis
- 4.3 Fiscal and monetary policies and their effects on business
- 4.4 Inflation, unemployment, and economic growth

4.5 International trade and exchange rates

Unit 6: Contemporary Economic Issues and Trends

- 5.1 Impact of globalization on business economics
- 5.2 Environmental economics and sustainable development
- 5.3 Digital economy and e-commerce
- 5.4 Role of innovation and technology in economic growth
- 5.5 Emerging market dynamics and challenges

Evaluation Policy:

The evaluation will include two types of assessments:

Continuous or formative assessments (in the form of end semester examination or term examination. Weightage of assessments are as follows:

For continuous or Formative assessment (in semester): Maximum 30 percent. The categorization for the same is:

MCQs	30%
Subjective (Short/Long)	40%
Discussion/Presentation	15%
Projects/Group Activities etc	15%

For Summative assessment (End Semester Examination or End-Term Examination):

Minimum: 70 percent. Categorization for the same is:	
Objective Type Questions:	30%
Short/Long Questions:	70%

Course Articulation Matrix

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
O4.5LMU103C01.1	1	1					3		2	
O4.5LMU103C01.2	1								3	2
O4.5LMU103C01.3	1	2	2	2		2	3	1	3	
O4.5LMU103C01.4	1	2	2	2		2	3	1		2

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation:

- 1 – Low**
- 2 – Medium**
- 3 – High**

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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O4.5LMU104C01: FINANCIAL ACCOUNTING

Periods/week Credits

L: 3 03

Duration of Examination: 3 Hrs

Max. Marks: 100

Internal/Continuous Assessment: 30

End Semester: 70

Course Outcomes: By the end of this course, students will be able to:

O4.5LMU104C01.1: Demonstrate good comprehension of financial accounting and its different applications.

O4.5LMU104C01.2: Apply data analysis and interpretation to take decisions under the conditions of risk and uncertainty in business using accounting methods.

O4.5LMU104C01.3: Ascertain problem solving strategies in the prevailing business environment.

O4.5LMU104C01.4: Evaluate appropriate information from various sources and implement the theoretical, analytical and applied knowledge based on accountancy.

PART - A

Unit 1: Introduction to financial accounting

- 1.1 Accounting principles, process
- 1.2 Accounting Equation
- 1.3 Users of accounting information
- 1.4 Double entry system

Unit 2: Recording classification and summarization of transaction

- 2.1 Accounting Transactions
- 2.2 Steps in the Recording Process (Journals and Ledger Postings)
- 2.3 Preparation of trial balance

Unit 3: Rectification of errors

- 3.1 Classification of errors
- 3.2 Methods of rectifying errors

PART- B

Unit 4: Capital and revenue

- 4.1 Capital and Revenue: Expenditure and Receipts
- 4.2 Deferred Revenue Expenditure

Unit 5: Depreciation

- 5.1 Concept of Depreciation
- 5.2 Accounting treatment for depreciation: Written down value method and straight line method

Unit 6: Final Statements:

- 6.1 Concept of Financial Statements
- 6.2 Final accounts with adjustments

Recommended books:

1. Monga J.R., Advanced, Mayoor Paperbacks, Noida.
2. Gupta. R.L., Advanced Financial Accounting, S.Chand and Co. New Delhi.
3. Maheshwari, S.N., Advanced Accounting- Vol. II, Vikas Publishing Housing, New Delhi.
4. Shukla, M.C, and T.S.Grewal, Advanced Accountancy, Sultan Chand Co. New Delhi.

Only latest available books are recommended

Instructions for paper setting: Seven questions are to be set in total. First question will be multiple choice covering entire syllabus and will be compulsory to attempt and will be of 18 marks. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 13 marks.

Evaluation Policy:

The evaluation will include two types of assessments:

Continuous or formative assessments (in the form of end semester examination or term examination. Weightage of assessments are as follows:

For continuous or Formative assessment (in semester): Maximum 30 percent. The categorization for the same is:

MCQs 30%
 Subjective (Short/Long) 40%
 Discussion/Presentation 15%
 Projects/Group Activities etc 15%

For Summative assessment (End Semester Examination or End-Term Examination):

Minimum: 70 percent. Categorization for the same is:
 Objective Type Questions: 30%
 Short/Long Questions: 70%

Course Articulation Matrix:

CO STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
O4.5LMU104C01.1			2			3		1	2	
O4.5LMU104C01.2	1			3	2					2
O4.5LMU104C01.3	1					2		1	3	
O4.5LMU104C01.4		2		3	1		3			3

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation:
 1 – Low
 2 – Medium
 3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

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04.5LMU106C04: BUSINESS COMMUNICATION

Periods/week Credits

L: 03 3

Duration of Examination: 3 Hrs

Max. Marks: 100

Internal/Continuous Assessment: 30

End Semester: 70

Course Outcomes:

By the end of course, the students should be able to:

- 04.5LMU106C04.1:** Gain an in-depth knowledge of how formal communication is done at the workplace;
- 04.5LMU106C04.2:** Understand the impact of communication skills in a professional scenario;
- 04.5LMU106C04.3:** Hone their formal writing skills;
- 04.5LMU106C04.4:** Deliver effective presentations;
- 04.5LMU106C04.5:** Create impressive first impressions at the workplace by writing good business reports.

PART-A

Unit 1:

Introduction: Business Communication

- 1.1 Nature, process and types of communication
- 1.2 Role of communication skills in business
- 1.3 Communication networks
- 1.4 Barriers to communication
- 1.5 How to make communication effective

Unit 2: Communication Skills

- 2.1 Listening skills –process and types of listening
- 2.2 Barriers to listening
- 2.3 Reading skills
- 2.4 Speaking skills

Unit 3: Speech Delivery

- 3.1. Voice modulation
- 3.2 Body language
- 3.3 Oral presentation
- 3.4 Seven Cs of effective communication

PART-B

Unit 4: Writing Skills of Intra-office Communication

- 4.1 Types of intra-office communication
- 4.2 Notices and circulars
- 4.3 Agenda and minutes of a meeting
- 4.4 Memo

Unit 5: Inter-office Communication

- 5.1 Layout of business letters
- 5.2 Claim and sales letters
- 5.3 Employment letters
- 5.4 Complaint letters
- 5.5 E mail etiquettes

Unit 6: Report Writing

- 6.1 Format of a business report
- 6.2 Types of business reports
- 6.3 Long reports
- 6.4 Short reports

Recommended Books:

1. Koneru, Arun, Professional Communication, Tata McGraw Hill, New Delhi
2. Monipally, M.M., Business Communication Strategies, Tata McGraw Hill, New Delhi
3. McGrath, E.H., Basic Managerial Skills for All, Prentice Hall of India, New Delhi
4. Rai, Urmila and S.M. Rai, Business Communication, Himalaya Publishing House

Only latest available editions of the books are recommended

Instructions for paper setting: Seven questions are to be set in total. First question will be multiple choice covering entire syllabus and will be compulsory to attempt and will be of 18 marks. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 13 marks.

Evaluation Policy:

The evaluation will include two types of assessments:

Continuous or formative assessments (in the form of end semester examination or term examination).
Weightage of assessments are as follows:

For continuous or Formative assessment (in semester): Maximum 30 percent. The categorization for the same is:

MCQs	30%
Subjective (Short/Long)	40%
Discussion/Presentation	15%
Projects/Group Activities etc	15%

For Summative assessment (End Semester Examination or End-Term Examination):

Minimum: 70 percent. Categorization for the same is:	
Objective Type Questions:	30%
Short/Long Questions:	70%

Course Articulation Matrix:

CO-STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
O4.5LMU106C04.1	2	3	3	2	2	1	2	2	2	3
O4.5LMU106C04.2	2	3	3	2	1	1	2	2	2	3
O4.5LMU106C04.3	2	3	3	2	1	1	2	2	2	3
O4.5LMU106C04.4	2	3	2	1	-	-	-	1	1	2
O4.5LMU106C04.5	2	3	2	1	-	-	-	1	1	2

Notes: The numbers 1, 2 and 3 in the Course Articulation Matrix above shows the Degree of Correlation between a CO and a PO/PSO.

Degree of Correlation:
1 – Low
2 – Medium
3 – High

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
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4.5LMU105C01: FUNDAMENTALS OF FINANCIAL PLANNING

Periods/week	Credits	Max. Marks	100
L:3 T:0 P:0	3	Continuous Evaluation	30
Duration of Examination: 3 Hrs		End Semester Examination	70

Course Outcomes:

By the end of this course, a student will be able to:

- 4.5LMU105C01.1: Develop proficiency in conducting comprehensive data gathering for effective financial planning.
- 4.5LMU105C01.2: Learn to prioritize financial goals based on importance and timelines for efficient planning.
- 4.5LMU105C01.3: Gain insight into various financial instruments and market structures to understand their impact on trading activities.
- 4.5LMU105C01.4: Understand the regulatory compliance requirements in banking, insurance, and consumer protection laws for financial institutions.

PART – A

Unit 1: Financial Planning process

- 1.1 Data Gathering
- 1.2 Goal Setting.
- 1.3 Prioritizing goals based on timelines.
- 1.4 Reviewing and Monitoring
- 1.5 Key performance indicators for monitoring

Unit 2: Overview of Financial Markets

- 1.1 Types of Financial Markets
- 1.2 Market Participants
- 1.3 Financial Instruments
- 1.4 Market Structures

Unit 3: Debt Management

- 2.1 Types of Debt
- 2.2 Debt-to-Income Ratio
- 2.3 Strategies for Debt Reduction
- 2.4 Credit Score Management
- 2.5 Debt Consolidation Options

PART – B

Unit 4: Financial Mathematics

- 2.1 Time Value of Money
- 2.2 Compound Interest
- 2.3 Present Value and Future Value
- 2.4 Annuities and Perpetuities
- 2.5 Loan Amortization

Unit 5: Economic Environment and Behavioral Finance

- 4.1 Macroeconomic Indicators
- 4.2 Market Sentiment and Investor Behaviour
- 4.3 Behavioural Biases in Decision Making
- 4.4 Economic Policy and its Impact on Financial Markets
- 4.5 Socioeconomic Factors and Financial Decision Making

Course Articulation Matrix:

CO-STATEMENT	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3
04.5LMU105C01.1	2	3	3	2	2	1	2	2	2	3
04.5LMU105C01.2	2	3	3	2	1	1	2	2	2	3
04.5LMU105C01.3	2	3	3	2	1	1	2	2	2	3
04.5LMU105C01.4	2	3	2	1	-	-	-	1	1	2

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES

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04.5SBSS100C04:- INDIAN KNOWLEDGE SYSTEM

Credits

2

Duration of Examination: 3Hrs

Max. Marks: 100

Internal/Continuous Assessment: 30

End Semester: 70

Course Outcomes

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

04.5SBSS100C04.1: This course will provide the scientific value of the traditional knowledge of Bhārata.

04.5SBSS100C04.2: To sensitize the students to the contributions made by ancient Indians schools.

04.5SBSS100C04.3: The course will promote the youths to do research in the various fields of Bhāratiya knowledge system.

04.5SBSS100C04.4: It will introduce the relevance of the Indian Knowledge System to the world.

04.5SBSS100C04.5: Know the contribution of the Indian Knowledge system in science, engineering, and technology.

Module 1: Introduction to IKS

- 1.1. What is Indian Knowledge System
- 1.2. Indian Culture & Civilization
- 1.3. Indian Architecture
- 1.4. Indian Philosophical System

Module 2: Kalas and Vidyas of Ancient India

- 2.1. 64 Kalas
- 2.2. 14 Vidyas (Vedas, UpaVedas, Vedangas)

Module 3: Introduction to Health Regimen

- 3.1. Understanding Swastha vritta
- 3.2. Healthy regimen to maintain state of wellbeing Dinacharya
- 3.3. Daily regimen including Daily detoxification, exercise, Intake of Food, Water, Air and Sunlight, work and ergonomics, Rest and sleep hygiene
- 3.4. Ritu charya, the seasonal regimen
- 3.5. Sadvritta and the concept of social wellbeing
- 3.6. Concept of Shadrasa in choosing appropriate nourishment to the body and mind.

Module 4: Introduction to Indian Psychology

- 4.1. Concept of Manas in Ayurveda and understanding Mind Body harmony
- 4.2. Triguna based Psychology in Ayurveda and Yoga
- 4.3. Influence of Tri dosha on Mind, Mind body intellect and consciousness complex
- 4.4. Understanding Consciousness and solution to issues within Human Mind

Module 5: Engineering, Technology and Architecture

- 5.1. Pre-Harappan and Sindhu Valley Civilization
- 5.2. Laboratory and Apparatus, Juices, Dyes
- 5.3. Paints and Cements
- 5.4. Glass and Pottery

Unit 6: Regulations of Financial Institutions

- 5.1 Overview of Financial Regulation Bodies
- 5.2 Regulatory Compliance in Banking
- 5.3 Regulatory Compliance in Insurance
- 5.4 Consumer Protection Laws and Regulations
- 5.5 Anti-Money Laundering (AML) Regulations

Recommended Readings:

1. Computer Fundamentals: P. K. Sinha, BPB Publications.
2. Introduction to Computers: Alexis Leon, Vikas Publishing House Pvt Ltd.
3. Fundamentals of Computer: by Rajaraman and Neeharika.

Only latest available edition books are recommended.

Instructions for paper setting: Seven questions are to be set in total. First question will be multiple choice covering entire syllabus and will be compulsory to attempt and will be of 18 marks. Three questions will be set from each Part A and Part B (one from each unit). Student needs to attempt two questions out of three from each part. Each question will be of 13 marks.

Evaluation Policy:

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For Summative assessment (End Semester Examination or End-Term Examination):

Minimum: 70 percent. Categorization for the same is:	
Objective Type Questions:	30%
Short/Long Questions:	70%

Assessment Tools:

Assignment/Tutorials
Sessional tests
Surprise questions during live lectures
Term end examination

