

Supply Chain and Logistics Management

Semester V	Subject Code: BB51701	Lectures: 60
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Objectives:

The syllabus aims in equipping students with,

- The fundamental processes and components of Supply Chain Management
- An understanding of how supply chain strategy can provide a competitive advantage for organizations
- The issues in core functions in materials and logistics management
- An insight into the competitive approach to Warehousing and Distribution
- Making Inventory decisions that strikes a balance between inventory investment and control
- The key activities performed by the logistics function including distribution, transportation and global logistics

Entrepreneurship Development

Semester V	Subject Code: BB51702	Lectures: 60
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Objectives:

The syllabus aims in equipping students with,

- Various concepts of Entrepreneurship and Entrepreneur
- The Business Opportunity Identification and formulate a Business Plant
- Knowledge and understanding about various assistances provided by government Institutions
- Awareness about the various Successful Entrepreneurs

BUSINESS LAW

Semester V	Subject Code: BB51703	Lectures: 60
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Objectives:

The syllabus aims in equipping students with,

- Basic understanding of legal terms and concepts
- An understanding of various Acts pertaining to the business namely, The Indian Contract Act 1872, The Sale of Goods Act 1930, The Companies Act 1956(2013), Right to Information Act 2005 and The Trade Marks Act, 1999(2010)

Research Methodology (Tools and Analysis)

Semester V	Subject Code: BB51704	Lectures: 60
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Objectives:

The syllabus aims in equipping students with,

- Basic understanding of Research Process and tools for its application
- Knowledge of techniques necessary for Research and Report Writing
- An application of Scientific Method in the formulation of the problem or a scientific theory and verification of the achieved result

**SPECIAL PAPER I
ANALYSIS OF FINANCIAL STATEMENTS**

Semester V	Subject Code: BB51705A	Lectures: 60
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Objectives:

The syllabus aims in equipping students with,

- An understanding of the Financial Statements and significance of financial analysis
- Ability to analyze and interpret the financial statements of Corporate Organizations
- Grasping different techniques involved in financial analysis and its interpretations
- Capacity to understand and prepare Fund Flow Statement and Cash Flow Statement from the financial statements
- Examining the objectives and utility of Fund Flow Statement and Cash Flow Statement
- Ability to understand and comprehend Financial Statements of Banks
- Competency to be an intense user of Financial Statements

**Special Paper I
Sales Management**

Semester V	Subject Code: BB51705B	Lectures: 60
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Objectives:

The syllabus aims in equipping students,

- To impart the students, knowledge regarding Sales Management, Organization Structure & Sales Force Deployment
- To make the students aware of the latest tools and techniques for Managing the Sales Force and Strategic Role of the Sales Force
- To acquaint the students with basic understanding of Personal Selling and Customer Relationship Management

**Special paper I
HR Practices**

Semester V	Subject Code: BB51705C	Lectures: 60
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Objectives:

The syllabus aims in equipping students with,

- To learn the basic practices as well as understand the functioning of Human Resource management and integration in the current corporate world
- Towards these objectives and to suit the contents of each course, a variety of teaching methodologies, such as case studies, role-play, problem solving exercises, group discussion, audio visuals etc are used in the course

**Special Paper II
Long Term Finance**

Semester V	Subject Code: BB51706A	Lectures: 60
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Objectives:

The syllabus aims in equipping students with,

- To create awareness among students regarding sources of Long Term Financing
- To equipped the students with the detail understanding of Methods and Theories of Capital Structure and Capital Budgeting Decisions

**Special Paper II
Retail Management**

Semester V	Subject Code: BB51706B	Lectures: 60
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Objectives:

The syllabus aims in equipping students with,

- To provide insights into all functional areas of retailing.
- To give a perspective of the Indian retail scenario.
- To identify the paradigm shifts in retailing business with increasing scope of technology and e-business

**Special Paper II
Human Resource Integration Management**

Semester V	Subject Code: BB51706C	Lectures: 60
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Objectives:

The syllabus aims in equipping students with,

- To familiarize the students with the concept of Human Relations
- To impart knowledge to students of various tools and techniques for Maintaining and Retaining Human Resources
- To make the students aware of the Moral and Ethical aspects in Integrating Human Resources

Business Planning and Project Management

Semester VI	Subject Code: BB61701	Lectures: 60
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Objectives:

The syllabus aims in equipping students with,

- The various concepts of Project management and Project Coordination Techniques
- Networking Techniques and make them aware of the Purposes of Evaluation and Termination of Project
- Knowledge regarding Governance of Project Management

EVENT MANAGEMENT

Semester VI	Subject Code: BB61702	Lectures: 60
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Objectives:

The syllabus aims in equipping students with,

- An understanding of the meaning of the term Event and its importance
- Basic awareness of Event Management Industry in India
- An insight into the categories of Events and Event Marketing
- Getting acquainted with Event Marketing
- The ability to understand the various aspects of Event Management
- The Knowledge about Strategic Approaches to Event Management
- Learning to do critical evaluation of Events
- The competency to pursue advanced studies/make a career in Event Management

Organizational Behaviour

Semester VI	Subject Code: BB61703	Lectures: 60
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Objectives:

The syllabus aims in equipping students with,

- Valuable inputs for understanding, reasoning, predicting and controlling human behavior
- Various theories and topics to relate the subject to real-world problems and aspects
- The knowledge to compete in the global market and to organize their business successfully with current trends
- An understanding of the culture of an organization and the importance of developing good leaders with better teams

Ecommerce

Semester VI	Subject Code: BB61704	Lectures: 60
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Objectives:

The syllabus aims in equipping students with,

1. To know the concept of electronic commerce
2. To know the concept of Cyber Law & Cyber Jurisprudence.
3. To know Internet marketing techniques

Special paper III Financial Services

Semester VI	Subject Code: BB61705A	Lectures: 60
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Objectives:

The syllabus aims in equipping students with,

- To provide to the students an overview of the concept of Financing Services
- To develop among students the understanding of Money Market and Capital Market of India
- To create the awareness regarding the role of Foreign Exchange Market among students

**Special Paper III
Advertising and Sales Promotion**

Semester VI	Subject Code: BB61705B	Lectures: 60
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Objectives:

The syllabus aims in equipping students with,

1. To develop knowledge and understanding of importance and functions of advertising
2. To understand Key features of Sales Promotion

**Special Paper III
Labour Laws**

Semester VI	Subject Code: BB61705C	Lectures: 60
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Objectives:

The syllabus aims in equipping students with,

- To provide In-depth knowledge of the concepts and principles of law various acts
- To give the brief idea about the framework of Indian Labour Law
- To orient students about the legal aspects of Industries and Organizations

**SPECIAL PAPER IV
CASES IN FINANCE/PROJECT**

Semester VI	Subject Code: BB61706A	Lectures: 60
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Objectives:

The syllabus aims in equipping students with,

- A thorough understanding of the techniques of Capital Budgeting
- A comprehensive insight into Working Capital Estimation
- Ability to comprehend the importance of proper credit policies
- An in-depth understanding of preparing a Project Report

**Special Paper IV
Project and Cases in Marketing**

Semester VI	Subject Code: BB61706B	Lectures: 60
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Objectives:

The syllabus aims in equipping students with,

- To impart the students latest and relevant knowledge from the field of marketing theory and practice.
- To assess market opportunities by analysing customers, competitors, collaborators, context, and the strengths and weaknesses of a company.
- To develop effective marketing strategies to achieve organizational objectives.
- To design a strategy implementation program to maximize its chance of success.

**Special Paper IV
Cases in Human Resource Management
Project/Case studies/Group Discussion/Role Play)**

Semester VI	Subject Code: BB61706C	Lectures: 60
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Objectives:

The syllabus aims in equipping students

- To understand and apply analytical and disciplinary concepts and methods related to business.
- Solve problems, including unstructured problems, related to business.
- Communicate effectively.