

BBA
Paper Code: BBA102
Subject: Cost Accounting

A. Introduction

Objective: The primary objective of the course is to familiarize the student with the basic cost concepts, allocation and control of various costs and methods of costing.

COBBA.102.1	Comprehensive understanding on objectives and scope of cost accounting in business.
COBBA.102.2	Explore cost control through various material controlling techniques.
COBBA.102.3	Evaluate the remuneration systems and incentives schemes to deal with labour cost
COBBA.102.4	Examine overhead cost through overhead functional analysis
COBBA.102.5	Prepare cost sheet with computation of normal and abnormal profits/loss
COBBA.102.6	Prepare Contract accounts using escalation clause.

C. Program Outcomes

PO1.	Apply Knowledge of various functional areas of business.
PO2.	Develop communication and professional presentation skills
PO3.	Demonstrate critical thinking and Analytical skills for business decision making
PO4.	Illustrate leadership abilities to make effective and productive teams
PO5.	Explore the implications and understanding the process of starting a new venture
PO6.	Imbibe responsible citizenship towards sustainable society and ecological environment
PO7.	Foster Creative thinking to find innovative solutions for diverse business situations

D. Program Specific Outcomes

PSO.1.	Understand, interpret, and analysis the facts with the Cost Accounting
PSO.2.	Apply reflective thinking and research skills using latest technological
PSO.3.	Assimilate technical functional knowledge of operations in business organization
PSO.4.	Demonstrate strategic and proactive thinking towards business decision making
PSO.5	Develop communication and professional skills
PSO.6	Understanding of different techniques of material controlling

E. Pedagogy:

The pedagogy would be the combination of the following techniques:-

- Lectures
- Presentations
- Classroom Activities
- Discussions, Questions & Answers
- Case Study

F. Evaluation

Criteria	Description	Maximum Marks
Internal Assessment	Mid-Term Exam	15
	PSDA	5
	Assignment	5
External Assessment	End-Term Exam	75
TOTAL		100

G. Syllabus

UNIT I

Meaning and Scope of cost Accounting: Basic cost objectives and scope of cost accounting, cost centers and cost units, Difference between financial, cost and management accounting, Basic cost concepts – Cost classification and elements of cost.

Material Control : Meaning, steps involved , Materials and inventory, Techniques of material/inventory control (EOQ, FSND, ABC, Stock Levels , JIT, VED) ,Valuation of inventory (FIFO, LIFO, Weighted average); Practical examples of EOQ, stock level, FIFO,LIFO.

UNIT II

Labour cost: Attendance and payroll procedures, overtime, idle time and incentives , Direct and indirect cost, remuneration systems and incentives schemes (Hasley, Rowan, Taylor, Merrick, Bedaux, Emerson, plan practical example).

Overheads: Functional analysis- factory , administration, selling, distribution , research and development, fixed, variable. Semi- variable and step cost ;Factory overheads, Administration overheads and selling and distribution overheads in brief . (Overhead rate , Machine rate, under & over absorption practical exam to be taught)

UNIT III

Cost Sheet- Preparation of cost sheet(simple problems)

Process costing- Meaning and computation of normal profit, abnormal effective, and abnormal loss.

UNIT IV

Contract costing: contract meaning, types, job and Batch costing, preparation of contract , accounts, escalation clause, calculation of work in progress, accounting for material :accounting for plant used in a contract : contract profit and loss account , balance sheet , operating costing (basics problem example to be taught).

Suggested Readings:

1. Maheshwari, S. N., Cost Accounting – Theory and problems, ShriMahavir Book Depot.
2. Arora, M.N., Cost Accounting , Vikas Publishing House.
3. Pandey, I.M., Management Accounting, Vikas Publishing house, Delhi.
4. P.C. Tulsian, Introducton to cost Accounting, s. Chand, Delhi.

I. Lecture Plan

Lecture No.	Topic(s)	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Nature, Aims, and Scope of cost accounting	Lecture	CO1	Subjective Assessment
2	Objectives of cost accounting, Cost centers	Lecture	CO1	
3	Difference between financial, management and cost accounting	Lecture	CO1	
4	Basic cost concepts , cost classification	Lecture/ Discussion	CO1	
5	Material control meaning , steps involved	Lecture/ Discussion	CO1	
6	Techniques of material controlling	Lecture	CO1	
7	continue	Lecture/ Discussion	CO1	
8	Continue	Lecture	CO1	
9	Continue	Lecture/ Discussion	CO1	
10	Continue		CO1	
11	Valuation of inventory.	Lecture/ Discussion	CO1	
12	Continue	Lecture/ Discussion	CO1	
13	Continue	Lecture	CO1	
14	Continue	Lecture/ Discussion	CO1	
15	Continue	Lecture/ Discussion	CO1	
16	Continue	Lecture/ Discussion	CO1	
17	Labour cost :Attendance and payroll procedures	Lecture/ Discussion	CO2	
18	continue	Lecture/ Discussion	CO2	
19	Idle time and incentives-	Lecture/ Discussion	CO2	
20	Continue	Lecture	CO2	

21	Direct and indirect labour	Lecture	CO2	
22	Remuneration system and incentives schemes	Lecture	CO 2	
23	Continue	Lecture	CO2	
24	Continue	Lecture	CO2	
25	Continue	Lecture	CO2	
26	Class test	Lecture	CO2	
27	Overheads functional analysis	Lecture	CO2	
28	Factory, administration	Lecture	CO2	
29	Selling and distribution	Lecture/ Discussion	CO2	
30	Fixed, variable, semi variable cost	Lecture/ Discussion	CO2	
31	continue	Lecture	CO2	
32	Continue	Lecture	CO2	
33	Continue	Lecture	CO2	
34	Preparation of cost sheet	Lecture	CO3	
35	Continue	Lecture	CO3	
36	Continue	Lecture	CO3	
37	Continue	Lecture	CO3	
38	Process costing	Lecture	CO3	
39	Continue	Lecture	CO3	
40	Continue	Lecture	CO3	
41	Continue	Lecture	CO3	
42	Process costing	Lecture	CO3	
43	Meaning of contract costing	Lecture	CO4	
44	Types of contract costing	Lecture	CO4	
45	Preparation of contracting accounts	Lecture	CO4	
46	continue	Lecture	CO4	
47	continue	Lecture	CO4	
48	continue	Lecture	CO4	
49	continue	Lecture	CO4	
50	continue	Lecture	CO4	
51	Revision			
52	Class test			

J. Course Articulation Matrix: (Mapping of COs with POs& PSOs)

CO Number	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	SO4	SOO5	SOO6
COBBA 102.1	-	1	1	-	-	-	-						
COBBA. 102.2	2	2	1	2	1	1	2						
COBBA 102.3	2	2	1	1	-	-	1						
COBBA. 102.4	2	2	2	-	-	-	2						
COBBA 102.5	2	2	2	-	-	-	2						
COBBA 102.6	3	3	2	-	-	-	2						

“-” - No Correlation; 1-Low Correlation; 2- Moderate Correlation; 3-Substantial Correlation

K. Expectations from Students:

- Actively participate in the classroom discussions.
- Follow the class rules
- Must be on time
- Must be regular in the class and maintain minimum 75% attendance as per GGSIP University norms)

L. Faculty Contact

Details:

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Second Semester

BBA (G)

Paper Code: BBA 104

Subject: Decision Techniques for Business

L4 TO C4

A. Introduction

Objective: The objective of this paper is to develop student's familiarity with the basic concept and tools in Statistics and operation research. These techniques assist specially in resolving complex problems serve as a valuable guide to the decision makers.

COBBA 104.1	To measure the central tendency along with the fact of Statistics. To enhance the meaning of Variation.
COBBA.104.2	To understand how two variables are correlated and calculate the correlation between variables. Apply Correlation and Regression concepts in business and research problems.
COBBA.104 .3	Explore the use of linear programming in business problem solving.
COBBA.104 .4	Analyze transportation and assignment problems.
COBBA.104 .5	Evaluate alternatives before taking business decisions.

C. Program Outcomes

PO1.	Critical Thinking: Demonstrate critical thinking and analytical skill for business decision making. To find innovative solutions for diverse business situations.
PO2.	Effective Communication: Develop communication and professional skills.
PO3.	Social Interaction: Elicit views of others, mediate disagreements and help reach conclusions in group settings.
PO4.	Effective Citizenship: Illustrate leadership abilities to make effective and productive teams.

PO5.	Ethics: Appreciate inclusivity towards diverse culture and imbibe universal values.
PO6.	Environment and Sustainability: Imbibe responsible citizenship towards sustainable society and ecological environment.
PO7.	Self-directed and Life-long Learning: Explore the implications and understanding the process of starting a new venture.

D. Program Specific Outcomes

PSO.1.	Understand, interpret, and analysis the facts with the help of Statistics.
PSO.2.	Assimilate technical functional knowledge of operations in business
PSO.3.	Apply reflective thinking and ability to conduct effective research using latest technological tools.
PSO.4.	Develop communication and professional presentation skills
PSO.5	Appreciate inclusivity towards diverse culture and imbibe universal values.
PSO.6	Understanding of different tool of Statistics.

E. Pedagogy:

The pedagogy would be the combination of the following techniques:-

- Lectures
- Presentations
- Classroom Activities
- Discussions, Questions & Answers

F. Evaluation

Criteria	Description	Maximum Marks
Internal Assessment	Mid-Term Exam	15
	PSDA	5
	Assignment	5
External Assessment	End-Term Exam	75
TOTAL		100

G. Syllabus

Unit 1

Statistics: Definition, Important & Limitation, Collection of data and formation of frequency distribution, Graphic presentation of Frequency distribution - Graphics, Bars, Histogram.

Measures of Central Tendency - Mean Median and Mode, Partition values - quartiles, deciles and percentiles; Measures of variation - Range, IQR, quartile, deciles and percentiles, quartile deviation and standard deviation and Lorenz Curve.

(14 Hours)

Unit II

Correlation Analysis: Correlation Coefficient; Assumptions of Correlation Analysis;

Coefficients of Determination and Correlation; Measurement of Correlation- Karl Person's Methods; Spearman's Rank correlation; Regression: meaning, assumptions, regression lines, ordinary least square method of regression; Pitfalls and Limitations Associated with

Regression and Correlation Analysis.

(14 Hours)

Unit III

Linear Programming: Concept and Assumptions, Usage in Business Decision Making, Linear Programming Problem: Formulation, Methods of Solving: Graphical and Simplex, problems with mixed constraints: Duality.

(14 Hours)

Unit IV

Transportation and Assignment problems: General Structure of Transportation Problem, Methods for Finding Initial Solution and Testing for Optimality. Assignment Problem: Hungarian Assignment Method, unbalanced assignment problems, restrictions in assignment, Travelling Salesman Model.

(14 Hours)

H. References

Text Books

1. Vohra, N.D., Quantitative Techniques in Management, McGraw Hill Education.
2. Gupta, SP and Gupta, P.R., Quantitative Techniques and Operation Research, Sultan Chand.
3. Rqjagopaian, S. & Sattanathan, IR., Business Statistics & Operations Research, McGraw Hill Education.
4. Sharma, LK., Operations Research: Problems & Solutions, Macmillan India Ltd.
5. Render, Barry, Stair, R.M., Hanna, M.E., Quantitative Analysis for Management,

Pearson Education.

6. Bajpai, Naval, Business Statistics, Pearson Education

I. Lecture Plan

Lecture No.	Topic(s)	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Statistics: Definition, Important & Limitation	Lecture	CO1	Subjective Assessment
2	Collection of data and formation of frequency distribution,	Lecture	CO1	
3	Graphic presentation of Frequency distribution - Graphics, Bars, Histogram.	Lecture	CO1	
4	Continue	Lecture/ Discussion	CO1	
5	Measures of Central Tendency - Mean Median and Mode:	Lecture/ Discussion	CO1	
6	Continue	Lecture/ Discussion	CO1	
7	Partition values - quartiles, deciles and percentiles;	Lecture/ Discussion	CO1	

8	Measures of variation - Range, IQR, quartile	Lecture/ Discussion		
9	Continue	Lecture/ Discussion	CO1	
10	Deciles and percentiles		CO1	
11	quartile deviation and standard deviation	Lecture/ Discussion	CO2	
12	Continue	Lecture/ Discussion	CO3	
13	Lorenz Curve	Lecture/ Discussion		
14	Revision	Lecture/ Discussion	CO3	
15	Class Test	Lecture/ Discussion	CO3	
16	Correlation Coefficient; Assumptions of Correlation Analysis	Lecture/ Discussion	CO3	
17	Coefficients of Determination and Correlation;	Lecture/ Discussion	CO3	
18	Measurement of Correlation- Karl Person's Methods	Lecture/ Discussion	CO3	
19	Continue	Lecture/ Discussion	CO3	
20	Spearman's Rank correlation;	Lecture	CO3	

21	Regression: meaning, assumptions,	Lecture	CO3	
22	Regression lines, ordinary least square method of regression;	Lecture	CO 2	
23	<i>Continue</i>	Lecture	CO2	
24	Pitfalls and Limitations Associated with Regression	Lecture/ Discussion	CO2	
25	Pitfalls and Limitations Associated with Correlation	Lecture/ Discussion	CO2	
26	<i>Revision</i>	Lecture/ Discussion		
27	<i>Class Test</i>			
28	Linear Programming: Concept and Assumptions	Lecture/ Discussion	CO3	
29	<i>Continue</i>	Lecture	CO3	
30	Usage in Business Decision Making	Lecture/ Discussion	CO3	
31	<i>Continue</i>	Lecture/ Discussion	CO3	
32	Linear Programming Problem: Formulation	Lecture	CO3	

33	Continue	Lecture/ Discussion	CO3	
34	Methods of Solving: Graphical	Lecture/ Discussion	CO3	
35	Methods of Solving: Simplex	Lecture/ Discussion	CO3	
36	Continue	Lecture/ Discussion	CO3	
37	problems with mixed constraints:	Lecture/ Discussion	CO 3	
38	Continue	Lecture/ Discussion	CO3	
39	Duality	Lecture/ Discussion	CO3	
40	Continue	Lecture/ Discussion	CO3	
41	Revision	Lecture/ Discussion		
42	Class Ttest			
48	Transportation and Assignment problems:	Lecture/ Discussion	CO4	
49	General Structure of Transportation Problem	Lecture/ Discussion	CO4	
50	Methods for Finding Initial Solution	Lecture/ Discussion	CO4	
51	Testing for Optimality	Lecture/ Discussion	CO4	

52	Assignment Problem: Hungarian Assignment Method	Lecture/ Discussion	CO4	
53	Continue	Lecture/ Discussion	CO4	
54	unbalanced assignment problems,	Lecture/ Discussion	CO4	
55	Restrictions in assignment	Lecture/ Discussion	CO4	
56	Travelling Salesman Model.	Lecture/ Discussion	CO4	
57	Revision	Lecture/ Discussion		
58	Class Test			

J. . Course Articulation Matrix: (Mapping of COs with POs& PSOs)

CO Number	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	SO4	SOO5	SOO6
COBCOM 104.1	-	2	2	3	1	-	-						
COBCOM 104.2	2	3	1	2	1	1	1						
COBCOM 104.3	2	2	3	1	1	1	-						
COBCOM 104.4	2	3	3	3	1	1	1						
COBCOM	2		2	3	1	1	1						

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104.5		2												
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“-” - No Correlation; 1-Low Correlation; 2- Moderate Correlation; 3-Substantial Correlation

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K. Expectations from Students:

- Actively participate in the classroom discussions /seminar
- Follow the class rules
- Must be on time
- Must be regular in the class and maintain minimum 75% attendance as per GGSIP University norms)

L. Faculty Contact Details:

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FAIRFIELD

Institute of Management & Technology

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Second Semester

BBA (G)

Paper Code: BBA 106

Subjects: Business Environment

L4 PSDA3 C5

A. Introduction

Objective: To familiarize the students with the nature and dimensions of evolving business environment in India to influence managerial decisions and how the Indian Economy is influencing the business environment in India Context.

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COBBA106 .1	CO1 Define the environment of business in terms of factors affecting it and to analyze the impact of such factors. Determining the relationship of concurrent business environment with Strategic Management through Environmental scanning & monitoring..
COBBA106 .2	CO2) To understand the economic, cultural, legal and political issues associated with national and international business.
COBBA106 .3	CO3) To develop skills on strategies formulation to effectively cope-up with Environmental challenges.
COBBA106 4	CO4) To acquaint students with the issues of domestic and global environment in which business has to operate, and to relate the impact of environment on business in an integrated manner
COBBA106 5	Analyze and Evaluate Global Business Environment in terms of Global Trade Policies by respective Institutions along with determining the impact and prospects of Technology in shaping Business.
COBBA106 6	Develop the critical thinking among the students as how Indian Economy influences the bussiness environment

C. Program Outcomes

PO1.	Critical Thinking: Take informed actions after understanding to the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different
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	perspectives.
PO2.	Effective Communication: To improve the communication skills and oratory skills
PO3.	Social Interaction: Elicit views of others, mediate disagreements and help reach conclusions in group settings.
PO4.	Effective Citizenship: Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of social and legal issues and participate in civic life through volunteering.
PO5.	Ethics: To inculcate professional ethics and to recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.
PO6.	Environment and Sustainability: Understand the role of economy regarding issues of environmental and sustainable development.
PO7.	Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes

D. Program Specific Outcomes

PSO.1.	Understand, interpret, and analysis the facts with the help macro economics
PSO.2.	Knowledge to complex problem situations and offer potential solutions within a simulated professional context;
PSO.3.	Ability to conduct effective research and develop the critical skill about the business environment;
PSO.4.	Demonstrate communication skills,
PSO.5	Articulate their independent views over contemporary crucial Economic issues;

PSO.6	Understanding of different political, economic, cultural and legal structure of ancient and medieval periods.
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E. Pedagogy:

The pedagogy would be the combination of the following techniques:-

- Lectures
- Presentations
- Flip Teaching
- Classroom Activities
- Discussions, Questions & Answers
- Case Study

F. Evaluation

Criteria	Description	Maximum Marks
Internal Assessment	Mid-Term Exam	10
	PSDA	5
	Assignment	10
External Assessment	End-Term Exam	75
TOTAL		100

G. Syllabus

Unit-I: An overview of Business Environment

(Lectures-14)
Type of Environment-Internal, External, Micro and Macro environment, Socio Cultural Environment, Competitive Structure of Industries, Environmental Analysis and strategic Management, Managing Diversity, Scope of Business, Characteristics of Business, Process and Limitation of Environmental Analysis

Unit-II: Planning and Economic Development and Problems in Indian Economy

(Lecture 14)

Economic Problems, Magnitude, Causes, effects and measurement tool, Poverty, Inequality, Unemployment, Concentration of Economic Power, Low capital formation and Industrial Sickness.

Ease of Doing Business reforms like startup India, Swatch Bharat Abhiyan

Unit-III: Concepts of Macro Economics and National Income, Determination

(Lectures-14)

Definition, Importance, Limitation of Macro Economics, Macro -Economics Variables
Circular Flow in 2,3,4 Sector and Multiplier in 2,3,4 sector

National Income: Concepts, Definition, Methods of Measurements, National Income in India, Problems in Measurement of National income & Precautions in Estimation of National Income

Macro Economics Framework : Theory of Full employment and Income, Classical, Modern (Keynesian) Approach, Consumption Function, Relationship between saving and consumption

Unit-IV: Economic Environment

(Lectures-14)

Nature of Economic Environment, Economic, Monetary and Fiscal Policies, FEMA, FDI, WTO, GATT Occupational Structure and contribution of various sectors in GDP of the country

H. References /Suggested Reading /Text Books

1. Paul J Business Environment, McGraw Hill Education
2. Cheruilam, Francis, Business Environment – Text and Cases, Himalya Publishing House
3. Dhingra, 1 C, Indian Economy, Sultan Chand & Sons
4. Aswathapa K Esentials of Business Environment, Himalya Publishing House
Asia Law House, 2014
5. Gupta C. B Business Environment, Sultan Chand
6. Dwivedi D N Macro Economics McGraw Hill Education

I. Lesson Plan

Lecture No.	Date	Topic(s)	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1		Type of Environment- Internal,	Lecture	CO1	MCQs & Subjective Assessment
2		Type of Environment-, External	Lecture	CO1	
3		Socio Cultural Environment,	Lecture	CO1	
4		Continue	Lecture/ Discussion	CO1	
5		Competitive Structure of Industries	Lecture/ Discussion	CO1	
6		Continue	Lecture/ Discussion	CO1	
7		Environmental Analysis and strategic Mangement,	Lecture/ Discussion	CO1	
8		<i>Continue</i>			
9		Managing Diversity,	Lecture/ Discussion	CO1	
10		<i>Continue</i>		CO1	
11		Scope of Business	Lecture/ Discussion	CO2	
12		Characteristics of Business,	Lecture/ Discussion	CO3	
13		Process and Limitation of Environmental Analysis	Case Study		
14		<i>Continue</i>	Lecture/ Discussion	CO3	
15		<i>Revision of Unit 1</i>	Lecture/ Discussion	CO3	
16		<i>MCQs</i>	Evaluation	CO3	
17		<i>Planning and Economic Development and Problems in Indian Economy</i>	Lecture/ Discussion	CO3	
18		Economic Problems, Magnitude, Causes	Lecture/ Discussion	CO3	
19		Economic Problems, , effects	Lecture/ Discussion	CO3	

		and measurement tool	Discussion		
20		<i>Continue</i>	Lecture	CO3	
21		Poverty,	Lecture	CO3	
22		Inequality,	Lecture	CO 2	
23		Unemployment,	Lecture	CO4	
24		Concentration of Economic Power	Lecture/ Discussion	CO3	
25		<i>Low capital formation</i>	Lecture/ Discussion	CO3	
26		<i>Industrial Sickness.</i>	Lecture/ Discussion	CO4	
27		<i>Ease of Doing Business reforms like startup India,</i>			
28		<i>Swatch Bharat Abhiyan</i>	Lecture/ Discussion	CO4	
29		<i>Continue</i>	Lecture	CO4	
30		Revision	Flip teaching	CO4	
31		<i>Assement</i>	Evaluation	CO4	
32		Concepts of Macro Economics and National Income, Determination	Discussion and overview	CO5	
33		Definition , Importance, Limitation of Macro Economics	Lecture	CO5	
34		Macro -Economics Variables	Lecture	CO5	
35		Circular Flow in 2,3,4 Sector and Multiplier in 2,3,4 sector	Lecture	CO5	
36		<i>Continue</i>		CO5	
37		<i>National Income: Concepts, Definition,</i>		CO 5	
38		<i>Methods of Measurements</i>	Lecture/ Discussion	CO5	
39		<i>Continue</i>		CO5	
40		Precautions in Estimation of National Income	Lecture/ Discussion	CO5	
41		Macro Economics	Lecture/	CO6	

		Framework	Discussion		
42		<i>Theory of Full employment and Income</i>	Lecture/ Discussion	CO6	
48		, Classical, Modern (Keynesian) Approach,	Lecture/ Discussion	CO6	
49		Consumption Function,	Lecture/ Discussion	CO3	
50		Relationship between saving and consumption	Lecture/ Discussion	CO3	
51		Economic Environment	Lecture/ Discussion	CO2	
52		Nature of Economic	Lecture/ Discussion	CO2	
53		Environment, Economic ,	Lecture/ Discussion	CO4	
54		Monetary and Fiscal Policies,	Lecture/ Discussion	CO6	
55		FEMA, FDI,	Lecture/ Discussion	CO6	
56		WTO, GATT	Lecture/ Discussion	CO6	
57		Occupational Structure	Lecture/ Discussion	CO5	
58		contribution of various sectors in GDP of the country	Lecture/ Discussion	CO5	
60		Continue	Lecture/ Discussion	CO4	
61		Revision	Lecture/ Discussion	CO6	
62		Class Test	Evaluation		

J. . Course Articulation Matrix: (Mapping of COs with POs& PSOs)

CO Number	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
COBBA 106 CO.1		1			2	1							
COBBA 106			2										

CO.2					1	1							
COBBA 106 CO.3	2			3									
COBBA 106 CO.4		2											
COBBA 106 CO.5		3			1								
COBBA 106 CO.6	3				2								

“-”- No Correlation; 1-Low Correlation; 2- Moderate Correlation; 3-Substantial Correlation

K. Expectations from Students:

- Actively participate in the classroom discussions /seminar
- Follow the class rules
- Must be on time
- Must be regular in the class and maintain minimum 75% attendance as per GGSIP University norms)

L. Faculty Contact

Details:

Name:	Dr Shalini Kumar
Designation:	Associate Professor

SECOND SEMESTER

BBA (G)

Paper Code: BBA (110)

Subjects: Business Communication

A. Introduction

Objective: To train students to enhance their skills in written as well as oral Communication through practical conduct of this course. This course will help students in understanding the principles & techniques of business communication. The course aims to support BBA (G) programme objectives with solid grounding in ethics, globalization and cross-functional issues.

COBBA110.1	Proficiency in formal written communication.
COBBA110.2	Appreciate diversity and adapt to multicultural communication.
COBBA110.3	Analyze the forms and method of formal and informal mode of communication.
COBBA110.4	Ability to make effective and well- articulated presentations
COBBA110.5	Explore the significance of effective listening.

C. Program Outcomes

PO1.	Apply knowledge of various functional areas of business
PO2.	Develop communication and professional presentation skills
PO3.	Demonstrate critical thinking and Analytical skills for business decision making
PO4.	Illustrate leadership abilities to make effective and productive teams
PO5.	Explore the implications and understanding the process of starting a new venture
PO6	Imbibe responsible citizenship towards sustainable society and ecological environment
PO7.	Appreciate inclusivity towards diverse culture and imbibe universal values

PO8	Foster Creative thinking to find innovative solutions for diverse business situations
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D. Program Specific Outcomes

PSO.1.	Apply reflective thinking and research skills using latest technological tools.
PSO.2.	Assimilate technical functional knowledge of operations in business
PSO.3.	Demonstrate strategic and proactive thinking towards business decision making.
PSO.4	Illustrate negotiation skills and networking abilities.

E. Pedagogy:

The pedagogy would be the combination of the following techniques:-

- Lectures
- Presentations
- Classroom Activities
- Discussions, Questions & Answers
- Case Study

F. Evaluation

Criteria	Description	Maximum Marks
Internal Assessment	Mid-Term Exam	10
	PSDA	5
	Assignment	10
External Assessment	End-Term Exam	75
TOTAL		100

G. Syllabus

UNIT I:

Fundamental of Communication: Meaning and significance of communication, Process of Communication, Principles of Effective Business Communication, 7Cs; How to Improve Command over Spoken and Written English, Effective Listening.

UNIT II:

Communicating in a Multicultural World: Idea of a global world, Impact of globalization on organizational and multicultural communication, understanding culture for global communication; Etic and Emic approaches to culture, The Cross Cultural Dimensions of Business Communication, Technology and Communication, Ethical & Legal Issues in Business Communication, overcoming cross cultural communication barriers.

UNIT III:

Business letter writing and Presentation Tools: Business letters- Need, Functions and Layout of Letter Writing, Types of Letter Writing: Persuasive Letters, Request Letters, Sales Letters and Complaints; Employment related letters Interview Letters, Promotion. Letters, Resignation Letters,

UNIT IV:

Departmental Communication: Barriers of Communication, Meaning, Need and Types, News Letters, Circulars, Agenda, Notice, Office Memorandums, Office Orders, Minutes of the meeting. Project and Report writing, How to Make a Presentation, Presentation Tools, Guidelines for Effective Presentation.

Suggested Readings:

1. Lesikar . Business Communication: Making Connections in a Digital World. McGraw Hill Education. 2. Boove, C.L., Thill, J.V. & Chaturvedi, M. Business Communication Today, Pearson.
3. Krizan et al . Effective Business Communication, Cengage Learning.
4. Scot, 0. Contemporary Business Communication, Biztantra, New Delhi.
5. Chaney & Martin . Intercultural Business Communication, Pearson Education 6. Penrose et al . Business Communication for Managers, Cengage Learning.

I. Lecture Plan

Lecture No.	Topic(s)	Mode of Delivery	Corresponding CO	Mode of Assessing CO
UNIT-1				
1	Course Introduction – What is Business Communication?	Lecture	CO1	
2	Significance of communication,	Lecture	CO1	
3	Types of communication	Lecture	CO2	
4	Process of Communication	Lecture/ Discussion	CO2	
5	Principles of Effective Business Communication,	Lecture	CO1	
6	7Cs	Lecture/ Discussion	CO1	
7	How to Improve Command over Spoken	Lecture	CO3	
8	Written English, Effective Listening	PPT	CO1	
UNIT-2				
1	Idea of a global world,	Lecture/ Discussion	CO3	
2	Impact of globalization on organizational	Lecture/ Discussion	CO1	
3	Multicultural communication,	Case study	CO4	
4	understanding culture for global communication;	Lecture/ Discussion	CO2	
5	Etic and Emic approaches to culture	Lecture/ Discussion	CO3	
6	The Cross Cultural Dimensions of Business Communication	Case study	CO4	
7	Technology and Communication,	Lecture/ Discussion	CO1	
8	Ethical Issues in Business Communication,	Lecture/ Discussion	CO2	
9	Legal Issues in Business Communication,	Lecture/ Discussion	CO2	
10	overcoming cross cultural communication barriers	Lecture/ Discussion	CO5	

UNIT-3

1	Need, Functions and Layout of Letter Writing,	Lecture/ Discussion	CO5	
2	Types of Letter Writing	Student PPT	CO1	
3	Persuasive Letters	Promotion. Letters	CO1	
4	Request Letters,	Promotion. Letters	CO3	
5	Sales Letters	Student PPT	CO2	
6	Complaints Letters	Lecture/ Discussion	CO1	
7	Employment related letters	Student PPT	CO3	
8	Employment related Interview	Lecture/ Discussion	CO5	
9	Letters,	Lecture/ Discussion	CO1	
10	Promotion Letters	Lecture/ Discussion	CO1	
11	Resignation Letters	Lecture/ Discussion	CO3	
12	Test for students	Test	CO2	

UNIT-4

1	Barriers of Communication, Meaning, Need and Types,	Lecture/ Discussion	CO3/ CO5	
2	News Letters	Student PPT	CO5	
3	Circulars, Agenda,	Lecture/ Discussion	CO3	
4	Notice, Office Memorandums,	Lecture/ Discussion	CO4	
5	Office Orders,	Lecture/ Discussion	CO5	
6	Minutes of the meeting	Lecture/ Discussion	CO4	
7	Project and Report writing,	Lecture/ Discussion	CO3	
8	How to Make a Presentation	Lecture/ Discussion	CO5	
9	Presentation Tools,	Lecture/ Discussion	CO1	

10	Guidelines for Effective Presentation	Lecture/ Discussion	CO3	
11	Revision	Lecture/ Discussion	CO1	
12	Class Test	Lecture/ Discussion	CO2	

J. . Course Articulation Matrix: (Mapping of COs with POs& PSOs)

CO Number	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
COBBA 110.1	-	1	1	-	-	-	-	1						
COEBBA 110.2	2	2	1	2	1	1	2							
COBBA 110.3	2	2	1	1	-	-	1							
COBBA 110.4	2	2	2	-	-	-	2	2						
COBBA 110.5	2	2	2	-	-	-	2	2						

“-”- No Correlation; 1-Low Correlation; 2- Moderate Correlation; 3-Substantial Correlation

K. Expectations from Students:

- Actively participate in the classroom discussions.
- Follow the class rules
- Must be on time
- Must be regular in the class and maintain minimum 75% attendance as per GGSIP University norms)

L. Faculty Contact

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NAAC ACCREDITED



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FAIRFIELD

Institute of Management & Technology

Affiliated to GGSIP University & an 'A' Grade College by DHE, Govt. of NCT Delhi
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Second Semester

BBA

Paper Code: BBA 204

Subject: Financial Management L4 PSDA1 C4

A. Introduction

Objective The objective of this course is to: (i) develop fundamental knowledge and conceptual understanding of various principles of financial management; (ii) aware students about various options available for optimizing the costs of capital and investment to maximize the return on investment having due regard to various risks; (iii) acquaint them to various tools and techniques for taking effective decisions with respect to financial management in highly dynamic and competitive market conditions both on supply side and demand side of credit markets.

COBBA/BALL.B116.1	enable students to critically analyze the financial decision making in the light of risks and returns dimensions;
COBBA/BALL.B116.2	prepare them to handle capital budgeting issues and help their clients in solving real life problems related to the same;
COBBA/BALL.B116.3	groom students to be profession ready with in-depth knowledge as to core financial management concepts.
COBBA/BALL.B116.4	Analyze factors affecting dividend policy;
COBBA/BALL.B116.5	Design working capital policy based on the assessment of financial requirements.

C. Program Outcomes

PO 1	Exhibit understanding of overall business and financial environment in India
PO 2	Demonstrate in-depth knowledge of financial operations and decision making in an organization
PO 3	Develop comprehensive understanding and problem-solving abilities in financial services and operations
PO 4	Develop critical thinking skills and analytical abilities to analyze business data using various techniques and tools

PO 5	Develop effective communication interpersonal and team skills
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Pedagogy:

The pedagogy would be the combination of the following techniques: -

- Lectures
- Presentations
- Classroom Activities
- Discussions, Questions & Answers
- Case Laws

Evaluation

Criteria	Description	Maximum Marks
Internal Assessment	Mid-Term Exam	10
	PSDA	5
	Assignment	10
External Assessment	End-Term Exam	75
TOTAL		100

Syllabus

COURSE CONTENTS:

Unit –I: Introduction (10 Hours)

- Financial Management: Definition, Scope and Relationship with Functional Areas of Management; b. Fundamental Propositions & Axioms of Financial Management; c. Financial Management versus Financial Definition, Scope and Relationship with Functional Areas of Management; Accounting; d. Objectives of Financial Decision Making: Investment Decisions, Financing Decisions, e. Dividend Decisions; Risk and Return Dimensions of Financial Decision Making; Profit Maximization versus Wealth Maximization; f. Concept and relevance of Time Value of Money; g. Future Value of a Single Cash Flow; h. Future Value of a Series of Cash flows; Present Value of a Future Cash flow; Present Value of a Series of Cash Flows; i. Present Value of a Perpetuity; Present Value of an Annuity Due; j. Present Value of a Growing Annuity; Sinking Funds; k. Capital Recovery; Deferred Payment.

Unit-II: Long Term Investment Decisions (10 Hours)

- a. Capital Budgeting: Features and Importance of Capital Budgeting Decisions; b. Types of Capital Budgeting Decisions; c. Estimation of Initial Subsequent and Terminal Cash Flows; d. Money and Real Cash Flows; Taxation and Cash Flows; e. Estimation of Costs and Benefits of a Project; Techniques of Evaluation; f. Payback Period; Accounting Rate of Return; g. Discounted Cash Flow Techniques; h. Net Present Value; Profitability Index; i. Discounted Payback Period; Internal Rate of Return; NPV versus IRR; j. Replacement Decisions, Optimum Replacement Timings; k. Reinvestment Rate Assumption; Capital Budgeting for Unequal Lives of Proposals.

Unit-III: Financing Decisions (10 Hours)

- a. Cost of Capital: Concept and significance of Cost of Capital; 38 PSDA (Professional Skill Development Activities) 1 Hr/Week b. Measurement of Cost of Capital; c. Cost of Bonds & Debentures; Cost of Preference Share Capital; d. Cost of Equity Share Capital; e. Cost of Equity Under Different Dividend assumptions; f. Cost of Retained Earnings; Implicit and Explicit Cost of Capital; Factors Affecting Cost of Capital; g. Weighted Average Cost of Capital; Historical, Marginal, and Target Weights, Book Value versus Market Value Weights; h. Specific and overall Cost of Capital; Flotation Cost and Cost of Capital; i. Leverages: Concept and Importance of Leverages; Operating Leverage; Financial Leverage; Combined Leverage; j. Capital Structure: Concept of Value of Firm; Net Income Approach; Relevance of Capital Structure; k. Net Operating Income Approach; Irrelevance of Capital Structure; Modigliani and Miller Hypothesis; Behavioral explanation of NOI Approach; l. The Arbitrage Process; Cost of Capital under MM Model; MM Hypothesis with taxes; m. Traditional Approach: A balanced point of view; Leverage and Personal Taxation; n. Dividend Decisions: Concept of Dividend and Valuation of Firm; o. Determinants of Dividend Policy; p. Relevance and Irrelevance of Dividend Policy; q. Walters Model; Gordon Model; Modigliani and Miller Theory of Dividend Policy.

Unit-IV: Management Of Working Capital (10 Hours)

- a. Definition of Working Capital; b. Concept of Operating Cycle; Liquidity versus Profitability; c. Inventory Management: Costs of Maintaining Inventory; d. Carrying Cost; Cost of Ordering; e. Costs of Stock-out; EOQ Model; f. Reorder Level; ABC Analysis; Just in Time Inventory; g. Cash Management: Motives for Holding Cash; h. Cash Budget; Investing Surplus Cash; Optimal Cash Balance; Baumol's Model; Miller-Orr Model; i. Receivables Management: Monitoring of Receivables; j. Credit Policy Decisions; Costs and Benefits of Receivables; k. Accounting Ratios; Factoring and Receivables Management; Factoring versus Forfeiting; Suggested Readings:

Text Books:

1. Y.M. Khan & P.K. Jain, (2012), Financial Management: Text, Problems and Cases, Tata McGraw Education Private Limited, New Delhi, 2014 (7th Edn.)
2. I.M. Pandey, Financial Management, Vikas Publishing House, Noida (UP), 2010 (10th Edn)
3. R.P. Rustagi, Financial Management: Theory, Concepts and Problems, Taxmann, New Delhi, 2018 (6th Edn.)

References:

1. PrasannaChandra, FinancialManagement: TheoryandPractice,8th Edition, TataMcGrawHill Education Private Limited, New Delhi, 2011 (8thEdn.) 2. James C. Van Horne & John Martin Wachowicz, Fundamentals of Financial Management, Prentice Hall of India Learning, New Delhi, 2010 (13thEdn.)

PSDA (Professional Skill Development Activities)

- Techniques of Compounding and Discounting, Learning the Advantages of Saving Early
- Studying Investment Evaluation Criteria on MS Excel, Practical Problems on NPV, IRR, Profitability Index, Payback Period, Accounting Rate of Return
- Studying Capital Structure of Companies in India, Case Study on Indian Companies that have Declared Dividend in Recent Past, Discussion on Effect of Dividends on StockPrice, Corporate Dividend Policies in India
- Solve numerical exercise problems using excel

I. Lesson Plan

Lecture No.	Topic(s)	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Definition, Scope and Relationship with Functional Areas of Management	Lecture	CO1	MCQs & Subjective Assessment
2	Fundamental Propositions & Axioms of Financial Management	Lecture	CO1	
3	Scope and relation with functional areas of management	Lecture	CO1	
4	Financial decision making and its objectives	Lecture	CO1	
5	Dividend decision making , Risk-return trade off	Lecture	CO1	
6	Time value of money, Present Value and future value	Lecture	CO1	
7	Sinking funds	Lecture	CO1	
8	Continue	Lecture/ Discussion	CO1	
9	Capital recovery and deferred payment	Lecture	CO1	
10	Continue	Lecture/ Discussion	CO1	
11	Capital budgeting, its	Lecture	CO2	

	features and importance			
12	Types of capital budgeting decisions	Lecture	CO2	
13	Estimation of initial subsequent and terminal cash flows	Lecture	CO2	
14	Money and real cash flows	Lecture	CO2	
15	Techniques of evaluation	Lecture	CO2	
16	Discounted techniques of evaluation	Lecture	CO2	
17	Replacement decisions	Lecture	CO2	
18	Continue	Lecture/ Discussion	CO2	
19	Capital budgeting for unequal proposal	Lecture	CO2	
20	Continue	Lecture/ Discussion	CO2	
21	Cost of capital and its concepts	Lecture	CO3	
22	Continue	Lecture/ Discussion	CO3	
23	Cost of bonds and debentures	Lecture	CO3	
24	Continue	Lecture/ Discussion	CO3	
25	Cost of Equity shares	Lecture	CO3	
26	Continue	Lecture/ Discussion	CO3	
27	Factors affecting cost of capital	Lecture	CO3	
28	Leverages; concept and importance	Lecture	CO3	
29	Capital structure concept and theories	Lecture/ Discussion	CO3	
30	Continue	Lecture/ Discussion	CO3	
31	Continue	Lecture/ Discussion	CO3	
32	Dividend decision: concept and valuation of firm	Lecture	CO3	
33	Continue	Lecture/ Discussion		
34	Determinants of dividend policy and its theories	Lecture	CO3	

35	Continue	Lecture/ Discussion	CO3	
36	Working capital	Lecture	CO4	
37	Operating cycle Concepts	Lecture	CO4	
38	Inventory cost ; costs of maintaining of inventory	Lecture	CO4	
39	Costs of Stock-out; EOQ Model	Lecture	CO4	
40	Reorder Level; ABC Analysis; Just in Time Inventory;	Lecture	CO4	
41	Cash Management: Motives for Holding Cash	Lecture	CO4	
42	Cash Budget; Investing Surplus Cash; Optimal Cash Balance; Baumol's Model; Miller-Orr Model	Lecture	CO4	
43	Credit Policy Decisions; Costs and Benefits of Receivables	Lecture	CO4	
44	Accounting Ratios; Factoring and Receivables Management	Lecture	CO4	
45	Factoring versus Forfaiting	Lecture	CO4	
46	Continue	Lecture/ Discussion	CO4	
47	Revision	Lecture	CO4	
48	Class test	Lecture	CO4	

J. . Course Articulation Matrix: (Mapping of COs with POs& PSOs)

CO Number	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	SO4	SOO5	SOO6
COBBA/BA LL.B116.1	1	-	-	-	-	-	3						
COBBA/BA LL.B116.2	2	-	-	-	-	-	3						
COBBA/BA LL.B116.3	2	-	-	1	-	-	3						
COBBA/BA LL.B116.4	2	-	-	-	-	-	3						
COBBA/BA LL.B116.5	2	2	3	-	-	-	3						

“-” - No Correlation; 1-Low Correlation; 2- Moderate Correlation; 3-Substantial Correlation.

K. Expectations from Students:

- Actively participate in the classroom discussions.
- Follow the class rules
- Must be on time
- Must be regular in the class and maintain minimum 75% attendance as per GGSIP University norms)

L. Faculty Contact Details:

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Fourth Semester

BBA (G)

Paper Code: BBA (G) 206

Social Responsibility

Subject: Corporate governance, Ethics &

L4 T/P-0 C4

A. Introduction

Objective: The basic objective of this paper is to make the students realize the importance of values and ethics in business. This course endeavors to provide a background to ethics as a prelude to learn the skills of ethical decision-making and, then, to apply those skills to the real and current challenges of the information professions

B. Course Outcomes

COBBA206.1	Explore the relationship between ethics and business and the subsequent theories of justice and economics across different cultural traditions.
COBBA206.2	Comprehend the relationship between ethics, morals and values in the workplace.
COBBA206.3	Analyze and understand various ethical philosophies to explain how they contribute to current management practices.
COBBA206.4	Critically apply understanding of ethics of real-world contexts and gather and analyze information by way of undertaking a research project on a topic relevant to business ethics.
COBBA206.5	Critically analyze the reasons of systematic failure of corporate governance that could spread from individual firms to entire markets or economies.

C. Program Outcomes

PO1.	Apply knowledge of various functional areas of business
PO2.	Develop communication and professional presentation skills
PO3.	Demonstrate critical thinking and Analytical skills for business decision making
PO4.	Illustrate leadership abilities to make effective and productive teams

PO5.	Explore the implications and understanding the process of starting a new venture
PO6.	Imbibe responsible citizenship towards sustainable society and ecological environment
PO7.	Appreciate inclusivity towards diverse culture and imbibe universal values

D. Program Specific Outcomes

PSO.1.	Analyze the theoretical knowledge with the practical aspects of Organizational setting and techniques or management.
PSO.2.	Determine conceptual and analytical abilities required for effective decision making.
PSO.3.	Understand the dynamic and complex working environment of Business.
PSO.4.	Understand the problems faced by the business sector in the Current scenario
PSO.5	Understand the rapid changes of financial services include banking and insurance sectors.
PSO.6	Analyze the various aspect of business research in the area of marketing, human resource and finance.

E. Pedagogy:

The pedagogy would be the combination of the following techniques:-

- Lectures
- Presentations
- Classroom Activities
- Discussions, Questions & Answers
- Case Study

F. Evaluation

Criteria	Description	Maximum Marks
Internal Assessment	Mid-Term Exam	15
	PSDA	5
	Assignment	5
External Assessment	End-Term Exam	75
TOTAL		100

G. Syllabus

Unit 1: Introduction

(14 lectures)

Concept and significance of Business Ethics in Organizational contexts; Approaches and Practices governing Ethical Decision Making; Codes of Ethics; Normative and descriptive ethical theories. Ethos of Vedanta in management, Role of various agencies in ensuring ethics in corporation; Setting standards of ethical behaviour; Assessing ethical performance

Unit 2: Human Values & Business

(14 lectures)

Meaning of Human Values; Formation of Values: Socialization; Types of Values: Social Values, Aesthetic Values, Organizational Values, Spiritual Values; Value Crisis; concept of knowledge and wisdom, wisdom-based management. Concept of Karma and its kinds: Karma Yoga, Nishkam Karma, and Sakam Karma

Unit 3: Moral Issues in Business

(14 lectures)

Implications of moral issues in different functional areas of business (finance, HR, and marketing). Whistle blowing; Marketing truth and advertising: Manipulation and coercion, Allocation of moral responsibility in advertising; Trade secrets, Corporate disclosures, Insider trading; Equal employment opportunity, Affirmative action, Preferential hiring; Consumerism; Environmental protection.

Unit 4: Corporate Social Responsibility lectures)

(14

Concept of CSR, Corporate Philanthropy, Strategic Planning and Corporate Social Responsibility; Relationship of CSR with Corporate Sustainability; CSR and Business Ethics, CSR and Corporate Governance; CSR provisions under the Companies Act 2013; CSR Committee; CSR Models, Codes, and Standards on CSR. ISO 26000 Social Responsibility- definition, principles, scope, benefits, certification, Corporate Governance in the public sector, banking, non- banking financial institutions in India.

H. Suggested Readings:

1. Fernando AC, *Business Ethics*, Pearson Education
2. Balachandran V, Corporate Governance, Ethics and Social Responsibility, PHI 3.Mandal SK (2012) *Ethics in Business and Corporate Governance*, Mc Graw Hill Education
3. Banerjee, S.B., *Corporate Social Responsibility: The Good, The Bad and The Ugly*. Cheltenham: Edward Elgar Publishing.
4. Kumar, S., *Corporate Governance*. Oxford, England: Oxford University Press.
5. Sherlekar, S. A., *Ethics in Management*. New Delhi: Himalaya Publishing House

I. Lecture Plan

Lecture No.	Topic(s)	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Concept and significance of Business Ethics in Organizational contexts	Lecture	CO1	MCQs & Subjective Assessment
2	Approaches and Practices governing Ethical Decision Making	Lecture	CO1	
3	Approaches and Practices governing Ethical Decision Making	Lecture	CO1	
4	Codes of Ethics	Lecture/ Discussion	CO1	
5	Normative and descriptive ethical theories	Lecture/ Discussion	CO1	
6	Normative and descriptive ethical theories	Lecture/ Discussion	CO1	
7	Ethos of Vedanta in Management			
8	Role of various agencies in ensuring ethics in corporation	Lecture/ Discussion	CO1	
9	Role of various agencies in ensuring ethics in corporation		CO1	
10	Setting standards of ethical behaviour	Lecture/ Discussion	CO1	

11	Setting standards of ethical behaviour	Lecture/ Discussion	CO1	
12	Assessing ethical performance		CO1	
13	Meaning of Human Values	Lecture/ Discussion	CO2	Presentation & subjective assessment
14	Formation of Values: Socialization	Lecture/ Discussion	CO2	
15	Types of Values	Lecture/ Discussion	CO2	
16	Social Values, Aesthetic Values	Lecture/ Discussion	CO2	
17	Organizational Values, Spiritual Values	Lecture/ Discussion	CO2	
18	Value Crisis	Lecture/ Discussion	CO2	
19	concept of knowledge and wisdom	Lecture	CO	
20	wisdom-based management	Lecture	CO2	
21	Concept of Karma and its kinds	Lecture	CO2	
22	Karma Yoga, Nishkam Karma	Lecture	CO2	
23	Sakam Karma.	Lecture/ Discussion	CO2	
24	Implications of moral issues in different functional areas of business	Lecture/ Discussion	CO3	MCOs & Subjective assessment
25	Implications of moral issues in different functional areas of business	Lecture/ Discussion	CO3	
26	Whistle blowing		CO3	
27	Marketing truth and advertising	Lecture/ Discussion	CO3	
28	Manipulation and coercion	Lecture	CO3	
29	Allocation of moral responsibility in advertising		CO3	
30	Trade secrets		CO3	
31	Corporate disclosures	Lecture	CO3	

32	Insider trading		CO3	
33	Insider trading	Lecture	CO3	
34	Equal employment opportunity	Lecture/ Discussion	CO3	
35	<i>Continue</i>		CO3	
36	Affirmative action		CO 3	
37	Preferential hiring	Lecture/ Discussion	CO3	
38	Consumerism		CO3	
39	Environmental protection	Lecture/ Discussion	CO3	
40	Concept of CSR		CO4	Presentation & Subjective assessment
41	Corporate Philanthropy	Lecture/ Discussion	CO4	
42	Strategic Planning and Corporate Social Responsibility	Lecture/ Discussion	CO4	
43	Relationship of CSR with Corporate Sustainability	Lecture/ Discussion	CO4	
44	CSR and Business Ethics	Lecture/ Discussion	CO4	
45	CSR and Corporate Governance	Lecture/ Discussion	CO4	
46	CSR Committee, CSR Models	Lecture/ Discussion	CO4	
47	Codes, and Standards on CSR		CO4	
48	ISO 26000 SR		CO4	
49	ISO 26000 SR	Lecture/ Discussion	CO5	MCOs & Subjective assessment
50	Corporate Governance in the public sector	Lecture/ Discussion	CO5	
51	Banking, non- banking financial institutions in India.	Lecture/ Discussion	CO5	
52	Revision	Discussion		
53	Class Test	Discussion		

J. Course Articulation Matrix: (Mapping of COs with POs& PSOs)

CO Number	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	SO4	SOO5	SOO6
CO BBA 206.1	2	-	-	1	-	2	3						
CO BBA 206.2	2	2	1	2	-	2	2						
CO BBA 206.3	1	1	1	1	-	2	2						
CO BBA 206.4	1	1	1	-	-	2	3						
CO BBA 206.5	1	1	2	-	-	1	2						

“-”- No Correlation; 1-Low Correlation; 2- Moderate Correlation; 3-Substantial Correlation

K. Expectations from Students:

- Actively participate in the classroom discussions /seminar
- Follow the class rules
- Must be on time
- Must be regular in the class and maintain minimum 75% attendance as per GGSIP University norms)

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FOURTH SEMESTER

BBA G

Paper Code: BBA (G) 208

Subjects: Income Tax Law and Practices

A. Introduction

Objective: The course aims to provide knowledge of the various provisions of income-tax law in India and enable the students to apply such provisions to compute total income and tax liability of individuals and HUFs.

CO 1.	Analyze the concepts of taxation, including assessment year, previous year, assessee, person, income, total income, agricultural income and determine the residential status of persons;
CO 2.	Compute income under different heads, applying the charging provisions, deeming provisions, exemptions and deductions;
CO 3.	Calculate gross total income after clubbing provisions and provisions relating to set-off and carryforward of losses;
CO 4.	Calculate the tax liability and total income of an individual and HUF
CO 5.	Ability to file Income tax return

C. Program Outcomes

PO1.	Apply knowledge of various functional areas of business
PO2.	Develop communication and professional presentation skills
PO3.	Demonstrate critical thinking and Analytical skills for business decision making
PO4.	Illustrate leadership abilities to make effective and productive teams
PO5.	Explore the implications and understanding the process of starting a new venture
PO6.	Imbibe responsible citizenship towards sustainable society and ecological environment
PO7.	Appreciate inclusivity towards diverse culture and imbibe universal values
PO8.	Foster Creative Thinking to find innovative solutions for diverse business situations

D. Program Specific Outcomes

PSO.1.	Apply reflective thinking and research skills using latest technological tools
PSO.2.	Assimilate technical functional knowledge of operations in business organisations

PSO.3.	Demonstrate strategic and proactive thinking towards business decision making
PSO.4.	Illustrate negotiation skills and networking abilities

E. Pedagogy:

The pedagogy would be the combination of the following techniques: -

- Lectures
- Presentations
- Classroom Activities
- Discussions, Questions & Answers
- Case Study

F. Evaluation

Criteria	Description	Maximum Marks
Internal Assessment	Mid-Term Exam	10
	PSDA	5
	Assignment	10
External Assessment	End-Term Exam	75
TOTAL		100

G. Syllabus

COURSE CONTENTS:

Unit1: Basic Concepts

Tax: concept, types – direct and indirect; canons of taxation; Direct Tax: Need, features and basis of charges. Income Tax (as per Income Tax Act 1961 and amendments): Basic Concepts; Residential status; Scope of Total Income, Heads of Income; Income which do not form part of Total Income; Agriculture Income and its taxability.

Unit2: Income from Salary and House Property

Meaning of salary, Basis of charge, conditions of chargeability, Allowances, Perquisites, Deductions and exemptions, computation of taxable income from salary.

Income from house property basis of charge, determinants of annual value, Deductions and exemptions, computation of taxable income house property.

Unit 3: Profits and gains from business or profession, capital gains and income from other sources

Meaning of business income, methods of accounting, Deductions and Disallowances, Computation of presumptive income under Income-tax Act, Computation of taxable income from Business and profession.

Meaning of Capital Asset, Basis of Charge, Exemptions related to capital gains; Meaning of Transfer, Computation of taxable capital Gain.

Income from Other Sources Basis of charge - Dividend, Interest on securities, winning from lotteries, Crossword puzzles, Horse races, Card games etc., Permissible deductions, impermissible deductions.

Unit4: Computation of Total income and Tax Liability of individual and HUF

Income of other persons included in assessee's total income, Aggregation of income and set-off and carry forward of losses; Deductions from gross total income; Rebates and reliefs; Computation of total income and tax liability of individuals and HUF.

Suggested Readings:

1. Ahuja, G., & Gupta, R. (2020). *Simplified Approach to Income Tax*. New Delhi: Flair Publications Pvt. Ltd.
2. Singhania, V. K., & Singhania, M. (2020). *Student's Guide to Income Tax including GST-Problems & Solutions*. New Delhi: Taxmann Publications Pvt. Ltd.
3. Study material of ICAI Intermediate Paper 4A: Income-tax Law.
4. Pagare, Dinkar. *Law and Practice of Income Tax*. Sultan Chand and Sons, New Delhi.
5. Lal, B.B. *Income Tax Law and Practice*. Konark Publications, New Delhi.
6. Taxman. *Taxman Allied Services Pvt. Ltd.*, New Delhi.
7. Current Tax Reporter. *Current Tax Reporter*, Jodhpur.
8. Excel Utility available at incometaxindiaefiling.gov.in

I. Lesson Plan

Lecture No.	Topic(s)	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Tax: concept ,types–direct and indirect	Lecture	CO1	MCQs And Subjective Assessment
2	Continue	Lecture	CO1	
3	Basis of charges	Lecture	CO1	
4	Continue	Lecture/ Discussion	CO1	
5	Income Tax (as per Income Tax Act 1961 and amendments): Residential status;	Lecture/ Discussion	CO1	
6	Scope of Total Income, Heads of Income	Lecture/ Discussion	CO1	
7	Income which do not form apart of Total Income	Lecture/ Discussion	CO1	
8	Agriculture Income and its taxability	Lecture/ Discussion	CO1	
9	Continue	Lecture/ Discussion	CO1	
10	Continue	Lecture/ Discussion	CO1	
11	Meaning of salary	Lecture/ Discussion	CO2	
12	Basis of charge, conditions of chargeability	Lecture/ Discussion	CO2	
13	Allowances, Perquisites, Deductions and exemptions, computation of taxable income from salary.	Lecture	CO2	
14	Continue	Lecture/	CO2	
15	Income from house property basis of charge	Lecture/ Discussion	CO2	
16	Determinants of annual value,	Lecture/ Discussion	CO2	
17	Deductions and exemptions, computation of taxable income house property.	Lecture/ Discussion	CO2	
18	Continue	Lecture/ Discussion	CO2	
19	Continue	Lecture/ Discussion	CO3	
20	Continue	Lecture	CO3	
21	Continue	Lecture	CO3	
22	Income from PGBP	Lecture	CO3	

23	<i>Continue</i>	Lecture	CO3	
24	<i>Continue</i>	Lecture/ Discussion	CO3	
25	<i>Continue</i>	Lecture/ Discussion	CO3	
26	Meaning of business income, methods of accounting ,	Lecture/ Discussion	CO3	
27	Deductions and Disallowances,		CO3	
28	Computation of presumptive income under Income-tax Act,	Lecture/ Discussion	CO3	
29	Computation of taxable income from Business and profession.	Lecture	CO3	
30	Meaning of Capital Asset.	Lecture	CO4	
31	Basis of Charge, Exemptions related to capital gains;	Lecture	CO4	
32	Meaning of Transfer, Computation of taxable capital Gain.	Lecture	CO4	
33	Income from other Sources	Lecture	CO4	
34	<i>Continue</i>	Lecture	CO4	
35	Income of other persons included in assessee's	Lecture	CO4	
36	Total income, Aggregation of income	Lecture	CO4	
37	Set-off and carry forward of losses;	Lecture	CO4	
38	Deductions from gross total income;	Lecture/ Discussion	CO4	
39	Rebates and reliefs;		CO4	
40	Computation of total	Lecture/ Discussion	CO4	
41	Income and tax liability of individuals and HUF.	Lecture	CO4	
42	<i>Continue</i>	Lecture	CO4	

48	Continue	Lecture	CO4	
49	Revision	Lecture		
50	Class Test			

J. .Course Articulation Matrix: (Mapping of COs with POs& PSOs)

Programme Outcome	Level	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1		3	2	3	3	3	3	2	2
CO2		3	3	3	3	3	2	2	3
CO3		3	3	3	3	3	3	2	3
CO4		3	2	3	2	3	2	2	2
CO5		3	2	3	2	3	2	2	2

“-” - No Correlation; 1-Low Correlation; 2- Moderate Correlation; 3-Substantial Correlation.

K. Expectations from Students:

- Actively participate in the classroom discussions.
- Follow the class rules
- Must be on time
- Must be regular in the class and maintain minimum 75% attendance as per GGSIP University norms)

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BBA (G)

Paper Code: BBA (214)

Subjects: Sales Management

A. Introduction

Objective: To acquaint the students with the process of personal selling and the strategies and methods for effective sales management. This course will help students in understanding principles and techniques of Sales Management. The course aims to support BBA (G) programme objectives with solid grounding in ethics, globalization and cross-functional.

COBBA214.1	Explore the nature and importance of sales management
COBBA214.2	Explain the types and skills of sales managers associated with sales management.
COBBA214.3	Demonstrate the personal selling process.
COBBA214.4	Analyze the ethical and legal issues in sales management.
COBBA214.5	Designing the Motivational and Compensation Plans of Sales Personnel.
COBBA214.6	Understand the crucially important role that the Managers play in the setting and implementation of an organization's selling's Process.

C. Program Outcomes

PO1.	Understand the basic concepts and principles of sales Management.
PO2.	Develop and prepare organizational strategies that will be effective for the current scenario
PO3.	Different sales approaches to manage a business successfully in a global context
PO4.	To expose students to various perspectives and concepts in the field of Sales Management.
PO5.	The course would enable the students to understand the principles of Sales Management..
PO6.	Formulation, implementation and control in organizations. To help students develop skills for applying these concepts to the solution of Business problems To help students master the analytical ways of Sales Management.

D. Program Specific Outcomes

PSO.1.	Understand, interpret, and analyze the facts with the help of selling principle.
PSO.2.	Knowledge to complex problem situations and offer potential result oriented professional context;
PSO.3.	Ability to conduct effective selling and develop the critical skill about the personal selling in organization's matters;
PSO.4	Articulate their independent views over implementation of selling strategies in organization.
PSO.5	Understanding of different political, economic, cultural and legal structure of business and make selling plans accordingly.

E. Pedagogy:

The pedagogy would be the combination of the following techniques:-

- Lectures
- Presentations
- Classroom Activities
- Discussions, Questions & Answers
- Case Study

F. Evaluation

Criteria	Description	Maximum Marks
Internal Assessment	Mid-Term Exam	10
	PSDA	5
	Assignment	10
External Assessment	End-Term Exam	75
TOTAL		100

G. Syllabus

UNIT I:

Introduction to Sales Management: Nature, Scope and Importance of Sales Management, Evolution of Sales Management, Role and Skills of Sales Managers, Sales Objectives, Sales Strategies, Emerging Trends in Sales Management.

UNIT II:

Personal Selling: Process, Theories of Selling, SPIN Model, Types of Selling, Transactional and Relationship Selling. Sales Forecasting Methods..

UNIT III:

Sales Force: Recruitment and Selection Process, Design. Execution and Evaluation of Sales Force Training, Motivation and Compensation of Sales Personnel, Design and Management of Sales Territories and Quotas and contest.

UNIT IV:

Appraisal: Appraisal of Sales Personnel, Sales Budgets, Sales Audits, Legal and Ethical Issues in Sales Management, Technology in Sales Role of Information Management.

Suggested Readings:

1. Still. K.R., Cundiff, E.W & Govoni. N.A.P, Sales Management-Decision Strategies and Cases, Pearson Education.
2. Tanner Jr., JF., Honeycutt Jr., E.D. and Erffmeyer, R.C., Sales Management, Pearson Education.
3. Donaldson, Bill, Sales Management, Principles, Process and Practice, Palgrave Macmillan.
4. Havaldar, K.K. & Cavale, V.M, Sales and Distribution Management-Text & Cases, Tata McGraw Hill Education Pvt. Ltd.
5. Jobber, David and Lancaster, Geoffery, Selling and Sales Management, Pearson Education.
6. Ingrain, Thomas N., LaForge, Raymond W., Avila. Raman A., Schwepker, Jr., Williams M.R., Sales Management-Analysis and Decision Making, Routledge.

I. Lecture Plan

Lecture No.	Topic(s)	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Introduction to Sales Management	Lecture	CO1	
2	Nature of sales Management	Lecture	CO1	
3	Scope of sales Management	Lecture	CO2	
4	Importance of Sales Management	Lecture	CO1	
5	Evolution of Sales Management	PPT	CO1	
6	Role of Sales Managers	Lecture/ Discussion	CO2	
7	Skills of Sales Managers	Lecture/ Discussion	CO2	
8	Sales Objectives	Lecture/ Discussion	CO1	
9	Sales Strategies,	Lecture/ Discussion	CO2	
10	Emerging Trends in Sales Management.	Lecture/ Discussion	CO4	
11	Revision	Case study		
12	Personal Selling	Lecture/ Discussion	CO3	
13	Personal Selling process	Lecture/ Discussion	CO3	
14	Theories of Selling	Lecture/ Discussion	CO5	
15	SPIN Model	Student PPT	CO1	
16	Types of Selling	Student PPT	CO2	
17	Transactional and Relationship Selling.	Lecture/ Discussion	CO3/ CO5	
18	Sales Forecasting Methods	Student PPT	CO5	
19	Revision	Class Test		
20	Sales Force: Recruitment	Lecture/ Discussion	CO3	
21	Sales Force Selection Process	Lecture/ Discussion	CO4/ CO5	

22	Design. Execution and Evaluation of Sales Force	Lecture/ Discussion	CO4	
23	Training, Motivation of Sales Personnel,	Student PPT	CO5	
24	Compensation of Sales Personnel,	Student PPT	CO4	
25	Design and Management of Sales .	Lecture/ Discussion	CO5	
26	Sales Quotas and Quotas	Lecture/ Discussion	CO4	
27	Class Activity	Case Study		
28	Appraisal: Appraisal of Sales Personnel	Student PPT	CO6	
29	Sales Budgets.	Lecture/ Discussion	CO6	
30	Sales Audits.	Lecture/ Discussion	CO4	
31	Legal Issues in Sales Management	Student PPT	CO6	
32	Ethical issues in Sales Management	Lecture/ Discussion	CO6	
33	Technology in Sales Role of Information Management.	Lecture/ Discussion	CO6	
34	Revision	Lecture/ Discussion		
35	Class Activity	Class Test		

J. . Course Articulation Matrix: (Mapping of COs with POs& PSOs)

CO Number	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	SO4	SOO5	SOO6
COBBA 214.1	-	1	1	-	-	-	-						
COEBA 214.2	2	2	1	2	1	1	2						
COBBA 214.3	2	2	1	1	-	-	1						
COBBA 214.4	2	2	2	-	-	-	2						
COBBA	2	2	2	-	-	-	2						

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214.5													
COENGH 214.6	3	3	2	-	-	-	2						

“-”- No Correlation; 1-Low Correlation; 2- Moderate Correlation; 3-Substantial Correlation

K. Expectations from Students:

- Actively participate in the classroom discussions.
- Follow the class rules
- Must be on time
- Must be regular in the class and maintain minimum 75% attendance as per GGSIP University norms)

L. Faculty Contact

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PROJECT MANAGEMENT

Paper Code: BBA 302

A. Introduction

Objective: The course aims to give the Students a broad understanding about important aspects of legal, Financial and technological environment of business; to make them study how various special Projects are brought into force; and to impart knowledge about Financial, Technological & legal agreement so that they get acquainted with the process of establishing successful projects and to have knowledge of various measures protecting the interest of the various stakeholders.

B. Course Outcomes

COBBA 302.1	Understand the basics of the project management
COBBA 302.2	Analyze and learn the process of complete procedure of execution of the project.
COBBA 302.3	Learn to establish the relation between Market analysis technological and network analysis
COBBA 302.4	Understand the financial approach of Project Management
COBBA 302.5	Understand the different aspect of Project control

C. Program Outcomes

PO1.	Develop comprehensive understanding of overall business and financial environment in India
PO2.	Demonstrate in-depth knowledge of financial operations and decision making in an organization
PO3.	Develop comprehensive understanding and problem solving abilities in financial services and operations
PO4.	Develop critical thinking skills and analytical abilities to analyze business data using various techniques and tools
PO5.	Develop effective communication, interpersonal and team skills
PO6.	Create an inclusive culture with congenial interpersonal relationships
PO7.	Demonstrate awareness of ethical issues and sensitivity towards social and environmental challenges

D. Program Specific Outcomes

PSO.1.	Demonstrate an understanding of technological interventions in Finance
PSO.2.	Apply legal Augment skills for investments and trading in capital markets
PSO.3.	Develop understanding on banking and financial services in India
PSO.4.	Apply quantitative techniques and tools in Commerce
PSO.5	Imbibe human values and sense of responsibility towards self, society and environment
PSO.6	Undergo holistic personality development with skills for effective functioning

E. Pedagogy:

The pedagogy would be the combination of the following techniques:-

- Lectures
- Presentations
- Classroom Activities
- Discussions, Questions & Answers
- Case Study

F. Evaluation

Criteria	Description	Maximum Marks
Internal Assessment	Mid-Term Exam	15
	PSDA	5
	Assignment	5
External Assessment	End-Term Exam	75
TOTAL		100

G. Syllabus

UNIT I

Lectures:-14

Projects, project management, Objective and Importance of project management. Tools and techniques of Project Management. Project team. Roles and Responsibilities of Project manager. Determinants of project success . project life cycle, Phases of project life cycle. Classification of Project, Generation of Idea, Preliminary screening

UNIT-II

Lectures:-14

Technical analysis:

Factors considered in technical analysis. Factor affecting selection of location. Needs for considering alternatives. Sources of technology. Selection of appropriate technology. Technology selection

Market Analysis:

Conduct of market survey, Characterization of market, market planning

Network analysis:

Critical path method, Programme evaluation and review techniques, identifying critical path probability of completing the project within given time

UNIT-III

Lectures:-14

capital structure, sources of long term finance, Debt financing ,characteristics of debt ,Equity Financing preference share, equity share, Retained earning ,Short-term sources for working capital Newer sources of finance Venture capital

Unit IV

Lectures:-14

Project Evaluation and Control:

Project Monitoring and controlling, Post project evaluation, project evaluation

Abandonment analysis, Social cost benefit analysis Role of IT in project Management Future of project Management

H. Suggested Readings:

1. Chandra,Prasanna,(8th Ed,2014) Project planning,Analysis,Financing,Implementation and Review,McGraw Hill Education
2. Nagarjun,K,(7th Ed 2015)Project Management ,New Age International(P) Limited,Publishore.
3. Maheshwari, S.N., " Management Accounting & Financial Control", Sultan Chand & Sons, Fourteenth Edition, 2003.

I. Lecture Plan

Lecture No.	Topic(s)	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Meaning and Definition of Project.	Lecture	CO1	MCQs&Subjective Assessment
2	Objectives of Project Management.	Lecture	CO1	
3	Importance of Project Management	Lecture	CO1	
4	Tools and techniques of Project Management.	Lecture/ Discussion	CO1	
5	Roles of Project manager. Responsibilities of Project manager.	Lecture/ Discussion	CO2	
6	Determinants of project success.	Lecture/ Discussion	CO2	
7	Different stages of project life cycle.	Lecture/ Discussion	CO2	
8	Classification of projects.	Lecture/ Discussion	CO2	
9	Generation of Ideas.	Lecture/ Discussion	CO2	
10	Monitoring the environment. Preliminary screening.	Lecture/ Discussion	CO2	
11	Revision	Lecture/ Discussion	CO2	
12	Revision	Lecture/ Discussion	CO2	
13	Test	Lecture/ Discussion	CO2	
14	Revision	Lecture/ Discussion	CO1	
15	Revision	Lecture/ Discussion	CO2	
16	Unit -2 Technical Analysis: Factors considered in technical analysis	Lecture/ Discussion	CO3	
17	Factor affecting selection of location.	Presentation	CO3	
18	Technology selection	Lecture/ Discussion	CO3	
19	Needs for considering	Lecture	CO3	

	alternatives. Sources of technology.			
20	Selection of appropriate technology	Lecture	CO3	
21	Conduct of Market Survey	Lecture	CO 3	
22	Characterization of Market,	Lecture	CO3	
23	Market Planning.	Lecture/ Discussion	CO3	
24	Network Analysis,	Lecture/ Discussion	CO3	
25	Critical path method.	Lecture/ Discussion	CO3	
26	Programme evaluation and review techniques	Lecture/ Discussion	CO3	
27	probability of completing the project within given time	Lecture/ Discussion	CO3	
28	Revision	Lecture/ Discussion	CO3	
29	Revision	Lecture/ Discussion	CO3	
30	Test		CO3	
31	Revision	Lecture/ Discussion	CO3	
32	Revision	Lecture/ Discussion	CO3	
33	[Unit – 3] capital structure sources of long term finance	Lecture/ Discussion	CO4	
34	Debt financing	Presentation	CO4	
35	Equity Financing	Presentation	CO4	
36	difference between preference share and equity share ,	Presentation	CO 4	
37	Retained earning	Presentation	CO4	
38	Short-term sources for working capital	Presentation	CO4	
39	Newer sources of finance	Presentation	CO4	

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40	Venture capital	Presentation	CO4	
41	Revision	Lecture/ Discussion	CO4	
42	Revision	Lecture/ Discussion	CO4	
43	Test			
44	Revision	Lecture/ Discussion	CO4	
45	Revision	Lecture/ Discussion	CO4	
46	[Unit – 4 Project Monitoring and controlling	Lecture/ Discussion	CO5	
47	Post project evaluation	Lecture/ Discussion	CO5	
48	Abandonment analysis	Lecture/ Discussion	CO5	
49	Social cost benefit analysis	Lecture/ Discussion	CO5	
50	Role of IT in project Management	Lecture/ Discussion	CO5	
51	Future of project Management	Lecture/ Discussion	CO5	
52	Revision	Lecture/ Discussion	CO5	
53	Revision	Lecture/ Discussion	CO5	
54	Test		CO5	
55	Revision	Lecture/ Discussion	CO5	
56	Revision	Lecture/ Discussion	CO5	



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J. Course Articulation Matrix: (Mapping of COs with POs& PSOs)

CO Number	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	SO4	SOO5	SOO6
COBBA 302.1	2	1	1	1	2	2	2	1	1	1	1	1	1
COBBA 302.2	2	1	2	1	2	2	2	1	1	1	1	1	1
COBBA 302.3	2	1	2	3	2	2	2	3	3	3	3	1	1
COBBA 302.4	2	3	2	1	2	2	2	3	3	3	3	1	1
COBBA 302.5	2	2	2	1	2	2	2	2	1	1	3	1	1

“-” - No Correlation; 1-Low Correlation; 2- Moderate Correlation; 3-Substantial Correlation

K. Expectations from Students:

- Actively participate in the classroom discussions /seminar
- Follow the class rules
- Must be on time
- Must be regular in the class and maintain minimum 75% attendance as per GGSIP University norms)

L. Faculty Contact

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SIXTH SEMESTER

BBA (G)

Paper Code: BBA 304

Subjects: Digital Marketing

A. Introduction

Objective: To train students at creating an understanding of the concepts and techniques of internet and digital marketing so as to exploit the opportunities of this medium to support the organization's marketing activities. In this course, the students will be able to develop expertise related to understand the basics of Digital Marketing, comprehend the importance of Digital Marketing Platforms, gain knowledge about the usefulness of Social Media Marketing (SMM) and Search Engine Optimization (SEO)

COBBA304.1	Understanding the digital marketing concepts and its usefulness in business.
COBBA304.2	Analyzing online buyer behavior and models to manage online customer experience
COBBA304.3	Understanding the website design, site user requirement, site design and structure to enhance engagement of users.
COBBA304.4	Digital Promotion Techniques I Applying Search Engine Optimization techniques (SEO) and Search Engine Marketing (SEM) to maximize reach and enhance engagement of users.
COBBA304.5	Understanding Digital Promotion Techniques II, Social Media Marketing and Mobile Marketing to manage online customer experience
COBBA304.6	Analyzing web using analytics tools and gaining insights to various tools for Social Media Marketing.

C. Program Outcomes

PO1.	Understand the basic concepts and principles of digital marketing to managing a business successfully
PO2.	To analyze online buyer behavior and models to manage online customer experience to maximize reach and enhance engagement of users.
PO3.	Prepare digital marketing strategy, website design, site user requirement, site design and structure and successfully executing it which will be effective for the current business scenario
PO4.	To expose students to Search Engine Optimization techniques (SEO),

	Social Media Marketing and Mobile Marketing and how to maximize reach and enhance engagement of users through Search Engines..
PO5.	To familiarize the importance of Social Media Platforms and Social Media Marketing for online communication in global context.
PO6.	To help students in Analyzing web using analytics tools and gaining insights to various tools for Social Media Marketing in the present competitive world

D. Program Specific Outcomes

PSO.1.	Understand, interpret, and analyse the facts with the help of digital marketing principle.
PSO.2.	Knowledge to complex problem situations and offer potential result within a digital marketing strategy, online buyer behavior and models and website design, site user requirement, site design and structure and successfully executing it
PSO.3.	Articulate their independent views over Search Engine Optimization techniques (SEO) and Search Engine Marketing (SEM) in organization.
PSO.4	Ability to conduct effective communication and develop the critical skill about the Social Media Platforms and Social Media Marketing in organisation's matters;
PSO.5	Understanding of different web using analytics tools and gaining insights to various tools for Social Media Marketing in organization.

E. Pedagogy:

The pedagogy would be the combination of the following techniques:-

- Lectures
- Presentations
- Classroom Activities
- Discussions, Questions & Answers
- Case Study

F. Evaluation

Criteria	Description	Maximum Marks
Internal Assessment	Mid-Term Exam	10
	PSDA	5
	Assignment	10
External Assessment	End-Term Exam	75
TOTAL		100

G. Syllabus

UNIT I

Introduction to Digital Marketing: Digital Marketing meaning scope and importance, Internet versus traditional marketing communication, internet microenvironment; Use of Business to Consumer and Business to Business Internet Marketing; Internet marketing strategy.

Unit II

Online buyer behavior and Models; The Marketing Mix (7- Ps) in online context. Managing the Online Customer Experience: Planning website design, Understanding site user requirement, site design and structure, developing and testing content, Integrated Internet Marketing Communications (IIMC); Objectives and Measurement of Interactive marketing communication

Unit III

Digital Promotion Techniques I: Email Marketing, Opt-in-e-mail-Permission Marketing, Online PR, Interactive Advertising, Online Partnerships, Viral Marketing, Blogs. Search Engines- Search Engine Marketing (SEM), Search Engine Optimization; Website Optimization, Content Marketing,

Unit IV

Digital Promotion Techniques II: Social Media Marketing - Designing content for social media marketing, Campaign management, tracking SMM performance; Mobile Marketing — advertising on mobile devices, mobile apps, tracking mobile marketing performance. Introduction to Web Analytics — Meaning, types, Key Metrics and tools.

Suggested Readings:

1. Chaffey, D., Ellis-Chadwick, F., Johnston, K. and Mayer, R. (4th Ed.,2009) Internet Marketing: Strategy, Implementation and Practice, Third Edition, Pearson Education, New Delhi.
2. Strauss, Judy and Frost, Raymond (6th Ed.,2011), E-Marketing, 5th Edition, PHI Learning Pvt. Ltd., New Delhi.

3. Roberts, M.L.(3rd Ed.,2013) Internet Marketing, 1st Indian Edition, Cengage Learning, New Delhi.
4. Hanson, W. and Kalyanam, (1st Ed. 10th International Conference,2010), e-Commerce and Web Marketing, Cengage Learning, New Delhi.
5. Shainesh G. and Jagdish N Sheth (1st Ed.,2008). Customer Relationship Management- A strategic perspective, Macmillan India Ltd.
6. Mohammed, Rafi. (rd Ed., 2004). Internet Marketing: Building Advantage in a Networked Economy, Tata McGraw Hill

I. Lecture Plan

Lecture No.	Topic(s)	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Introduction to Digital Marketing	Lecture/ Discussion	CO1	
2	Digital Marketing - meaning and definition	Lecture	CO1	
3	Digital Marketing - scope and importance	Lecture/ Discussion	CO1	
4	Internet versus traditional marketing communication	Lecture	CO1	
5	internet microenvironment	Lecture/ Discussion	CO1	
6	Use of Business to Consumer Internet Marketing	Lecture/ Discussion	CO1	
7	Use of Business to Business Internet Marketing	Lecture/ Discussion	CO1	
8	Internet marketing strategy	Lecture/ Discussion	CO1	

9	Revision of Unit I			
10	Class test			
11	Online buyer behavior and Models	Student PPT	CO2	
12	The Marketing Mix (7-Ps) in online context	Lecture/ Discussion	CO2	
13	Managing the Online Customer Experience	Lecture/ Discussion	CO2	
14	Planning website design	Lecture/ Discussion	CO2	
15	Understanding site user requirement	Lecture/ Discussion	CO3	
16	Site design	Lecture/ Discussion	CO3	
17	Site structure	Lecture/ Discussion	CO3	
18	Developing content	Lecture	CO3	
19	Testing content	Lecture	CO3	
20	Integrated Internet Marketing Communications (IIMC)	Lecture	CO3	
21	Objectives of Interactive marketing communication	Lecture/ Discussion	CO3	
22	Measurement of Interactive marketing communication	Case study	CO3	
23	Revision of Unit II			
24	Class test			

25	Digital Promotion Techniques I	Lecture/ Discussion	CO4	
26	Email Marketing	Lecture/ Discussion	CO4	
27	Opt-in-e-mail-Permission Marketing	PPT	CO4	
28	Online PR	Lecture/ Discussion	CO4	
29	Interactive Advertising	Lecture	CO4	
30	Online Partnerships	Lecture/ Discussion	CO4	
31	Viral Marketing	Lecture/ Discussion	CO4	
32	Blogs	Lecture/ Discussion	CO4	
33	Search Engines	Lecture/ Discussion	CO4	
34	Search Engine Marketing (SEM)	Lecture	CO4	
35	Search Engine Optimization	PPT	CO4	
36	Website Optimization	Lecture/ Discussion	CO4	
37	Content Marketing	Lecture/ Discussion	CO4	
38	Revision of Unit III			
39	Class test		CO5	
40	Digital Promotion Techniques II	Lecture/ Discussion	CO5	

41	Social Media Marketing	Lecture/ Discussion	CO5	
42	Designing content for social media marketing	Case study	CO5	
43	Campaign management	Lecture/ Discussion	CO5	
44	tracking SMM performance	Lecture/ Discussion	CO5	
45	Mobile Marketing	Lecture/ Discussion	CO5	
46	advertising on mobile devices	Lecture/ Discussion	CO5	
47	mobile apps	Lecture/ Discussion	CO5	
48	tracking mobile marketing performance	Lecture	CO5	
49	Introduction to Web Analytics	Lecture/ Discussion	CO6	
50	Web Analytics - Meaning, types	Lecture	CO6	
51	Web Analytics - Key Metrics	Lecture/ Discussion	CO6	
52	Web Analytics - tools	Lecture/ Discussion	CO6	
53	Revision of Unit IV			
54	Class test			

J. . Course Articulation Matrix: (Mapping of COs with POs& PSOs)

CO Number	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4	PSO5
COBBA304.1	1	2	1	2	2	1					
COBBA304.2	2	2	3	2	1	1					
COBBA304.3	1	2	2	1	2	1					
COBBA304.4	2	1	2	3	2	1					
COBBA304.5	2	1	2	1	1	2					
COBBA304.6	1	3	2	2	1	1					

“-”- No Correlation; 1-Low Correlation; 2- Moderate Correlation; 3-Substantial Correlation

K. Expectations from Students:

- Actively participate in the classroom discussions.
- Follow the class rules
- Must be on time
- Must be regular in the class and maintain minimum 75% attendance as per GGSIP University norms)

L. Faculty Contact

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SIXTH SEMESTER

BBA (G)

Paper Code: BBA 306

Subjects: International Business Management

A. Introduction

Objective: this course will provide students with the knowledge, skills, and abilities to understand the global economic, political, cultural and social environment within which firms operate. It will examine the strategies and structures of international business and assess the special roles of an international business's various functions. The course aims to support BBA (G) Programme objectives with solid grounding of students in formulate and execute strategies, plans, and tactics to succeed in international business.

COBCA306.1	Understand the concepts, functions and practices of international business.
COBCA306.2	Acquainted with the global perspective on issues related to business.
COBCA306.3	Understand the operations of MNCs and challenges faced by them
COBCA306.4	Identify the role and impact of political, economical, social and cultural variables in international business.
COBCA306.5	Analyze international business from a multi-centric perspective, avoiding ethnocentrism.

C. Program Outcomes

PO1.	Understand the basic concepts and principles of strategic management analyze the internal and external environment of business.
PO2.	Develop and prepare organizational strategies that will be effective for the current
PO3.	Devise strategic approaches to managing a business successfully in a global context
PO4.	To expose students to various perspectives and concepts in the field of Management
PO5.	The course would enable the students to understand the principles of strategy.
PO6.	Formulation, implementation and control in organizations. To help students develop skills for applying these concepts to the solution of Business problems To help students master the analytical tools of

	business management
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D. Program Specific Outcomes

PSO.1.	Understand, interpret, and analysis the facts with the help of strategic principle.
PSO.2.	Knowledge to complex problem situations and offer potential solutions within a simulated professional context;
PSO.3.	Ability to conduct effective research and develop the critical skill about the legal & Socio-economic matters;
PSO.4	Articulate their independent views over implementation of strategies in organization.
PSO.5	Understanding of different political, economic, cultural and legal structure of business and make policy accordingly. .

E. Pedagogy:

The pedagogy would be the combination of the following techniques:-

- Lectures
- Presentations
- Classroom Activities
- Discussions, Questions & Answers
- Case Study

F. Evaluation

Criteria	Description	Maximum Marks
Internal Assessment	Mid-Term Exam	10
	PSDA	5
	Assignment	10
External Assessment	End-Term Exam	75
TOTAL		100

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G. Syllabus

UNIT I:

Overview - Introduction, concepts, Definition, scope trends, challenges and opportunities of International Business, nature meaning and importance of international competitive advantage, Multi-Dimensional view of competitiveness.

Financial Perspective: - International Monetary System And Financial Markets, IMF, World Bank, IBRD, IFC, IDA, Existing International Arrangements: Globalization And Foreign Investment- Introduction FDI, National FDI Policy Framework, FPI.

UNIT II:

Globalization: Impact of Globalization, Technology and Its Impact, Enhancing Technological Capabilities, Technological Generation, Technology Transfer, Diffusion, Dissemination and Spill Over, Rationale for Globalization, Liberalization and Unification of World Economics, International Business Theories, Trade Barriers- Tariff and Non-Tariff Barriers.

UNIT III:

Strategy Making and International Business: Structure of Global Organizations, Types of Strategies Used in Strategic Planning for Achieving Global Competitive Advantage, Meaning Concept and Scope of Distinctive Competitive Advantage, Financial Integration, Cross Border Mergers and Acquisitions.

UNIT IV:

Socio Cultural Environment- Managing Diversity Within and Across Cultures, Country Risk Analysis, Macro Environmental Risk Assessment, Need for Risk Evaluation, Corporate Governance, Globalization with Social Responsibility- Introduction, Social Responsibility of TNC, Recent Development in Corporate Social Responsibility and Policy Implications.

Global Human Resource Management: Selection, Development, Performance Appraisal and Compensation, Motivating Employees in Global Context and Managing Groups Across Cultures, Multicultural Management.

I. Lecture Plan

Lecture No.	Topic(s)	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Introduction, concepts, Definition, scope trends, challenges and opportunities of International Business,	Lecture/ case study	CO1	
2	nature meaning and importance of international competitive advantage	Lecture	CO1	
3	Multi-Dimensional view of competitiveness	PPT	CO2	
4	International Monetary System And Financial Markets	Case Study	CO1	
5	IMF, World Bank,	Lecture/ Discussion	CO3	
6	IBRD, IFC, IDA	Case study	CO1	
7	Existing International Arrangements: Globalization And Foreign Investment	Case study	CO4	
8	Introduction FDI, National FDI Policy Framework, FPI.	Case Study	CO5	
9	Impact of Globalization, Technology and Its Impact	Lecture/ Discussion	CO5	
10	Enhancing Technological Capabilities, Technological Generation, Technology Transfer, Diffusion, Dissemination and Spill Over,	Student PPT	CO1	
11	Rationale for Globalization, Liberalization and Unification of World Economics	Student PPT	CO2	
12	International Business Theories, Trade Barriers- Tariff and Non-Tariff Barriers.	Student PPT	CO3/ CO5	
13	Structure of Global Organizations, Types of Strategies Used in Strategic Planning for Achieving Global Competitive Advantage	Student PPT	CO5	
14	Meaning Concept and Scope of Distinctive Competitive Advantage, Financial Integration, Cross Border	Lecture/	CO3	

	Mergers and Acquisitions.			
15	Managing Diversity Within and Across Cultures, Country Risk Analysis, Macro Environmental Risk Assessment	Lecture/ Discussion	CO1	
16	Need for Risk Evaluation, Corporate Governance, Globalization with Social Responsibility- Introduction, Social Responsibility of TNC,	Case study	CO4	
17	Recent Development in Corporate Social Responsibility and Policy Implications	Case study	CO5	
18	Selection, Development, Performance Appraisal and Compensation	Case Study	CO5	
19s	Motivating Employees in Global Context and Managing Groups Across Cultures, Multicultural Management	Lecture/ Discussion	CO1	

J. . Course Articulation Matrix: (Mapping of COs with POs& PSOs)

CO Number	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	SO4	SOO5	SOO6
COBALL.B 306.1	-	1	1	-	-	-	-						
COENGH 306.2	2	2	1	2	1	1	2						
COENGH 306.3	2	2	1	1	-	-	1						
COENGH 306.4	2	2	2	-	-	-	2						
COENGH 306.5	2	2	2	-	-	-	2						
COENGH 306.6	3	3	2	-	-	-	2						

“-”- No Correlation; 1-Low Correlation; 2- Moderate Correlation; 3-Substantial Correlation

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K. Expectations from Students:

- Actively participate in the classroom discussions.
- Follow the class rules
- Must be on time
- Must be regular in the class and maintain minimum 75% attendance as per GGSIP University norms)

L. Faculty Contact

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SIXTH SEMESTER

BBA (G)

Paper Code: BBA

308 Subjects: Business Policy and Strategic Management

A. Introduction

Objective: The course is designed specifically not only to introduce students with key strategy concepts but also aims to help students to integrate and apply their prior learning to various business situations. The course aims to support BBA (G) programme objectives with solid grounding in ethics, globalization and cross-functional issues.

COBBA308.1	Understand the strategic decisions that organizations make and have an ability to engage in strategic planning.
COBBA308.2	Explain the basic concepts, principles and practices associated with strategy formulation and implementation.
COBBA308.3	Integrate and apply knowledge gained in basic courses to the formulation and implementation of strategy from holistic and multi-functional perspectives.
COBBA308.4	Analyze and evaluate critically real life company situations and develop creative solutions, using a strategic management perspective.
COBBA308.5	Conduct and present a credible business analysis in a team setting
COBBA308.6	Understand the crucially important role that the HRM function plays in the setting and implementation of an organisation's strategy.

C. Program Outcomes

PO1.	Critical Thinking: Understand the basic concepts and principles of strategic management analyse the internal and external environment of business business environment
PO2.	Effective Communication: Develop and prepare organizational strategies that will be effective for the current
PO3.	Social Interaction: Devise strategic approaches to managing a business successfully in a global context
PO4.	Effective Social Stratification: To expose students to various

	perspectives and concepts in the field of Strategic Management
PO5.	Ethics: The course would enable the students to understand the principles of strategy.
PO6.	Environment and Sustainability: Formulation, implementation and control in organizations. To help students develop skills for applying these concepts to the solution of Business problems To help students master the analytical tools of strategic management.

D. Program Specific Outcomes

PSO.1.	Understand, interpret, and analysis the facts with the help of strategic principle.
PSO.2.	Knowledge to complex problem situations and offer potential solutions within a simulated professional context;
PSO.3.	Ability to conduct effective research and develop the critical skill about the legal & Socio-economic matters;
PSO.4	Articulate their independent views over implementation of strategies in organization.
PSO.5	Understanding of different political, economic, cultural and legal structure of business and make policy accordingly. .

E. Pedagogy:

The pedagogy would be the combination of the following techniques:-

- Lectures
- Presentations
- Classroom Activities
- Discussions, Questions & Answers
- Case Study

F. Evaluation

Criteria	Description	Maximum Marks
Internal Assessment	Mid-Term Exam	10
	PSDA	5
	Assignment	10
External Assessment	End-Term Exam	75
TOTAL		100

G. Syllabus

UNIT I:

Introduction: The nature of strategic management, the key terms of strategic management, Strategic management model, Benefits of strategic management, Pitfalls in strategic planning

UNIT II:

Basic Concepts Strategy formulation and external, internal assessment: The business vision and mission, writing mission statements, the external forces, Porter five forces model, the internal forces, value chain analysis,

UNIT III:

Important Social Institutions *Strategic analysis and choice:* The nature of strategy analysis and choice, the input stage, the matching stage (SWOT & BCG), the decision stage

UNIT IV:

Social Stratification Strategy implementation: the nature of strategy implementation, matching structure with strategy, managing resistance to change, creating a strategy supportive structure, human resources concern when implementing strategy

Suggested Readings:

1. Michael Hitt, R. Duane Ireland, Robert E. Hoskisson, strategic Management Competitiveness & lobalisationll, South -Western Thomson Learning.
2. Kazmi, Azhar, -Business Policy and Strategic managementll, Tata M Publishing Co, Ltd., New elhi
3. Mamoria, C.B., Mamoria, Satish and Rao, P. Subba,. -Business Planning and Policy', Himalaya Publishing House, Mumbai.S
4. Srinivasan R, -Strategic Management the Indian Contextll (2014). Fifth edition, PHI Learning Private Limited, New Delhi

I. Lecture Plan

Lecture No.	Topic(s)	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Course Introduction – What is Strategic Management? Ben and Jerry's Ice Cream: Case Study	Lecture/ case study	CO1	
2	Mission, Goals and Objectives Company report analysis	Lecture	CO1	
3	Analyzing the External Environment of the Firm Video – Michael Porter's Five Forces Model	PPT	CO2	
4	Analyzing the Internal Environment of the Firm Kirin Beer: Case Study (not assessed)	Case Study	CO1	
5	Recognizing a Firm's Intellectual Assets Ali-baba: Case Study (not assessed) Group Project: Preparation and Guidance.	Lecture/ Discussion	CO3	
6	Business Level Strategy Foxconn: Case Study	Case study	CO1	
7	Corporate Level Strategy Samsung: Case Study	Case study	CO4	
8	International Strategy Zara: Case Study	Case Study	CO5	
9	Strategic Control and Corporate Governance	Lecture/ Discussion	CO5	
10	Project Presentations - Groups 1,2 ,3 and 4	Student PPT	CO1	
11	Project Presentations - Groups 5,6,7 and 8	Student PPT	CO2	
12	Project Presentations - Groups 9,10,11 and 12	Student PPT	CO3/ CO5	
13	Project Presentations - Groups 13, 14, 15 and 16	Student PPT	CO5	
14	Managing Innovation: E-strategy Case (not assessed) Strategy Implementation Exercise Hand in written reports	Lecture/	CO3	

15	Revision			
16	Class Test			

J.. Course Articulation Matrix: (Mapping of COs with POs& PSOs)

CO Number	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	SO4	SOO5	SOO6
COBBA 308.1	-	1	1	-	-	-	-						
COBBA308. 2	2	2	1	2	1	1	2						
COBBA 308.3	2	2	1	1	-	-	1						
COBBA308. 4	2	2	2	-	-	-	2						
COBBA 308.5	2	2	2	-	-	-	2						
COBBA308. 6	3	3	2	-	-	-	2						

“-”- No Correlation; 1-Low Correlation; 2- Moderate Correlation; 3-Substantial Correlation

K. Expectations from Students:

- Actively participate in the classroom discussions.
- Follow the class rules
- Must be on time
- Must be regular in the class and maintain minimum 75% attendance as per GGSIP University norms)

L. Faculty Contact

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Paper Code: BBA-310

Subject: Sales & Distribution Management.

L4, T/P-0 C4

A. Introduction

Objective: The course aims to impart the knowledge and skills needed to manage the sales force and distribution functions in a business organization so as to help gain a competitive advantage.

B. Course Outcome

CO1	To understand the roles and responsibilities of sales function.
CO2	To manage the sales structures and strategies
CO3	Ability to design and enhance sales force performance.
CO4	To understand the different distribution channels.
CO5	To frame socially, legally and ethically acceptable policies and plans for Marketing channels.
CO6	Develop channel marketing strategies w.r.t. different organization contexts

C. Program Outcomes

PO1.	Critical Thinking: Apply knowledge of various functional areas of business.
PO2.	Effective Communication: Develop communication and professional presentation skills.
PO3.	Social Interaction: Demonstrate critical thinking and Analytical skills for business decision making.
PO4.	Effective Citizenship: Illustrate leadership abilities to make effective and productive teams.
PO5.	Ethics: Explore the implications and understanding the process of starting a new venture.

PO6.	Environment and Sustainability: Imbibe responsible citizenship towards sustainable society and ecological environment.
PO7.	Appreciate inclusivity towards diverse culture and imbibe universal values.
PO8.	Foster Creative thinking to find innovative solutions for diverse business situations.

D. Program Specific Outcomes

PSO.1.	Apply reflective thinking and research skills using latest technological tools.
PSO.2.	Apply technical functional knowledge of operations in business organization.
PSO.3.	Demonstrate strategic and proactive thinking towards business decision making.
PSO.4	Illustrate negotiation skills and networking abilities.

E. Pedagogy:

The pedagogy would be the combination of the following techniques: -

- Lectures
- Presentations
- Classroom Activities
- Discussions, Questions & Answers
- Case Study

F. Evaluation

Criteria	Description	Maximum Marks
Internal Assessment	Mid-Term Exam	10
	PSDA	5
	Assignment	10
External Assessment	End-Term Exam	75
TOTAL		100

G. Syllabus

Unit-I: (14 Hours)

Introduction to Sales Management: Evolution of Sales Management, Scope and importance: Skills of a Sales Personnel, Types of Sales Managers; Personal Selling- Theories, Psychology in Selling, Buying Situations, Sales Process; Sales Forecasting; Sales Territory Design.

Unit-II: (14 Hours)

Sales Force Management: Sales Organization structure; Sales Force Size; Recruitment & Selection of Sales force; Training, motivation and Compensation of Sales Force; Sales Quotas and Contests; Evaluation of Sales performance.

Unit-III: (14 Hours)

Distribution Channels and Institutions: Functions of Intermediaries; Types and Role of Channel Intermediaries in India for Consumer and Industrial products; Retail —Structure, Types and Role, Strategies, Performance Measures, Franchising, Retail Scenario in India; Wholesaling — Features, Classification, Decisions, Trends and Future Scenario.

Unit-IV: (14 Hours)

Distribution Channel — Design, Management and Logistics: Channel Strategy and Design; Selection, Motivation and Evaluation of Intermediaries; Managing Channel Dynamics, Relationships and Channel Conflict; Physical Distribution System —Objectives and Decision Areas; Introduction to Logistics and Supply Chain Management; Integration of Sales and Distribution Strategy. Ethical and Legal Issues in Sales and Distribution Management in Indian context

H. References

- Still. K.R., Cundiff. E.W & Govoni. N.A.P (6th Ed.,2014). Sales Management. Pearson Education, New Delhi.
- Rosenbloom, Bert (9th Ed.,2014) Marketing Channels: A Management View, Cengage Learning, New Delhi.
- Jobber, David and Lancaster, Geoffery (9 Ed.,2012), Selling and Sales Management, Pearson Education, New Delhi
- Tanner Jr., J.F., Honeycutt Jr., E.D. and Erffmeyer, R.C. (1* Ed.,2015), Sales Management: Pearson Education, New Delhi
- Panda, T.K. and Sahadev, S (2TM Ed.,2012) Sales and Distribution Management, Oxford University Press, New Delhi.

I. Lecture Plan

Lecture No.	Topic(s)	Mode of Delivery	Corresponding CO	Mode of Assessing CO
1	Introduction to Sales Management	Lecture/Discussion/P PT	CO1	MCQs & Subjective Assessment
2	Evolution of Sales Management,	Lecture/Discussion/P PT	CO1	
3	Scope and importance Sales Management	Lecture/Discussion/P PT	CO1	
4	Skills of a Sales Personnel	Lecture/Discussion/P PT	CO1	
5	Types of Sales Managers	Lecture/Discussion/P PT	CO1	
6	Personal Selling-Theories,	Lecture/Discussion/P PT	CO1	
7	Personal Selling-Theories,	Lecture/Discussion/P PT	CO1	
8	Psychology in Selling	Lecture/Discussion/P PT	CO1	
9	Buying Situations	Lecture/Discussion/P PT	CO1	
10	Sales Process;	Lecture/Discussion/P PT	CO2	
11	Sales Forecasting	Lecture/Discussion/P PT	CO3	
12	Sales Territory Design.	Lecture/Discussion/P PT	CO3	
13	Revision	Discussion/PPT		
14	Revision	Discussion/PPT		
15	Sales Force Management	Lecture/Discussion/P PT	CO3	

16	Sales Organization structure	Lecture/Discussion/P PT	CO3	
17	Sales Force Size	Lecture/Discussion/P PT	CO3	
18	Recruitment & Selection of Sales force	Lecture/Discussion/P PT	CO3	
19	Recruitment & Selection of Sales force	Lecture/Discussion/P PT	CO3	
20	Training, motivation and Compensation of Sales Force	Lecture/Discussion/P PT	CO3	
21	Training, motivation and Compensation of Sales Force	Lecture/Discussion/P PT	CO2	
22	Sales Quotas and Contests;	Lecture/Discussion/P PT	CO4	
23	Evaluation of Sales performance.	Lecture/Discussion/P PT	CO3	
24	Revision	Discussion/PPT		
25	Revision	Discussion/PPT		
26	Distribution Channels and Institutions	Lecture/Discussion/P PT	CO4	
27	Functions of Intermediaries	Lecture/Discussion/P PT	CO4	
28	Types and Role of Channel	Lecture/Discussion/P PT	CO4	
29	Types and Role of Channel	Lecture/Discussion/P PT	CO4	

30	Intermediaries in India for Consumer and Industrial products;	Lecture/Discussion/P PT	CO5	
31	Retail —Structure, Types	Lecture/Discussion/P PT	CO5	
32	Retail —and Role, Strategies,	Lecture/Discussion/P PT	CO5	
33	Performance Measures	Lecture/Discussion/P PT	CO5	
34	Franchising	Lecture/Discussion/P PT	CO5	
35	Retail Scenario in India	Lecture/Discussion/P PT	CO5	
36	Wholesaling — Features and Classification	Lecture/Discussion/P PT	CO5	
37	Wholesaling — Classification, Decisions, Trends and Future Scenario.	Lecture/Discussion/P PT	CO5	
38	Revision	Discussion/PPT		
39	Revision	Discussion/PPT		
40	Distribution Channel — Design	Lecture/Discussion/P PT	CO6	
41	Management and Logistics: Channel Strategy and Design;	Lecture/Discussion/P PT	CO6	

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42	Selection, Motivation and Evaluation of Intermediaries;	Lecture/Discussion/PPT	CO6	
43	Managing Channel Dynamics: Relationships and Channel Conflicts	Lecture/Discussion/PPT	CO6	
44	Physical Distribution System—Objectives and Decision Areas;	Lecture/Discussion/PPT	CO4	
45	Introduction to Logistics and Supply Chain Management;	Lecture/Discussion/PPT	CO4	
46	Integration of Sales and Distribution Strategy.	Lecture/Discussion/PPT	CO2	
47	Ethical and Legal Issues in Sales and Distribution Management in Indian context	Lecture/Discussion/PPT	CO5	
48	Revision	Discussion/PPT		
49	Revision	Discussion/PPT		



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J. Course Articulation Matrix: (Mapping of COs with POs& PSOs)

CO Number	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	SO4	SOO5	SOO6
COBALL.B 505.1	-	1	1	-	-	-	-						
COBALL.B 505.2	2	2	1	2	1	1	2						
COBALL.B 505.3	2	2	1	1	-	-	1						
COBALL.B 505.4	2	2	2	-	-	-	2						
COBALL.B 505.5	2	2	2	-	-	-	2						
COBALL.B 505.6	3	3	2	-	-	-	2						

“-” - No Correlation; 1-Low Correlation; 2- Moderate Correlation; 3-Substantial Correlation

K. Expectations from Students:

- Actively participate in the classroom discussions /seminar
- Follow the class rules
- Must be on time
- Must be regular in the class and maintain minimum 75% attendance as per GGSIP University norms)

L. Faculty Contact

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