ARYAVART INTERNATIONAL UNIVERSITY

Tilthai, Dharmanagar, North Tripura-799250

Syllabus for BBA

Semester 1

Theory									
Course Code	**Topic**	**L**	**T**	**P**	**Credit**	**Theory Marks**	**Internal Marks**	**Practical Marks**	**Total Marks**
24MG101	Principles of Management & Organisational Behaviour	4	0	0	4	70	30	0	100
24CM101	Accounting and Financial Management	4	0	0	4	70	30	0	100
24MG104	Business Mathematics and Statistics	4	0	0	4	70	30	0	100
24MG105	Microeconomics	4	0	0	4	70	30	0	100
24GN101	Environmental Studies	2	0	0	2	70	30	0	100
Generic Elective (GE-I) Choose any one									
24MG114	Ethics & Corporate Social Responsibility	2	0	0	2	70	30	0	100
24MG115	Tax Planning	2	0	0	2	70	30	0	100
24MG116	Econometrics	2	0	0	2	70	30	0	100
Total					**20**	**420**	**180**	**0**	**600**

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Detailed Syllabus

PRINCIPLES OF MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR

Code: 24MG101
Max Marks: 70

UNIT I **(8 hours)**
Introduction: Meaning, Objectives, Differences between Administration and Management, Levels of Management, Kinds of Managers, Managerial roles, History of Management, Recent trends in Management.

UNIT II **(8 hours)**
Planning: Importance, Process, Benefits of Planning, Types of Plans, Planning tools and techniques.
Organising: Meaning, Types of Organisation structures, Traditional structures, Directions in organisation structures.
Leading: Meaning, Nature, Traits and Behaviour, Contingency approaches to Leadership, Transformational leadership.
Controlling: Meaning, Importance, Steps in the control process, Types of Control.

UNIT III **(8 hours)**
Organisational Behaviour: Introduction, Meaning, History of Organisational Behaviour, Organisational effectiveness, Organisational learning process, Stakeholders, Contemporary challenges for Organisations.

UNIT IV **(8 hours)**
Behavioural Dynamics: MARS Model of individual behaviour and performance, Types of Individual behaviour.
Personality in Organisation, Values in the work place, Types of values, Perception, Meaning, Model of Perceptual process.
Emotions in work place, Types of emotions, Circumplex Model of Emotion, Attitudes and Behaviour, Work-related stress and its management.
Motivation: Meaning, Maslow's Hierarchy of Needs, Four Drive Theory of Motivation.

UNIT V **(8 hours)**
Teams: Advantages of Teams, Model of Team Effectiveness, Stages of Team Development.
Power: Meaning, Sources, and Contingencies of Power, Consequences of Power.

REFERENCE BOOKS:

1. MGMT, Chuck Williams & Manas Ranjan Tripathy, 5/e, Cengage Learning, 2013.
2. Organizational Behavior, Steven L. McShane & Mary Ann Von Glinow, 6/e, McGraw Hill Education, 2015.
3. Management & Organisational Behaviour, Laurie J. Mullins, 7/e, Prentice Hall, 2005.
4. Essentials of Management, Koontz, McGraw Hill, 8/e, 2014.
5. Management, John R. Schermerhorn, Jr., 8/e, Wiley India, 2010.
6. Organizational Behaviour, Fred Luthans, 12/e, McGraw Hill International, 2011

ACCOUNTING AND FINANCIAL MANAGEMENT

Code: 24CM101
Max Marks: 70

UNIT I **(8 Hrs)**

Introduction – Principles – Concepts & Conventions – Double entry system of accounting – Journal – Ledger. Preparation of trial balance. Subsidiary Books with special reference to simple cash book and three column cash book.

UNIT II **(8 Hrs)**

Final accounts of sole trader: Adjusting entries, Including reserve for bad debts, Reserve for discount on debtors and creditors, Preparation of final accounts.

UNIT III **(8 Hrs)**

Introduction – Meaning, Scope, Functions of finance manager. Unit Costing: Preparation of cost sheet.

UNIT IV **(8 Hrs)**

Ratio analysis: Meaning of ratio – Advantages – disadvantages – types of ratio – usefulness – liquidity ratios – profitability ratios, Efficiency ratios, Solvency ratios.(Theoretical concepts) Funds Flow Statement: Meaning – concepts of funds flow. Cash flow statement :Meaning, Need – Simple problems on cash flow statement.

UNIT V **(8 Hrs)**

Marginal Costing: Meaning – Definition – Concepts in marginal costing – Marginal equations – P / V ratio – B.E.P – Margin of safety – Sales to earn a desired profit – Problems on above Budgetary control: Meaning – Definition – Preparation of flexible budget and cash budget.

Text Book:

1. Financial Accounting, Ashis Bhattacharya, prentice-Hall India Publication.
2. Prasanna Chandra, Financial Management, Tata McGraw Hill Publications

Reference Books:

1. "Book Keeping and Accountancy" Choudhari, Chopde.
2. "Cost Accounting": Choudhari, Chopde.
3. "Financial Management" Text and Problems: M.Y.Khan, P.K. Jain.
4. "Financial Management Theory & Practice" Prasanna Chandra Tata McGraw Hill.
5. Managerial Economics & Financial Analysis, Siddiqui S.A. Siddiqui A.S. New Age.

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BUSINESS MATHEMATICS AND STATISTICS

Code: 24MG104
Max Marks: 70

Unit I **(4 Hrs)**
Set Theory; Definition of Set and its presentation. Different types of Sets- Null Sets, Finite & Infinite Sets, Subsets, Universal Set, Power Set etc. Set Operations- Laws of Algebra of Sets, Venn diagram.

Unit II **(8 Hrs)**
Matrices and Determinants: Definition of a matrix, Types of matrices; Equality, Addition, Subtraction, and Multiplication; Transpose of a matrix; Determinant of a square matrix, Values of determinants up to third order; Properties of Determinants, minors and co-factors, Adjoint of a Matrix, Elementary row and column operations, Inverse of a matrix; Solution of a system of linear equations (having unique solution and involving not more than three variables) using matrix inversion Method and Crammer's Rule.

Unit III **(8 Hrs)**
Basic Mathematics of Finance Functions and their types– linear, quadratic, polynomial, exponential, logarithmic; Concepts of limit and continuity of a function. Concept of differentiation; Rules of differentiation– simple standard forms. Maxima and Minima of functions (involving first and second order differentiation) relating to cost, revenue and profit. Different types of Interest Rates, concept of Present Value – Present Value and Annuity, Compounding & Discounting, amount of Annuity – Valuation of Simple Loans

Unit IV **(4 Hrs)**
Basics of Statistics Collection, classification of data, Primary & Secondary data, Tabulation of data, Graphs and charts, Frequency distribution, Diagrammatic presentation of frequency distribution.

Unit V **(6 Hrs)**
Measure of Central Tendency & Dispersion Measures of Central Tendency including arithmetic mean, geometric mean and harmonic mean: properties and applications; mode and median. Measures of Variation: absolute and relative. Range, quartile deviation and mean deviation; Variance and Standard deviation: calculation and properties.

Unit VI **(5 Hrs)**
Bi-variate Analysis Simple Linear Correlation Analysis: Meaning, and measurement. Karl Pearson's coefficient and Spearman's rank correlation. Simple Linear Regression Analysis: Regression equations and estimation. Relationship between Correlation and regression coefficients.

Unit VII **(5 Hrs)**
Time-based Data: Index Numbers and Time-Series Analysis Meaning and uses of index numbers; Construction of index numbers: Aggregative and average of relatives – simple and weighted, Components of time series; additive and multiplicative models; Trend analysis: Finding trend by moving average method and Fitting of linear trend line using principle of least squares.

Suggested Readings:

1. Ghosh and Saha, Business Mathematics and Statistics, New Central Book Agency (P) Ltd.
2. M. Raghavchari, Mathematics for Management, Tata McGraw-Hill.
3. S. Baruah, Basic Mathematics and its application in Economics, McMillan.
4. R. S. Bhardwaj, Mathematics for Economics and Business, Excel Books.
5. P. K. Giri and J.Banerjee, Introduction to Business Mathematics, Academic Publishers.
6. R.G.D. Allen, Mathematical Analysis for Economists, McMillan.
7. G. C. Beri, Business Statistics, Tata McGraw-Hill.
8. J. K. Sharma, Business Statistics, Pearson Education.

9. N.G. Das, Statistical Methods in Commerce, Accountancy and Economics.
10. Singh J. K., *Business Mathematics*, Himalaya Publishing House.
11. Trivedi, Business Mathematics, Pearson.

MICROECONOMICS

Code: 24MG105
Max Marks: 70

UNIT I: Introduction to Economics **(4 Hrs)**
Definition, Nature and Scope of Economics. Micro and Macro Economics, Role of Economics in Decision Making.

UNIT II: Demand Analysis and Supply Analysis **(8 Hrs)**
Meaning of Demand, Types of Demand, Law of demand, Determinants of Demand, Demand Function, Elasticity of demand- price elasticity of demand. Income elasticity of demand, Cross Elasticity of demand, Law of Supply, Supply Schedule, Supply Curve, Price elasticity of supply.

UNIT III: Production Analysis **(6 Hrs)**
Production function, Types of Production Function, Law of Returns, Law of variable proportions, Law of Increasing Returns, Law of Constant Returns, Law of Diminishing returns, Returns to scale

UNIT IV: Cost and Revenue Analysis **(7 Hrs)**
Cost concepts, Elements of Cost, Relationship between Production and Cost, Average and Marginal cost curves, Relationship between average and marginal cost, Concept of revenue, Revenue Curve, Relationship between average and marginal revenue

UNIT V: Market Structures **(9 Hrs)**
Meaning of Market, Classification of markets, Perfect Competition, Imperfect Competition, Monopolistic Market, Oligopoly Market, and Duopoly Market.

UNIT VI: International Tread **(6 Hrs)**
Balance of Payments, Concepts, Disequilibrium in BOP: Methods of Correction, Tread Barriers and Tread Strategy, Free Trade vs. Protection

Suggested Readings:
1. Advanced economic Theory by M L Jhingan, Himalaya Publication, Mumbai
2. A Textbook of Economics Theory, Long Group by H L Ahuja
3. Microeconomics for Management Students by Ravindra H Dholkiya & Ajay N Oza, Oxford University Press
4. Principals of Economics by N G Mankiw, Thomson Press, Sanat Printers, Kundli Haryana
5. Basic Econometrics by Damodar Gujarati

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ENVIRONMENTAL STUDIES

Code: 24GN101
Max Marks: 70
Course Objectives: The course will empower the students by gaining in-depth knowledge on natural processes that sustain life and govern economy, predicting the consequences of human actions on the web of life, global economy and quality of human life, developing critical thinking for shaping strategies (scientific, social, economic and legal) for environmental protection and conservation of biodiversity, social equity and sustainable development, acquiring values and attitudes towards understanding complex environmental economic-social challenges, and participating actively in solving current environmental problems and preventing the future ones and adopting sustainability as a practice in life, society and industry.

UNIT I **(5 Hrs)**
Introduction to Environmental Studies:

- Environmental studies: Nature, Scope and Importance; Components of environment: atmosphere, hydrosphere, lithosphere, and biosphere; Concept of sustainability and sustainable development.
- Emergence of environmental issues: Climate change, Global warming, Ozone layer depletion, Acid rain etc.; International agreements and programmer: Earth Summit, UNFCCC, Montreal and Kyoto protocols, Convention on Biological Diversity (CBD), Ramsar convention, UNEP, CITES, etc.

UNIT II **(5 Hrs)**
Ecosystems and Natural Resources:

- Definition and concept of Ecosystem; Structure of ecosystem (biotic and abiotic components); Functions of Ecosystem: Physical (energy flow), Biological (food chains, food web, ecological succession), ecological pyramids and homeostasis; Types of Ecosystems: Tundra, Forest, Grassland, Desert, Aquatic (ponds, streams, lakes, rivers, oceans, estuaries); importance and threats with relevant examples from India.
- Ecosystem services (Provisioning, Regulating, Cultural, and Supporting); Ecosystem preservation and conservation strategies; Basics of Ecosystem restoration.
- Energy resources: Renewable and non-renewable energy sources; Use of alternate energy sources; Growing energy needs; Energy contents of coal, petroleum, natural gas and bio gas; Agro-residues as a biomass energy source.

UNIT III **(5 Hrs)**
Biodiversity and Conservation

- Definition of Biodiversity; Levels of biological diversity: genetic, species and ecosystem diversity.
- India as a mega-biodiversity nation; Biogeographic zones of India; Biodiversity hotspots; Endemic and endangered species of India; IUCN Red list criteria and categories.
- Value of biodiversity: Ecological, economic, social, ethical, aesthetic, and informational values of biodiversity with examples.
- Threats to biodiversity: Habitat loss, degradation, and fragmentation; Poaching of wildlife; Man-wildlife conflicts; Biological invasion with emphasis on Indian biodiversity; Current mass extinction crisis.
- Biodiversity conservation strategies: in-situ and ex-situ methods of conservation (National Parks, Wildlife Sanctuaries, and Biosphere reserves.

UNIT IV **(5 Hrs)**
Environmental Pollution and Control Measures:

- Environmental pollution (Air, water, soil, thermal, and noise): causes, effects, and controls; Primary and secondary air pollutants; Air and water quality standards.
- Nuclear hazards and human health risks.
- Solid waste management: Control measures for various types of urban, industrial waste, Hazardous waste, E-waste, etc.; Waste segregation and disposal.

Text Book:

1. Sanjay Kumar Batra, Kanchan Batra, Harpreet Kaur; “Environmental Studies”; Taxmann’s, Fifth Edition.
2. M. M. Sulphey; “Introduction to Environment Management”; PHI Learning, 2019.
3. S. P. Mishra, S. N. Pandey; “Essential Environmental Studies”; Ane Books Pvt. Ltd.; Sixth Edition.

Reference Books:

1. Asthana, D. K. (2006). “Text Book of Environmental Studies”. S. Chand Publishing.
2. Basu, M., Xavier, S. (2016). “Fundamentals of Environmental Studies”, Cambridge University Press, India.
3. Bharucha, E. (2013). “Textbook of Environmental Studies for Undergraduate Courses”. Universities Press.
4. Mahapatra, R., Jeevan, S. S., Das, S. (Eds) (2017). “Environment Reader for Universities”, Centre for Science and Environment, New Delhi.
5. Masters, G. M. & Ela, W. P. (1991). “Introduction to environmental engineering and science”. Englewood Cliffs, NJ: Prentice Hall.
6. Odum, E. P., Odum, H. T. & Andrews, J. (1971). “Fundamentals of Ecology”. Philadelphia: Saunders.
7. Sharma, P. D. & Sharma, P. D. (2005). “Ecology and Environment”. Rastogi Publications.

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ETHICS AND CORPORATE SOCIAL RESPONSIBILITY

Code:24MG114
Max Marks: 70

Unit I **(5 Hrs)**
Business ethics: Meaning of ethics, causes of ethical issues in business; Key ethical principles: Utilitarianism, Rights and Duties, Justice and Fairness, Ethics of Care, Virtue Ethics; Moral issues in business: Employee rights & responsibilities, Profit vs. Social Responsibility

Unit II **(5 Hrs)**
Corporate governance: concept and need for improved governance; Features of good governance, Role of regulators; SEBI Clause 49, Role of the Board, Independent & Executive Directors; Whistleblowing: Meaning, Types, and Relevance

Unit III **(5 Hrs)**

Ethics and Management: Ethics as a normative science, Ethics vs Religion; Ethical dilemmas and managing ethics in the workplace; Indian Ethos and Values for Managing Global Change; Trans-cultural human values in management

Unit IV **(5 Hrs)**
Corporate social responsibility: Meaning and evolution of CSR; Measuring and reporting CSR performance; Arguments for and against CSR; Attributes of an effective CSR program

Suggested Readings:

1. Prof. Dr Biswajit Satpathy: Indian Ethos And Values, Elite Publications.
2. Manuel G Velasquez: Business ethics- concepts and cases Pearson.
3. Luthans Hodgetts and Thompson: Social issues in business, Macmillan USA.
4. A. C. Fernando: Business Ethics Pearson Education.
5. A. C. Fernando: Corporate Governance Pearson Education.
6. Adrian Davies: Strategic approach to corporate governance Gower Pub Co.
7. N. Gopalswamy: Corporate governance a new paradigm A H Wheeler Publishing Co Ltd.
8. Marianne M Jennings: Cases in Business Ethics Indian South-Western College Publishing.

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TAX PLANNING

Code: 24MG115
Max Marks: 70

Unit I **(5 Hrs)**
Income tax concepts: Concepts: Previous Year, Assessment Year, Person, Assessee, Income (including agricultural income), Residential Status; Incidence of tax, Gross Total Income, Total Income; Exempt incomes, Tax evasion vs Tax avoidance

Unit II **(5 Hrs)**
Computation of Income under the heads:

- Salary
- House Property
- Profits and Gains from Business or Profession
- Capital Gains
- Income from Other Sources

Unit III **(5 Hrs)**
Clubbing, Set-off & Filing: Clubbing of income, Set-off and carry forward of losses; Deductions from Gross Total Income (individual & business units); Computation of Total Income and Tax Liability (individual & business); Assessment procedure and **E-filing of return;** Introduction to **GST** and **Direct Tax Code (DTC)** (conceptual)

Unit IV **(5 Hrs)**
Meaning of Tax Planning and Management: Meaning and scope of tax planning and management; Corporate tax planning: Concepts, justification; MAT (Minimum Alternative Tax); Tax planning related to financial decisions, amalgamations, and de-mergers (only theory)

Text Books:

1. Singhania, V.K. Student Guide to Income Tax. Taxmann Publications Pvt. Ltd. (Latest ed.).
2. Ahuja& Gupta. Simplified Approach to Corporate Tax. Flair Publications Pvt. Ltd (Latest ed.).

References:

1. Ahuja& Gupta. Simplified Approach to Income Tax Flair, Publications Pvt. Ltd.
2. Mahesh Chandra & Shukla, D. C. Income Tax Law & Practice Pragati Publications.
3. Goyal, S.P. Tax Planning and Management. Sahitya Bhawan Publications.
4. Singhania, V.K .Student Guide to Income Tax. (University ed.). Taxmann Publications Pvt. Ltd.

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ECONOMETRICS

Code: 24MG116
Max Marks: 70

Unit I **(6 Hrs)**
Basics of Econometrics & Simple Regression: Introduction to Econometrics; Basics of Probability; Types of data: Time Series, Cross Section, Panel Data; Classical Two-Variable Linear Regression Model (PRF & SRF); Ordinary Least Squares (OLS) estimation; Assumptions; R^2, residuals, ANOVA, standard errors, confidence intervals; **Gauss-Markov Theorem**, model testing and normality assumption

Unit II **(5 Hrs)**
Multiple Regression Analysis: Multiple Regression Model (three-variable case); Coefficient derivation and interpretation; Additional assumptions, adjusted R^2; **t and F tests**, confidence intervals; Structural stability and variable contribution tests

Unit III **(5 Hrs)**
Functional Forms & Dummy Variables: Functional forms: log-log, log-lin, lin-log, reciprocal models; Regression through origin and in deviation form; Dummy variables: intercept, slope, interactive; Seasonal effects and dummy use in panel data (fixed/random effects)

Unit IV **(4 Hrs)**
Relaxing CLRM Assumptions: Multicollinearity: Detection and solutions; Heteroscedasticity: Detection, GLS correction; Autocorrelation: Detection tests and remedies; Specification errors: Detection of omitted/included variables and errors-in-variables

Suggested Readings:

1. Christopher Dougherty (2007). Introductory Econometrics (3rd ed.). Oxford University Press.
2. Gujarati, Damodar and Sangeetha (1995). Basic Econometrics (4th ed.), McGraw Hill.
3. Jack Johnston and John DiNardo, Econometric Methods.
4. Pindyck, Robert S. and Daniel L. Rubinfeld (1997) Econometric Models and Economic Forecasts. (3rd ed.).Singapore: McGraw Hill.
5. Ramanathan, Ramu (2002). Introductory Econometrics with Applications (5th ed.). Thomson South Western.

Theory Paper

Total: 100 Marks
External: 70 Marks
Internal: 30 Marks
External: 70 Marks
10 Question (MCQ): 1 marks each (1x10 = 10)
Answer any 6 out of 8 (Very Short 20-30 Words): 2 marks each (2x6 = 12)
Answer any 6 out of 8 (Short 50-70 Words): 3 marks each (3x6 = 18)
Answer any 3 out of 5 (Long 240-300 Words): 10 marks each (5x3 = 30)

Internal: 30 Marks
Two Internal Assessment Examinations will be conducted, each carrying 50 marks. The average of the two scores will be considered and scaled to 15 marks for the final assessment. Additionally, 5 marks will be allotted for assignments submitted, 5 marks for attendance, and 5 marks for general proficiency, making a total of 30 internal assessment marks.

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Syllabus for BBA

Semester 2

Course Code	Topic	L	T	P	Credit	Theory Marks	Internal Marks	Practical Marks	Total Marks
Theory									
24MG202	Macro Economics	4	0	0	4	70	30	0	100
24MG204	Marketing Management	4	0	0	4	70	30	0	100
24MG207	Production and Operations Management	4	0	0	4	70	30	0	100
24CS101	Fundamentals of IT	4	0	0	4	70	30	0	100
24EN102	Business Communication	4	0	0	4	70	30	0	100
Practical									
24CS191	IT Lab	0	0	2	2	0	30	70	100
					22	**350**	**180**	**70**	**600**

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Detailed Syllabus

MACRO ECONOMICS

Code: 24MG202
Max Marks: 70

Course Objective: The objective of Macroeconomics is to provide an understanding of the overall functioning of an economy by analyzing aggregate indicators like GDP, inflation, unemployment, and monetary and fiscal policies. It aims to equip students with the tools to evaluate economic trends and policy impacts on national and global scales.

UNIT I **(10 Hrs)**
Introduction to Macroeconomics & National Income:
Macroeconomics and its scope: Meaning, Origin, Growth of Macroeconomics, Microeconomics v/s macroeconomics – Importance and Limitations of Macroeconomics
Concepts of Macroeconomic Analysis: Stock and flow, Equilibrium and Disequilibrium, Partial and General Equilibrium Analysis –Static, Comparative Static and Dynamic. Circular Flow of Income and Expenditure for Two-Sector, Three-Sector & Four-Sector Model
National income concepts and their interrelationships: National Income Concepts – Parameters of National Income - Nominal and Real GNP – Methods of Measuring National Income

UNIT II **(10 Hrs)**
Theory of Income and Employment: Say's Law of Market, Classical Theory of Employment Keynesian Theory of Income and Employment - Principle of Effective Demand - Equilibrium Level of Employment & Output
Income Determination in Closed and Open Economy Model – Income Determination with Government Sector – Overview of Four Sector Model – Income Determination in Four-Sector Model
Theory of Consumption and Money: Overview of Consumption Theories i.e. Keynesian Theory – – Life Cycle Theory of Consumption
Definitions and functions of Money, Sources of Money Supply, Theory of Money Supply, Classical Quantity Theory of Money, Keynesian Theory of Demand for Money

UNIT III **(10 Hrs)**
Economic Growth & Business Cycle: Meaning and Factors of Economic Growth – Overview of theories of Economic Growth – Neo-Classical Theory of Growth - Meaning and Phases of Business Cycle – Theories of Business Cycle
Inflation & Unemployment: Meaning and Methods of Measuring Inflation – Types of Inflation – Social & Economic Effects of Inflation – Classical and Neo-Classical Theories of Inflation – Modern Theories of Inflation - Meaning, Measurement and Kinds of Unemployment – Philips Curve

UNIT IV **(10 Hrs)**
Monetary Policy: Meaning and Scope of Monetary Policy – Instrument of Monetary Policy – Limitations and Effectiveness of Monetary Policy – Key areas of Monetary Policy of India
Fiscal Policy: Meaning and Scope of Fiscal Policy – Fiscal Instruments and Target Variables – Fiscal Policy and Macroeconomics Goal – Fiscal Policy of India

Text Book:
1. Diwedi D. N. “Macroeconomics: Theory and Policy”, Tata McGraw Hill.

Reference Books:
2. Salvetor D. and E. A. Diulio. “Principles of Economics”, Tata McGraw Hill.
3. Edward Shapiro, “Macroeconomics”, Oxford University Press.
4. Richard T. Frogmen. “Macroeconomics”. Pearson education.
5. Errol D‘Souza. “Macro Economics”. Pearson Education.

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MARKETING MANAGEMENT

Code: 24MG204
Max Marks: 70

Course Objective: The objective of Marketing Management is to equip students with the knowledge and skills to develop, implement, and evaluate marketing strategies. It focuses on understanding consumer behavior, market research, product development, branding, pricing, distribution, and promotion to achieve organizational goals and build customer relationships.

UNIT I **(8 Hrs)**
Marketing management - marketing management process - assessing market opportunities - selecting target consumers - marketing mix - market segmentation - targeting and positioning - E marketing.

UNIT II **(8 Hrs)**
Buyer Behaviour - influencing factors on Consumer Behaviour - buying decision process - industrial buyer behaviour - theories of buyer behaviour.

UNIT III **(8 Hrs)**
Product policies - consumer and industrial product decisions - branding - packaging and labeling - new product development and product life cycle strategies.

UNIT IV **(8 Hrs)**
Pricing - pricing strategies and approaches - Distribution - direct and indirect channel - retailing and wholesaleing - channel decision.

UNIT V **(8 Hrs)**
Promotion - advertising - designing copy - media selection - sales promotion strategies - Marketing research - marketing research process - sales forecasting techniques.

Reference Books:

1. Berkoviz Kerin Hontley Rudelivs. “MARKETING”, 6th ed New York, Mcgraw Hill, 2002.
2. Gary Armstrong and Philip Kotler. “Marketing - An Introduction”. 11th ed, Pearson Education Asia.
3. Phlip Kotler. “Marketing Management” (Millennium ed.) New Delhi, Prentice Hall of India (P) Ltd, 2001.
4. Rajan Saxena. “Marketing Management”. 2nd edition, New Delhi, Tata Mcgraw Hill Publishing Co Ltd. 2001.
5. V. S. Ramasamy and S. Namakumari. “Marketing Management, Planning, Implementation & Control”. New Delhi, Macmillan, 2002.

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PRODUCTION AND OPERATIONS MANAGEMENT

Code: 24MG207
Max Marks: 70

Course Objective: The objective of Production and Operations Management is to familiarize students with the processes involved in the efficient production of goods and services. It covers topics like planning, designing, managing, and improving production systems to ensure optimal resource utilization, quality control, and meeting customer demands.

UNIT I **(10 Hrs)**
Introduction to Production & Operations Management: Definition, need, responsibilities, key decisions of OM, goods vs. services. Operations as a key functional area in an organization. Operation Strategies-Definition, relevance, strategy formulation process, order qualifying and order winning attribute Maintenance Management: Need of maintenance management, equipment life cycle (Bathtub curve), measures for maintenance performance (MTBF, MTTR and availability). Lean production: Definition of lean production, lean Demand-Pull logic, waste in operations, elements that address elimination of waste, 2 card Kanban Production Control system.

UNIT II **(10 Hrs)**
Forecasting: Definition, types, qualitative (grass roots, market research and Delphi method) and quantitative approach (simple moving average method, weighted moving average and single exponential smoothing method), forecast error, MAD. Scheduling: Operation scheduling, goals of short term scheduling, job sequencing (FCFS, SPT, EDD, LPT, CR) & Johnson's rule on two machines, Gantt charts.

UNIT III **(10 Hrs)**
Process Selection: Definition, Characteristics that influence the choice of alternative processes (volume and variety), type of processes- job shop, batch, mass and continuous, product-process design Matrix and Services design matrix, technology issues in process design, flexible manufacturing systems (FMS), computer integrated manufacturing (CIM). Layout Decision: Layout planning – Benefits of good layout, importance, different types of layouts (Process, Product, Group technology and Fixed position layout). Assembly line balancing by using LOT rule; Location Decisions & Models: Facility Location – Objective, factors that influence location decision, location evaluation methods- factor rating method. Capacity Planning: Definition, measures of capacity (input and output), types of planning over time horizon. Decision trees analysis

UNIT IV **(10 Hrs)**
Aggregate Planning: Definition, nature, strategies of aggregate planning, methods of aggregate planning (level plan, chase plan, and mixed plan, keeping in mind demand, workforce, and average inventory), Statistical Quality control: Variations in the process (common & assignable causes), Control charts: Variable measures (mean and range chart), Attribute measures (proportion of defects and no. of defects) using control tables. Elementary Queuing Theory: Poisson- Exponential Single Server Model with Infinite Population. (question-based on M/M/1.

Text Book:

1. Mahadevan B. "Operations Management Theory & Practice". Pearson Education.
2. Heizer Jay and Render Barry. "Production & Operations Management". Pearson Education.

Reference Books:

1. Chase R. B., Aquilano N. J., Jacobs F. R. and Agarwal N. "Production & Operations Management Manufacturing and Services". Tata McGraw Hill.
2. S. P. Gupta. "Statistical methods". Sultan Chand & Sons.
3. Adam, E. E. and Ebert. "Production & Operations Management". Prentice Hall of India, New Delhi
4. S. N. Chary. "Production & operations management". Tata McGraw Hill, New Delhi.
5. Buffa E. S. & Sarin R. K. "Modern Production / Operations Management" (8th edition) John Wiley, 1994.
6. Gaither and Frazier. "Operations Management". Thomson South-Western.
7. "Operations Research". P. K. Gupta, Man Mohan, Kanti Swarup, Sultan Chand.
8. "Operations Research". V. K. Kapoor. Sultan Chand & Sons.

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FUNDAMENTALS OF IT

Code: 24CS101
Max Marks: 70

Course Objective: The objective of Fundamentals of IT is to introduce students to the core concepts of information technology, including hardware, software, networking, and databases. It aims to develop foundational skills in using IT tools and understanding their applications in various business and personal contexts.

UNIT I **(10 Hrs)**
Fundamentals of Computers: Definition and Characteristics of Computer System. Computer Generation from First Generation to Fifth Generation. Classifications of Computers: Micro, Mini, Mainframe, and supercomputers.
Computer Hardware: Major Components of a digital computer, Block Diagram of a computer, Input-output devices, Description of Computer Input Units, Output Units, CPU.
Computer Memory: Memory Hierarchy, Primary Memory – RAM and its types, ROM and its types, Secondary Memory, Cache memory. Secondary Storage Devices - Hard Disk, Compact Disk, DVD, Flash memory.

UNIT II **(10 Hrs)**
Interaction with Computers: Computer Software: System software: Assemblers, Compilers, Interpreters, linkers, loaders.
Application Software: Introduction to MS Office (MS Word, MS PowerPoint, MS Excel).
Operating Systems: Elementary Operating System concepts and different types of Operating Systems.
DOS: Booting sequence; Concepts of File and Directory, Types of DOS commands.
Computer Languages: Introduction to Low-Level Languages and High-Level Languages.

UNIT III **(10 Hrs)**
Computer Number System: Positional and Non-positional number systems, Binary, Decimal, Octal, and Hexadecimal Number Systems and their inter-conversion.
Binary Arithmetic: Addition, subtraction, multiplication, and division. Use of complement method to represent negative binary numbers, 1's complement, 2's complement, subtraction using 1's complement and 2's complement. Introduction to Binary Coded Decimal (BCD), ASCII Codes, and EBCDIC codes.

UNIT IV **(10 Hrs)**
Computer Network & Internet: Basic elements of a communication system, Data transmission modes, Data Transmission speed, Data transmission media, Digital and Analog Transmission, Network topologies, Network Types (LAN, WAN, and MAN), Basics of the Internet and Intranet.
Internet: Terminologies related to Internet: Protocol, Domain name, Internet Connections, IP address, URL, World Wide Web. Introduction to Client-Server Model, Search Engine, Voice over Internet Protocol (VOIP), Repeater, Bridge, Hub, Switch, Router, Gateway, Firewall, Bluetooth technology.
Advanced Trends in IT Applications: Brief Introduction to Cloud Computing, Internet of Things, Data Analytics, AI and Machine Learning.

Text Book:

1. P. K. Sinha & Priti Sinha, "Computer Fundamentals", BPB Publications, 1992.
2. Anita Goel "Computer Fundamentals", Pearson.

Reference Books:

1. B. Ram, "Computer fundamentals Architecture and Organization", New Age Intl.
2. Alex Leon & Mathews Leon, "Introduction to Computers", Vikas Publishing.
3. Norton Peter, "Introduction to Computers", 4th Ed., TMH, 2001.
4. Vikas Gupta, "Comdex Computer Kit", Wiley Dreamtech, Delhi, 2004.

ARYAVART INTERNATIONAL UNIVERSITY
Tilthai, Dharmanagar, North Tripura

BUSINESS COMMUNICATION

Code: 24EN102
Max Marks: 70

Course Objective: The objective of Business Communication is to develop effective communication skills in a business environment, focusing on clarity, conciseness, and professionalism. It aims to enhance students' ability to write and present business documents, engage in meaningful dialogues, and navigate cross-cultural communication challenges.

UNIT I **(10 Hrs)**
Concepts and Fundamentals: Introduction to Technical Communication, Need, and importance of communication, Channel, Distinction between general and technical communication, Nature and features of technical communication, Seven Cs of communication, Types of Technical communication, Style in technical communication, Technical communication skills, Language as a tool of Communication, History of the development of Technical Communication, Computer Aided Technical Communication

UNIT II **(10 Hrs)**
Oral Communication: Principles of effective oral communication, Introduction of Self and others, Greetings, Handling Telephone Calls Interviews: Meaning & Purpose, Art of interviewing, Types of Interview, Interview styles, Essential, Techniques of interviewing, Guidelines for Interviewer, Guidelines for interviewee. Meetings: Definition, kind of meetings, agenda, meeting minutes, advantages and disadvantages of meetings/ committees, and planning and organization of meetings. Project Presentations: Advantages & Disadvantages, Executive Summary, Charts, Distribution of time (presentation, questions & answers, summing up), Visual presentation, Guidelines for using visual aids, Electronic media (power-point presentation). The technique of conducting Group Discussion and JAM session.

UNIT III **(10 Hrs)**
Written Communication: Overview of Technical Writing: Definition and Nature of Technical Writing, Basic Principles of Technical Writing, Styles in Technical Writing.
Note – Making, Notice, E-mail Writing.
Writing letters: Business letters, persuasive letters, sales letters and complaint letters, office memorandum, and good news and bad news letters.
Report Writing: Definition & importance; categories of reports, Elements of a formal report, style, and formatting in the report.
Special Technical Documents Writing: Project synopsis and report writing, Scientific Article and Research Paper writing, Dissertation writing: Features, Preparation and Elements.
Proposal Writing: Purpose, Types, characteristics, and structure.
Job Application: Types of application, Form & Content of an application, Drafting the application, Preparation of resume.

UNIT IV **(10 Hrs)**
Soft Skills: Business Etiquettes – Professional Personality, Workplace Protocols, Cubicle. Non-Verbal Communication: Kinesics and Proxemics, Paralanguage.
Interpersonal Skills.
Language Skills: Improving command in English, improving vocabulary, Choice of words, Common problems with verbs, Adjectives, Adverbs, Pronouns, Tenses, Conjunctions, Punctuations, prefixes, Suffixes, Idiomatic use of prepositions. Sentences and paragraph construction, Improved spellings, Common errors, and misappropriation, Building advanced Vocabulary (Synonyms, Antonyms), Introduction to Business English.

Text Book:
1. Kavita Tyagi and Padma Misra, "Advanced Technical Communication", PHI, 2011
2. P. D. Chaturvedi and Mukesh Chaturvedi, "Business Communication – Concepts, Cases and Applications", Pearson, second edition.
3. Rayudu, "C. S- Communication", Himalaya Publishing House, 1994.
4. Asha Kaul, "Business Communication", PHI, second edition.

Reference Books:
1. Raymond Murphy, "Essential English Grammar- A self-study reference and practice book for elementary students of English", Cambridge University Press, second edition.

2. Manalo, E. & Fermin, V. (2007). “Technical and Report Writing”. ECC Graphics. Quezon City.
3. Kavita Tyagi and Padma Misra, “Basic Technical Communication”, PHI, 2011.
4. Herta A Murphy, Herbert W Hildebrandt, and Jane P Thomas, “Effective Business Communication”, McGraw Hill, seventh edition.

IT LAB

(BASED ON 24CS101) Fundamentals of IT:
Core Practical (Implement a minimum 10 out of 15 practicals)

1. To explore the System settings - Personalisation, System, Devices, Apps, Network & Internet.
2. To practice basic DOS commands like cd, md, dir, erase, cls, copy, date etc.
3. To explore Windows Explorer functionalities like create, rename, move, delete folders and files etc.
4. To practice the use of basic formatting features - Format Painter, Indentation, Line spacing, background colour, find, replace, and dictate commands.
5. To practice the use of Bullets, numbering, multilevel lists and use of Table Features- Insert table with rows and columns, draw tables, excel spreadsheet and quick tables etc.
6. To practice the use of Insert Features – add picture, Chart, SmartArt, WordArt, Equation, Symbols, Header and Footer, Page Numbering etc., and the use of Design Features – Watermark, Page color, Page Border, Themes implementation etc.
7. To practice the use of Layout Features – Margins, Orientation, Size, Columns, Indent, Spacing etc.
8. To practice the use of the Mail Merge Feature to generate envelopes and Labels.
9. To practice the use of Excel basic formatting features – Wrap Text, Insert and Delete (Cells, Sheet, Row or Column), Format – Cell Height, Cell Width, Hide, Un Hide Cell, Protection, Freeze and Unfreeze panes, Macros etc.
10. To practice the use of Insert Features- Pivot Table, Pivot Chart, Picture, Chart and its formatting and Design and the use of Page Layout Features- Margins, Orientation, Page Break, Background, Height and Width of Cells.
11. To practice the use of Formula Features – user defined function, pre-defined functions – Logical, Date, Time, Maths and the use of Data Manipulation Features – Sort, Filter, Advanced Filters, Whatif analysis.
12. To practice the creation of Blank presentation and Selecting Themes and the use of the basic design features – Adding New Slides, Reuse slides, Slides layout etc.
13. To practice the use of Insert Features – add pictures, screenshots, shapes, WordArt, audio, video, date-time etc. and use of Design Features- Changing the theme of presentation, format background and design ideas.
14. To practice the use of Transition features to be applied on Slides content, setting sound, duration etc. and the use of Animation Features to be applied on presentation of Slide, set animation timings and rehearse etc.
15. To practice the use of Slide Show Features – Custom Slide Show, Rehearse Timing etc.

Application Based practical (Implement a minimum 5 out of 8 practicals)

16. Create a Folder by your name in your system, and store all the work done this semester inside that folder.
17. Create your Resume using basic formatting features like: table, bullets, WordArt etc.
18. Design an Invitation to a Birthday Party using mail merge features send the invitation to 10 friends.
19. Write an Article for a Magazine with 3 columns and a hyperlink.
20. Create your own mark-sheet using basic formatting features.
21. Create a list of marks of 10 students create charts and a pivot table.
22. Prepare a Sales summary and use features like sort, filter, etc. to manipulate the data.
23. Create a PowerPoint Presentation on any topic of your choice using animation and transition features.

Note:

1. **In total 15 practicals to be implemented. 2 additional practicals may be given by the course instructor.**
2. **This is a suggestive list of programs. However, the instructor may add programs as per the requirement of the course.**

Theory Paper

Total: 100 Marks
External: 70 Marks
Internal: 30 Marks

External: 70 Marks
10 Question (MCQ): 1 mark each (1x10 = 10)
Answer any 6 out of 8 (Very Short 20-30 Words): 2 marks each (2x6 = 12)
Answer any 6 out of 8 (Short 50-70 Words): 3 marks each (3x6 = 18)
Answer any 6 out of 8 (Long 100-120 Words): 5 marks each (5x6 = 30)

Internal: 30 Marks
Two Internal Assessment Examinations will be conducted, each carrying 50 marks. The higher of the two scores will be considered for the final assessment.

ARYAVART INTERNATIONAL UNIVERSITY

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Syllabus for BBA

Semester 3

Course Code	Topic	L	T	P	Credit	Theory Marks	Internal Marks	Practical Marks	Total Marks
Theory									
24MG302	Management Accounting	4	0	0	4	70	30	0	100
24MG102	Management Information System	4	0	0	4	70	30	0	100
24MG303	Indian Banking System	4	0	0	4	70	30	0	100
24MG206	Business Policy and Strategic Management	4	0	0	4	70	30	0	100
Skill Enhancement Course (SEC I) Choose any one									
24GN301	Personality Development Skills	0	2	0	2	70	30	0	100
24GN305	Office Management	0	2	0	2	70	30	0	100
General Elective II									
24GN201	Human Values and Ethics	2	0	0	2	70	30	0	100
	Total				**20**	**420**	**180**	**0**	**600**

Detailed Syllabus

MANAGEMENT ACCOUNTING

Code: 24MG302
Max Marks: 70

Course Objectives: This course is designed to provide students with a comprehensive understanding of the principles, techniques, and applications of management accounting. The primary objectives of the course are to Understand the Role of Management Accounting in Organizations, analyze Cost Behavior and Apply Costing Techniques, to Develop Competence in Budgeting and Forecasting, Use Management Accounting Information in Decision-Making, Evaluate Business Performance Using Management Accounting Tools, Support Strategic Planning and Long-Term Decision-Making, Understand Ethical Considerations in Management Accounting and Utilize Technology and Analytical Tools in Management Accounting.

UNIT I: **(8 Hrs)**
Management Accounting Meaning and Definition, Nature & Scope: Objectives of Management Accounting, Management Accounting and Financial Accounting, Management Accounting and Cost Accounting, Utility of Management Accounting, Limitations of Management Accounting, Position of Management Accountant in the Organization.

UNIT II: **(8 Hrs)**
Cash Flow Analysis: Distinction of Cash from Funds, Utility of Cash Flow Statement, Construction of Cash Flow Statement

UNIT III: **(8 Hrs)**
Budgets and Budgetary Control Concept of Budgets and Budgetary Control, Nature and Objectives of Budgetary Control, Advantages and Limitations of Budgetary Control, Establishing a system of Budgetary Control, Preparation of Sales Budget, Selling and Distribution Cost Budget, Production Budget, Purchase Budget, Cash Budget, Flexible Budgets and Master Budgets.

UNIT IV: **(8 Hrs)**
Responsibility Accounting Concept of Responsibility Accounting, Cost Centers and Profit Centers, Contribution by Segments

UNIT V: **(8 Hrs)**
Marginal Costing Meaning, assumptions, cost- volume profit analysis, Break- Even analysis, Decision making areas product mix, make/ buy, pricing decision.

Text Books:

1. Maheswari, S.N., (2009) Principles of Management Accounting.
2. Saxena, Management Accounting. Sultan Chand & Sons.

Reference Books:

1. Made Gowda, Management Accounting, S.N. Goyal and Manmohan.
2. Management Accounting, B.S. Raman.
3. Management Accounting R.S.N. Pillai and Bagavathi.
4. Management Accounting, Sharma and Gupta.
5. Management Accounting, 1st Edition, Kalyani Publisher, J. Batty.
6. Financial Statement Analysis, Pearson. PN Reddy & Appanaiah.
7. Essentials of Management Accounting Saxena, V.K. and Vashist.
8. Cost Accounting, Sultan Chand & Sons, new Delhi.

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MANAGEMENT INFORMATION SYSTEM

Code: 24MG102
Max Marks: 70

Course Objectives:
To equip Management Information Systems (MIS), focusing on their role in decision-making, system design, IT integration, security, ethical issues, and strategic use to improve organizational efficiency and competitive advantage.

Unit I: **(6 Hrs)**
Basic Concepts of Information System Role of data and information, Organization structures, Business Process, Systems Approach and introduction to Information Systems.

Unit II: **(8 Hrs)**
Types of IS Resources and components of Information System, integration and automation of business functions and developing business models. Role and advantages of Transaction Processing System, Management Information System, Expert Systems and Artificial Intelligence, Executive Support Systems and Strategic Information Systems.

Unit III: **(8 Hrs)**
Architecture & Design of IS Architecture, development and maintenance of Information Systems, Centralized and Decentralized Information Systems, Factors of success and failure, value and risk of IS.

Unit IV: **(6 Hrs)**
Decision Making Process Programmed and Non- Programmed decisions, Decision Support Systems, Models and approaches to DSS

Unit V: **(8 Hrs)**
Introduction to Enterprise Management technologies Business Process Reengineering, Total Quality Management and Enterprise Management System viz. ERP, SCM, CRM and Ecommerce.

Unit VI: **(6 Hrs)**
Introduction to SAD System Analysis and Design. Models and Approaches of Systems Development.

TEXT BOOKS:

1. Management Information Systems, Effy OZ, Thomson Leaning/Vikas Publications.
2. Management Information Systems, James A. O'Brein, Tata McGraw-Hill

REFERENCE BOOKS:

1. Management Information System, W.S Jawadekar, Tata Mc Graw Hill Publication.
2. Management Information System, David Kroenke, Tata Mc Graw Hill Publication.
3. MIS: Management Perspective, D.P. Goyal, Macmillan Business Books.
4. MIS and Corporate Communications, Raj K. Wadwha, Jimmy Dawar, P. Bhaskara Rao, Kanishka Publishers.
5. MIS: Managing the digital firm, Kenneth C. Landon, Jane P. Landon, Pearson Education.

INDIAN BANKING SYSTEM

Course Code: 24MG303
Max Marks: 70

Course Objectives:
Understanding of basic banking mode, Explaining the importance of banks, Defining customer relationship in banking, Explaining banking productivity, Outline banking policies

UNIT I: **(8 Hrs)**
Introduction to Banking System: Structure of Indian Financial System. Structure of Indian Banking System, Definition &Meaning of Bank, Types of Banking System, Unit Banking System, Branch Banking System, Group Banking System, Correspondent Banking System, Chain Banking System, Deposit Banking System, Investment Banking System

UNIT II: **(8 Hrs)**
Introduction to Central Bank Functions, Credit Control of RBI (Qualitative & Quantitative Measures), Role of RBI in Economic Development

UNIT III: **(8 Hrs)**
Commercial Bank, Banker & Customer Relationship Meaning, Co-operative Banks, Functions of Commercial Banks, Definition of Commercial Banks & Meaning and Features of Retail Banking, Priority Sector Lending, Multi Agency Approach, Structure of RRBs

UNIT IV: **(8 Hrs)**
Modern Banking Facilities ATM, Credit Card, Debit Card, Tele Banking, Net Banking, Payment Banking

UNIT V: (8 Hrs)
Banker & Customer Relationship Introduction, Definition, General Relationship & Special Relationship, Procedure for Opening Accounts, Precautions taken in Opening of Accounts

Text Book:

1. Financial Services: Banking & Insurance By A.V. Ranganadha Chary, Rudra Saibaba, K. Anjaneyulu Kalyani Publishers

Reference Book:

1. Sundaram & Varshney; “Banking, Theory Law and Practice”; Sultan Chand & Sons; 2004.
2. Vasant Desai; “Development Banking & Financial Intermediaries”; Himalaya Publishing House; 2001.
3. Mithani. D. M., Gordon. E.; “Banking & Financial Systems”; Himalaya Publishing House; 2003.
4. Reddy. P. N., Appannaiah. H. R.; “Theory & Practice of Banking”; Himalaya Publishing House; 2003.

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BUSINESS POLICY AND STRATEGIC MANAGEMENT

Code: 24MG206
Max. Marks: 70

Course Objectives: The objectives of the course is to understand Strategic Concepts, analyze Business Environments, Develop Strategic Thinking, Integrate Functional Knowledge, Enhance Decision-Making Skills, Understand Corporate Governance, Apply Strategy Tools and Evaluate Real-World Strategies.

Unit I: (7 Hrs)
Strategic Management: An Introduction Strategic thinking Vs Strategic management Vs Strategic planning, Meaning of strategic management, concept of strategy, policy and strategy, strategy and tactic, Strategy and strategic plan, Nature of strategic plan, nature of strategic decisions, approaches to strategic decision making, levels f strategies, The strategic management process, strategic management: merits and demerits

Unit II: (7 Hrs)
Mission, Objectives, Goals and Ethics What is mission, concept of goals, Integration of individual and organisation goals: A Challenge, How Objectives are pursued, how are mission and objectives are formulated, why do mission and objective change, vision mission, objectives, goals and Strategy: Mutual relationships, core of strategic management: vision A-must, ethics and strategy

Unit III: (7 Hrs)
External environment: Analysis and appraisal Concept of environment, environmental analysis and appraisal, why environmental scanning and analysis, component of environment, SWOT:A tool of environment analysis, techniques of environmental search and analysis, ETOP: A technique of diagnosis, decision making on environmental information.

Unit IV: (7 Hrs)
Organisational change and innovation:- Planned and unplanned change, causes or forces of organisational change, managing planned change, choosing a change strategy, creativity and innovation in organisations, organizational creativity and innovation process, learning organisation

Unit V: (7 Hrs)
Generic competitive strategy:- Generic vs. competitive strategy, the five generic competitive strategy, competitive marketing strategy option, offensive vs. defensive strategy, Corporate strategy:- Concept of corporate strategy , offensive strategy, defensive strategy, scope and significance of corporate strategy

Unit VI: (7 Hrs)
Strategic evaluation and control:- Evaluation of strategy and strategic control, why strategy evaluating, criteria for evaluation and the evaluation process, strategic control process, types of external controls.

Text Book:

1. Business policy and Strategic Management Concepts and applications: Vipin Gupta, Kamala Gollakota and R. Srinivasan- Revised 2nd Edition, (PHI New Delhi).

Reference Book:

1. Cases in Strategic Management, New Jersey: Prentice Hall. David, F.R. (1997).
2. Business Policy & Strategy, New Delhi: Sultan Chand & Sons. Prasad, L. M. (1995).
3. Business Policy and Strategic Management, Mc Graw- Hill. Jauch, L.R. & Glueck, W.F.
4. Strategic Planning Formulation of Corporate Strategy, Delhi Macmillan India. Ramaswamy, V.S. & Namakumari, S.
5. Strategic management & Business Policy: Wheelen & Hunger (Pearson Education 8/E).
6. Strategic Management AITBS. Pearce & Robinson Business Policy and Strategic Management: Azhar Kazmi.
7. Strategic Management: Azhar Kazmi. (TMH).
8. Strategic Management: Subbarao (Himalaya Publication).

PERSONALITY DEVELOPMENT SKILLS

Code: 24GN301
Max Marks: 70

Course Objectives: The objectives of the course is to Enhance Self-Awareness, Improve Communication Skills Build Confidence and Self-Esteem, Develop Interpersonal Skills, Master Emotional Intelligence, Polish Professional Etiquette, Strengthen Goal-Setting and Motivation and Enhance Leadership and Teamwork Abilities

Unit I: **(5 hours)**
Personality Development, Professional Etiquettes, Art of Social Conversation, Basic Body Language, Meeting and Greeting Skills

Unit II: **(5 hours)**
Leadership and Team-Building Skills, Decision Making and Problem Solving through Effective Communication Strategies. Role plays, Team building

Unit III: **(5 hours)**
Confidence Building Skills Self-Introduction, Self-Awareness, Mock Interviews, Extempore, Group Discussion

Unit IV: **(5 hours)**
Stress and Time Management
Stress management - Meaning, types, Impact /Consequences (Mind, Body and Health), Tips for Busting Stress, Case Studies.
Time management- Importance, Techniques. Case Studies.

Text Book:
1. “Business Communication” by Asha Kaul- PHI.
2. “Personality Development and Communication Skills-I” by Urmila Rai and S. M. Rai, Himalaya Publishing House.
3. “Communication Skills” by Sanjay Kumar and Pushp Lata, Oxford University Press.
4. “Business Communication” by Meenakshi Raman and Prakash Singh, Oxford University Press.

Reference Books:
1. “Life Management and Stress Management” by Shawn Chhabra.
2. “Personality Development and Communication Skills-II” by C. B. Gupta
3. “Self-Awareness: The Hidden Driver of Success and Satisfaction” by Travis Bradberry.
4. “Business Communication” by Hory Sankar Mukherjee, Oxford University Press.

ARYAVART INTERNATIONAL UNIVERSITY
Tilthai, Dharmanagar, North Tripura

OFFICE MANAGEMENT

Code: 24GN305
Max Marks: 70

Course Objectives:
The objective of studying Office Management is to equip students with essential skills in organizing office operations, managing resources, enhancing communication, and supervising teams. It prepares them for administrative and managerial roles by focusing on office efficiency, technological tools, decision-making, and professional ethics in business environments.

Unit I: **(7 Hrs)**
Definition the office, function of office, activities of office, emergency of modern office an overview, office layout, objectives & principles of office layout and types of office layout.

Unit II: **(7 Hrs)**
Office Management – Concept, need and importance, office manager – position manager, function and responsibility of office manager, administrative office management, communication – Oral and written, Internal and External communication network.

Unit III: **(7 Hrs)**
Office Organization – Meaning, principles of organization, types of organization, process of delegation and decentralization of authority and responsibility relationship. Record Management – Purpose, Principle, Filing - characteristics of good filing, advantages and classification of files, methods of filing.

Text Books:

1. “Office Management” by R. K. Chopra.
2. “Office Organization and Management” by R. K. Chopra.

Reference Books:

1. "Principles of Office Management" by R. K. Sharma.
2. "Office Management and Secretarial Practice" by R. C. Bhatia.
3. "Office Management" by P. K. Gupta.
4. "Office Organization and Management" by C. B. Gupta.
5. "Business and Office Management" by L. C. Jain.
6. "Administrative Management" by K. K. Ahuja.
7. "Modern Office Management" by R. S. Sharma.
8. "Office Management and Administration" by J. C. Denyer.
9. "The Office Professional" by W. W. Pape.

ARYAVART INTERNATIONAL UNIVERSITY
Tilthai, Dharmanagar, North Tripura

HUMAN VALUES AND ETHICS

Code: 24GN201
Max Marks: 70

Course Objectives: The objective of the course is to understand the importance of ethics and human values in life and profession, develop moral reasoning and ethical decision-making and promote responsibility, respect, and integrity.

UNIT I **(5 Hrs)**
Introduction to human values:
- Understanding the need, Basic guidelines, Process of Value Education.
- Understanding the thought-provoking issues- Continuous happiness and Prosperity.
- Right understanding- relationship and physical facilities, Choice making- choosing, Cherishing and Acting.
- Understanding values- Personal Values, Social values, Moral values and Spiritual values, Self-Exploration and Awareness leading to Self-Satisfaction; Tools for Self-Exploration.

UNIT II **(5 Hrs)**
Harmony and role of values in family, society and human relations
- Understanding harmony in the Family- the basic unit of human interaction; Understanding values in human- human relationship; Understanding harmony in the society-human relations.
- Interconnectedness and mutual fulfilment; Coexistence in nature.
- Holistic perception of harmony at all levels of existence-universal harmonious order in society.
- Visualizing a universal harmonium order in society- undivided society (Akhand Samaj), universal order (SarvabhaumVyawastha)- from family to world family.

UNIT III **(5 Hrs)**
Coexistence and role of Indian Ethos:
- Interconnectedness and mutual fulfilment among the four orders of nature-recyclability and self-regulation in nature.
- Ethos of Vedanta; Application of Indian Ethos in organizations in management; Relevance of Ethics and Values in organizations in current times.

UNIT IV **(5 Hrs)**
Professional ethics
- Understanding about Professional Integrity, respect and equality, Privacy, Building Trusting relationships, Co-operation, Respecting the competence of other profession.
- Understanding about taking initiative, Promoting the culture of openness, Depicting loyalty towards goals and objectives.
- Ethics at the workplace: - cybercrime, plagiarism, sexual misconduct, fraudulent use of institutional resources, etc.
- Ability to utilize the professional competence for augmenting universal human order.

Text Book:

1. A Textbook on Professional Ethics and Human Values by R S Naagarazan.
2. A Foundation Course in Human Values and Professional Ethics by R.R. Gaur, R. Sangal, G.P. Bagaria.
3. Indian Ethos and Modern Management by B L Bajpai New Royal Book Co., Lucknow., 2004, Reprinted 2008.

Reference Books:

1. A N Tripathy, 2003, Human Values, New Age International Publishers
2. Human Values and Professional Ethics by Vaishali R Khosla, Kavita Bhagat
3. I.C. Sharma. Ethical Philosophy of India Nagin & co Julundhar

Theory Paper

Total: 100 Marks
External: 70 Marks
Internal: 30 Marks

External: 70 Marks
10 Question (MCQ): 1 mark each (1x10 = 10)
Answer any 6 out of 8 (Very Short 20-30 Words): 2 marks each (2x6 = 12)
Answer any 6 out of 8 (Short 50-70 Words): 3 marks each (3x6 = 18)
Answer any 6 out of 8 (Long 100-120 Words): 5 marks each (5x6 = 30)

Internal: 30 Marks
Two Internal Assessment Examinations will be conducted, each carrying 50 marks. The average of the two scores will be considered and scaled to 15 marks for the final assessment. Additionally, 5 marks will be allotted for assignments submitted, 5 marks for attendance, and 5 marks for general proficiency, making a total of 30 internal assessment marks.

ARYAVART INTERNATIONAL UNIVERSITY

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Syllabus for BBA

Semester 4

Course Code	Topic	L	T	P	Credit	Theory Marks	Internal Marks	Practical Marks	Total Marks
Theory									
24MG404	Business Law	4	0	0	4	70	30	0	100
24MG405	Business Analytics	4	0	0	4	70	30	0	100
24PA312	Indian Economy	4	0	0	4	70	30	0	100
Skill Enhancement Course (SEC II) Choose any one									
24MG415	Design Thinking	0	2	0	2	70	30	0	100
24MG416	Data Analytics	0	2	0	2	70	30	0	100
24MG417	AI & ML in Business	0	2	0	2	70	30	0	100
General Elective III									
24GN401	Indian Constitution	2	0	0	2	70	30	0	100
Project									
24PR401	Minor Project	4	0	0	4	70	30	0	100
	Total				**20**	**420**	**180**	**0**	**600**

ARYAVART INTERNATIONAL UNIVERSITY
Tilthai, Dharmanagar, North Tripura

Detailed Syllabus

BUSINESS LAW

Code: 24MG404
Max Marks: 70

Course Objective:
The objective of studying Business Law is to understand the legal principles governing business operations, contracts, and transactions. It equips individuals with the knowledge to navigate legal issues, ensure compliance, protect rights, resolve disputes, and make informed decisions, ultimately promoting ethical business practices and fostering organizational success.

Unit I: **(15 Hrs)**
What is Law, various sources of Law, significance of law, business law, impact of law on society & business economic aspects of Constitution & its implications. Law of Contract – Definition & Nature of Contract, types of contract, offer & acceptance, consideration & capacity to contract, free consent, legality of object & consideration, contingent contract, quasi contract, discharge of contract, remedies for breach of contract, indemnity & guarantee, pledge, Principal – agent relationship & rights & obligation of Principal & agent.

Unit II: **(15 Hrs)**
Law of sale of goods – nature of contract of sale, conditions & warranties, Transfer of ownership, performance of contract of sale, rights of unpaid seller, Remedies for breach of contract. Auction sale Law of negotiable instruments – nature of N. I., Promissory notes, BOE, Cheque, Parties of NI.

Unit III: **(15 Hrs)**
Holder & Holder in due course liability & negotiation, Presentation of N.I., Dishonor of N.I., Discharge from liability, crossing of cheque, Banker & customer, Hundi, Miscellaneous provision. Law of Partnership- nature of Partnership, Registration of firms, kinds of partners, Relationship between partners, relation of partners third parties, Partnership deed, Rights of partners, obligations of partner, Reconstitution of firms, dissolution of firms.

Text Books:
1. "Business Law" by M.C. Kuchhal, Vikas Publishing House.
2. "Business Law for Managers" by N. D. Kapoor, Sultan Chand & Sons.
3. "Business Law" by P. C. Tulsian, S. Chand Publishing.

Reference Books:
1. "Indian Business Law" by G. K. Kapoor & Sanjay Dhamija, Sultan Chand & Sons.
2. "Business Law (For B. Com, BBA & Other Management Courses)" by S. K. Bansal, Taxmann Publications.
3. "Business Law for Managers" by S. S. Gulshan & G. K. Kapoor, Excel Books.
4. "Business Laws in India" by Dr. R. S. N. Pillai & Dr. Bhagwati Prasad, S. Chand Publishing.

ARYAVART INTERNATIONAL UNIVERSITY
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BUSINESS ANALYTICS

Code: 24MG405
Max Marks: 70

Course Objective:
To develop skills in analyzing and interpreting data to make informed business decisions. It enables individuals to identify trends, predict outcomes, optimize operations, and drive strategic initiatives using statistical methods, data visualization, and predictive modeling, ultimately enhancing business performance and competitiveness

Unit I: **(6 Hrs)**
Introduction to Business Analytics: Definition of Business Analytics, Categories of Business Analytical methods and models, Business Analytics in practice, Big Data - Overview of using Data, Types of Data- Business decision modelling.

Unit II: **(8 Hrs)**
Descriptive Analytics: Overview of Descriptive Statistics (Central Tendency, Variability), Data Visualization - Definition, Visualization Techniques – Tables, Cross Tabulations, charts, Data Dashboards using Advanced Ms-Excel or SPSS.

Unit III: **(6 Hrs)**
Predictive Analytics: Trend Lines, Regression Analysis – Linear & Multiple, Predictive modeling, forecasting Techniques, Data Mining - Definition, Approaches in Data Mining - Data Exploration & Reduction, Data mining and business intelligence, Data mining for business, Classification, Association, Cause Effect Modeling.

Unit IV: **(6 Hrs)**
Prescriptive Analytics: Overview of Linear Optimization, Non Linear Programming, Integer Optimization, Cutting Plane algorithm and other methods, Decision Analysis – Risk and uncertainty methods - Text analytics, Web analytics.

Unit V: **(6 Hrs)**
Data Analysis: Data Analysis and Frequency Distribution (DAFD), Scales of Measurement. Measures of Central Tendency, Pythagorean, Means, Dispersion, Skewness, and Kurtosis.

Unit VI: **(6 Hrs)**
Probability Distribution: Random variables, discrete probability distributions (Binomial & Poisson Distributions). Continuous probability distributions (Probability Density functions & normal distribution). Data Mining Motivation for Data Mining - Data Mining-Definition and Functionalities – Classification of DM Systems - DM task primitives - Integration of a Data Mining system with a Database or a Data Warehouse - Issues in DM – KDD Process.

Unit VII: **(4 Hrs)**
FACTOR ANALYSIS: Introduction to Dimension reduction using Factor Analysis Statistics. Principal Component Analysis, Exploratory and Confirmatory Factor Analysis.

Unit VIII: **(6 Hrs)**
HYPOTHESIS TESTING: Hypothesis Testing, Errors in Hypothesis Testing. Hypothesis testing for single Population Means, Hypothesis testing for the difference between two population means. Errors in Hypothesis Testing. Hypothesis Testing based on F Distribution, Chi-square, and ANOVA.

Unit IX: **(4 Hrs)**
CLUSTER ANALYSIS: Classification (K – Nearest Neighbour Algorithm) and Cluster Analysis (Hierarchical and K Means Clustering).

Unit X: **(4 Hrs)**
TIME SERIES: Forecasting & Time Series: Qualitative and Quantitative forecasting methods, Time series analysis, time series decomposition models, Measurement of Seasonal effects.

Unit XI: **(4 Hrs)**
CORRELATION & REGRESSION: Correlation and Regression: Types of Correlation, Methods of Correlation Analysis, Advantages of Regression Analysis, Simple Linear Regression, Logistic Regression.

Text Books :

1. "Business Analytics", Pearson. James Evans,
2. "Business Analytics - Data Analysis - Data Analysis and Decision Making", Cengage Learning, Reprint. Albright Winston,
3. "Business Analytics", Cengage Learning. Sahil Raj,

Reference Books:

1. "Essentials of Business Analytics", Cengage Learning. Camm, Cochran, Fry, Ohlmann, Anderson, Sweeney, Williams.
2. "Essentials of R for Data Analytics", Wiley. Ratnoo & Ratnoo.
3. "Statistics for Management and Economics" by Gerald Kellar, Cengage Learning.
4. "Elementary Statistics" by Mario F. Triola, Pearson Publication.
5. "Fundamentals of Business Statistics" by J. K. Sharma, Pearson Publications.
6. "Levin R. I., Rubin S. David, "Statistics for Management", Pearson, Prentice-Hall India.
7. "Business Statistics: For Contemporary Decision-Making", Sanjeet Singh, 10th Edition, An Indian Adaptation, Wiley.
8. "Data Mining and Predictive Analytics", by Daniel T. Larose, Chantal D. Larose, Wiley.
9. "Fundamentals of Business Statistics" by J K Sharma, Pearson Publications.
10. "Statistics for Management", Levin R.I., Rubin S. David, Pearson, Prentice-Hall India.

ARYAVART INTERNATIONAL UNIVERSITY
Tilthai, Dharmanagar, North Tripura

INDIAN ECONOMY

Code: 24PA312
Max Marks: 70

Course Objectives:
To acquaint students of the Indian Economy, present and future of Indian Economics, different segments of Indian Economy like, Agriculture, SSIs and various Indian Industries.

Unit I: **(8 Hrs)**
Structure of Indian Economy, Concept of Economic Growth, Economic Development, Basic Characteristics of Indian Economy, Structure of Indian Economy: Primary Sector, Secondary Sector & Tertiary Sector, Trends in National Income, Occupational Distribution, Work Force Participation and Changes in Occupational Structure, GDP & GNP

Unit II: **(8 Hrs)**
Planning and Economic Development, Problems in Indian Economy, Objective of Economic Planning in India, Five Year Plans, Industrial Policy, Disinvestments of Public Enterprises, Economic Problems: Poverty, Inequality, Parallel Economy, Unemployment, Concentration of Economic Power, Balanced Regional Development, BIFR & Sick Unit. Theories of Population.

Unit III: **(8 Hrs)**
Indian Economy and Foreign Trade Concept, Foreign Exchange Reserve, Balance of Payment, Balance of Trade, Export Import Policy, Foreign Exchange Regulation Act (FERA) Foreign Exchange Management Act (FEMA), Export Promotion and Qualitative Restrictions.

Unit IV: **(8 Hrs)**
Indian Economy, Emerging Issues, World Trade Organization and Indian Economy Emerging issues in international trade, Trade Related Investment Measures, Trade-Related Aspects of Intellectual Property Rights, Foreign Direct Investment, Portfolio Investment & Foreign Institutional Investors

Unit V: **(8 Hrs)**
Agriculture in the National Economy: Indian Agriculture under the Five Year Plans: The Green Revolution, Food Security in India, Irrigation and other Agricultural Inputs, Land Reforms, Agricultural Marketing

Unit VI: **(8 Hrs)**
Indian Industries: Industrial Patterns and the Plans, Small- and Large-Scale Industries, Unorganized Sector and Informalization of the Indian Economy

Text Books:

1. "Indian Economy" By Datt Gaurav, Ashwini Mahajan S. Chand Publication.
2. "Indian Economy" by V. K. Puri and S. K. Misra. Himalaya Publication.
3. "Indian Economy" by I. C. Dhingra, Sultan Chand Publication.

Reference Book

1. Bhagwati, J. and Desai, P. "India: Planning for industrialization", OUP, Ch 2.
2. Deepashree, "Indian Economy, Performance and Polices", Scholar Tech. New Delhi.
3. Bettleheim. Charles. "India Independent". Chapters 1, 2 and 3.
4. Patnaik, Prabhat. "Some Indian Debates on Planning".
5. T.J. Byres (ed.). "The Indian Economy: Major Debates since Independence", OUP.
6. Dreze, Jean and Amartya Sen. "Economic Development and Social Opportunity". Ch. 2. OUP.

ARYAVART INTERNATIONAL UNIVERSITY
Tilthai, Dharmanagar, North Tripura

DESIGN THINKING

Code: 24MG415
Max Marks: 70

Course Objectives:
How to transform creative thinking into design thinking in every stage of problem and how to apply design thinking to your real life problems / situations in order to evolve an innovative and workable solutions

Unit I **(10 Hrs)**
Innovation & Creativity: Meaning of Innovation and creativity. Difference between innovation and creativity, and its role in Industry and organizations, dynamics of creative thinking, Process of Design Thinking , implementing the process in driving innovation, Case Study

Unit II **(10 Hrs)**
An exercise in design thinking & implementing design thinking through a workshop & exercise case studies in design thinking, design thinking process. Case Study

Unit III **(10 Hrs)**
Design Thinking in Various Sectors (Health sector, Finance, Education, Infrastructure) Design thinking case studies in retail, design thinking case studies in banking, design thinking case studies in management decisions

Text Book:
1. “Design Thinking” by Michael G Luchs, K Scott Swan, Abbie Griffin (WILEY).
2. “The Design Thinking” by Patrick, Michael Lewrick, Larry Leifer (WILEY).
3. “The Art of Creative Thinking” by Rod Judkins.
4. “Design Thinking - Strategic innovations” by IRIS.

ARYAVART INTERNATIONAL UNIVERSITY
Tilthai, Dharmanagar, North Tripura

DATA ANALYTICS

Code: 24MG416
Max Marks: 70

Course Objective: This course has been designed with an objective to familiarize students with MS Excel and SPSS for carrying out data analysis for research and business decision making.

Unit I: **(12 Hrs)**
Basics of MS Excel Understanding Basics of Spreadsheet; Sorting Data; Filtering Data; Conditional Formatting; Inserting and Copying Formulas; Freeze Panes; Range Names, Paste Special Command, Text Functions, Count Functions, Text Functions

Unit II: **(12 Hrs)**
Data Presentations: Graphs & Charts Bar Chart, Line Chart, Column Chart, Pie Chart, Area Chart, Stock Chart, Surface Chart, Doughnut Chart, Scatter Diagram, Bubble Diagram, Radar diagram,

Unit III: **(12 Hrs)**
Data Analysis using MS Excel Basic Pivot Tables, Pivot Charts, What if Analysis: Goal Seek, Data Table, Scenario Manager; Using Data Analysis Tool for Statistical Analysis; Using Solver, NPV, IRR,

Unit IV: **(12 Hrs)**
Data Analysis Using SPSS Basics of SPSS, Building Variable View; Summarizing Non Parametric Data; Descriptive Statistics, Cross Tabulation, Inferential Statistics: Chi Square Test, t-test, One Way ANOVA, Correlation & Regression Analysis

Text & Reference Books :

1. "Data Analysis & Business Modeling", Winston, W. L., (2014). Microsoft Excel 2013.
2. "A Handbook of Statistical Analysis Using SPSS", Chapman & Hall/CRC, Landau, S., & Everitt, B.S., (2004).

ARYAVART INTERNATIONAL UNIVERSITY
Tilthai, Dharmanagar, North Tripura

AI & ML IN BUSINESS

Code: 24MG417
Max Marks: 70

Course Objective: AI for Business course is designed to equip students with a thorough understanding of how artificial intelligence (AI) can be strategically applied in various business contexts. The primary objective is for students to learn how to deploy AI technologies effectively while managing the ethical considerations inherent in such implementations. Methodology The teaching methodology employs lectures and real-time, case-based AI applications cross different business sectors.

Unit I: Converging Technologies: **(12 Hrs)**
Big Data Overview, V's of Big Data, Big Data Analysis, IoT, Cloud Computing, Data Management Infrastructure, Data Analysis: Extracting Intelligence from Big Data, Changing organization Culture/Strategy/ Role of Practicing Managers, People Component of BigData& AI

Unit II: Introduction to AI: **(12 Hrs)**
History & Evolution of AI , AI-Driven Business Transformation, Overview of AI technologies namely Machine Learning, Deep Learning, Natural Language Processing, Computer Vision, Robotics, Generative AI, Case study analysis of AI's impact on different industries.

Unit III: AI Applications in Business: **(12 Hrs)**
AI in Finance – AI in algorithmic trading, Credit scoring models using machine learning, Fraud detection, AI in Customer Relationship Management - Personalization and recommendation systems, Chatbots and virtual assistants, Predictive customer analytics, AI in Human Resource Management – AI-driven recruitment and selection processes, Employee performance analytics, AI in workforce planning and talent management. Model curriculum for UG Degree in BBA

Unit IV: Ethics in AI: **(12 Hrs)**
Bias, fairness, and transparency, Responsible AI practices for leaders, Mitigating ethical risks in AI/ML deployment, Societal and legal aspects of AI.

Text Books :
1. "Artificial Intelligence for Managers" by Malay A. Upadhyay.

Reference Book:
1. "Artificial Intelligence" by Munish Trivedi.
2. "AI Rising: India's Artificial Intelligence Growth Story", Leslie D'Monte, Jayanth N. Kolla.
3. "Artificial Intelligence in Practice: How 50 Successful Companies Used AI and Machine Learning" by Bernard Marr.
4. "HBR Guide to AI Basics for Managers" Paperback by Harvard Business Review.
5. "Machine Learning for Algorithmic Trading: Predictive models to extract signals from market and alternative data for systematic trading strategies" by Stefan Jansen.
6. "Digital HR: A Guide to Technology-Enabled Human Resources" by Deborah Waddill.
7. "AI for Marketing and Product Innovation: Powerful New Tools for Predicting Trends, Connecting with Customers, and Closing Sales" by A.K. Pradeep, Andrew Appel, and Stan Sthanunathan.

ARYAVART INTERNATIONAL UNIVERSITY
Tilthai, Dharmanagar, North Tripura

INDIAN CONSTITUTION

Code: 24GN401
Max Marks: 70

Course Objectives: The objective of the *Indian Constitution* course is to provide the students with a foundational understanding of the principles, structure, and functioning of the Indian Constitution. The course emphasizes the rights and duties of citizens, governance frameworks, and the role of the Constitution in shaping the democratic and legal structure of India.

Unit I: **(07 Hours)**
Introduction to Constitution: Meaning and importance of the Constitution, salient features of Indian Constitution. Preamble of the Constitution. Fundamental rights- meaning and limitations. Directive principles of state policy and Fundamental duties -their enforcement and their relevance.

Unit II: **(06 Hours)**
Union Government: Union Executive- President, Vice-president, Prime Minister, Council of Ministers. Union Legislature- Parliament and Parliamentary proceedings. Union Judiciary-Supreme Court of India – composition and powers and functions.

Unit III: **(07 Hours)**
State and Local Governments: State Executive- Governor, Chief Minister, Council of Ministers. State Legislature-State Legislative Assembly and State Legislative Council. State Judiciary-High court. Local Government-Panchayat raj system with special reference to 73rd and Urban Local Self Govt. with special reference to74th Amendment.

Unit IV: **(06 Hours)**
Election provisions, Emergency provisions, Amendment of the constitution: Election Commission of India-composition, powers and functions and electoral process. Types of emergency-grounds, procedure, duration and effects. Amendment of the constitution- meaning, procedure and limitations.

Text Book:
1. M. V. Pylee, “Introduction to the Constitution of India”,4th Edition, Vikas publication,2005.
2. Durga Das Basu (DD Basu), “Introduction to the constitution of India”, (Student Edition), 19th edition, Prentice-Hall EEE, 2008.

Reference Books:
1. Merunandan, “Multiple Choice Questions on Constitution of India”, 2nd Edition, Meraga publication, 2007.

ARYAVART INTERNATIONAL UNIVERSITY
Tilthai, Dharmanagar, North Tripura

MINOR PROJECT

Code: 24PR401
Max Marks: 70

PROJECT REPORT
All Students must carry out an independent research project in an area of their interest: Business Administration.
A proposal should be submitted immediately after completing the research methods unit in 2nd year, semester four. The guidelines mention details.

Consequently, students are expected to produce quality research projects that:

a. Addresses current problems of interest in the real world
b. Demonstrate a mastery of skills learnt during their study in the Institute.
c. Demonstrates writing skills

Course Objective: The objective of this course is to enable the students:
• Identify and discuss the role and importance of research in the social sciences.
• Identify and discuss the issues and concepts salient to the research process.
• Identify and discuss the complex issues inherent in selecting a research problem, choosing an appropriate research design, and implementing a research project.
• Identify and discuss the concepts and procedures of sampling, data collection, analysis and reporting.

1. General Regulations

1. The Project report should be submitted before the student sits for the final university examinations in semester IV.
2. The student shall work under the guidance of a project supervisor (s) appointed by the Institute's director.
3. Once the students have completed the proposal and the supervisor has approved it, the proposal shall be defended in panels formed by the project coordinator on a day set aside by the Institute.
4. The students should submit at least two copies of the proposal to the Project Coordinator at least two weeks before the final examination in semester IV.
5. The students shall present a proposal at the panels and be awarded marks.
6. They will also be given corrections, which they will work on and present to their supervisors for approval to continue with the project work.
7. Once the student has completed the project and the supervisor has approved it, the project shall be submitted to the project coordinator, who will arrange for the final defence and VIVA VOCE.
8. The marks obtained will be added to the proposal defence marks and compiled.
9. The students should then submit two copies of the project report to the Institute 2 weeks before the final examination in semester IV.
10. If the student is unsuccessful, the resubmission regulations will apply as stipulated in the academic policy.

2. Choosing a Project Title

1. The project's title should be clear and specific to a real problem.
2. Similar topics between students should be avoided.
3. The project should be new and original, not replicating another person’s work.
4. At the proposal level, the appointed supervisor MUST approve the project title.
5. The research committee must ratify all the topics.

3. Formatting Guidelines

1. Font Size-12 in the body text, except for the topics and titles, which should be font size 14
2. Font Type- Times New Roman
3. Spacing- The project should be 1.5 lines spacing
4. Highlighting- Topics and subtopics should be bolded and NOT be underlined
5. Print Quality- The final document should be of good print quality
6. Margins- Margins of the report should be 1 inch on the top, bottom and right-hand side. The left-hand-side margin should be 1.25 inches to allow for binding.

7. Tables- Larger tables may be typed in smaller font sizes (10-11) to maintain standard margins
8. Numbers and Percentages-must do not begin with a sentence.
9. Tables and Figures - When presenting the table or figure, there must be a finding and analysis section. Avoid using 'table above, or table below.' Instead, indicate as 'Table 4.1shows that ….'
10. Final Binding - Presented as Hard Copy (Blue Color), preferably Xerox hardcover book binding.
11. Pagination: Bottom of page and centred.

Evaluation will be done based on the project completed, presentation of the proposal and Viva Voce.

SubmissionofProjectReporttotheUniversity: Thestudentwillsubmithis/herprojectreportintheprescribedformat. The Project Report should include:

1. One copy of the summary/abstract.
2. One hard Copy of the Project Report.
3. TheProjectReportmaybeabout75pages.

FORMAT OF THE STUDENT PROJECT REPORT ON COMPLETION OF THE PROJECT

I. Cover Page as per format
II. Acknowledgement
III. Certificate of the project guide
IV. Synopsis of the Project
V. Main Report
    i. Objective & Scope of the Project
    ii. Theoretical Background Definition of Problem
    iii. System Analysis & Design vis-a-vis User Requirements
    iv. System Planning (PERT Chart)
    v. Methodology adopted; System Implementation & Details of Hardware & Software used System Maintenance & Evaluation
    vi. Detailed Life Cycle of the Project
        a. ERD, DFD
        b. Input and Output Screen Design
        c. Process involved
        d. Methodology used testing
        e. Test Report, Print out of the Report & Code Sheet
VI. Coding and Screenshots of the project
VII. Conclusion and Future Scope
VIII. References

Formats of various certificates and formatting styles are as:

1. Certificate from the Guide

CERTIFICATE

This is to certify that this project entitled "xxxxxxxxxxxxxxxxxxxxxxxx xxx" submitted in partial fulfillment of the degree of Bachelor of Computer Applications to the "xxxxxxxxxxxxxxxxxxxxxxxxxx" through xxxxxxxxxxx done by Mr./Ms.______ Enrollment No.__________________is an authentic work carried out by him/her at _

under my guidance. The matter embodied in this project work has not been submitted earlier for award of any degree to the best of my knowledge and belief.

Signature of the student Signature of the Guide

2. **Project Report Cover Page Format:**

Title of the Project/report
(Times New Roman, Italic, Font size=24)

Submitted in partial fulfilment of the requirements for the award of the degree of
Bachelor of Business Administration (Bookman Old Style, 16-point, centre)

Submitted to:
(Guide Name)

Submitted by:
(Student's name)
Enrolment No.:

3. **Self-Certificate by the students**

SELF CERTIFICATE

This is to certify that the dissertation/project report entitled "………………………………" is done by me is an authentic work carried out for the partial fulfilment of the requirements for the award of the degree of Bachelor of Business Administration under the guidance of _ _ _ _ _ _ _ _ _.The matter embodied in this project work has not been submitted earlier for award of any degree or diploma to the best of my knowledge and belief.

Signature of the student

Name of the Student

Enrollment No.

4. **ACKNOWLEDGEMENTS**

In the "Acknowledgements" page, the writer recognizes his indebtedness for guidance and assistance of the thesis adviser and other members of the faculty. Courtesy demands that he also recognizes specific contributions by other persons or institutions such as libraries and research foundations. Acknowledgements should be expressed simply, tastefully, and tactfully.

Theory Paper

Total: 100 Marks
External: 70 Marks
Internal: 30 Marks

External: 70 Marks
10 Question (MCQ): 1 mark each (1x10 = 10)
Answer any 6 out of 8 (Very Short 20-30 Words): 2 marks each (2x6 = 12)
Answer any 6 out of 8 (Short 50-70 Words): 3 marks each (3x6 = 18)
Answer any 6 out of 8 (Long 100-120 Words): 5 marks each (5x6 = 30)

Internal: 30 Marks
Two Internal Assessment Examinations will be conducted, each carrying 50 marks. The average of the two scores will be considered and scaled to 15 marks for the final assessment. Additionally, 5 marks will be allotted for assignments submitted, 5 marks for attendance, and 5 marks for general proficiency, making a total of 30 internal assessment marks.

ARYAVART INTERNATIONAL UNIVERSITY

Tilthai, Dharmanagar, North Tripura-799250

Syllabus for BBA

Semester 5

Theory									
Course Code	**Topic**	**L**	**T**	**P**	**Credit**	**Theory Marks**	**Internal Marks**	**Practical Marks**	**Total Marks**
24HR101	Human Resource Management	4	0	0	4	70	30	0	100
24CS602	E-Commerce	4	0	0	4	70	30	0	100
24MG512	Banking Law & Practice	4	0	0	4	70	30	0	100
24MG316	Working Capital Management	4	0	0	4	70	30	0	100
24MG411	Retail Management	4	0	0	4	70	30	0	100
24MG551	Creativity, Innovation & Scanning Business Opportunity	4	0	0	4	70	30	0	100
24IN401	Internship	0	0	4	4	0	100	0	100
					28	**420**	**280**	**0**	**700**

ARYAVART INTERNATIONAL UNIVERSITY
Tilthai, Dharmanagar, North Tripura

Detailed Syllabus

HUMAN RESOURCE MANAGEMENT

Code: 24HR101
Max Marks: 70

Course Objectives: The primary objectives of Human Resource Management are to ensure a seamless experience for staff and other individuals associated with management and to accomplish organizational goals. Objectives of HRM include ensuring the availability of resources, easy access to data, on-time payroll, ensuring compliance, etc. The objectives of human resource management (HRM) are aligned with the entire interest of the organization for enhancing the productivity and profitability of a business. Organizational goals and verticals influence HRM objectives. The objective of HRM is to ensure a stable work environment with organized data management and efficient operations.

UNIT I **(8 Hrs)**
Meaning, Scope, and Significance of Human Resource Management, Evolution of HRM, Function of HRM. Challenges before HRM in the Present Changing Environment.

UNIT II **(8 Hrs)**
HR Planning. Job Analysis, Recruitment, Methods and Techniques of Selection, Induction, Internal Mobility and Separation of Employees, Transfer, Promotion, Demotion, and Separation of Employees.

UNIT III **(8 Hrs)**
Industrial Relations, Trade Unions Disputes and their Resolution, Collective Bargaining, Employee Welfare: a Brief Introduction, Workers' Participation in Management.

UNIT IV **(8 Hrs)**
Wages and Salary Administration, Economic Objectives of Wages Policy, Social Objectives, Principles of Wage and Salary Administration. Essentials of a Wage and Salary Structure. Factors Affecting wages, Methods of wage Payment. Wage Policy in India. Pay Commission. Wage Boards, Adjudication, Pay Revision in Public Sector-issue and Considerations.

UNIT V **(8 Hrs)**
Other Contemporary Issues in HRM- Employee Compensation- Concept, Factors Affecting Employee Compensation Components, of Employee Pay, HR Audit, Human Resource Information System. Performance & Skill-Based Pay Systems, Voluntary Retirement Scheme (VRS).

Reference Books:

1. Rao T. V. and Abraham E., "HRD Practices in Indian Industries – A Trend Report".
2. Santhanam M., "Development of Human Resources".
3. Sharma A. K., "Some Issues in Management Development".
4. Rudrabasavraj M. N., "Executive Development in The Public Sector".
5. B. D. Singh, "Compensation and Reward and Management".

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E-COMMERCE

Code: 24CS602
Max Marks: 70

Course Objectives: The objectives of the course are to understand e-commerce concepts, models, and technologies, analyze online consumer behaviour and digital business trends, Design and manage e-commerce websites and platforms, apply security, legal, and ethical practices in e-commerce, and develop strategies for online marketing and customer engagement.

UNIT I **(10 Hrs)**
Introduction: Definition of Electronic Commerce, Evolution of e-commerce, E-Commerce& E Business, Unique features of e-commerce, applications of E-Commerce, advantages and disadvantages of E-commerce, Types of e-commerce: B2B, B2C, C2C, M-commerce, Social Commerce
E-commerce infrastructure: Technological building blocks: Internet, web, and mobile applications

UNIT II **(10 Hrs)**
Building an e-commerce presence: Planning, System Analysis, Design, Choosing Software, Hardware, Other E-commerce site tools: Tools for website design, Tools for SEO, Interactivity and active contents (Server-side scripting)
Important Components of E-commerce website: Product Cataloguing, Product Listing Page, Product description Page, Cart building and Checkout, third party integrations: Payment systems, Data Layer Integrations for analytics, Customer support integration, Order tracking, Shipping, return, and cancellation
New Technologies for E-commerce: Chatbots, Recommendation systems (Personalisation), Smart Search, Product Comparison, Augmented reality, Big data, Cloud computing

UNIT III **(10 Hrs)**
Electronic Payment Systems- Overview of Electronics payments, electronic Fund Transfer, Digital Token based Electronics payment System, Smart Cards, Credit Cards, Debit Cards, Emerging financial Instruments Smartphone wallet, Social / Mobile Peer to Peer Payment systems, Digital Cash and Virtual Currencies, Online Banking, Payment Gateway, Electronic Billing Presentment and Payment.

UNIT IV **(10 Hrs)**
Security Threats and Issues: Cybercrimes, Credit card fraud/theft, Identity fraud, spoofing, sniffing, DOS and DDOS attacks, social network security Issues, Mobile Platform Security issues, Cloud security issues
Technology Solutions: Encryption: Secret Key Encryption, Public Key Encryption, Digital Certificates, and Public Key Infrastructure
Securing channels: Secure Socket Layer (SSL), Transport Layer Security (TLS), Virtual Private Network (VPN), Protecting Networks: Firewalls, Proxy Servers, Intrusion Detection and Protection Systems, Anti-Virus software

Textbook:
1. Kenneth C. Laudon, “E-Commerce: Business, Technology and Society”, 15th Edition, Pearson Education.
2. K. K. Bajaj & Debjani Nag,” E-Commerce: The Cutting Edge of Business, “McGraw-Hill, 2nd edition, 2015.
3. Efraim Turban, Jae Lee, David King, H. Michael Chung, “Electronic Commerce – A Managerial Perspective", Addison-Wesley.

Reference Books:
1. “The Complete Reference: Internet”, Margaret Levine Young, Tata McGraw-Hill.
2. “E-Commerce: Concepts, Models, Strategies”, CSV Murthy, Himalayas Publishing House.
3. “Frontiers of Electronic Commerce”, Ravi Kalakota & Andrew B. Wilson, Addison-Wesley (An Imprint of Pearson Education).
4. “Network Security Essentials: Applications & Standards”, William Stallings, Pearson Education.

ARYAVART INTERNATIONAL UNIVERSITY
Tilthai, Dharmanagar, North Tripura

BANKING LAW & PRACTICE

Code: 24MG512
Max Marks: 70

Course Objectives: The main objective of this paper is to make the student aware of the various laws applicable to banks and the various practices prevalent in the banking industry.

UNIT I **(6 Hrs)**
Structure of Indian Financial System-constituents-RBI: Commercial Banks; Rural Banks; Cooperative Banks; Land Development Banks; Development Banks Changes in the role and functions of commercial Banks; Role of RBI, functions of RBI.

UNIT II **(6 Hrs)**
RBI Act, 1934; Banking Regulation Act, 1949, Governments and RBI's Powers in respect of – opening of new banks and branch licensing – Constitution of the Board of Directors and their rights- Bank's Shareholders and their rights – Maintenance of Liquid Assets/Reserve funds/cash reserves/Statutory reserves; CRR/SLR concepts, guidelines and impact on Banks; Cash/Currency chest management.

UNIT III **(5 Hrs)**
Winding up and amalgamation of Banks; Powers to control advances; Monetary and Credit Policies; Selective credit controls; Interest rate policies and directives;

UNIT IV **(5 Hrs)**
Statutory Audit and Inspections; Supervision and control functions; Board of financial supervision and its scope and role; Disclosure of accounts and Balance sheets; Submission of returns, etc. to RBI;

UNIT V **(6 Hrs)**
Banking Companies (Acquisition and Transfer of Undertakings) Act, 1970 and 1980- Amendment to the Act- power of the central government to acquire shares and disinvest shares of Banking companies.

UNIT VI **(6 Hrs)**
Law of limitation, Provisions of Bankers Book Evidence Act, Special features of Recovery of Debts Due to Banks and Financial Institutions Act, 1993, TDS Banking Cash Transaction

UNIT VII **(6 Hrs)**
Tax Service, Tax Asset Reconstruction Companies, the Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002, The Consumer Protection Act, 1986, Banking Ombudsman Lok Adalats, Lender's Liability Act.

Textbooks:

1. Desai V. J., 2016. "Indian Banking Law and Practice", PHI.
2. S. N. Gupta, 2013. "The Banking Law in Theory and Practice", Universal Publishing.

Reference Books:

1. "Banking Law and Practice" by K. P. M. Sundaram – Sultan Chand & Sons.
2. "Principles and Practice of Banking" by IIBF (Indian Institute of Banking & Finance) – Macmillan India.
3. "Banking Law and Practice in India" by M. L. Tannan – Orient Blackswan.
4. "Banking Regulation and Law" by P. N. Varshney – Sultan Chand & Sons.
1. "Banking Law and Operations" by S. N. Maheshwari – Vikas Publishing House.

ARYAVART INTERNATIONAL UNIVERSITY
Tilthai, Dharmanagar, North Tripura

WORKING CAPITAL MANAGEMENT

Code: 24MG316
Max. Marks: 70

Course Objectives: The course on **Working Capital Management** is designed to provide students with a comprehensive understanding of how businesses manage their short-term assets and liabilities to ensure smooth operations and financial stability. The primary objective of the course is to equip students with the knowledge and skills required to effectively manage working capital, including cash, inventories, receivables, and payables, to maximize a firm's liquidity, profitability, and operational efficiency.

UNIT I **(8 Hrs)**
Management of working capital: Meaning of working of capital - Need for working capital - Types of working capital - Determinants of working capital - Permanent and Variable working capital assets - Trade-off between capital different approaches - Matching approaches - Conservative approach - Aggressive approach

UNIT II **(6 Hrs)**
Accounts receivables management: objective - Formulation of credit and collection policies - Designing of credit terms - Discount, the discount period and the credit period - collection policies and procedures - Cost benefits analysis - Trade off - Evaluation of existing and proposed policies.

UNIT III **(6 Hrs)**
Inventory management: Objective of Inventory - Need for Inventories and the importance of its Management - Determination of optimum level of inventory - Types of Inventory - Inventory Models - Order Quantity - E.O.Q. Model - Order point - Safety Stock - Analysis of investment in inventory - ABC Analysis.

UNIT IV **(10 Hrs)**
Management of Cash Marketable Securities: Meaning of cash - Motives for holding cash - Need for holding cash - Operating cycle - Objective of Cash management - Marketable securities - Cash cycle - Cash turnover - Minimum Operating cash - Cash release by operations in Inventory turnover - Accounts receivable and Accounts payables - Assumptions - Benefits Cash management Strategies and Techniques - Concentration banking and Lock Box System - Advantages.

UNIT V **(10 Hrs)**
Integrating Working Capital and Capital investment processes: Monetary system; Money market in India; Banking system in India - Review of the system of cash credit - Establishment of Discount & Finance House of India. Working Capital Management and Bank financing - Forms of bank finance - Working capital control and banking policy - Dehejia study group - Chore committee - Tandon committee - Findings and Recommendations - Regulation of bank credit.

Textbooks:
1. Bhalla, V. K. “Working Capital Management: Text and Cases”, New Delhi, Anmol Pub (P) Ltd., 4th ed., 2001.
2. Rao P. M. Pramanik A. K. “Working Capital Management”, New Delhi, Deep & Deep Publication, 2004.
3. Scherr F. C. “Modern Working Capital Management”, New Delhi, Prentice Hall of India, 1995.

Reference Books:
1. Hampton J. J. & C. L. Wagner. “Working Capital Management”, New Delhi, John Wiley & Sons, 1996.
2. Rao P. M. “Financial Management: New Methods and Practices”, New Delhi, Deep & Deep Publications (P) Ltd., 2003.
3. Subhash Sharmam, M. Panduranga Vithal. “Financial Accounting for Management: Text and Cases”, New Delhi, Macmillan India Ltd., 2001.

RETAIL MANAGEMENT

Code: 24MG411
Max. Marks: 70

Course Objectives: The "Project Management" course equips students with essential skills to plan, execute, monitor, and close projects effectively. It covers key areas such as project planning, risk management, budgeting, stakeholder engagement, and the use of modern project management tools. Students will also develop leadership and teamwork abilities for successful project delivery.

UNIT I **(8 Hrs)**
Retailing – meaning, definitions, functions performed by retailers, Importance of retailing. Requirements for a successful retailer. Forces affecting the retail sector in India. The retail life cycle. The Strategic Retail Planning process, retailing mix. Issues in Retailing.

UNIT II **(8 Hrs)**
Traditional and modern formats of retail business – Marketing Concepts in Retailing – Consumer purchase behaviour – Cultural and Social group Influence on Consumer Purchase Behaviour.

UNIT III **(8 Hrs)**
Retail Location strategies: Issues to be considered in site selection. Decisions on the geographic locations of a retail store. Location site and types of Retail development. Types of planned shopping areas. Factors involved in the location decision. Catchment area analysis.

UNIT IV **(8 Hrs)**
Merchandise Planning – Stock turns, Credit Management, Retail Pricing, Return on per. sq. feet of space – Retail Promotions. Traffic flow and analysis – Population and its mobility – Exteriors and layout – Customer traffic flows and patterns – Creative display. Supply Chain Management – Warehousing – Role of IT in supply chain management.

UNIT V **(8 Hrs)**
Consumerism and ethics in Retailing, Retail Audits, e-retailing, Application of IT to Retailing, Retail Equity, Technology in Retailing – Retailing through the Internet.

Text Books:
1. "Retailing Management – Text and Cases" by Swapna Pradhan – Tata McGraw-Hill Co – Chennai. Email: mark_pani@mcgrawhill.com
2. "Principles of retail management" by Rosemary Varley and Mohamed Rafiq – Palgrave Macmillan – London – distributed by ANE Books PVT Ltd., Email: anebooks_tn@airtelmail.com
3. "Retail management" by Dunne Lusch, Cengage Learning, Chennai. Email: sriram.b@cengage.com.
4. "Retail supply chain management" by James B. Ayers and Mary Odegaard, special Indian Edition – ANE Books PVT Ltd., Chennai.

Reference Books:
1. "Retailing management" by Michael Barton and others. Tata McGraw-Hill Co.
2. "Managing Retailing" by Piyush Kumar Suiha and others. Oxford University Press. Chennai.
3. "Retailing environment & operations" by Andrew J. Newman and others. Cengage learning Chennai.
4. "International Retailing" by Nicholas Alexander. Oxford University Press Chennai.
5. "Fundamentals of Retailing" by K. V. S. Madaan. Tata McGraw-Hill Co.
6. "Retail Management" by Chetan Bajaj and others. Oxford University Press.
7. "Retail Management" by Neelesh Jani. Global India Publications, New Delhi.
8. "Retail Management" by Sajai Gupta and G. V. R. Preet Randhawa. Atlantic Publishers, Chennai.

CREATIVITY, INNOVATION & SCANNING BUSINESS OPPORTUNITY

Code: 24MG551
Max Marks: 70

Course Objectives: To let students understand the nuances involved in creativity & innovation and to get hands-on experience in applying creative and innovative ideas and solutions towards problem solving. Budding entrepreneurs should be able to identify suitable business opportunities at the right time and in the right way

UNIT I: Introduction **(9 Hrs)**
Need for Creative and innovative thinking for quality – Essential theory about directed creativity, components of Creativity, methodologies and approaches, individual and group creativity, organizational role in creativity.

UNIT II: Creativity **(9 Hrs)**
Methods and tools for directed creativity – basic principles – tools that prepare the mind for creative thought – stimulation – development and actions: - processes in creativity ICEDIP – Inspiration, Clarification, Distillation, Perspiration, Evaluation and Incubation – Creativity and motivation, the bridge between man creativity and the rewards of innovativeness – applying directed creativity. Creativity in Problem Solving: Generating and acquiring new ideas, product design, service design – case studies and hands-on exercises, stimulation tools and approaches, six thinking hats, lateral thinking – Individual activity, group activity, contextual influences.

UNIT III: Innovation **(9 Hrs)**
types of innovation, barriers to innovation, innovation process, establishing criteria for assessment of creativity & innovation. Innovator's solution – creating and sustaining successful growth – Disruptive Innovation model – Segmented Model – New market disruption – Commoditization.

UNIT IV: Identifying the Opportunity **(9 Hrs)**
Convergent and divergent approaches of opportunity sensing. Transforming ideas into reality, realities of setting up new ventures, screening opportunities, devising the business plan, and the family as a source of entrepreneurial support. Deciding the scope of the opportunity and the gains from it.

UNIT V: Analysing Business Opportunities **(9 Hrs)**
Market Analysis: demand-supply. Technical Analysis; assets analysis, Financial Analysis; sources of capital and their cost. Viable and feasible business Opportunity: Testing the feasibility of a business idea by applying a sensitivity analysis.

Textbook:
1. Andriopoulos, C. and Dawson, P.: Managing Change, Creativity and Innovation, Sage.
2. Timmons, J.A. and Spinelli, S.: New Venture Creation – Entrepreneurship for the 21st century. McGraw-Hill.

References:
1. Bilton, C. and Cummins, S., Creative Strategy, Wiley.
2. Davila, T., Epstein, M.L. and Shelton, R. (ed.), The Creative Enterprise, Praeger.
3. Hurt, F., Rousing Creativity: Think New Now, Crisp Publications Inc.
4. Petty, G., How to be better at Creativity, The Industrial Society.
5. Christensen, C.M. and Raynor, M.E., The Innovator's Solution, HBS Press.
6. Savransky, S.D., Engineering of Creativity, CRC Press.
7. Holt, D.H., Entrepreneurship – New Value Creation, Pearson.
1. Roy, R., Entrepreneurship, Oxford.

INTERNSHIP

Code: 24IN401
Max Marks: 70

Course Objective: This internship capstone course aims to provide students with an integrative learning experience that combines professional work in a real-world organization with rigorous academic research. Students will develop and apply theoretical knowledge to practical challenges through an action research project, enhancing their problem-solving, critical thinking, and communication skills. This course aims to bridge the gap between academic study and professional practice, preparing students for successful careers in their chosen fields

Internship Student Engagement Process: An internship is a structured, hands-on learning experience integrating academic knowledge with pre-professional work activities. It mutually benefits both the student-intern and the host organization. Interns apply foundational skills from their studies to real-world tasks, enhancing their practical experience. Placement sites outline clear expectations, duties, and performance goals for the interns. They also offer regular supervision and feedback to guide the interns' development. This experiential learning helps students build valuable industry-specific skills, gain insights into their chosen field, and improve their employability upon graduation.

Step 1. Orientation Session: The orientation session for the internship/capstone project is designed to provide students with a comprehensive overview of what to expect and how to succeed in their upcoming professional experience. The session aims to bridge the gap between academic learning and practical application in a real-world setting. Model curriculum for UG Degree in BBA

Step 2. Identify an internship: Students research opportunities that align with their career goals and academic background. They explore various platforms, such as online job boards, networking events, and professional associations, to find positions that offer relevant hands-on experience and skills in their chosen field.

Step 3. Internship agreement Form: The Student, Mentor, and internship Coordinator in the Industry will complete the internship agreement form.

Step 4. Start of Internship: The internship lasts eight weeks. Interns are expected to commit to 20 hours per week, allowing for a balanced integration of work and learning. The internship mentor will arrange specific schedules. This structure ensures that interns gain substantial experience while accommodating any academic commitments. Regular check-ins and progress reviews will be conducted to support intern development and address any challenges, providing a productive and enriching internship experience.

Step 5. Submission of Report:
Front Page: Student Name, Course, Internship Company, Duration, Mentor
Internship Agreement Form
Internship Certificate
Introduction & background of the Company
Roles & responsibilities as an Intern
Weekly work allotment & completion report
Challenges & Solutions
Learning from the internship
Conclusion etc

Step 6. Internship Evaluation: The PPT presentation and Viva Voce for internship evaluation is an oral exam where interns present their experiences, learning, and contributions. It involves summarising their role, key projects, and applied skills. Interns discuss the knowledge gained, application of academic theories, and challenges faced, including how they were addressed. They reflect on their professional development and how the internship Model curriculum for UG Degree in BBA influenced their career goals. Feedback from supervisors and industry insights are also shared. Examiners ask questions to delve deeper into the intern’s understanding and experiences. This evaluation assesses the intern’s ability to articulate their growth and readiness for professional work. The review of the work done by students will be carried out after two weeks of report submission. The internal examiner will evaluate the student’s submission.

Theory Paper

Total: 100 Marks
External: 70 Marks
Internal: 30 Marks

External: 70 Marks
10 Question (MCQ): 1 mark each (1x10 = 10)
Answer any 6 out of 8 (Very Short 20-30 Words): 2 marks each (2x6 = 12)
Answer any 6 out of 8 (Short 50-70 Words): 3 marks each (3x6 = 18)
Answer any 6 out of 8 (Long 100-120 Words): 5 marks each (5x6 = 30)

Internal: 30 Marks
Two Internal Assessment Examinations will be conducted, each carrying 50 marks. The average of the two scores will be considered and scaled to 15 marks for the final assessment. Additionally, 5 marks will be allotted for assignments submitted, 5 marks for attendance, and 5 marks for general proficiency, making a total of 30 internal assessment marks.

ARYAVART INTERNATIONAL UNIVERSITY

Tilthai, Dharmanagar, North Tripura-799250

Syllabus for BBA

Semester 6

Theory									
Course Code	**Topic**	**L**	**T**	**P**	**Credit**	**Theory Marks**	**Internal Marks**	**Practical Marks**	**Total Marks**
24MG601	Franchising and Purchasing an Existing Business	4	0	0	4	70	30	0	100
24MG402	Entrepreneurship Development	4	0	0	4	70	30	0	100
24MG611	Management of Commercial Banks	4	0	0	4	70	30	0	100
24MG334	Financial Markets, Products & Services	4	0	0	4	70	30	0	100
24MG631	Advertising & Brand Management	4	0	0	4	70	30	0	100
24MG641	Talent Acquisition and Management	4	0	0	4	70	30	0	100
	Total				**24**	**420**	**180**	**0**	**600**

ARYAVART INTERNATIONAL UNIVERSITY
Tilthai, Dharmanagar, North Tripura

Detailed Syllabus

FRANCHISING AND PURCHASING AN EXISTING BUSINESS

Code: 24MG601
Max Marks: 70

Course Objectives: To expose the students to explore the strategic issues related to franchising from the franchisor's point of view. To equip students to evaluate whether or not to franchise and if so, the most effective way to do so. To highlight rapid domestic, international growth and capital leverage. To make students understand about equity creation, identification of franchisee candidates and risk analysis.

UNIT I: An Overview of Franchising **(8 Hrs)**
Types of Franchises and Threshold Business Issues, Advantages and Disadvantages to the Franchisor and Franchisee, Elements of a Successful System,

UNIT II: Selection of Modes of Franchising **(12 Hrs)**
Choosing Franchisees: Franchises: Right Profile, Sources of Revenue, The Role of Real Estate Infrastructure/Services Provided Multi-Level Franchising, Company Owned Stores.

UNIT III: Logistics of Business and Psychology of Purchase Decision **(12 Hrs)**
Purchasing an existing business essential, valuating the existing business, tools required to conduct successful search, logistics, economics and psychology of identifying the right business for purchase decision.

UNIT IV: Leadership **(8 Hrs)**
Structuring Business deal, sponsors, tapping SBA loans, or securing other types of funding, details of closing transaction for business purchase, leadership essentials to lead the purchased business.

Text Books:

1. Jenny Buchan, Franchisees as Consumers: Benchmarks, Perspectives and Consequences, 13th Edition (2014), Springer Publication House.
2. R. Bisio, The Educated Franchisee, 2 nd Edition (2011), Bascom Hill Publishing.

Reference Books:

1. R. Judd & R. Justis, Franchising: An Entrepreneur's Guide, 4th Edition (2008), Cengage Learning house.
2. S. Shane, From Ice Cream to the Internet, using Franchising to drive the growth and profits of your company, Prentice Hall Publishing House (2015)

ENTREPRENEURIAL DEVELOPMENT

Code: 24MG402
Max Marks: 70

Course Objectives: The course on **Entrepreneurial Development** is designed to provide students with a comprehensive understanding of the entrepreneurial process, from idea generation to the successful launch and growth of a business. The primary objective of the course is to equip students with the knowledge, skills, and mindset required to start, manage, and grow their own businesses or contribute effectively to entrepreneurial ventures.

UNIT I **(8 Hrs)**

Entrepreneur - meaning - importance - Qualities, nature, types, traits, culture. Similarities and differences between entrepreneur and intrapreneur. Entrepreneurship and economic development - its importance - Role of entrepreneurship - entrepreneurial environment.

UNIT II **(8 Hrs)**

Evolution of entrepreneurs - entrepreneurial promotion: Training and development. mobility of entrepreneurs - entrepreneurial change - occupational mobility - factors in mobility - Role of consultancy organizations in promoting entrepreneurs - Forms of business for entrepreneurs.

UNIT III **(8 Hrs)**

Project management: Sources of a business idea - Project classifications - identifications - formulation and design - feasibility analysis. Financial analysis - project cost estimate - operating revenue estimate -Ratio analysis - investment Process - B E analysis - Profit analysis - Social cost-benefit analysis - Project Appraisal methods. Preparation of Project Report and presentation.

UNIT IV **(8 Hrs)**

Project finance: Sources of finance - Institutional finance - Role of IFC, IDBI, ICICI, LIC, SFC, SIPCOT, Commercial Bank - Appraisal of a bank for loans. Institutional aids for entrepreneurship development - Role of DICS, SIDCO, NSICS, IRCI, NIDC, SIDBI, SISI, SIPCOT, Entrepreneurial Guidance Bureau - Approaching Institutions for Assistance.

UNIT V **(8 Hrs)**

Steps in setting SSI unit - Problems of entrepreneurs - Sickness in small industries - reasons and remedies - Incentives and subsidies - Evaluating entrepreneurial performance - Rural entrepreneurship - Women entrepreneurship

Reference Books:

1. For Unit I and III, "Entrepreneurship" By Rajee Roy Oxford University Press – Chennai.
2. For Unit II, IV, V, "Entrepreneurship: Text and Cases" By P. Narayana Reddy – Cengage learning.
3. For the preparation of Project Report and Filling in Unit V, "Management and Entrepreneurship" By Kanishka Bedi Oxford University Press.
4. For Better Projects through SWOT Analysis in Unit V, "Entrepreneurial Management" Edited volume by Shivaganesh Bhargava – contributed by N. Mani Mekalai and A. Mohamed Abdullah, Bharathidasan University Trichy. Book published by Sage Publications Chennai.
5. "Entrepreneurial Development" by Jayshree Suresh, Margam publications, Chennai.
6. "Entrepreneurship in The New Millennium" By Kuralko and Hodgetts – Cengage learning.
7. "Entrepreneurship" by Robert D Hisrich and others, Tata McGraw Hill Co.

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Tilthai, Dharmanagar, North Tripura

MANAGEMENT OF COMMERCIAL BANKS

Code: 24MG611
Max Marks: 70

Course Objectives: To Equip with understanding the historical growth and role of commercial banking, identify reforms, emerging trends, and challenges in economic development. Facilitate students to learn how to analyze commercial banking products and services, including deposits, loans, KYC, digital initiatives, and alternative delivery channels, AML, etc. Give hands on experience in interpreting bank financial statements, key performance ratios, and conduct performance analysis through case studies.

UNIT I: Introduction to Commercial Banking **(8 Hrs)**
Financial system- Commercial Banking: Growth and history; Role of Commercial banking in Economic Development; Commercial banking reforms, emerging trends and Challenges, NBFCs.

UNIT II: Commercial Banking Products and Services **(8 Hrs)**
Deposits, Loans and advances, Fund based and Fee-Based services -Sustainable Products, working capital Finances, KYC, Digital Initiatives, and Alternative Delivery Channels

UNIT III: Legal and Regulatory Framework and Risks **(8 Hrs)**
Legal and regulatory System, Banking Regulation Act, Basel norms, Anti Money Laundering, Asset liability management, Understanding banking risks: credit risk, market risk, operational risk, Credit risk management, Market risk management: interest rate risk, Liquidity Risks, Risk assessment/management technique, Ethical Banking

UNIT IV: Bank Performance Analysis **(8 Hrs)**
Understanding Bank Financial Statements: Balance Sheet, Income Statement, Cash Flow Statement, Key Banking Performance Ratios, Case Studies on Financial Performance Analysis of Major Banks.

UNIT V: Technological Innovations **(8 Hrs)**
The Rise of FinTech: Definition, Landscape, Value Proposition, Potential for secure and transparent transactions, Lending, Wealth, Insu Tech.

Text Books:
1. "Bank Management & Financial Services" by Peter Rose.
2. Machiraju, H. R. (2008). Modern commercial banking. New Age International.
3. Kent S. Belasco (2021). Fundamentals of Commercial Banking: An Applied Approach. Cognella, Incorporated.
4. Rose, P. (2012). Bank Management and Financial Services/Peter S. Rose, Sylvia C. Hudgins.–7th ed.,–McGraw-Hill Education.
5. Saunders, A., Cornett, M. M., & Erhemjamts, O. (2021). Financial institutions management: A risk management approach. McGraw-Hill.

Reference Books:
1. "Modern Banking" by Shelagh Heffernan.
2. Bandyopadhyay, A. (2016). Managing portfolio credit risk in banks. Cambridge University Press.
3. Lynn, T., Mooney, J. G., Rosati, P., & Cummins, M. (2019). Disrupting finance: FinTech and strategy in the 21st century (p. 175). Springer Nature.
4. Gup, B. E., Kolari, J. W., & Fraser, D. R. (2005). Commercial banking: The management of risk.
5. Van Gestel, T., & Baesens, B. (2009). Credit Risk Management: Basic concepts: Oxford University Press.
6. King, B. (2018). Bank 4.0: Banking everywhere, never at a bank. John Wiley & Sons.

ARYAVART INTERNATIONAL UNIVERSITY
Tilthai, Dharmanagar, North Tripura

FINANCIAL MARKETS, PRODUCTS AND SERVICES

Code: 24MG334
Max Marks: 70

Course Objectives: The course on **Financial Markets, Products, and Services** is designed to provide students with a comprehensive understanding of the structure, functioning, and key components of financial markets and the various financial products and services offered within these markets. The primary objective of the course is to equip students with the knowledge and skills necessary to navigate and analyse financial markets and understand the diverse products and services that cater to individual, corporate, and institutional investors.

UNIT I **(8 Hrs)**
Financial system and its components: Financial markets and institutions financial intermediation flow of funds matrix financial system and economic development. An overview of the Indian financial system

UNIT II **(8 Hrs)**
Financial Markets: Money market: functions, organization, and instruments. Role of central bank in money market; Indian money market - An overview. Capital Markets functions, organization, and instruments. Indian debt market; Indian equity market - primary and secondary markets; Role of stock exchanges in India.

UNIT III **(8 Hrs)**
Financial Institutions: Commercial banking introduction, its role in project finance and working capital finance; Development Financial Institutions (DFIs) - An overview and role in Indian economy; Life and non-life insurance companies in India; Mutual Funds - Introduction and their role in capital market development. Non-banking financial companies (NBFCs).

UNIT IV **(8 Hrs)**
Financial Products: Insurance, Banks, Stocks, Mutual Funds, Pension plans, and other savings products – The financial services marketing environment- The distinctive aspects of services marketing; micro and macro environmental forces; new developments and trends.

UNIT V **(8 Hrs)**
Financial Services: Overview of financial services industry: Merchant banking pre and post-issue management, underwriting. Regulatory - framework relating to merchant banking in India

Text Books:

1. Meir Kohn. “Financial Institutions and Markets”, Tata McGraw-Hill, New Delhi.
2. M. Y. Khan. “Indian Financial System”, Tata Mc Graw-Hill, New Delhi.

Reference Books:

1. Frank J. Fabozzi & Franco Modigliani. “Foundations of Financial Markets and Institutions”, Pearson Education Asia.
2. M. Y. Khan. “Financial Services”, Tata McGraw-Hill, New Delhi.
3. H. R. Machiraju. “Indian Financial Systems”, Vikas Publishing House Pvt. Ltd.
4. B. Pathak. “Indian Financial Systems”, Pearson Education Marketing Financial services-Hooman Estelami.
5. “The Financial Services Handbook” by Evelyn enrichϖ & Duk Fanelli.
6. “Marketing Financial Services” – Elsevier.
7. “Marketing of financial services”- Gordon and Natrajan.

ARYAVART INTERNATIONAL UNIVERSITY
Tilthai, Dharmanagar, North Tripura

ADVERTISING & BRAND MANAGEMENT

Code: 24MG631
Max Marks: 70

Course Objective: To make the students aware of the theoretical principles and best practices of advertising. To make the students familiar with the mechanics of campaign planning and execution. To make the students comprehend the intricacies of media management in advertising. To make the students aware of the conceptual constructs of branding. To make the students familiar with the formulation and execution of branding strategies in the marketplace.

UNIT I: Introduction to Advertising (8 Hrs)
Fundamentals of advertising - advertising as a subset of the promotion-mix; advertising as part of integrated marketing communications. Types of advertising, Objectives of advertising - the DAGMAR approach.

UNIT II: Crafting Effective Advertising Messages (8 Hrs)
Message strategies and tactics, Creative approaches, copy-writing and copy-testing , Advertising copy design - copy layout.

UNIT III: Media and Effectiveness in Advertising (8 Hrs)
Advertising appeals and themes. Types of media; media planning and scheduling. Advertising budget; measuring advertising effectiveness; advertising agency; social and ethical issues in advertising

UNIT IV: Introduction to Branding (8 Hrs)
Introduction to branding and brand management; meaning and importance of brand; product versus brand. Advantages and challenges of branding. Concept of brand equity; sources of brand equity; brand elements; brand identity versus brand image.

UNIT V: Advanced Concepts in Brand Management (8 Hrs)
Brand positioning; brand-building. Brand extension; advantages and disadvantages of brand extension.
Brand rejuvenation; globalizing a domestic brand - standardization versus customization.

Text Books:

1. "Advertising and Promotion: An Integrated Marketing Communications Perspective" by George E. Belch and Michael A. Belch, published by Tata McGraw-Hill Education.
2. "Advertising Management" by Rajeev Batra, John G. Myers, and David A. Aaker, published by Pearson Education India.
3. "Brand Management: Principles and Practices" by Kevin Lane Keller, published by Pearson Education India.
4. "Advertising and Brand Management" by R. M. Perreault, published by Tata McGraw-Hill Education.
5. "Advertising and Promotion" by Shimp, published by Cengage Learning India.

Reference Books:

1. "Brand Management: Text and Cases" by Tapan K. Panda and Sunil Sahadev, published by Oxford University Press.
2. "Advertising: Theory and Practice" by Chunawalla, published by Himalaya Publishing House.
3. "Strategic Brand Management" by Kevin Lane Keller, published by Pearson Education India.
4. "Advertising and Promotion Management" by A. S. Ramaswamy and S. Namakumari, published by Macmillan India Ltd.
5. "Integrated Marketing Communication" by S. H. H. Kazmi and Satish K. Batra, published by Excel Books.

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TALENT ACQUISITION AND MANAGEMENT

Code: 24MG641
Max Marks: 70

Course Objective: To equip the talent acquisition and management process. The details of competency management and assessment centre are well described. Analyse why sand what of succession planning. Mentoring and rewarding talent for retention and understanding future trends of managing talent will be well explained in the course.

UNIT I: Introduction to Talent Management and Talent Acquisition strategies (11 Hrs)
Overview of Talent Management and Factors affecting Talent Management context globally; Need and Type of Talent, Four components of Talent Management; Creating a culture for Talent Management. Difference between Recruitment and Talent Acquisition; Definition and role in Talent Management; Contemporary strategies in acquiring talent; Competing value Proposition and role of Employer Branding in Talent Acquisition; Onboarding new Hires and socializing challenges.

UNIT II: Talent acquisition and role of Assessment centres (11 Hrs)
Concept of Assessment centres; Definition and meaning of assessment centres; Use and Benefit of Assessment centres; Outsourcing and use of technology in Assessment centres; Training Assessors, Resources required, Validity and reliability of Assessment centres, Disadvantages of Assessment centre; When to use and not to use Assessment centres. through Assessment Centres. Definition of Competencies, Types of competencies; Assessing and developing competencies; Role of training in Competency development; Competency Mapping, at Individual and task level; Use of Competency Framework for developing Talent.

UNIT III: Career Management and Succession Planning, Managing Potential of Key talent (9 Hrs)
Fundamentals of Career Planning, trends and Best Practices; Models of career Planning; Succession Planning Process and Issues; Challenges pertaining to Succession Planning; Managing Performance and Potential of Key talent, Managing Potential of Key talent.

UNIT IV: Mentoring Talent, Rewarding talent and Future trends in Talent Acquisition and Management (9 Hrs)
Mentoring High Potential talent; Process of effective Mentoring; Gender Differences in Mentoring Process; Managing the Reward and Benefits for Talent, building in customized talent reward strategy for retaining talent, War for talent; Ethics of Managing Talent; Talent and technology trends

Text Books:
1. Talent Management, Author(s): Gowri Joshi | Veena Vohra, Cengage Learning.
2. Hurconomics for Talent Management Latest Edition: First Publisher: Pearson Education Editor: -- T. V Rao ISBN: 13-978- 8131759677.
3. The Talent Management Handbook, Third Edition: Making Culture a Competitive Advantage by Acquiring, Identifying, Developing, and Promoting the Best People, 3rd Edition By Lance A. Berger.

Reference Books:
1. "Managing Talent Acquisition" by William R. Tracey, published by Sage Publications India.
2. "Human Resource Management: Text and Cases" by V. S. P. Rao, published by Excel Books.
3. "Human Resource Management" by Subir Choudhury, published by Oxford University Press.
4. "Effective Human Resource Management" by N. S. S. K. Rao, published by Pearson Education India.
5. "Strategic HRM and Talent Management" by S. K. Bhatia, published by Macmillan India Ltd.

ARYAVART INTERNATIONAL UNIVERSITY
Tilthai, Dharmanagar, North Tripura

Theory Paper

Total: 100 Marks
External: 70 Marks
Internal: 30 Marks

External: 70 Marks
10 Question (MCQ): 1 mark each (1x10 = 10)
Answer any 6 out of 8 (Very Short 20-30 Words): 2 marks each (2x6 = 12)
Answer any 6 out of 8 (Short 50-70 Words): 3 marks each (3x6 = 18)
Answer any 6 out of 8 (Long 100-120 Words): 5 marks each (5x6 = 30)

Internal: 30 Marks
Two Internal Assessment Examinations will be conducted, each carrying 50 marks. The average of the two scores will be considered and scaled to 15 marks for the final assessment. Additionally, 5 marks will be allotted for assignments submitted, 5 marks for attendance, and 5 marks for general proficiency, making a total of 30 internal assessment marks.

ARYAVART INTERNATIONAL UNIVERSITY

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Syllabus for BBA

Semester 7

Theory									
Course Code	**Topic**	**L**	**T**	**P**	**Credit**	**Theory Marks**	**Internal Marks**	**Practical Marks**	**Total Marks**
24MG544	Training and Development	4	0	0	4	70	30	0	100
24MG602	Supply Chain Management	4	0	0	4	70	30	0	100
24MG511	Banking Operations	4	0	0	4	70	30	0	100
24GN102	Research Methodology	4	0	0	4	70	30	0	100
24MO701	MOOC I (from SWAYAM Platform)	3	0	0	3	100	0	0	100
24MO702	MOOC II (from SWAYAM Platform)	3	0	0	3	100	0	0	100
					22	**480**	**150**	**0**	**600**

ARYAVART INTERNATIONAL UNIVERSITY
Tilthai, Dharmanagar, North Tripura

Detailed Syllabus

TRAINING AND DEVELOPMENT

Code: 24MG544
Max Marks: 70

Course Objective: To learn the process of training and Development, how training is different from learning and the three phases of learning and training. How to examine the various process of creating and designing training programme and various ways to evaluate the return on investment and learning of training programmes. Latest technology based training methods, including online training, massive open online learning courses, Blended courses, flexible classrooms are dealt in detail.

UNIT I: Training Introduction (8 Hrs)
Changing in training practice, looking inward, looking outward, appreciative enquiry, looking again and repositioning training; Employee Development & Methods of Training and Development

UNIT II: Training and Learning -two-way process (8 Hrs)
Knowledge, skill, action; training and learning; Three phases of learning; The learning spiral for participants in the three phases of training

UNIT III: The Needs Analysis Process (8 Hrs)
Training Needs Assessment: Concept, purpose, and scope; Process of Needs assessment; Meaning of Skills gap assessment; Needs Assessment Techniques: Person Analysis, Task Analysis, and Organization Analysis; Need assessment in practice

UNIT IV: Training Process and Evaluating Training and follow-up support (8 Hrs)
Fine-tuning objectives and preparing partners; Setting the stage; Four training methods; designing the training Program; Trainer and training styles; Evaluating from Different angles; Evaluating Learning Objectives; Addressing four common imbalances; Determining Return on investment; determining costs and benefits

UNIT V: Technology-Based Training Methods (8 Hrs)
Developing Online training methods, Massive Open Online Courses, Blended Learning, Adaptive Learning, Flexible learning, Learning Management systems, Choosing New Technology methods

Text Books:

1. “Training for Development Part 1” by Rolf P. Lynton and Udai Pareek, Sage Publications India Pvt. Ltd.), New Delhi, 2011.
2. “Training for Organizational Transformation, Part 2” by Rolf P. Lynton and Udai Pareek, Sage Publications India Pvt. Ltd.), New Delhi, 2000.
3. “Managing Performance through Training and Development”, Eighth Edition Model curriculum for UG Degree in BBA 229 Author(s): Alan M. Saks | Robert R. Haccoun, 2019, Cengage learning.
4. “Employee Training and Development”, 9th Edition by Raymond A. Noe and Amitabh Deo Kodwani, 2019, McGraw-Hill.

Reference Books:

1. "Human Resource Development: Theory and Practice" by P. Subba Rao – Himalaya Publishing House.
2. "Training and Development" by K. Aswathappa – McGraw-Hill Education.
3. "Human Resource Development" by V. S. P. Rao – Pearson Education.
4. "Training and Development: A Practical Approach" by R. C. Agarwal – Vikas Publishing House.

1. "Human Resource Development: A Strategic Approach" by T. V. Rao – Sage Publications.
2. "Training and Development: HRD Perspectives" by R. K. Sahu – PHI Learning.
3. "Training and Development" by S. S. Khanka – S. Chand Publishing.
4. "The Handbook of Human Resource Development" by R. L. Gupta – Vikas Publishing House.
5. "Handbook of Training and Development" by A. K. Bhatnagar – Oxford University Press.
6. "Training and Development in Organizations" by P. N. S. Bhatia – Wiley India.
7. "Human Resource Development and Training" by P. K. Jain – Macmillan India.
8. "Training and Development: Concepts and Cases" by A. N. Agarwal – Pearson Education.

ARYAVART INTERNATIONAL UNIVERSITY
Tilthai, Dharmanagar, North Tripura

SUPPLY CHAIN MANAGEMENT

Code: 24MG602
Max Marks: 70

Course Objectives: The course is designed to outline how an entity operates in a business environment, introduce basic concepts in Supply Chain Management and related functions, and address recent issues in Supply Chain Management.

UNIT I: Supply Chain Concepts **(8 Hrs)**
Concept & Definitions in Supply Chain, Objectives of a Supply Chain, Stages of Supply Chain, Cycle view of Supply Chain Process, Decision Phases in Supply Chain Management.

UNIT II: Supply Chain Management Structure **(8 Hrs)**
Basic Terms from Supply Chain Management, such as Upstream, Downstream, Information/Material Flow, Push/Pull System, Value-added services, Structure of a SC, Push-based SC, Pull-based SC, Trade-off between Push & Pull, identifying appropriate Push & Pull Strategy for SC.

UNIT III: Supply Chain Management Building Blocks **(8 Hrs)**
Supply Chain Drivers and Obstacles, Resources & capacity Management, Procurement & supplier focus, Inventory Management, Operations Management, Distribution Management in SCM, Bullwhip effect.

UNIT IV: Recent Issues in Supply Chain Management **(8 Hrs)**
Overview of Customer Focus and Demand, Role of Computer / IT in Supply Chain Management, CRM Vs SCM, Outsourcing-basic concept, Future of SCM.

UNIT V: Supply Chain **(8 Hrs)**
Key issues in SCM, Supply Chain Management Framework, Supply Chain Components, Flows in Supply Chain Management, Obstacles of streamlined SCM.
Expert lectures, online seminars, and webinars.

Textbooks:
1. Raghuram G. (I.I.M.A.)- Logistics and Supply Chain Management (Macmillan,1st Ed.)
2. Krishnan Dr. Gopal- Material Management, (Pearson, New Delhi, 5th Ed.)

Reference Books:
1. Agarwal D. K.- A Text Book of Logistics and Supply Chain Management (Macmillan, 1st Ed.).
2. Sahay B. S.- Supply Chain Management (Macmillan,1st Ed.)
3. Chopra Sunil and Peter Meindl- Supply Chain Management (Pearson, 3rd Ed.)

ARYAVART INTERNATIONAL UNIVERSITY
Tilthai, Dharmanagar, North Tripura

BANKING OPERATIONS

Code: 24MG511
Max Marks: 70

Course Objectives: To expose various management aspects of banks in India, to introduce the overview of risk management in Banks, to gain knowledge on various aspects of guidelines governing Indian Banks, To acquire practical knowledge for those who join the banking industry to excel in the industry

UNIT I **(8 Hrs)**
BIS-Basel Committee Norms– Risk Management in Banks – Liquidity Management Practices–RBI Guidelines–Asset Liability Management– Gap Analysis–Liquidity Risk Management

UNIT II **(8 Hrs)**
Interest Rate Risk Management in Banks - Source of interest rate risk – organizational infrastructure requirement - Policies and procedures – Interest rate risk effects – Stress testing – risk monitoring and reporting.

UNIT III **(8 Hrs)**
Credit Risk Management: Credit Policy-Credit Monitoring and Recovery Management– Non-Performing Assets–Management of NPAs- Instruments of Credit Risk Management- Credit Rating Framework – Portfolio management and risk limits – Off balance sheet exposure – country risk- Loan Review mechanism and Audit. Lok Adalat – Debt Recovery Tribunal – Prompt Corrective Action.

UNIT IV **(8 Hrs)**
Operational Risk Management in Banks - Organizational set-up and Key responsibilities for Operational Risk-Identification, Assessment and Monitoring of Operational Risk - Controls / Mitigation of Operational Risk - Independent evaluation of Operational Risk Management.

UNIT V **(8 Hrs)**
Latest Development in Indian Banking: Consolidation in Banking sector–Prudential Norms– IRAC Norms-Capital Adequacy Norms – Exposure Norms for Advances and Investments– SARFAESI Act, Insolvency and Bankruptcy Code – AML and its compliance

Text Books:

1. IIBF, “Advanced Bank Management”, 3rd Edition, Macmillan Education. 2015.
2. IIBF, “Risk Management”, 3rd Edition, Macmillan Education. 2015.
3. IIBF, “Bank Financial Management”, 3rd Edition, Macmillan Education. 2015.
4. W. Koch, S. Scott Mac Donald Timothy, “Bank Management”, 8th Edition, Cengage Learning.
5. John A Haslem, “Banks Fund Management”, Pearson Education.

ARYAVART INTERNATIONAL UNIVERSITY
Tilthai, Dharmanagar, North Tripura

RESEARCH METHODOLOGY

Code: 24GN102
Max Marks: 70

Course Objectives: The course on **Research Methodology** aims to provide students with a comprehensive understanding of the essential principles, concepts, and techniques involved in conducting research. It begins by introducing students to the fundamental concepts of research, emphasizing its importance across various fields and explaining different research methodologies, including qualitative, quantitative, and mixed methods. The course also focuses on helping students develop the skills to identify research problems, formulate clear research questions, and develop hypotheses. Students will gain insights into the research design process, learning how to select appropriate research methods, sampling techniques, and data collection tools.

UNIT I **(8 Hrs)**
Meaning and types of research. Steps of the scientific method. Meaning and features of social research, scientific types of social research, and objectivity in social research.

UNIT II **(8 Hrs)**
Research Design—meaning, types, and its formulation. Hypothesis—meaning, importance, sources, and types. Qualities of a workable hypothesis, difficulties in the formulation of a hypothesis. Variables in social research.

UNIT III **(12 Hrs)**
Data collection—sources of data collection: primary and secondary, techniques of data collection- observation, interviews, questionnaire, and schedule, case study. Sampling—meaning, merits and demerits, types and procedure of selecting a representative sample.

UNIT IV **(12 Hrs)**
Processing and Analysis of Data. Content analysis. Classification and tabulation of data. Statistical tools for data analysis. Measures of central tendency—mean, mode, and median, mean deviation and standard deviation, correlation.

Suggested Readings:

1. Charles Y. Clock (ed.): "Survey Research in Social Sciences", New York: Russle Sage Foundation.
2. H.C. Blalock: "An Introduction to Social Research", Englewood Cliffs. NJ. Prentice Hall, 1970.
3. Moser, C.A. and Kalton, C.: "Survey Methods in Social Investigation", London, 1974.
4. Young, P.V.: "Scientific Social Survey and Research". New Delhi. Prentice Hall of India, 1979.
5. Clair Seltiz: "Research Methods in Social Relations", New York, Rinehart and Winslen, 1976.
6. John Galtung: "Theory and Methods of Social Research", New York, Columbia Univ., 1967.

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Tilthai, Dharmanagar, North Tripura

MOOC COURSE I (FROM SWAYAM PLATFORM)

Code: 24MO701
Max Marks: 70
List of MOOCs enrolled by a learner can be found in the "My Courses" page on SWAYAM Portal (link is available at the top of page, click on logged-in user-name), Current Link is:

https://swayam.gov.in/mycourses

The candidate is required to complete a 03-credit Skill Enhancement Course (SEC) from the list of courses available on the SWAYAM online platform.

MOOC COURSE II (FROM SWAYAM PLATFORM)

Code: 24MO702
Max Marks: 70
List of MOOCs enrolled by a learner can be found in the "My Courses" page on SWAYAM Portal (link is available at the top of page, click on logged-in user-name), Current Link is:

https://swayam.gov.in/mycourses

The candidate is required to complete a 03-credit Skill Enhancement Course (SEC) from the list of courses available on the SWAYAM online platform.

Theory Paper

Total: 100 Marks
External: 70 Marks
Internal: 30 Marks

External: 70 Marks
10 Question (MCQ): 1 mark each (1x10 = 10)
Answer any 6 out of 8 (Very Short 20-30 Words): 2 marks each (2x6 = 12)
Answer any 6 out of 8 (Short 50-70 Words): 3 marks each (3x6 = 18)
Answer any 6 out of 8 (Long 100-120 Words): 5 marks each (5x6 = 30)

Internal: 30 Marks
Two Internal Assessment Examinations will be conducted, each carrying 50 marks. The average of the two scores will be considered and scaled to 15 marks for the final assessment. Additionally, 5 marks will be allotted for assignments submitted, 5 marks for attendance, and 5 marks for general proficiency, making a total of 30 internal assessment marks.

ARYAVART INTERNATIONAL UNIVERSITY

Tilthai, Dharmanagar, North Tripura-799250

Syllabus for BBA

Semester 8

Theory									
Course Code	**Topic**	**L**	**T**	**P**	**Credit**	**Theory Marks**	**Internal Marks**	**Practical Marks**	**Total Marks**
24MG801	Strategic Management	4	0	0	4	70	30	0	100
24MG322	Sales and Distribution Management	4	0	0	4	70	30	0	100
24MO801	MOOC III (from SWAYAM Platform)	3	0	0	3	100	0	0	100
24MO802	MOOC IV (from SWAYAM Platform)	3	0	0	3	100	0	0	100
24PR503	Major Project	0	0	6	6	0	0	100	100
					20	**240**	**60**	**100**	**500**

ARYAVART INTERNATIONAL UNIVERSITY
Tilthai, Dharmanagar, North Tripura

Detailed Syllabus

STRATEGIC MANAGEMENT

Code: 24MG801
Max Marks: 70

Course Objective: The objective of the course is to understand the concept, evolution and scope of strategic management and explore the hierarchy of strategic intent and its role in guiding strategic management decisions, to examine different forms of strategy and their relevance in achieving organizational objectives, to familiarize students with the strategic management process including formulation and implementation, and to comprehend the significance of strategic evaluation and control in monitoring the effectiveness of these implemented strategies.

UNIT I **(10 Hrs)**
Introduction to Strategic Management: Nature, importance, evolution, and scope; strategic management process; strategy and tactics; forms of strategy; hierarchy of strategic intent; building the company's vision, core competence-meaning and purpose.

UNIT II **(10 Hrs)**
Concept and components of environment; environmental scanning techniques; general environment (PESTEL analysis), competitive environment (5 forces analysis); methods and techniques used for organisational appraisal; value chain analysis, Resource-Based View; critical success factor.

UNIT III **(10 Hrs)**
Strategic analysis and choice: corporate level analysis (BCG, GE 9 cell matrix), corporate level strategies (stability, expansion, retrenchment, combination), business level strategies; competitive advantage, gaining sustainable Competitive advantage, Porter's framework of competitive strategies (differentiation, cost leadership, and focus).

UNIT IV **(10 Hrs)**
Strategic Implementation; strategic evaluation and control: concept, types and process; organisational structure and strategy as implementation-control tool; strategic leadership; corporate culture; 7S framework of McKinsey, balanced score card, triple bottom line.

Text Book:
1. Kazmi, A: Business policy and strategic management, Tata McGraw Hill.

Reference Books:
1. Dess and Miller, Strategic management, Tata McGraw Hill.
2. Budhiraja,S.B. and Athreya, M.B: Cases in Strategic management, Tata McGraw Hill.
3. Thormson and Strickland: Strategic Management, MCGraw Hill.

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SALES AND DISTRIBUTION MANAGEMENT

Code: 24MG322
Max. Marks: 70

Course Objectives: The course on **Sales and Distribution Management** aims to provide students with a comprehensive understanding of the strategies and processes involved in managing sales and distribution networks within organizations. The course aims to equip students with the knowledge and skills necessary to effectively manage the sales function, enhance sales performance, and develop efficient distribution channels to reach customers.

UNIT I **(8 Hrs)**
Sales Management - organization framework of the field sales force - types and methods - field sales manager - tasks and responsibilities - relation with salesman and relationship with top management - coordinating and controlling the marketing mix.

UNIT II **(8 Hrs)**
Sales forecasting - methods and procedural steps in forecasting - sales budgeting - allocation of field sales resources - design sales territories - sales quota - planning manpower requirements - recruitment and selection.

UNIT III **(8 Hrs)**
Operational management - staffing - methods of selection - compensation for sales force - financial incentives - sales force performance evaluation and control - sales audit and analysis.

UNIT IV **(8 Hrs)**
Distribution Management - the role of distribution in the marketing mix - functions of distribution management - dealer network - middlemen - functions of middlemen - location, selection, appointment, and termination of dealers - morale and motivation.

UNIT V **(8 Hrs)**
Transport and handling - economics of transportation - modes of transport - organizing transport facilities - transport procedure and documentation.

Reference Books:

1. Still, R. R. and Cundiff Govoni. “Sales Management”, Prentice Hall of India, 2002.
2. Geoffrey Lancarter and David Jobber. “Selling and Sales Management”, Macmillan, 1998.
3. Mathew M. J. “Sales Management and Sales Promotion”, RBSA Publications, Jaipur, 1998.
4. Anderson R. “Professional Sales Management”, Prentice Hall of India (P) Ltd, 1992.
5. Das Gupta. “Sales Management in the Indian Perspective”, Prentice Hall of India (P) Ltd, 2002.

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Tilthai, Dharmanagar, North Tripura

MOOC COURSE I (FROM SWAYAM PLATFORM)

Code: 24MO801
Max Marks: 70
List of MOOCs enrolled by a learner can be found in the "My Courses" page on SWAYAM Portal (link is available at the top of page, click on logged-in user-name), Current Link is:

https://swayam.gov.in/mycourses

The candidate is required to complete a 03-credit Skill Enhancement Course (SEC) from the list of courses available on the SWAYAM online platform.

MOOC COURSE II (FROM SWAYAM PLATFORM)

Code: 24MO802
Max Marks: 70
List of MOOCs enrolled by a learner can be found in the "My Courses" page on SWAYAM Portal (link is available at the top of page, click on logged-in user-name), Current Link is:

https://swayam.gov.in/mycourses

The candidate is required to complete a 03-credit Skill Enhancement Course (SEC) from the list of courses available on the SWAYAM online platform.

RESEARCH PROJECT/DISSERTATION

Code: 24PR503
Max Marks: 70

In all professional courses, it is customary to insist on a Research Project. This is a worldwide fact aimed at preparing the students to get the taste of the real-life situations in the Profession they have chosen to pursue.

Project work is aimed at preparing you, the student, to understand the application value of the principles and paradigms you have studied as part of your two-year programme. The objective of this booklet is to offer you guidelines to select a topic of your choice or choice of the organization where you want to study in consultation with your project guide. If you follow these guidelines carefully, the objective of preparing your reports is an essential activity of any business manager. The format for the project report given here is universally accepted, and if you follow this format carefully, it will facilitate your examiner in the evaluation of this report, which carries grades A to D. Please note that you can show your project report with confidence and pride to your prospective employers (selectors) if you have worked carefully on your project report.

Managerial research is generally conducted to probe into a management problem, resulting in a research report. It means that a research report is the end product of research. On the other hand, a business report or a management report is a report prepared by the management to portray certain important aspects or problems in business. Thus, two important types of reports in the realm of management are: (1) business report or management report, (2) managerial research report. Your project report could be any one of them, or could be both if some organization requests you to study some problems of the organization.

METHODOLOGY OF BUSINESS REPORT
Business research starts with report planning, which includes a determination of the objectives of the report, identification of the target reader of the report, consideration of the real purpose of the report, planning for the collection of proper materials for the report, preparation of the scheme of report writing, planning for proper utilization of time in report writing, and crystallization of the actual lay out of the report.

Once the report is planned, material collection starts. Arranging the contents of the report should also not be forgotten. When the collected materials, data observation, documentation, information, opinion clarification, etc., are arranged and fitted together to a carefully articulated form, the writer will come to know which materials to put together in the report, and what is to be dispensed with. It should, however, be ensured that enough material has been selected to carry out the purpose of the report. When the prospective reader is less familiar with the situations and specifications that the writer must ensure that all the necessary details are given in the report. But the information must be to the point and in accordance with the needs of the reader. Beating around the bush must be avoided.

As soon as proper data and information are collected, selected, and arranged, adequate thought must be given to the purpose of the report, which is to be communicated. To whom is it to be communicated? When to communicate and for what purpose? The report writer should place himself in the shoes of his reader (examiner) before he starts writing. Ask this question: how would he/they react if I gave a short slant to the arguments in this fashion? Think over it, try to rearrange your materials, and then start writing the report. This will enable you to determine what should find a place in your report and where, and what must not be included in it. It is the report writer who will have to decide what is to be included in the report to make it effective. Generally speaking, the following are the contents for the contents of a report:

1. Title page
2. Letters of authorization
3. Table of contents, statistical tables, charts, and illustrations
4. Introduction_ problem, Need, Objectives, Scope, limitations
5. Research Methodology: Data management, scope management, statistical tool used for analysis
6. Research data analysis
7. Findings
8. Interpretation
9. Suggestions & recommendations
10. Appendices
11. Bibliography
12. Index of keywords used in the report

In table of contents an outline of the report, contains major headings and sub-headings, as well as the various sub – sections are presented. There should be a summary of the report, especially when the report runs into many pages. The summary provides a reasonably complete resume of the report. and it helps the reader to grasp what is important in the report.

The body of the report is its chief part. It includes everything from the statement of the problem to a detailed analysis of the data and information. Statistics, documentation, and information are presented for analytical purposes. Everything should be organized elegantly. This should be followed by conclusions, suggestions, and recommendations.

CHAPTERISATION

Sl. No.	Chapter No.	Chapter Name	Page No.
1	I	Introduction of the research study	
2	II	Research methodology	
3	III	Review of literature	
4	IV	Theoretical framework	
5	V	Company profile	
6	VI	Research data analysis interpretation	
7	VII	Research findings and conclusions	
8	VIII	Suggestions and recommendations	
9	IX	Bibliography	

NATURE OF THE PROJECT

The project work you are taking under may be:-

a) Either a case study of a problem of practices in an organization (S)
b) Comparative study of two organizations of within an organization its performance during different periods.

It may be based either on primary data (data the student is collecting) or secondary data (data already available (books/documents etc) or both.

PROJECT SUPERVISOR/ GUIDE

The project supervisor or guide shall be:-

a) An academic counsellor of the University or
b) A Member of the Faculty of the Department of Commerce and Management.

SELECTION OF TOPIC:

A student can choose any topic of his/her own choice. In case the students want to work in areas like General Management, Production Management, Operations Research, MIS, TQM, etc., they can choose a topic from those areas after consulting their guides. But if the students want to work in specialization areas, viz, FINANCE, MARKETING, AND HUMAN RESOURCE MANAGEMENT, then the topic they are selecting for project work should correspond with the specialization area opted for by them in their final year programme.

SUBMISSION OF THE PROJECT PROPOSAL:

Students have to finalise the topic and synopsis (of not more than 5 typed pages) of the project in consultation with their Guide and send the same along with the duly completed Project Proposal Form (see Annexure – 2) in triplicate to the Head, Department of Commerce and Management, Aryavart International University, Tilthai, Dharmanagar, North Tripura.

The synopsis you are sending should be in the format enclosed (Annexure-3)

You are requested to send one self-addressed envelope with the synopsis to the Department.

Before sending the synopsis, ensure that:

1. It is in the proper format
2. Project Proposal Form, in triplicate, is enclosed.
3. Annexure – I, duly signed by the Project Guide, is enclosed.
4. One self-addressed envelope is enclosed.

COMMUNICATION APPROVAL

A written communication regarding the approval of the synopsis and also the eligibility of the guide (if applicable) will be intimated to the students within four weeks from the last date for submission of the synopsis. In case the synopsis is not approved, the reasons for the same will be communicated to the students. Such students, whose synopsis is not approved, have to resubmit the revised synopsis along with the Project Proposal Form, duly signed by the Project Supervisor and the candidate, to the Head, Department of Commerce and Management, Aryavart International University, Dharmanagar, North Tripura, within one month from the date of communication as per the date mentioned therein.

PREPARATION AND SUBMISSION OF PROJECT REPORT:-

a) The Project report may consist of 50 to 100 pages (including the appendices, exhibits, etc.), depending on the scope of the topic.
b) The candidate has to mention the research methodology he/she propose to follow in the sample selection and collection of data.
c) The report should be compulsorily typed on the bond papers in double space.
d) The project report should contain three certificates: they are:
    i. The original approval for the synopsis received from the Department of Commerce and Management, Aryavart International University, should be enclosed with the original report, and in the other copies, photocopies of the same should be enclosed.
    ii. Certification given by the Project Guide that the student worked under his/her guidance (Annexure- 3)
    iii. Declaration by the student stating that the work is an original one and has not been submitted to any University or Institution for the fulfilment of the requirement of a course of study (Annexure-4)
    iv. Annexure 3 and 4 have to be enclosed only in the final Project Report, but not in the synopsis.
e) As the project report will not be returned to the students, they are advised to keep one copy of the report for themselves.

EVALUATION OF THE REPORT:

The project report submitted by the candidates will be evaluated by an examiner other than the guide.

LAST DATE FOR THE SUBMISSION OF SYNOPSIS:
Decided by the Head, Department of Commerce and Management, Aryavart International University, Dharmanagar, North Tripura

Synopses received after the last date will not be accepted.

Submission of the project report is a prerequisite for writing the final examinations. Your result is not possible without the project report submission.

GRADE FOR THE PROJECT WORK:
Letter grades A to D are given for the (A-excellent, B-Good, C-Satisfactory, and D-Unsatisfactory) Project Report.

VIVA – VOCE EXAMINATION:
The students have to attend Viva–voce Examination after the completion of the year/semester end examinations, which will be based mainly on project work. The Grades for Viva-Voce examination are A to D (Excellent, Good, Satisfactory, and Unsatisfactory).

ARYAVART INTERNATIONAL UNIVERSITY
Tilthai, Dharmanagar, North Tripura

1st COPY
A N N E X U R E – 1
ARYAVART INTERNATIONAL UNIVERSITY

Proforma for Approval of Project Proposal
(submit three copies)

Enrollment No. :____

Name and Address of the student :____

____

____

Area of Specialization :__________________ ______________________

[Marketing /Finance & Accounting/ MRM, HRM & OB/ OR Information System / Any other] (Specify)

Title of the Project : ____

Area :Marketing/Finance & HRM

Name & Address of the Supervisor : ____

____

____

Signature of the Student
Date: ________________

Signature of the Supervisor
Date __________________

SIGNATURE
HEAD,
DEPARTMENT OF COMMERCE AND MANAGEMENT
ARYAVART INTERNATIONAL UNIVERSITY

ARYAVART INTERNATIONAL UNIVERSITY
Tilthai, Dharmanagar, North Tripura

2nd COPY
A N N E X U R E – 1
ARYAVART INTERNATIONAL UNIVERSITY

Proforma for Approval of Project Proposal
(submit three copies)

Enrollment No. :____

Name and Address of the student :____

____

____

Area of Specialization :_________________________ _________________________

[Marketing /Finance & Accounting/ MRM, HRM & OB/ OR Information System / Any other] (Specify)

Title of the Project : ____

Area :Marketing/Finance & HRM

Name & Address of the Supervisor : ____

____

____

Signature of the Student
Date: _______________

Signature of the Supervisor
Date _________________

SIGNATURE
HEAD,
DEPARTMENT OF COMMERCE AND MANAGEMENT
ARYAVART INTERNATIONAL UNIVERSITY

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Tilthai, Dharmanagar, North Tripura

3rd COPY
A N N E X U R E – 1
ARYAVART INTERNATIONAL UNIVERSITY

Proforma for Approval of Project Proposal
(submit three copies)

Enrollment No. :____

Name and Address of the student :____

____

____

Area of Specialization :______________________ ______________________

[Marketing /Finance & Accounting/ MRM, HRM & OB/ OR Information System / Any other] (Specify)

Title of the Project : ____

Area :Marketing/Finance & HRM

Name & Address of the Supervisor : ____

____

____

Signature of the Student
Date: ____________

Signature of the Supervisor
Date ______________

SIGNATURE
HEAD,
DEPARTMENT OF COMMERCE AND MANAGEMENT
ARYAVART INTERNATIONAL UNIVERSITY

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A N N E X U R E - II

Project Synopsis Format

THE SYNOPSIS SHOULD BE IN THE FOLLOWING FORMAT:

1. Introduction for the study – The Problem
2. Need for the study
3. Objectives of the study
4. Scope of the study
5. Period of the study
6. Research Methodology
7. Limitations of the study
8. Chapter plan
9. References

A N N E X U R E – III

CERTIFICATION

This is to certify that the Project Report titled____ Submitted in partial fulfillment for the award of BBA Degree of ______________________________, was carried out by ____ under my guidance. This has not been submitted to any other University or Institution for the award of any degree/diploma/certificate.

Name and address of the guide Signature of the Guide

A N N E X U R E – IV

DECLARATION

I hereby declare that this Project Report has been submitted by me to the_________________________, is a bonafide work undertaken by me and it is not submitted to any other University or Institution for the award of any degree diploma/ certificate or published any time before.

Name and Address of the student Signature of the student

ARYAVART INTERNATIONAL UNIVERSITY
Tilthai, Dharmanagar, North Tripura

Theory Paper

Total: 100 Marks
External: 70 Marks
Internal: 30 Marks

External: 70 Marks
10 Question (MCQ): 1 mark each (1x10 = 10)
Answer any 6 out of 8 (Very Short 20-30 Words): 2 marks each (2x6 = 12)
Answer any 6 out of 8 (Short 50-70 Words): 3 marks each (3x6 = 18)
Answer any 6 out of 8 (Long 100-120 Words): 5 marks each (5x6 = 30)

Internal: 30 Marks
Two Internal Assessment Examinations will be conducted, each carrying 50 marks. The average of the two scores will be considered and scaled to 15 marks for the final assessment. Additionally, 5 marks will be allotted for assignments submitted, 5 marks for attendance, and 5 marks for general proficiency, making a total of 30 internal assessment marks.