Course Name:	**Organizational Behaviour**		
Course Code:	BBA-MJ-301	**Category:**	Management Science
Semester:	3rdSEM	**Credit:**	4
L-T-P:	3-1-0	**Pre-Requisites:**	NIL
Full Marks:	100		
Examination Scheme:	Semester Examination:70	Continuous Assessment:25	Attendance:05

Course Objectives:	
1.	To study the fundamental concepts of Organizational Behavior
2.	To understand the impact of individual and group behavior on organizational effectiveness
3.	To learn about the motivation and leadership influence on behavior and Performance.
4.	To learn about the Group Dynamics of people management and conflict management
5.	To understand the diverse work culture and essence of Quality Work Life in an Organization.

Course Contents:

Module No.	Description of Topic	Contact Hrs.
1.	**Introduction to Organizational Behaviour:** Management and Organizational Behaviour, Theories of Management, Major Behavioral Sciences that contribute to Organizational Behaviour- Psychology, Sociology, Socio-Psychology, Political Science, Anthropology, Organizational structure, Dynamics of People and Organization, Hawthorne studies, Challenges and opportunities in Organizational Behaviour.	8L
2.	**Perception, Attitude, Personality, Learning, &Motivation:** Perception-Motivation and Perception, Meaning, Need of Perceptual Process, Factors influencing Perceptual process, self-concept, and self-esteem. Attitudes & Beliefs, and Attitude formation. Personality Determinants of personality, Type A and Type B personality. Reinforcement theory, Organisational Learning Process. Motivation-Motivation and Behaviour, Theories of Motivation, Values.	8L
3.	**Group Dynamics and Stress Management:** Group Dynamics- Team& Group difference, Group Effectiveness, Formal & Informal Group, Stages of Group Development, Group Decision-making, Intergroup Relations and Conflict, Stress Management, Behaviour, Sources of Stress, Consequences of Stress, and Performance.	8L
4.	**Leadership, Conflict Management and Power & Politics:** Leadership-Introduction and characteristics of Leadership, Formal and Informal leadership, Theories of Leadership, Conflict Management of Conflict, Sources of Organizational Conflict, Modes of Conflict Resolution, Conflict Management, Power & Politics-Difference between Influence,	8L

	Power &Authority, Sources of power, Organizational Politics, Machiavellian ism, Ethics of Power and Politics in Organizations.	
5.	**Organization Development and Culture:** Organizational Change, Resistance to change, Steps for planned change, Quality Work Life, Organization Development Objectives and Interventions, Organization Climate and Organizational Effectiveness, and Managing Organizational Culture.	8L
Total		**40L**

Course Outcomes:	
After completion of the course, students will be able to:	
1.	This course covers the basic history of management and its relation to Organizational Behaviour.
2.	It talks about how individual and group behavior,i.e., Group dynamics, affect the efficiency and effectiveness of an organization.
3.	It also entails the theories of Motivation and Leadership and how to keep a Quality Work-Life balance as a part of Organizational Culture and Climate.
4.	This course emphasizes Conflict and Stress Management in the workplace for better Decision-making.

Learning Resources:	
1.	Uma Sekaran, Organisational Behavior, Tata McGraw-Hill
2.	John W Newstrom, Organisational Behavior, Tata McGraw-Hill
3.	Stephen P. Robbins, Timothy A. Judge, Niharika Vohra (18th ed.), Pearson Education, New Delhi
4.	L. M. Prasad, Organisational Behavior, Sultan Chand & Sons

Course Name:	**FINANCIAL MANAGEMENT**		
Course Code:	BBA-MJ-302	**Category:**	Management Science
Semester:	3rd SEM	**Credit:**	4
L-T-P:	3-1-0	**Pre-Requisites:**	The basic concept of Finance
Full Marks:	100		
Examination Scheme:	Semester Examination:70	Continuous Assessment:25	Attendance:05

Course Objectives:	
1.	To introduce students to the core concepts, scope, and functions of financial management
2.	Equip Students with Skills for Financial Statement Preparation and Analysis
3.	Enhance Decision-Making Abilities in Financing and Investment
4.	Introduce Advanced Concepts in Working Capital and Financial Risk Management

Course Contents:		
Module No.	**Description of Topic**	**Contact Hrs.**
1.	**Introduction, Analysis and Interpretation of Corporate Final Accounts:** Concepts, Nature, Scope, Function and Objectives of Financial Management, Time Value of Money, Risk and Return, Preparation of cash flow statement as per Accounting Standard and its Analysis	10
2.	**Financing Decision:** Capital structure, Cost of capital and valuation, Design capital structure, Leverage analysis: Develop the concept of Leverage in Finance. Computation and inference of the degree of operating leverage. Financial Leverage and Combined Leverage	10
3.	**Investment Decision:** Analysis of risk and uncertainty. Concept and computation of the time value of money. DCF and non-DCF methods of Investment appraisal. Project selection based on investment decisions. Valuing investment proposals for decision making. Capital rationing	10
4.	**Management of working capital:** Concepts, components. Determinants and the need for working capital. Computation of working capital for a company.	10
Total		**40**

Course Outcomes:	
After completion of the course, students will be able to:	
1.	Interpret the conceptual framework on finance, function, and objectives.
2.	Demonstrate corporate final accounts and cash flow statements in the business growth model.
3.	Utilise financing and investment decisions considering discounting and non-discounting factors
4.	Examine the importance of working capital management and risk management.

Learning Resources:	
1.	Khan, M.Y. & Jain, P.K. Financial management: Text, Problems and cases. McGraw-Hill Education
2.	IM Pandey, Financial Management – By Pearson

3.	Chandra P. Financial Management – Tata McGraw–Hill Education
4.	Bhalla, V.K. Financial Management. S Chand Publishing
5.	Banerjee. B Fundamentals of financial management. PHI Learning Pvt.Ltd.

Course Name:	**MANAGEMENT INFORMATION SYSTEM**		
Course Code:	BBA-MI-303	**Category:**	Management Science
Semester:	3rd SEM	**Credit:**	4
L-T-P:	4-0-0	**Pre-Requisites:**	The basic concept of IT
Full Marks:	100		
Examination Scheme:	Semester Examination:70	Continuous Assessment:25	Attendance:05

Course Objectives:	
1.	To understand and asses the importance of information and its role in business
2.	To develop data analyzing skills in students to evaluate information and the tools used for information processing.
3.	To imbibe theoretical knowledge of MIS in the students and prepare the students technological competitive and make them ready to self-upgrade with the higher technical skills, either in their post-graduation program or in the work place.

Course Contents:

Module No.	Description of Topic	Contact Hrs.
1.	Management Information System; Basic Concepts – Organization Structure – Business Functions – Role of MIS – MIS in Business - MIS Developing Process Models - Simon's Model in Information System – Major Trends in Information Technology.	8
2.	Managerial Decision Making; Decision Making Process – Relationship between Decision-Making and MIS –Group Decision Making - Integrating Managerial Levels and Functional areas by MIS-Components of MIS. System and Design; Systems Development Initiate	8
3.	Different Methodologies – System Life Cycle Design - Prototype Approach - System Implementation.	8
4.	Decision Support System; Definitions of DSS – Architecture of DSS - Scope of DSS - Characteristic and Capabilities of DSS - Components of DSS – Modules in DSS- Classification of DSS – Steps in Designing a DSS	8
5.	Database Management System; Sources of Data – Architecture of Database Management System - Data Models – Implementation - DGMS.	8
Total		**40**

Course Outcomes:	
After completion of the course, students will be able to:	
1.	Understand the information needs of an organization and a business function
2.	Evaluate effectiveness of decision making process and identify its tools
3.	Understand DSS techniques for making effective decisions
4.	A Design parameters for MIS application, for data analysis uses

Learning Resources:	
1.	Jawadekar, Management Information System, Tata McGraw Hill, 2008, 7th Edition, New Delhi.
2.	Arora, Management Information System, Excel Books, 2010, 4th Edition, New Delhi.
3.	C.S.V. Murthy, Management Information System, Himalaya Publishing House, 2011, 11 Edition, Mumbai
4.	G. V. Satya Sekhar, Management Information

Course Name:	**Values and Ethics**		
Course Code:	PE-BBA-IDC-303	**Category:**	Management Science
Semester:	3rd	**Credit:**	3
L-T-P:	3-0-0	**Pre-Requisites:**	NIL
Full Marks:	100		
Examination Scheme:	Semester Examination:70	Continuous Assessment:25	Attendance:05

Course Objectives:	
1.	To inculcate the philosophy of Life, personal value, social value, mind cultural value and personal health
2.	To make them aware the professional ethical values, codes of ethics, responsibilities, safety, rights and related global issues.

Course Contents:		
Module No.	**Description of Topic**	**Contact Hrs.**
1.	**Introduction:** Values-Concept, types and formation of values, ethics, values and behaviour, Values of Indian Managers, Ethics, development of ethics, ethical decision making and decision making process, relevance of ethics and values in business. **Management of Ethics:**	8

	Management process and ethics, managerial performance, ethical issues, ethos of Vadanta in management, Hierarchism as an organizational value.	
2.	**Corporate Social Responsibility & Consumer Protection:** Corporate responsibility of business: employees, consumers and community, Corporate Governance, Code of Corporate Governance, Consumerism, unethical issues, in sales, marketing and technology.	7
3.	**Understanding Progress, Results & Managing Transforming:** Progress and Results definition, functions of progress, transformation, need for transformation, process & challenges of transformation. Understanding Success: Definitions of success, Principles for competitive success, prerequisites to create blue print for success. Successful stories of business gurus.	7
4.	**Knowledge and Wisdom:** Meaning of knowledge and wisdom, difference between knowledge and wisdom, knowledge worker versus wisdom worker, concept of knowledge management and wisdom management, wisdom based management. Stress Management: Meaning, sources and consequences of stress, stress management and detached involvement. Concept of Dharma & Karma Yoga: Concept of Karama and kinds of Karam Yoga, Nishkam Karma, and Sakam Karma. Total quality management, Quality of life and quality of work life.	8
Total		**30L**

Course Outcomes:	
After completion of the course, students will be able to:	
1.	To learn about philosophy of Life and Individual qualities and practice social values and responsibilities
2.	To learn more of Responsibilities and Rights as Professional and facing Global Challenges
3.	To learn more of Risk and Safety assessment with case studies.

Learning Resources:	
1.	Stephen H Unger, Controlling Technology: Ethics and the Responsible Engineers, John Wiley & Sons, New York 1994 (2nd Ed)
2.	Deborah Johnson, Ethical Issues in Engineering, Prentice Hall, Englewood Cliffs, New Jersey 1991
3.	A N Tripathi, Human values in the Engineering Profession, Monograph published by IIM, Calcutta ,1996

Course Name:	**INDIAN CONSTITUTION**		
Course Code:	BBA-AEC-303	**Category:**	Management Science
Semester:	3rd SEM	**Credit:**	2
L-T-P:	2-0-0	**Pre-Requisites:**	The basic concept of
Full Marks:	100		
Examination Scheme:	Semester Examination:70	Continuous Assessment:25	Attendance:05

Course Objectives:	
1.	To have basic knowledge about the Indian Constitution.
2.	To understand the structure and functioning of the union, state, and local self-government.
3.	To understand the structure, jurisdiction, and function of the Indian judiciary.

Course Contents:

Module No.	Description of Topic	Contact Hrs.
1.	**Indian Constitution:** Sources and constitutional history, Features: Citizenship, Preamble, Fundamental Rights and Duties, Directive Principles of State Policy	5
2.	**Union government and its administration:** Structure of the Indian Union: Federalism, Centre- State relationship, President: Role, power and position, PM and Council of ministers, Cabinet and Central Secretariat, Lok Sabha, Rajya Sabha. State government and its administration: Governor: Role and Position, CM and Council of Ministers, State Secretariat: Organisation, Structure and Functions	5
3.	**Supreme Court:** Organization of the Supreme Court, procedure of the court, independence of the court, jurisdiction and power of the Supreme Court. High court: Organization of the high court, procedure of the court, independence of the court, jurisdiction, and power of the supreme court. Subordinate courts: constitutional provision, structure, and jurisdiction. National Legal Services Authority, Lok Adalats, family courts, and gram nyayalayas. Public interest litigation (PIL): meaning of PIL, features of PIL, scope of PIL, principle of PIL, guidelines for admitting PIL	5
4.	**Local Administration:** District's Administration head: Role and Importance, Municipalities: Introduction, Mayor and role of Elected Representative, CEO of Municipal Corporation, Pachayati raj: Introduction, PRI: Zila Pachayat, Elected officials and their roles, CEO Zila Pachayat: Position and role, Block level: Organizational Hierarchy (Different departments), Village level: Role of Elected and Appointed officials, Importance of grass root democracy.	5

Total	**20**

Course Outcomes:	
After completion of the course, students will be able to:	
1.	Different features of the Indian constitution..
2.	Power and functioning of the Union, state, and local self-government.
3.	Structure, jurisdiction, and function of the Indian Judiciary.
4.	Basics of PIL and guidelines for admission of PIL
5.	Functioning of local administration, starting from the block to the Municipal Corporation.

Learning Resources:	
1.	Indian polity, M Laxmikanth, Hill education, 5th Edition.
2.	DD Basu, " Introduction to the constitution of India", 21st Edition, Lexis Nexis Books Publication ltd, India

Course Name:	**PROGRAMMING FUNDAMENTALS WITH C**		
Course Code:	PE-BBA-SEC-303 PE-BBA-SEC-393	**Category:**	Management Science
Semester:	3rd SEM	**Credit:**	3
L-T-P:	2-0-2	**Pre-Requisites:**	The basic concept of a Computer
Full Marks:	100		
Examination Scheme:	Semester Examination:70	Continuous Assessment:25	Attendance:05

Course Objectives:	
1.	To gain knowledge and skills related to 3D printing technologies.
2.	To learn the selection of material, equipment, and development of a product for the Industry 4.0 environment.
3.	To understand the various software tools, processes, and techniques for digital manufacturing.
4.	To apply these techniques to various applications.

Course Contents:		
Module No.	**Description of Topic**	**Contact Hrs.**

1.	**Computer fundamentals:** Computing systems: hardware & software, Architecture & organization history: von Neumann Architecture: memory, processor, I/O; Data vs Information: Bit, byte number system: binary, octal, hexadecimal, 1's, 2's complement arithmetic, digital logic: AND, etc. BIOS, Booting, Application software, system software, Introduction of Operating systems, program, process; introduction of programming languages: brief overview of Pascal, FORTRAN, and BASIC.	4
2.	**Programming Method:** Debugging, macro, User-defined Header, User-defined Library Function, make file	3
3.	**General problem-solving concepts:** Algorithm and Flowchart for problem solving with Sequential Logic Structure, Decisions and Loops, time & space complexity; Imperative languages: Introduction to imperative language; syntax and constructs of a specific language (ANSI C). Variable Names, Data Type and Sizes (Little Endian Big Endian), Constants, Declarations, Arithmetic Operators, Relational Operators, Logical Operators, Type Conversion, Increment Decrement Operators, Bitwise Operators, Assignment Operators and Expressions, Precedence and Order of Evaluation, proper variable naming, and Hungarian Notation.	5
4.	**Control Flow**: Function of PS, Arrays& Pointers: Statements and Blocks, If-Else-If, Switch, Loops– while, do, for, break and continue, Goto Labels, structured and unstructured programming. Basics of functions, parameter passing and returning type, C main return as integer, External, Auto, Local, Static, Register Variables, Scope Rules, Block structure, Initialisation, Recursion, Preprocessor, Standard Library Functions and return types. Arrays, Pointers and Address, Pointers and Function Arguments, Pointers, Address Arithmetic, Character Pointers and Functions, Pointer Arrays, Pointer to Pointer, Multi-dimensional array and Row/column major formats, Initialization of Pointer Arrays, Command line arguments, Pointer to functions, complicated declarations, and how they are evaluated.	4
5.	**Structures Input & Output:** Basic Structures, Structures and Functions, Array of structures, Pointer of structures, Self-referral Structures, Table look up, Typedef, Unions, Bit-fields. Standard I/O, Formatted Output– printf, Formatted Input– scanf, Variable length argument list, file access including FILE structure, fopen, stdin, stdout, and stderr, Error Handling including exit, perror, and error.h, LineI/O, related miscellaneous functions, scope of advanced C, a brief introduction to VDU basics, Mouse programming, C- assembly.	4

6	Algorithms and flowcharts of small problems like GCD; Structured code writing with: a. Small but tricky codes, b. Proper parameter passing in C. Command line Arguments. Variable parameter e. Pointer to functions f. User header g. Make file utility h. Multi-file program and user-defined libraries. Interesting substring matching/searching programs. Related assignments	10
Total		**20L +10P=30**

Course Outcomes:	
After completion of the course, students will be able to:	
1.	Remember & Understand the Computer Fundamentals
2.	Remember & Understand the Programme Thods using C
3.	Understand general problem solving using C.
4.	Understand & Apply control flow, function of PS, Arrays & Pointers using C.
5.	Analyse the Structure and Input & Output using C

Learning Resources:	
1.	Herbert Schildt, "C: The Complete Reference", Fourth Edition, McGraw-Hill.
2.	B. Gottfried, "Programming in C", Second Edition, Schaum Outline Series.
3.	R.S. Salaria, "Problem Solving and Programming in C", Khanna Publishing House
4.	B. W. Kernighan and D. M. Ritchie, The 'C Programming Language", Second Edition, PHI.
5.	Yashavant Kanetkar, "Let Us C", BPBPublications.

Course Name:	**Financial Technology**		
Course Code:	BBA-CVAC-304 BBA-CVAC-394	**Category:**	Management Science
Semester:	3rd SEM	**Credit:**	3
L-T-P:	1-0-4	**Pre-Requisites:**	The basic concept of Managerial Finance
Full Marks:	100		
Examination Scheme:	Semester Examination:70	Continuous Assessment:25	Attendance:05

Course Objectives:	
1.	To become well-versed in intermediate-level Microsoft Excel functions for financial modeling.
2.	To analyze, understand, and interpret the performance of companies through their financial statements

3.	To identify revenue and cost drivers and start forecasting data.
4.	To build scenarios for financial modelling
5.	To develop financial models from scratch without using readymade templates.

Course Contents:		
Module No.	**Description of Topic**	**Contact Hrs.**
1.	**Introduction to Financial Technology:** Definition and importance of financial Technology - Overview of Excel for financial Technology. -Types of financial models (e.g., valuation, budget, forecasting models). - Basic Excel tools and shortcuts	(4L+4P)=6
2	**Intermediate-level Excel for Financial Technology:** Formatting of Excel Sheets- Use of Excel Formula Function - Advanced Modelling Techniques- Extrapolation, Histogram - Data Filter and Sort - Charts and Graphs - Table formula and Scenario building - Lookups: VLOOKUP, Match & offset, pivot tables	(4L+10P)=9
3.	**Analysis of Financial Statements:** Introduction to Financial Statement Analysis - Financial Reporting Mechanics - Understanding Income Statement, Balance Sheet - Cash Flow Statement - Financial Analysis Techniques - Inventories, Long-Lived Assets - Non-Current Liabilities - Financial Statement Application	(6L+4P)=8
4.	**Financial Ratios:** Ratio analysis of industries - Du Point Analysis - Preparation of a Financial Analysis Report on an industry	(6L+4P)=8
5.	**Business Finance:** Time value of money - Long-term financing - Cost of capital -Measure of Leverage Project Finance - Project evaluation; stage of project; construction & development phase; funding during investment phase - Costs during the investment phase - Life of project - Decision making.	(8L+2P)=9
Total		**40L**

Course Outcomes:	
After completion of the course, students will be able to:	
1.	The student should be comfortable working in Excel.
2.	The student should be able to use various financial and other Excel tools.
3.	Introduction to the various Financial techniques.
4.	Prepare reports and interpret data using Excel.
5.	Prepare the financial statements using Excel.

Learning Resources:	
1.	Financial Modelling by Simon Benninga
2.	Financial Modelling by Paul Pignataro

3.	Alastair Day, Mastering Financial Modeling in Microsoft Excel; Pearson, India Edition
4.	Building Financial Models, John Tjia, McGraw-Hill
5.	Danielle Stein Fairhurst, Using Excel for Business Analysis, Wiley Finance