



BBA Semester-VII

Retail Marketing Management
Course Category: Major
Course Code: MAM401-4C

Course Outcomes:

After the subject being taught the student will be able to:

- **CO 1:** Describe the retailer's role in the value chain and identify the distinct stages of the Retail Life Cycle within the Indian context.
- **CO 2:** Formulate a retail sales forecast and calculate optimal pricing using mark-up, markdown, and psychological pricing strategies.
- **CO 3:** Demonstrate the use of Huff's Model and GIS data to determine trading area potential and site suitability for a new retail outlet.
- **CO 4:** Construct a store planogram that organizes customer flow and utilizes atmospheric elements for effective visual merchandising.
- **CO 5:** Appraise the operational shifts required for Quick Commerce and BOPIS to enhance supply chain efficiency and customer loyalty.
- **CO 6:** Summarize the legal implications of the Consumer Protection Act and FDI policies to ensure compliance in retail business operations.

Teaching and Evaluation Scheme:

COURSE CODE	TITLE OF COURSE	CATEGORY OF COURSES	CREDITS	TEACHING HOURS PER WEEK			EVALUATION		
				Theory (Hrs.)	Practical (Hrs.)	Total (Hrs.)	CCE	SEE	TOTAL MARKS
MAM401-4C	Retail Marketing Management	Major	4	4	-	4	50	50	100

Course Content

<p>Unit I Teaching Hours: 15 (Weightage 25 %)</p> <p>Retail Foundations & Strategic Planning</p> <ul style="list-style-type: none"> • Introduction: Functions of a retailer, The Retailer's role in the Value Chain. • Evolution: Shift from Traditional (Kirana) to Organize & Corporate Retail. • Retail Life Cycle: Innovation, Accelerated Development, Maturity, and Decline
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<ul style="list-style-type: none">• Strategic Planning: SWOT analysis in Retail, Situation Audit, and Mission Statements• Business Models: Ownership based (Independent, Chain, Franchise) vs. Merchandise based (Food vs. Non-food).	
Unit II	Teaching Hours: 15 (Weightage 25%)
Merchandise Management & Pricing Science <ul style="list-style-type: none">• Merchandising: The 5 Rights of Merchandising; Developing a Sales Forecast.• Procurement: Sourcing process, Vendor selection, and Negotiation techniques.• Category Management: Defining categories, Role of the Category Manager, and SKU optimization.• Pricing Strategies: Mark-up/Markdown pricing, Psychological pricing, and Leader pricing.• Private Labels: Brand positioning of store brands vs. National brands.	
Unit III	Teaching Hours: 15 (Weightage 25%)
Retail Operations, Design & Visual Merchandising <ul style="list-style-type: none">• Site Selection: Trading Area Analysis, Site evaluation (Huff's Model), and Geographic Information Systems (GIS).• Store Layout: Managing Customer Flow (Grid, Racetrack, Free-form).• Visual Merchandising: Window displays, Signage, Atmospheric elements (Lighting, Scent, Music)• Space Management: Planograms, Floor productivity, and Shelf-space allocation.• Loss Prevention: Inventory shrinkage, Shoplifting, and Employee theft control.	
Unit IV	Teaching Hours: 15 (Weightage 25%)
Value Delivery & Modern Retail Technology <ul style="list-style-type: none">• Supply Chain: Logistics, Dark Stores, and Just-in-Time (JIT) Inventory.• CRM: Customer Loyalty Programs, Personalization, and Service Recovery strategies.• Retail Tech: Role of RFID, Barcoding, POS Systems, and Mobile Payments.• Future Trends: Quick Commerce (10-min delivery), Omni-channel (BOPIS - Buy Online, Pick-up In-Store), and AI in Retail.• Ethics & Legal: FDI Policy in India, Consumer Protection Act, and Green Retailing.	

***CCE**: Continuous and Comprehensive Evaluation: It consists of Class Tests / Assignments / Active learning / Attendance/ Seminars/ Presentations.

***SEE**: Semester End Evaluation

Reference Books:

1. "Marketing Management" (Text and Cases in Indian Context) by Dr. K. Karunakaran (Himalaya Publishing House, New Delhi, 2012.)
2. Swapana Pradhan- Retailing Management-Text and cases, Mc Graw Hill, 4th edition.
3. Arif Sheikh and Kaneez Fatima, Retail management, Himalaya publishing house, 3rd edition, 2011 David Gilbert, Retail Marketing Management, – Pearson Education, 1st Edition, 1999



Course Outcomes Mapping:

COs	Course Outcome	POs/PSOs	CL	KC	Class Sessions
CO1	Describe the retailer's role in the value chain and identify the distinct stages of the Retail Life Cycle within the Indian context.	PO1, PSO1	R, U	C	10
CO2	Formulate a retail sales forecast and calculate optimal pricing using mark-up, markdown, and psychological pricing strategies.	PO1, PO7, PSO2	Ap & C	P	10
CO3	Demonstrate the use of Huff's Model and GIS data to determine trading area potential and site suitability for a new retail outlet.	PO2, PO7, PSO2	Ap	P	10
CO4	Construct a store planogram that organizes customer flow and utilizes atmospheric elements for effective visual merchandising.	PO6, PSO3	C	P	10
CO5	Appraise the operational shifts required for Quick Commerce and BOPIS to enhance supply chain efficiency and customer loyalty.	PO8, PO10, PSO3	E	C	10
CO6	Summarize the legal implications of the Consumer Protection Act and FDI policies to ensure compliance in retail business operations.	PO5, PO9, PSO1	Understand & Apply	K	10
Total Hours of Instruction					60



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Mapping of COs with POs & PSOs

CO	PO										PSO		
	1	2	3	4	5	6	7	8	9	10	1	2	3
CO1	2	0	0	0	0	0	0	0	0	0	2	0	0
CO2	2	0	0	0	0	0	2	0	0	0	0	2	0
CO3	0	1	0	0	0	0	2	0	0	0	0	2	0
CO4	0	0	0	0	0	1	0	0	0	0	0	0	2
CO5	0	0	0	0	0	0	0	1	0	1	0	0	2
CO6	0	0	0	0	1	0	0	0	1	0	2	0	0



BBA Semester-VII

Human Resource Information System

Course Category: Major

Course Code: MAM402-4C

Course Outcomes:

After the subject being taught the student will be able to:

- CO1: Explain the fundamental concepts of HRIS, including data requirements, system structure, role of IT in HRM, E-HRM, and features of HRIS/ERP systems.
- CO2: Apply data management principles in HRIS, including data entry, storage, retrieval, transaction processing, and office automation for HR functions.
- CO3: Analyze HRIS design considerations, HRM needs, and decision-making frameworks, and differentiate between standard and customized software solutions.
- CO4: Evaluate HRIS modules such as HR planning, recruitment, selection, performance appraisal, training and development, and compensation in supporting decision-making and control.
- CO5: Design integrated HRIS solutions by addressing security, legal, and organizational challenges, ensuring alignment between HRM and IT functions.

COURSE CODE	COURSE TITLE	COURSE CATEGORY	CREDITS	TEACHING HOURS PER WEEK			EVALUATION		
				Theory (Hrs.)	Practical (Hrs.)	Total (Hrs.)	CCE	SEE	Total Marks
MAM402-4C	Human Resource Information System	Major	4	4	-	4	50	50	100

Details	
Unit IV	Teaching Hours: 15 (Weightage 25%)
Introduction to HRIS	
Data & Information needs for HR Manager - Sources of Data - Role of IT in HRM - IT for HR Managers - Concept, Structure, & Mechanisms of HRIS - Programming Dimensions & HR Manager - Survey of Software Packages for Human Resource Information System including ERP Software such as SAP, Oracles Financials and Ramco's Marshal [only data input, output & screens] - EHRM - Objectives - Advantages & Disadvantages.	
Unit IV	Teaching Hours: 15 (Weightage 25%)
Data Management	
Data Management for HRIS - Data Formats - Entry Procedure & Process - Data Storage &	



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Retrieval - Transaction Processing - Office Automation - Information Processing & Control Functions - Design of HRIS - Relevance of Decision-Making Concepts for Information System Design - HRM Needs Analysis – Concept & Mechanisms - Standard Software and Customized Software - HRIS: An Investment.

Unit IV

Teaching Hours: 15 (Weightage 25%)

Man Power Planning

HR Management Process & HRIS - Modules on HR Planning, Recruitment, Selection, Placement - Module on Performance Appraisal System - Training & Development Module - Module on Pay & other Related Dimensions - Information System's support for Planning & Control.

Unit IV

Teaching Hours: 15 (Weightage 25%)

Security and HRIS

Security, Size & Style of Organizations & HRIS - Security of Data and Operations of HRIS Modules - Common Problems during IT Adoption Efforts and Processes to Overcome - Orientation & Training Modules for HR & other Functionaries – Detailed Analytical Framework - Opportunities for combination of HRM & ITES Personnel - HRIS & Employee Legislation - An Integrated View of HRIS

***CCE:** Continuous and Comprehensive Evaluation: It consists of Class Tests / Assignments / Active learning / Attendance/ Seminars/ Presentations.

***SEE:** Semester End Evaluation

References:

1. Enterprise Resource Planning and Management Information Systems _ Text and Case Studies- C.S.V. Murthy
2. Management information systems managing the digital firm - Jane Price Laudon_ Kenneth C. Laudon
3. Human Resource Information Systems Basics, Applications, and Future Directions - Michael J. Kavanagh (editor)_ Richard David Johnson (editor)
4. Concepts in Enterprise Resource Planning - Monk & Wagner
5. A Handbook of Human Resource Management Practice - Michael Armstrong



Course Outcomes Mapping:

COs	Course Outcome	POs/PSOs	CL	KC	Class Sessions
CO1	Explain the fundamental concepts of HRIS, including data requirements, system structure, role of IT in HRM, E-HRM, and features of HRIS/ERP systems.	PO1, PO7, PO8, PSO1	U	C	15
CO2	Apply data management principles in HRIS, including data entry, storage, retrieval, transaction processing, and office automation for HR functions.	PO1, PO2, PO7, PO8, PSO1	U	C	8
CO3	Analyze HRIS design considerations, HRM needs, and decision-making frameworks, and differentiate between standard and customized software solutions.	PO1, PO2, PO7, PO8, PSO2, PSO3	U, An	C	7
CO4	Evaluate HRIS modules such as HR planning, recruitment, selection, performance appraisal, training and development, and compensation in supporting decision-making and control.	PO1, PO2, PO7, PO8, PSO3	U, E	C	15
CO5	Design integrated HRIS solutions by addressing security, legal, and organizational challenges, ensuring alignment between HRM and IT functions.	PO1, PO2, PO7, PO8, PSO3	U, Ap	C, P	15
Total Hours of Instruction					60

Mapping of COs with POs & PSOs

CO No.	Pos										PSOs		
	1	2	3	4	5	6	7	8	9	10	1	2	3
CO1	3	0	0	0	0	0	3	3	0	0	2	0	0
CO2	3	3	0	0	0	0	3	3	0	0	2	0	0
CO3	3	3	0	0	0	0	3	3	0	0	0	1	3
CO4	3	3	0	0	0	0	3	3	0	0	0	0	3
CO5	3	3	0	0	0	0	3	3	0	0	0	0	3



BBA Semester-VII

Financial Derivatives and Risk Management
Course Category: Major
Course Code: MAM403-4C

Course Outcomes (COs)

After the subject being taught the student will be able to:

- **CO1:** Understand the concept, types, uses, and regulatory framework of derivatives markets.
- **CO2:** Analyze forward and futures contracts, including pricing, pay-offs, and hedging strategies.
- **CO3:** Apply option concepts, strategies, and pricing models including put-call parity.
- **CO4:** Evaluate different derivative instruments (futures, options) for risk management and investment decisions.
- **CO5:** Understand the concept and mechanics of swaps, including interest rate and currency swaps.
- **CO6:** Analyze the role of derivatives in financial markets and assess associated risks such as credit risk.

Teaching and Evaluation Scheme:

COURSE CODE	TITLE OF COURSE	CATEGORY OF COURSES	CREDITS	TEACHING HOURS PER WEEK			EVALUATION		
				Theory (Hrs.)	Practical (Hrs.)	Total (Hrs.)	CCE	SEE	TOTAL MARKS
MAM403-4C	Financial Derivatives and Risk Management	Major	4	4	-	4	50	50	100

Course Content

Unit I	Teaching Hours: 15 (Weightage 25%)
Introduction to derivatives: Definition, types of derivatives, Uses of derivatives, Exchange-traded vs. OTC derivatives, Derivatives in India, Regulation for derivatives trading and SEBI guidelines related to derivatives trade.	
Unit II	Teaching Hours: 15 (Weightage 25%)



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Introduction to Forwards and Futures: Basic Hedging practices, Forward contracts, Limitations of forward markets, Introduction to futures, Stock Index futures, Commodity Futures and Currency Futures, Distinction between futures and forwards contracts, pay-offs, Cash settlement vs Physical settlement, Pricing Principles.	
Unit III	Teaching Hours: 15 (Weightage 25%)
Introduction to Options: Option terminology and Types, Index derivatives, European and American calls and puts, Exotic and Asian Options, Strategies and Pay-offs, Option Pricing and Put-Call parity.	
Unit IV	Teaching Hours: 15 (Weightage 25%)
Swaps: Meaning, overview, interest rate swaps, currency swaps, credit risk, mechanics of swaps.	

***CCE:** Continuous and Comprehensive Evaluation: It consists of Class Tests / Assignments / Active learning / Attendance/ Seminars/ Presentations.

***SEE:** Semester End Evaluation

Reference Books:

1. Derivatives and Risk Management by Rajiv Srivastava, Oxford High Education, 2nd Edition.
2. Derivatives Valuation and Risk Management by David A. Dubofsky and Thomas W. Miller, Jr., Oxford Indian Edition.
3. Derivatives and Securities by Jarrow & Turnbull, Team Spirit India Pvt. Ltd., 2nd Edition.
4. Derivatives and Risk Management Basics by Don M. Chance & Robert Brooks, Cengage Learning India Pvt. Ltd. New Delhi, Indian Edition
5. An Introduction to Derivatives and Risk Management by Don M. Chance, Thomson Asia Pte Ltd, 6th Edition

Course Outcomes Mapping:

COs	Course Outcome	POs/PSOs	CL	KC	Class Sessions
CO1	Understand the concept, types, uses, and regulatory framework of derivatives markets.	PO1, PO2, PSO1	U	C	12
CO2	Analyze forward and futures contracts, including pricing, pay-offs, and hedging strategies.	PO2, PO3, PSO2	An	P	12
CO3	Apply option concepts, strategies, and pricing	PO3, PO4, PSO2	Ap	P	12



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	models including put-call parity.				
CO4	Evaluate different derivative instruments (futures, options) for risk management and investment decisions.	PO4, PO5, PSO2	E	C	8
CO5	Understand the concept and mechanics of swaps, including interest rate and currency swaps.	PO1, PO2, PSO1	U	C	8
CO6	Analyze the role of derivatives in financial markets and assess associated risks such as credit risk.	PO2, PO6, PSO2	An	P	8
Total Hours of Instruction					60

Mapping of COs with POs & PSOs

CO No.	POs										PSOs		
	1	2	3	4	5	6	7	8	9	10	1	2	3
CO1	2	3	0	0	0	0	0	0	0	0	2	0	0
CO2	0	3	2	0	0	0	0	0	0	0	0	3	0
CO3	0	0	2	2	0	0	0	0	0	0	0	3	0
CO4	0	0	0	2	1	0	0	0	0	0	0	3	0
CO5	2	0	0	0	0	0	0	0	0	0	2	0	0
CO6	0	0	0	0	0	1	0	0	0	0	0	3	0



BBA Semester – VII

**Strategic Marketing Management
Course Category: Major
Course Code: MAM404-4C**

Course Outcomes:

After the subject being taught the student will be able to:

- CO 1: Inspect external environments to identify market size, trends, and unmet customer needs
- CO 2: Interpret internal organizational strengths and financial performance to define a competitive advantage
- CO 3: Synthesize SWOT analysis with strategic philosophies to select the best business growth path
- CO 4: Deconstruct brand identity and architecture to build long-term brand equity and loyalty
- CO 5: Categorize global growth strategies and manage business portfolios using exit or milk decisions
- CO 6: Execute the marketing mix while monitoring performance through dashboards and AI-driven trends.

Teaching and Evaluation Scheme:

COURSE CODE	TITLE OF COURSE	CATEGORY OF COURSES	CREDITS	TEACHING HOURS PER WEEK			EVALUATION		
				Theory (Hrs.)	Practical (Hrs.)	Total (Hrs.)	CEE	SEE	TOTAL MARKS
MAM404-4C	Strategic Marketing Management	Major	4	4	-	4	50	50	100

Course Content

<p>Unit I Strategic Foundations & External Scanning</p> <p>The Concept of Strategy- Business strategy vs. Marketing strategy, External Analysis- Customer analysis, segments, and unmet needs, Competitor Analysis-Identifying strategic groups and potential competitors, Market Analysis- Assessing size, growth, and profitability (Cost structure), Environmental Analysis- Scanning for Technological, Economic, and Social trends.</p>	<p>Teaching Hours: 15 (Weightage 25%)</p>
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Unit II	Teaching Hours: 15 (Weightage 25%)
Internal Analysis & Competitive Advantage Internal Audit- Financial performance, sales analysis, and organizational strengths, SWOT Integration- Moving from analysis to strategic choice, Sustainable Competitive Advantage (SCA)- Role of assets and competencies, Value Propositions-Superior quality, value-based pricing, and niche focus, Strategic Philosophies- Commitment vs. Opportunism vs. Adaptability.	
Unit III	Teaching Hours: 15 (Weightage 25%)
Brand Architecture & Growth Dynamics Building Brand Equity- Awareness, loyalty, and brand associations, Brand Identity- Developing a core identity and brand personality, Growth Strategies- Market penetration, brand extensions, and global strategies, Innovation- Creating new business arenas and managing category perceptions, Portfolio Management- Prioritizing businesses (Exit, Milk, or Consolidate).	
Unit IV	Teaching Hours: 15 (Weightage 25%)
Implementation, Control & Modern Disruption Marketing Mix Integration- Coordinating Product, Price, Place, and Promotion, Execution- Organizational structure, systems, people, and culture for strategy, Monitoring & Control- Marketing dashboards and performance metrics, Future Trends- Digital Transformation, Metaverse, and AI in strategic planning, Social Responsibility- Ethics and sustainability in modern global marketing.	

***CCE**: Continuous and Comprehensive Evaluation: It consists of Class Tests / Assignments / Active learning / Attendance/ Seminars/ Presentations.

***SEE**: Semester End Evaluation

Reference Books:

1. Aaker, David Allen. (2014). *Strategic Marketing Management* (7th ed.). Wiley India.
2. Xavier, Maria Joseph. (2001). *Strategic Marketing*. Response Books.
3. Anderson, Carol H., & Vincze, Julian W. (2012). *Strategic Marketing* (2nd ed.). Biztantra.



Course Outcomes Mapping:

Cos	Course Outcome	POs/PSOs	CL	KC	Class Sessions
CO1	Inspect external environments to identify market size, trends, and unmet customer needs	PO1, PO2, PO7, PSO1, PSO2	An	C	10
CO2	Interpret internal organizational strengths and financial performance to define a competitive advantage	PO1, PO2, PO7, PSO1, PSO2	E	C	10
CO3	Synthesize SWOT analysis with strategic philosophies to select the best business growth path	PO2, PO6, PO8, PSO3	C	P	10
CO4	Deconstruct brand identity and architecture to build long-term brand equity and loyalty	PO3, PO6, PSO1	An	C	10
CO5	Categorize global growth strategies and manage business portfolios using exit or milk decisions	PO1, PO10, PSO3	E	P	10
CO6	Execute the marketing mix while monitoring performance through dashboards and AI-driven trends.	PO5, PO6, PO8, PSO2, PSO3	Ap	P	10
Total Hours of Instruction					60

Mapping of COs with POs & PSO

CO	PO										PSO		
	1	2	3	4	5	6	7	8	9	10	1	2	3
CO1	3	3	0	0	0	0	2	0	0	0	3	3	0
CO2	3	3	0	0	0	0	2	0	0	0	3	3	0
CO3	0	3	0	0	0	3	0	2	0	0	0	0	3
CO4	0	0	1	0	0	3	0	0	0	0	3	0	0
CO5	3	0	0	0	0	0	0	0	0	1	0	0	3
CO6	0	0	0	0	1	3	0	2	0	0	0	3	3



BBA Semester – VII

Strategic Human Resource Management

Course Category: Major

Course Code: MAM405-4C

Course Outcomes:

At the end of the course, the student shall be able to:

- CO 1 - Explain the fundamental concepts of strategy and Strategic Human Resource Management (SHRM), including meaning, nature, levels of strategy formulation, resource-based view, HR architecture, and strategic HR functions.
- CO 2 - Apply the steps of strategy formulation, implementation, and evaluation in organizational contexts, and demonstrate understanding of the relationship between corporate strategy and SHRM.
- CO 3 - Analyze the role of SHRM in practice, including strategic positioning, employee relations, collective bargaining, recruitment and selection, strategic HR planning, and management of HR surplus and shortage.
- CO 4 - Evaluate strategic decisions related to restructuring, cultural alignment, employee engagement, compensation strategies, and human resource development in achieving competitive advantage.
- CO 5 - Develop strategic HR plans and policies aligned with organizational strategy by integrating concepts such as HR competencies, strategic compensation, HR architecture, and culture–strategy alignment.

COURSE CODE	COURSE TITLE	COURSE CATEGORY	CREDITS	TEACHING HOURS PER WEEK			EVALUATION		
				Theory (Hrs.)	Practical (Hrs.)	Total (Hrs.)	CCE	SEE	Total Marks
MAM405-4C	Strategic Human Resource Management	Major	4	4	-	4	50	50	100

Unit I

Teaching Hours: 15 (Weightage 25%)

Introduction to Strategy:

Introduction to strategy: Meaning, Definition, Nature and concept

Formulation of strategy: steps of strategy formulation and levels of strategy formulation

Implementation of strategy: process and prerequisites

Evaluation of strategy: criteria for evaluation, process and importance



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Unit II	Teaching Hours: 15 (Weightage 25%)
Introduction to Strategic Human Resource Management: Concept, characteristics, importance and functions of SHRM, Relationship between SHRM & Corporate strategy, Challenges that organizations practicing SHRM in India, Resource based view of a firm, Key principles of the resource based view, Investment perspectives of SHRM, HR architecture and its key components, HR Competencies	
Unit III	Teaching Hours: 15 (Weightage 25%)
Strategic Human Resource Management in Practice: Introduction, key areas where "SHRM in Practice" might come into play, identifying a strategic position, Steps to identify a strategic position, Managing employee relations, Unions and strategic collective bargaining, Strategic changes: Restructuring and Strategic Human Resource Management, Engagement and well-being, Matching culture and strategy, Benefits of Matching culture and strategy, Steps to Align Culture and Strategy, Effectively Match Culture and Behavioural issues in strategic implementation	
Unit IV	Teaching Hours: 15 (Weightage 25%)
Strategic Human Resource Management Functions: Primary Objectives of a Resourcing Strategy, Strategic HR Planning, Strategic HR Planning Advantages, Interaction between Strategic Planning and Human Resources Planning (HRP), Managing HR Surplus and Shortage, What is Recruitment and Selection?, Difference between Recruitment and Selection, Six Steps for Recruitment and Selection Process, Components of Strategic Human Resource Development, Benefits of Strategic Human Resource Development, Strategic Compensation as a Competitive, Important of Strategic Compensation, Strategic Compensation as Competitive Advantages	

***CCE**: Continuous and Comprehensive Evaluation: It consists of Class Tests / Assignments / Active learning / Attendance / Seminars / Presentations.

***SEE**: Semester End Evaluation

References:

1. Mello, J. A. (2006) Strategic Management of Human Resources.
2. South Western. Schuler, R. S. & Jackson, S. E. (2007), Strategic Human Resource Management, Wiley India.
3. Pfeffer, J. (1998). The human equation: Building profits by putting people first. Harvard Business School Press
4. Greer, C.R., Strategic Human Resource Management: A general managerial approach, Pearson Education.



Course Outcomes Mapping:

COs	Course Outcome	POs/PSOs	CL	KC	Class Sessions
CO1	Explain the fundamental concepts of strategy and Strategic Human Resource Management (SHRM), including meaning, nature, levels of strategy formulation, resource-based view, HR architecture, and strategic HR functions.	PO1, PO2, PSO1	U	C	15
CO2	Apply the steps of strategy formulation, implementation, and evaluation in organizational contexts, and demonstrate understanding of the relationship between corporate strategy and SHRM.	PO1, PSO1	U	C	15
CO3	Analyze the role of SHRM in practice, including strategic positioning, employee relations, collective bargaining, recruitment and selection, strategic HR planning, and management of HR surplus and shortage.	PO2, PSO1	An	C	10
CO4	Evaluate strategic decisions related to restructuring, cultural alignment, employee engagement, compensation strategies, and human resource development in achieving competitive advantage	PO1, PSO2	U, An	C	10
CO5	Develop strategic HR plans and policies aligned with organizational strategy by integrating concepts such as HR competencies, strategic compensation, HR architecture, and culture–strategy alignment.	PO3, PSO2	U, Ap	C, P	10
Total Hours of Instruction					60

Mapping of COs with POs & PSOs

CO No.	POs										PSOs		
	1	2	3	4	5	6	7	8	9	10	1	2	3
CO1	3	2	0	0	0	0	0	0	0	0	3	0	0
CO2	3	0	0	0	0	0	0	0	0	0	3	0	0
CO3	0	2	0	0	0	0	0	0	0	0	3	0	0
CO4	3	0	0	0	0	0	0	0	0	0	0	3	0
CO5	0	0	3	0	0	0	0	0	0	0	0	3	0
CO6	0	0	3	1	0	0	0	0	0	0	0	3	0



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BBA Semester – VII

Financial Strategic Management

Course Category: Major

Course Code: MAM406-4C

Course Outcomes:

After the subject being taught the student will be able to:

- **CO1:** Explain the concept of financial policy, strategic planning process, and corporate planning in financial management.
- **CO2:** Describe the process of financial planning, types of financial plans, and development of financial models used in strategic decision-making.
- **CO3:** Analyze various innovative sources of finance such as asset-backed securities, hybrid securities, and convertible instruments.
- **CO4:** Evaluate financial strategies involving option financing, warrants, convertibles, and exchangeable commercial papers.
- **CO5:** Apply capital rationing techniques and investment appraisal methods under inflationary conditions for business decision-making.
- **CO6:** Assess investment decisions under risk and uncertainty using techniques such as decision trees, probability methods, and standard deviation.

Teaching and Evaluation Scheme:

COURSE CODE	TITLE OF COURSE	CATEGORY OF COURSES	CREDITS	TEACHING HOURS PER WEEK			EVALUATION		
				Theory (Hrs.)	Practical (Hrs.)	Total (Hrs.)	CCE	SEE	TOTAL MARKS
MAM406-4C	Financial Strategic Management	Major	4	4	-	4	50	50	100

Course Content

Unit I	Teaching Hours: 15 (Weightage 25%)
Financial Policy and Strategic Planning	
Financial Policy and Strategic Planning – Strategic Planning Process – Objective and Goals – Major Kinds of Strategies and Policies – Corporate Planning – Process of Financial Planning – Types of Financial Plan – Financial Models – Tools or Techniques	



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of Financial Modelling – Uses and Limitations of Financial Modelling – Applications of Financial Models – Types of Financial Models – Process of Financial Model Development.	
Unit II	Teaching Hours: 15 (Weightage 25%)
Financial Strategy Financial Strategy – Innovative Sources of Finance – Asset Backed Securities – Hybrid Securities namely Convertible and Non-Convertible Debentures, Deep Discount Bonds, Secured Premium Notes, Convertible Preference Shares – Option Financing, Warrants, Convertibles and Exchangeable Commercial Paper.	
Unit III	Teaching Hours: 15 (Weightage 25%)
Capital Rationing Capital Rationing-Investment Appraisal under Inflationary Condition-Meaning-Merits and Demerits of Capital Rationing-Problems.	
Unit IV	Teaching Hours: 15 (Weightage 25%)
Investment Decisions Investment Decisions under Risk and Uncertainty- Risk Adjusted Cut Off Rate- Certainty Equivalent Method-Probability Technique-Standard Deviation Method-Co-Efficient Of Variance-Decision Tree Analysis-Construction of Decision Tree	

***CCE**: Continuous and Comprehensive Evaluation: It consists of Class Tests / Assignments / Active learning / Attendance/ Seminars/ Presentations.

***SEE**: Semester End Evaluation

Reference Books:

1. Strategic Financial Management- Prasanna Chandra
2. Financial Management-I. M. Pandey
3. Financial Management-C. Paramasivan, T. Subramanian
4. Financial Management and Corporate Strategy-Grin Blatt, Mark, Titman, Tata Mc Graw Hill
5. Rajni Sofat & Preeti Hiro, Strategic Financial Management, Phi, Delhi, 2011.
6. Weaver & Weston, Strategic Corporate Finance, Cengage Learning, Delhi, 2001.
7. Financial Markets and Institutions, S Gurusamy, Thomson.

Course Outcomes Mapping:

COs	Course Outcome	POs/PSOs	CL	KC	Class Sessions
CO1	Explain the concept of financial policy, strategic planning process, and	PO1, PO2, PSO1, PSO2	U	C	10



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	corporate planning in financial management.				
CO2	Describe the process of financial planning, types of financial plans, and development of financial models used in strategic decision-making.	PO1, PO2, PO7, PSO1, PSO2	U	C	10
CO3	Analyze various innovative sources of finance such as asset-backed securities, hybrid securities, and convertible instruments.	PO1, PO2, PO6, PO7, PSO1, PSO2, PSO3	An	C, An	10
CO4	Evaluate financial strategies involving option financing, warrants, convertibles, and exchangeable commercial papers.	PO1, PO2, PO6, PO7, PSO1, PSO2, PSO3	E	An	10
CO5	Apply capital rationing techniques and investment appraisal methods under inflationary conditions for business decision-making.	PO1, PO2, PO7, PSO1, PSO2, PSO3	Ap	P	10
CO6	Assess investment decisions under risk and uncertainty using techniques such as decision trees, probability methods, and standard deviation.	PO1, PO2, PO7, PO8, PSO1, PSO2	E	An, P	10
Total Hours of Instruction					60

Mapping of COs with POs & PSOs

CO No.	POs										PSOs		
	1	2	3	4	5	6	7	8	9	10	1	2	3
CO1	3	3	0	0	0	0	0	0	0	0	3	3	0
CO2	3	3	0	0	0	0	3	0	0	0	3	3	0
CO3	3	3	0	0	0	3	3	0	0	0	3	3	3
CO4	3	3	0	0	0	3	3	0	0	0	3	3	3
CO5	3	3	0	0	0	0	3	0	0	0	3	3	3
CO6	3	3	0	0	0	3	3	0	0	0	3	3	0



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BBA Semester-VII

Advance Research Course Category: Major Course Code: MAM407-4C

Course Outcomes:

After the subject being taught the student will be able to:

- **CO1:** Use statistical tools (Excel/SPSS) to perform and interpret basic descriptive, univariate, and bivariate data analysis.
- **CO2:** Analyze univariate and bivariate data using descriptive and inferential techniques, including data transformation and rank correlation.
- **CO3:** Apply hypothesis testing procedures using appropriate statistical tests and interpret results using p-value and power of test.
- **CO4:** Apply ANOVA and principal components analysis techniques to analyze complex data sets and interpret relationships among variables.
- **CO5:** Apply non-parametric tests to analyze data where parametric assumptions are not satisfied and interpret results effectively.

Teaching and Evaluation Scheme:

COURSE CODE	TITLE OF COURSE	CATEGORY OF COURSES	CREDITS	TEACHING HOURS PER WEEK			EVALUATION		
				Theory (Hrs.)	Practical (Hrs.)	Total (Hrs.)	CCE	SEE	TOTAL MARKS
MAM407-4C	Advance Research	Major	4	4	-	4	50	50	100

Course Content

Unit I	Teaching Hours: 15 (Weightage 25 %)
Introduction to Statistical Tools	
Overview and applications of: Microsoft Excel and SPSS	
Descriptive statistics	
Brief about measures of central tendency, dispersion and relationship	
Measures of Skewness	
Kurtosis, Index Number, time series	
Univariate and Bivariate Analysis of data:	



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Difference among univariate, bivariate and multivariate analysis
Differentiate between descriptive and inferential analysis
Descriptive analysis of univariate data,
Descriptive analysis of bivariate data,
Analysis of data by calculating rank order and using data transformation.

Unit II

Teaching Hours: 15 (Weightage 25%)

Testing of Hypotheses:

Concept in testing hypotheses (Null hypothesis and alternative hypothesis, type I and type II Errors, Level of significance, two tailed and one tailed tests)
Test statistics and critical region,
Procedure for hypothesis testing
Hypothesis testing for Mean, Proportion, Variance, difference of two mean, difference of two proportions and difference of two variances,
p- Value approach
Power of the test
Limitations of the tests of hypotheses

Unit III

Teaching Hours: 15 (Weightage 25%)

Analysis of Variance and Factor Analysis

ANOVA – completely randomized design in a one-way ANOVA, Randomized block design in two-way ANOVA
Factorial design
Latin Square design

Principal Components Analysis

Introduction, objective, Principal Components Analysis – Transformation of data – The Number of Principal Component – Eigenvalue based Rules for Selecting the Number of Components - PCA by Covariance Method – Difference in Goals between PCA and FA

Unit IV

Teaching Hours: 15 (Weightage 25%)

Non-Parametric Test

Advantages and Disadvantages of non-parametric tests,
Chi-square test
Run Test for randomness
One sample sign test
Two sample sign test
Mann-Whitney U Test for Independent Samples
Wilcoxon Signed Rank Test for Pair Samples
The Kruskal – Wallis Test

***CCE**: Continuous and Comprehensive Evaluation: It consists of Class Tests / Assignments / Active learning / Attendance/ Seminars/ Presentations.

***SEE**: Semester End Evaluation

Reference Books:



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1. Research Methodology Methods and Techniques by C R Kothari and Gaurav Garg, New Age International Publication, 5th edition, 2024
2. Research Methodology Concepts and Cases by Deepak Chawla and Neena Sondhi, Vikas Publishing House Pvt. Ltd, New Delhi, 2011
3. Research Methodology by Naval Bajpai, Dorling Kindersley (India) Pvt. Ltd, 2013

Course Outcomes Mapping:

COs	Course Outcome	POs/PSOs	CL	KC	Class Sessions
CO1	Use statistical tools (Excel/SPSS) to perform and interpret basic descriptive, univariate, and bivariate data analysis.	PO1, PO2, PO7, PO8, PSO1	U, Ap	C	8
CO2	Analyze univariate and bivariate data using descriptive and inferential techniques, including data transformation and rank correlation.	PO2, PO3, PO7, PSO2	U, An, Ap	C, P	7
CO3	Apply hypothesis testing procedures using appropriate statistical tests and interpret results using p-value and power of test.	PO2, PO5, PO7, PSO2, PSO3	Ap, An, E	C, P	15
CO4	Apply ANOVA and principal components analysis techniques to analyze complex data sets and interpret relationships among variables.	PO2, PO6, PO7, PO9, PSO2, PSO3	Ap, An, E	C, P	15
CO5	Apply non-parametric tests to analyze data where parametric assumptions are not satisfied and interpret results effectively.	PO2, PO5, PO7, PO8, PSO2	Ap, An	C, P	15
Total Hours of Instruction					60



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Mapping of COs with POs & PSOs

CO	PO										PSO		
	1	2	3	4	5	6	7	8	9	10	1	2	3
CO1	1	3	0	0	0	0	3	2	0	0	1	0	0
CO2	0	3	0	0	0	0	3	0	0	0	0	3	0
CO3	0	3	0	0	1	0	3	0	0	0	0	3	3
CO4	0	3	0	0	0	1	3	0	1	0	0	3	3
CO5	0	3	0	0	0	0	3	2	0	0	0	3	0



BBA Semester – VII

Customer Relationship Management

Course Category: Minor

Course Code: MAE401-4C

Course Outcomes:

After the subject being taught the student will be able to:

- **CO 1:** Define core CRM concepts, including the Value Pyramid and Customer Interaction Cycle, and identify common myths and obstacles in CRM strategy.
- **CO2:** Explain the roles of people, processes, and technology in creating a "Total Customer Experience" and a CRM solutions map.
- **CO3:** Calculate Customer Lifetime Value (CLV) and describe the stages of the Customer Life Cycle to manage customer centricity effectively.
- **CO4:** Outline the step-by-step process for CRM implementation and the integration of data mining and e-CRM tools within an IT organization.
- **CO 5:** Illustrate the specific application and relevance of CRM strategies across various Indian service sectors, including Banking, Insurance, and Healthcare.
- **CO6:** Develop a conceptual framework or plan for a customer-focused organizational structure that addresses future trends in CRM technology.

Teaching and Evaluation Scheme:

COURSE CODE	TITLE OF COURSE	CATEGORY OF COURSES	CREDITS	TEACHING HOURS PER WEEK			EVALUATION		
				Theory (Hrs.)	Practical (Hrs.)	Total (Hrs.)	CCE	SEE	TOTAL MARKS
MAE401-4C	Customer Relationship Management	Minor	4	4	0	4	50	50	100

Course Content

Unit I	Teaching Hours: 15 (Weightage 25 %)
Emerging Concepts in Customer Relationship Management:	
CRM Definition, Need and Importance: Conceptual Framework of Customer Relationship Management: The Value Pyramid. Customer Interaction Cycle, Customer Profiling and Total Customer Experience, Goals of a CRM Strategy and Obstacles, CRM Solutions Map, Discussing People, Processes and Technology, CRM myths.	
Unit II	Teaching Hours: 15 (Weightage 25%)



CRM as a Business Strategy:

CRM Issues and Strategies; Winning Markets through Effective CRM: CRM as a business strategy, CRM Process, Effective Customer Relation Management through Customer Knowledge Management; Customer Interaction Management, Call Centre management in CRM. Customer Centricity in CRM-Concept of Customer centricity, Customer touch points, Customer Service, Measuring Customer life time value-. Customer life cycle Management.

Unit III

Teaching Hours: 15 (Weightage 25%)

Technological Tools for CRM and Implementation:

Data Mining for CRM-Some Relevant Issues; Changing Patterns of e-CRM Solutions in the Future; Structuring a Customer Focused IT Organization to Support CRM; Organizational Framework for Deploying Customer Relationship; measuring profitability CRM implementation-set by step process.

Unit IV

Teaching Hours: 15 (Weightage 25%)

CRM in Services :

Status of Customer Relationship Management in service industry in India; Relevance of CRM for Hospital Services; Customer Relationship Management in Banking and Financial Services; CRM in Insurance Sector, Supply-Demand Mismatches and their impact on CRM; The Past, Present and Future of CRM.

***CCE:** Continuous and Comprehensive Evaluation: It consists of Class Tests / Assignments / Active learning / Attendance/ Seminars/ Presentations.

***SEE:** Semester End Evaluation

Reference Books:

1. Baran, R. J., Galka, R. J., & Strunk, D. P. (2008). *Customer relationship management*. Thomson South-Western.
2. Chaturvedi, M., & Chaturvedi, A. (2008). *Customer relationship management: An Indian perspective*. Excel Books.
3. Sheth, J. N., Parvatiyar, A., & Shainesh, G. (Eds.). (2001). *Customer relationship management: Emerging concepts, tools, and applications*. Tata McGraw-Hill.



Course Outcomes Mapping:

COs	Course Outcome	POs/PSOs	CL	KC	Class Sessions
CO1	Define core CRM concepts, including the Value Pyramid and Customer Interaction Cycle, and identify common myths and obstacles in CRM strategy.	PO1, PSO1	R	C	10
CO2	Explain the roles of people, processes, and technology in creating a "Total Customer Experience" and a CRM solutions map.	PO1, PO3, PSO1	U	C	10
CO3	Calculate Customer Lifetime Value (CLV) and describe the stages of the Customer Life Cycle to manage customer centricity effectively.	PO2, PO7, PSO2	Ap	P	10
CO4	Outline the step-by-step process for CRM implementation and the integration of data mining and e-CRM tools within an IT organization.	PO7, PO8, PSO2	U	P	10
CO5	Illustrate the specific application and relevance of CRM strategies across various Indian service sectors, including Banking, Insurance, and Healthcare.	PO1, PO10, PSO1	Ap	C	10
CO6	Develop a conceptual framework or plan for a customer-focused organizational structure that addresses future trends in CRM technology.	PO6, PO9, PSO3	Ap	C	10
Total Hours of Instruction					60

Mapping of COs with POs & PSOs

CO	PO										PSO		
	1	2	3	4	5	6	7	8	9	10	1	2	3
CO1	3	0	0	0	0	0	0	0	0	0	3	0	0
CO2	3	0	1	0	0	0	0	0	0	0	3	0	0
CO3	0	1	0	0	0	0	2	0	0	0	0	2	0
CO4	0	0	0	0	0	0	2	1	0	0	0	2	0
CO5	3	0	0	0	0	0	0	0	0	1	3	0	0
CO6	0	0	0	0	0	1	0	0	1	0	0	0	1



BBA Semester – VII

Corporate Training and Development Procedure

Course Category: Minor

Course Code: MAE402-4C

Course Outcome

After the subject being taught the student will be able to:

- **CO 1** - Explain the concepts, process, and importance of Training Needs Analysis (TNA), including organizational support, triggers for training, methods of data collection, and outcomes of need assessment.
- **CO 2** - Apply appropriate methods and techniques to conduct Training Needs Analysis and identify performance discrepancies using suitable data collection approaches.
- **CO 3** - Analyze factors influencing training design, including constraints, costs, transfer of training, and elements of programme design while formulating effective training policies.
- **CO 4** - Select and evaluate appropriate on-the-job and off-the-job training methods based on organizational requirements and learning objectives.
- **CO 5** - Demonstrate the implementation of training programmes by planning logistical arrangements and applying effective trainer techniques for building rapport and ensuring successful delivery.
- **CO 6** - Evaluate training effectiveness using suitable evaluation instruments, including Phillip’s Five-Level ROI framework, and **design** an evaluation framework to measure training impact.

COURSE CODE	COURSE TITLE	COURSE CATEGORY	CREDITS	TEACHING HOURS PER WEEK			EVALUATION		
				Theory (Hrs.)	Practical (Hrs.)	Total (Hrs.)	CCE	SEE	Total Marks
MAE402-4C	Corporate Training and Development Procedure	Minor	4	4	-	4	50	50	100

Course Content:

Unit I **Teaching Hours: 15 (Weightage 25%)**

Analysis of Training Need

Organization support for training needs assessment, The triggers for training, Methods and techniques of training needs, Why and when to conduct a need analysis?, Where to look for performance discrepancies, Gathering TNA Data, Outcome of TNA, Advantage and disadvantages of alternative need assessment data collection method, TNA Process, Approaches to TNA.



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Unit II

Teaching Hours: 15 (Weightage 25%)

Training Design

Important considerations while designing a training programme, Factors affecting training design, Constraints in the design, Type of costs involved in training programme, Factors influencing transfer of training, Outcome of design, Designing the training programme, Elements of programme design, Stages in designing a structure, Important consideration while designing the training programme, Training policy

Unit III

Teaching Hours: 15 (Weightage 25%)

Methods of Training

Training methods– on the job training – off the job training – choosing optimum method – the lecture – field trips – panel discussion – behaviour modeling – interactive demonstrations – brain storming – case studies – action mazes, incident process, in-baskets, team tasks, buzz-groups and syndicates, agenda setting, role-plays-reverse role plays, rotational role plays, finding metaphors, simulations, business games, clinics, critical incidents, fish bowls, T-groups, data gathering, grouping methods, transactional analysis, exception analysis

Unit IV

Teaching Hours: 15 (Weightage 25%)

Implementation of Training

Brief about implementation facilities – logistical and physical arrangement; Implementation of training, Tips for trainers for effective implementation, Trainer's Role, Techniques for building rapport with trainees,

Evaluation of Training

Concept, Need for evaluation, Evaluation Principles and criteria, Types of evaluation instruments, Phillip's Five level ROI framework to Evaluate Training Impact.

***CCE**: Continuous and Comprehensive Evaluation: It consists of Class Tests / Assignments / Active learning / Attendance/ Seminars/ Presentations.

***SEE**: Semester End Evaluation

References:

1. Training & Development – Dr. B. Janakiram
2. B.Taylor & G.Lippitt: Management Development And Training Handbook.
3. William E.Blank, Handbook For Developing Competency Based Training Programmes, Prentice-Hall, New Jersey.
4. David A. Decenzo & Stephen P. Robbins: Fundamentals Of Human Resource Management.



Course Outcomes Mapping:

COs	Course Outcome	POs/PSOs	CL	KC	Class Sessions
CO1	Explain TNA concepts, triggers, methods & outcomes	PO1, PO2, PO8, PSO1, PSO2, PSO3	U, R	C	10
CO2	Apply TNA tools to identify performance gaps	PO1, PO2, PO7, PSO1, PSO2, PSO3	Ap, An	C, P	8
CO3	Analyze factors affecting training design & policy	PO1, PO2, PO5, PO7, PSO1, PSO2, PSO3	An, E	C	10
CO4	Select and evaluate training methods	PO1, PO2, PO3, PO4, PSO2, PSO3	Ap, An, E	C, P	12
CO5	Implement training with effective delivery techniques	PO1, PO3, PO4, PO6, PO8, PSO1, PSO2, PSO3	Ap, Cr	C, P	10
CO6	Evaluate training impact using ROI framework	PO1, PO2, PO5, PO7, PO9, PO10, PSO1, PSO2, PSO3	An, E	C, P	10
Total Hours of Instruction					60

Mapping of COs with POs & PSOs

CO No.	POs										PSOs		
	1	2	3	4	5	6	7	8	9	10	1	2	3
CO1	3	3	0	0	0	0	0	2	0	0	3	3	3
CO2	3	3	0	0	0	0	3	0	0	0	3	3	3
CO3	3	3	0	0	2	0	3	0	0	0	3	3	3
CO4	3	3	2	2	0	0	0	0	0	0	0	3	3
CO5	3	0	2	2	0	1	0	2	0	0	3	3	3
CO6	3	3	0	0	2	0	3	0	1	1	3	3	3



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BBA Semester – VII

International Trade and Finance

Course Category: Minor

Course Code: MAE403-4C

Course Outcomes:

After the subject being taught the student will be able to:

- **CO1:** Understand the concepts, benefits, and basis of international trade, including balance of trade, balance of payments, and India's EXIM policy.
- **CO2:** Analyze export-import finance mechanisms, including INCO terms, letters of credit, and pre/post shipment finance.
- **CO3:** Apply financial instruments and institutional support systems such as EXIM Bank and ECGC in international trade.
- **CO4:** Evaluate foreign exchange markets, exchange rate determination, and theories like PPP and Interest Rate Parity.
- **CO5:** Analyse and apply hedging tools such as forwards, futures, and currency options to manage exchange rate risks.
- **CO6:** Understand and prepare various export-import documents including financial, commercial, transport, insurance, and regulatory documents.

Teaching and Evaluation Scheme:

COURSE CODE	TITLE OF COURSE	CATEGORY OF COURSES	CREDITS	TEACHING HOURS PER WEEK			EVALUATION		
				Theory (Hrs.)	Practical (Hrs.)	Total (Hrs.)	CCE	SEE	TOTAL MARKS
MAE403-4C	International Trade and Finance	Minor	4	4	-	4	50	50	100

Course Content

Unit I	Teaching Hours: 15 (Weightage 25%)
International Trade –Benefits – Basis of International Trade – Foreign Trade and Economic Growth – Balance of Trade – Balance of Payment – Current Trends in India – Barriers to International Trade – Indian EXIM Policy.	



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Unit II	Teaching Hours: 15 (Weightage 25%)
Export and Import Finance: Special need for Finance in International Trade – INCO Terms (FOB, CIF, etc.) – Payment Terms – Letters of Credit – Pre Shipment and Post Shipment Finance – Forfaiting – Deferred Payment Terms – EXIM Bank – ECGC and its schemes – Import Licensing – Financing methods for import of Capital goods.	
Unit III	Teaching Hours: 15 (Weightage 25%)
Foreign Exchange Markets: Spot Prices and Forward Prices – Factors influencing Exchange rates – The effects of Exchange rates in Foreign Trade – Tools for hedging against Exchange rate variations – Forward, Futures and Currency options – FEMA – Determination of Foreign Exchange rate and Forecasting – Law of one price – PPP theory – Interest Rate Parity – Exchange rate Forecasting. Trade Policy and Impact of Tariff and Quotas on International Trade	
Unit IV	Teaching Hours: 15 (Weightage 25%)
Export Trade Documents: Financial Documents – Bill of Exchange – Type – Commercial Documents – Pro-forma, Commercial, Consular, Customs, Legalized Invoice, Certificate of Origin Certificate Value, Packing List, Weight Certificate, Certificate of Analysis and Quality, Certificate of Inspection, Health certificate. Transport Documents - Bill of Lading, Airway Bill, Postal Receipt, Multimodal Transport Document. Risk Covering Document: Insurance Policy, Insurance Cover Note. Official Document: Export Declaration Forms, GR Form, PP Form, COD Form, Softer Forms, Export Certification, GSPS – UPCDC Norms.	

***CCE:** Continuous and Comprehensive Evaluation: It consists of Class Tests / Assignments / Active learning / Attendance / Seminars / Presentations.

***SEE:** Semester End Evaluation

References

1. Jeevanandam. C, International Business, M/s Sultan & Chand, Delhi, 2008
2. Sumathi Varma, International Business, Ane, Delhi, 2010



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Course Outcomes Mapping:

COs	Course Outcome	POs/PSOs	CL	KC	Class Sessions
CO1	Understand the concepts, benefits, and basis of international trade, including balance of trade, balance of payments, and India's EXIM policy.	PO1, PO2, PSO1	U	C	10
CO2	Analyze export-import finance mechanisms, including INCO terms, letters of credit, and pre/post shipment finance.	PO2, PO3, PSO1, PSO2	An	P	10
CO3	Apply financial instruments and institutional support systems such as EXIM Bank and ECGC in international trade.	PO3, PO4, PSO2	Ap	P	5
CO4	Evaluate foreign exchange markets, exchange rate determination, and theories like PPP and Interest Rate Parity.	PO4, PO5, PSO2, PSO3	E	P	15
CO5	Analyse and apply hedging tools such as forwards, futures, and currency options to manage exchange rate risks.	PO3, PO5, PSO2, PSO3	An	P	10
CO6	Understand and prepare various export-import documents including financial, commercial, transport, insurance, and regulatory documents.	PO1, PO2, PO3, PSO1, PSO2	U, Ap	C, P	10
Total Hours of Instruction					60

Mapping of COs with POs & PSOs

CO No.	POs										PSOs		
	1	2	3	4	5	6	7	8	9	10	1	2	3
CO1	2	3	0	0	0	0	0	0	0	0	3	0	0
CO2	0	3	3	0	0	0	0	0	0	0	3	3	0
CO3	0	0	3	2	0	0	0	0	0	0	0	3	0
CO4	0	0	0	2	3	0	0	0	0	0	0	3	3
CO5	0	0	3	0	3	0	0	0	0	0	0	3	3
CO6	2	3	3	0	0	0	0	0	0	0	3	3	0



BBA Semester-VII (Honours)

**On the Job Training
Course Category: OJT
Course Code: OJT401-4C**

Course Outcomes:

After the course being taught the student will be able to:

- CO 1: To understand business functions like organizational structure, business models, and functional roles across the various departments.
- CO 2: Apply management principles and domain-specific tools in real business situations.
- CO 3: Analyze organizational data and workplace challenges to identify trends and issues
- CO 4: Evaluate the effectiveness of business strategies, policies, and tools.
- CO 5: Design and propose innovative solutions or improvements for enhancing organizational effectiveness
- CO 6: Demonstrate professional behaviour, ethical practices, teamwork, and effective communication in a corporate environment.

Teaching and Evaluation Scheme:

COURSE CODE	COURSE TITLE	COURSE CATEGORY	CREDITS	TEACHING HOURS PER WEEK			EVALUATION		
				Theory (Hrs.)	Practical (Hrs.)	Total (Hrs.)	CC E	SEE	Total Marks
OJT401-4C	On the Job Training	OJT	6	-	12	12	75	75	150

On-the-Job Training (OJT) is an experiential learning component designed to bridge the gap between academic learning and industry practice thereby enhancing industry readiness of students. It provides students with real-world exposure in business environments such as corporate firms, start-ups, financial institutions, NGOs, and consulting organizations. For BBA Honours students, OJT serves as a transition phase from academic learning to professional employment, ensuring alignment with NEP 2020 focus on skill-based and experiential education. OJT enables students to:

- Apply theoretical concepts in real business situations
- Develop professional competencies



- Understand organizational culture and practices
- Enhance employability and job readiness

OJT Process / Implementation

The On-the-Job Training (OJT) is designed as a credit-based experiential learning component under NEP, emphasizing learning by doing, industry immersion, skill development, and competency-based assessment. The process is structured into systematic planning, execution and monitoring.

1. Systematic planning and Structure of OJT

Structure of OJT is designed to systematically prepare students for industry exposure by aligning academic learning with professional expectations. It ensures clarity of objectives, readiness of students, and institutional compliance before commencement of training. The structure shall consist of the following components:

1.1 Orientation Programme by the College

A compulsory orientation programme shall be conducted at the beginning of the semester as part of academic induction. The orientation shall cover:

- Concept, philosophy, and significance of Experiential Learning under NEP
- Role of OJT in enhancing employability, skill development, and industry readiness
- Explanation of Course Learning Outcomes (CLOs) and Programme Outcomes (POs)
- Detailed Assessment Framework (Continuous and Comprehensive Evaluation – CCE & Semester End Evaluation – SEE)
- Documentation and reporting requirements (logbook, reports, evaluation formats)
- Code of Conduct, professional ethics, and workplace discipline
- Interaction with industry experts, alumni, and practitioners (where feasible)

1.2 Identification of Specialization Area

- Students shall select the domain aligned with their specialization, such as Marketing, Finance or Human Resource Management.
- The selected domain must be consistent with the student's academic pathway and career goals.
- A faculty mentor shall be assigned to each student for Academic guidance, Career counselling, Monitoring and mentoring throughout the OJT

1.3 Selection of Organization / Company

- Students may identify a suitable organization through Self-initiative or Training and Placement Cell
- The selected organization must be legally registered and credible. Further, the organization must provide relevant exposure aligned with the student's specialization



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- Organization has to appoint an Industry Mentor/Supervisor for guidance

1.4 Approval and Documentation Process

Students must obtain prior approval from the Principal of College before joining OJT.

They shall submit the following documents in prescribed format:

- OJT Offer Letter (Clearly stating role, duration, working hours, and job responsibilities)
- Parent/Guardian Consent Letter
- Student Undertaking
- Any additional documents as prescribed by the institution

1.5 Pre-Execution Academic Compliance

- Students shall not commence OJT without formal approval from the Principal.
- Students must prepare and submit a Weekly Logbook format before the beginning of the second week.
- Faculty mentors shall brief students regarding reporting structure, Evaluation criteria and Expected learning outcomes

2. Guidelines for Execution, Implementation and Monitoring

Role of Faculty Mentor

The faculty mentor shall act as an academic guide, facilitator, and evaluator. Being the mentor he/she should ensure the alignment of tasks with academic objectives and Monitoring student performance through:

- Periodic review meetings
- Virtual interactions
- Industry visits (where feasible)
- Coordination with industry mentor
- Evaluating students learning progress and skill development

Role of Industry Mentor

- Supervise and guide the student at the workplace
- Assign meaningful tasks aligned with specialization
- Provide periodic feedback on student performance
- Support evaluation and certification process

Code of Conduct for Students

- No student shall join OJT without prior written approval from the institution.
- Submission of all prescribed documents is mandatory for eligibility.
- Only registered and credible organizations shall be approved.
- Dual mentorship (Faculty Mentor + Industry Mentor) is compulsory.
- Continuous monitoring shall be conducted through structured mechanisms through



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- Logbook review
- Mentor interaction
- Progress evaluation
- Failure to comply with guidelines may result in Cancellation of OJT
- Students must adhere to Institutional code of conduct, Workplace discipline, Confidentiality and professional ethics

Assessment

Continuous and Comprehensive Evaluation (CCE) 75 Marks

1. Industry / Employer (Skill Knowledge Provider) Evaluation

Sl. No.		Marks
01	Teamwork & Communication	10
02	Attitude & Learning Ability	08
03	Task Performance	10
04	Positivity and work approach	07
05	Overall Performance	10
	Total	45

2. Faculty Mentor

Sl. No.		Marks
01	Report Evaluation	12
02	Viva Voce	18
	Total	30

Semester End Evaluation (SEE) 75 Marks

Sl.No.	Criteria	Marks
01	Report Evaluation	30
02	Viva Voce	45
	Total	75



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Format of Application and Consent Letter Provided by the College

Date:

To

The Principal
B.P. College of Business Administration
Sector-23, Gh-6
Gandhinagar

Subject: Seeking permission for perusing On the Job Training

I, the undersigned, student of SEM-VI, Roll No _____, Div. _____ pursuing BBA from B. P. College of Business Administration, write to formally seek your permission to pursue an On the Job Training at _____ from _____ to _____.

This On the Job Training opportunity is crucial for my academic and professional growth as it will provide me with hands-on experience in the field of _____. I assure you that I will manage my academic commitments effectively alongside this On the Job Training and will comply with all college guidelines regarding On the Job Trainings.

I kindly request you to grant me permission and provide me necessary documents or approval letters required for this On the Job Training. I would be grateful for your support in this regard.

Yours Sincerely,

Name of students and signature
Roll Number,
Course & Semester
Name of College



KADI SARVA VISHWAVIDYALAYA

ON THE JOB TRAINING UNDERTAKING

1. Student Name:	
2. Current Address:	
3. Residence Address:	
4. Email ID:	
5. Mobile No(s):	
6. Aadhar No:	
7. PAN No:	
8. Overall CPA:	
Details of Industry/ Employer (Skill Knowledge Provider)	
Details of Employer / Organization Name	
Employer Supervisor Name and Details	Name: Designation: Contact No.: Email id:
Nature of Industry	
Task Assigned	
Address	
Dates of OJT	From _____ To _____
Total Hours of OJT	Min. 180 Hrs.
Name of Faculty Mentor	
<p>I, hereby, undertake to agree with the terms, conditions, and requirements of the On the Job Training Policy of the college and Industry/ Employer (Skill Knowledge Provider).</p> <p>Student Signature:</p> <p>Date:</p>	
<p>I confirm that the student has attended the On the Job Training orientation and has met all paperwork and process requirements to participate in the On the Job Training program, and has received approval from his/her mentor.</p> <p>Sign of Faculty Mentor:</p> <p>Date:</p>	



KADI SARVA VISHWAVIDYALAYA

PARENT / LEGAL GUARDIAN CONSENT LETTER

Date: __ / ___ / ___

To,
The Principal,
B.P. College of Business Administration (BBA)
Gate No. 2, SVKM Campus, Sector-23, Gandhinagar

Subject: Consent to send my son/daughter for On the Job Training

Dear Sir,

I, the undersigned, am the parent/legal guardian of _____ do not have objection to allow my ward to pursue On the Job Training at the organization mentioned below. Additionally, I would like to provide my contact details and request the concerned authority at the college/organisation to contact me in case of emergency or when necessary.

Name of the Student:	
Roll No.:	
Enrollment No.:	
On the Job Training Organization Name:	
Branch or Sub Branch Name:	
City/Location:	
Start Date:	
End Date:	

I confirm that all the details provided by me are correct to the best of my knowledge. I, hereby, give parental/legal guardian consent for my ward to participate in the On the Job Training opportunity.

I acknowledge that the College is not responsible for his/her conduct during his/her participation at the above-mentioned organization for On the Job Training programme.

Thanking you,

Parent/Guardian Signature

Name:

Parent/Guardian Contact:

Relationship with the above student:



KADI SARVA VISHWAVIDYALAYA

Letter Head

To

The (Manager, HR)

.....

.....

Subject: Request for providing On the Job Training to students

Dear Madam/Sir,

B. P. College of Business Administration (A Constituent College of Kadi Sarva Vishwavidyalaya), Gandhinagar, established in 1999, is one of the leading educational institutes well known for its quality education, excellent infrastructure and inclusive environment. It reflects the vision of leading industrialists and educationalists. As per the National Education Policy (NEP 2020), our SEM-VI students have to undergo a minimum 180 hours of On the Job Training provided by any industrial establishment which is a part of their curriculum.

In view of the above, we request you to allow our following (no. of students) students for practical training/On the Job Training in your esteemed organization.

The students will be available for the On the Job Training / Training from _____ to _____

Sl. No	Name of Student	Roll No	Year	Department

The resumes of above mentioned students are attached with this letter. If vacancies exist, kindly let us know the process of selection.

With best regards,

Yours sincerely

Head, Training and Placement Cell

Principal



B. P. College of Business Administration

(A Constituent College of Kadi Sarva Vishwavidyalaya)

List of Industry/ Employer (Skill Knowledge Provider) for On the Job Training to be pursued in SEM-VIII

1. Trade and Agriculture Area
2. Economy & Banking Financial Services and Insurance Area
3. Logistics, Automotive & Capital Goods Area
4. Fast Moving Consumer Goods & Retail Area
5. Information Technology/Information Technology enabled Services & Electronics Area
6. Handcraft, Art, Design & Music Area
7. Healthcare & Life Science Area
8. Sports, Wellness and Physical Education Area
9. Tourism & Hospitality Area
10. Digitization & Emerging Technologies (Internet of Things/Artificial Intelligence/Machine Learning/Deep Learning/Augmented Reality/Virtual Reality, etc.) Area
11. Humanitarian, Public Policy and Legal Service Area
12. Communication Area
13. Education Area
14. Sustainable development Area
15. Environment Area
16. Commerce, Medium and Small-Scale Industries Area



Code of Conduct for Pursuing the On the Job Training

On the Job Training program is basically conducted to enhance practical skills of students and make them aware about corporate culture and practice.

1. The On the Job Training is designed for 180 hours
2. Trainee has to determine his/her area of On the Job Training and seek permission from Principal by writing an application to be forwarded by his/her respective mentor/s
3. Trainee needs to select Industry/ Employer (Skill Knowledge Provider) (On the Job Training Providing Organization) from the list provided by the College.
4. After selection of Industry/ Employer (Skill Knowledge Provider), trainee has to obtain consent from parents/legal guardian for pursuing his/her On the Job Training for 180 hours and also needs to provide his/her undertaking to the college.
5. Trainee has to report in time at the place of Industry/ Employer (Skill Knowledge Provider) on finalization of the On the Job Training starting date, and also has to keep in mind the duration of On the Job Training.
6. Trainee has to carefully study the code of conduct and On the Job Training completion related documents.
7. Trainee has to strictly adhere to the rules and regulation of Industry/ Employer (Skill Knowledge Provider), timings of On the Job Training, reporting authority, formal attire, office etiquettes etc. during the On the Job Training phase.
8. Trainee has to maintain 100% attendance during the tenure of his/her On the Job Training
9. Trainee shall wear college I-card as well as Industry/ Employer (Skill Knowledge Provider) I- Card (if given) every day without fail, report in time and complete all tasks within the given time period.
10. Trainee has to communicate with the Industry/ Employer (Skill Knowledge Provider) / On the Job Training Mentor in case of any changes in work schedule or when faced with any problems during the On the Job Training.
11. Apart from daily reporting, the Trainee has to also report to the On the Job Training Mentor every week (verbally or electronically) about the On the Job Training related tasks done by him/her.
12. Trainee should be polite, humble and apathetic with peers, seniors and the top authority.
13. If trainee feels victimized by a work-related incident or any other matter, he/she has to contact the On the Job Training Mentor / Industry/ Employer (Skill Knowledge Provider) Supervisor immediately.



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14. On successful completion of on the job training, trainee has to obtain completion certificate (individual certificate) from the Industry/ Employer (Skill Knowledge Provider) as per the format provided by the college on the last day of On the Job Training.
15. Trainee has to submit the On the Job Training report to the college as per report preparation format within a week and start preparing for viva-voce to be conducted as per the University Exam Schedule.
16. On the Job Training Report may be prepared individually or in group subject to approval of the college, and evaluation of the same shall be done accordingly.



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ON THE JOB TRAINING COMPLETION CERTIFICATE FOR REPORT

The student should attach On the Job Training completion certificate, duly signed by the Industry/ Employer (Skill Knowledge Provider) Supervisor to his/her report. A format for the On the Job Training completion certificate is as given below:

(Industry/ Employer (Skill Knowledge Provider) Letter Head)

Issued on: ID No. _____

OJT / On the Job Training / Apprenticeship Completion Certificate

This is to certify that Ms. / Mr. _____,
has successfully completed the On the Job / On the Job Training / Apprenticeship
Training with _____ marks for On the Job Training conducted by
_____ (Name of Industry/
Employer (Skill Knowledge Provider)) facilitated by B. P. College of Business
Administration (A Constituent College of Kadi Sarva Vishwavidyalaya) from
_____ to _____ at
_____ (name & address
of Industry/ Employer (Skill Knowledge Provider))

Certified by (Name of Industry/ Employer (Skill Knowledge Provider))

Signature and Seal

Designation



On the Job Training Evaluation

On the Job Training evaluation is done on the basis of the broad criteria viz. Soft Skills, Professional Skills, and Administrative Skills.

A Evaluation by On the Job Training Providing Organisation (Industry/ Employer (Skill Knowledge Provider))

SUPERVISOR EVALUATION FORMAT

Name of Student:

Name of On the Job Training Providing Organisation:

Name of Supervisor:

Area of On the Job Training Allotment:

On the Job Training Duration: From _____ to _____

Total Marks allotted: 45

Sl. No	Skill Parameters	Total Marks	Obtained Marks
01	Teamwork & Communication	10	
02	Attitude & Learning Ability	08	
03	Task Performance	10	
04	Positivity and work approach	07	
05	Overall Performance	10	
	Total	45	

Name and Signature of Supervisor

Designation:

Date:

Seal

Common



KADI SARVA VISHWAVIDYALAYA

B. Evaluation by College

MENTOR EVALUATION FORMAT

Name of Student:

Enrolment No. _____ Sem / Div. _____ Roll No. _____

Name of On the Job Training Providing Organisation (INDUSTRY/ EMPLOYER (SKILL KNOWLEDGE PROVIDER)):

Name of Mentor:

Area of On the Job Training Allotment:

On the Job Training Duration: From _____ to _____

Total Marks allotted: 30

Sl. No	Skill Parameters	Total Marks	Obtained Marks
01	Report Evaluation	12	
02	Viva Voce	18	
Total		30	

Name and Signature of Mentor:

Designation:

Date:



External Evaluation by University

Enrolment No	Exam Seat No	Name of Student	Report Writing (40%) Out of 30 Marks	Viva voce (60%) Out of 45 Marks	Total (100%) Out of 75 Marks
1					
2					
3					
4					
5					
6					

External Report Evaluation and Viva- voce will be based on the following parameters

1. Quality and effectiveness of presentation
2. Depth of knowledge and demonstrated skills
3. Variety and relevance of learning experience
4. Practical applications and relationships with concepts taught
5. On the Job Training Report
6. Attendance record, student log and supervisor evaluation



Course Outcomes Mapping:

COs	Course Outcome	POs/PSOs	CL	KC	Class Sessions
CO1	Understand business functions and organizational structure	PO1, PO8, PSO1, PSO2, PSO3	U	C	20
CO2	Apply management principles in real situations	PO1, PO2, PO7, PSO1, PSO2, PSO3	Ap	P	40
CO3	Analyze organizational data and challenges	PO1, PO2, PO7, PSO1, PSO2, PSO3	An	P	30
CO4	Evaluate business strategies and policies	PO1, PO2, PO5, PO7, PSO1, PSO2, PSO3	E	C, P	30
CO5	Design innovative solutions for business improvement	PO1, PO2, PO6, PO7, PSO1, PSO2, PSO3	Cr	P	40
CO6	Demonstrate professionalism, ethics, teamwork, and communication	PO3, PO4, PO5, PO8, PSO1, PSO2, PSO3	Ap, E	C, P	20
Total Hours of Instruction					180

Mapping of COs with POs & PSOs

CO No.	POs										PSOs		
	1	2	3	4	5	6	7	8	9	10	1	2	3
CO1	3	0	0	0	0	0	0	1	0	0	3	3	3
CO2	3	3	0	0	0	0	3	0	0	0	3	3	3
CO3	3	3	0	0	0	0	3	0	0	0	3	3	3
CO4	3	3	0	0	2	0	3	0	0	0	3	3	3
CO5	3	3	0	0	0	1	3	0	0	0	3	3	3
CO6	0	0	1	1	2	0	0	1	0	0	3	3	3



BBA Semester – VII (Honours)

Action Research Project
Course Category: Major
Course Code: MAM408-4C

Course Outcome:

After the subject being taught the student will be able to:

- CO 1: Identify and define real-world business or organizational problems in areas such as marketing, finance, or HR through field interaction.
- CO 2: Design an action research framework including objectives, intervention strategies, and data collection methods relevant to the selected problem.
- CO 3: Execute planned interventions in a real or simulated business environment and systematically collect relevant data.
- CO 4: Analyze the impact of interventions using appropriate tools and interpret findings to assess effectiveness.
- CO 5: Evaluate outcomes of the action research and propose feasible, evidence-based recommendations for business improvement.
- CO 6: Demonstrate teamwork, communication, ethical conduct, and reflective learning throughout the research process.

Teaching and Evaluation Scheme:

COURSE CODE	COURSE TITLE	COURSE CATEGORY	CREDITS	TEACHING HOURS PER WEEK			EVALUATION		
				Theory (Hrs.)	Experiential (Hrs.)	Total (Hrs.)	CCE	SEE	Total Marks
MAM408-4C	Action Research Project	Major	4	-	12	12	50	50	100

Course Objective:

The Action Research Project aims to identify real business problems, implement practical interventions, and generate data-driven solutions through reflective learning and continuous improvement. It integrates theoretical knowledge with practical exposure through field-based or action research, fostering analytical thinking, problem-solving, and professional reporting skills.



Structure and Guidelines

The Action Research Project is a 4-credit course offered to students who qualify for the Honours. The course is designed to provide an opportunity for students to undertake an independent research study in a selected area within the domain of social sciences, based on their academic interest or specialization. Students may choose to conduct field-based research or action research, adopting either quantitative, qualitative, or mixed-method approaches.

The study may involve the collection and analysis of primary and/or secondary data, depending on the nature and objectives of the research problem. The Action Research Project shall be time-bound and must be completed in accordance with the guidelines, standards, and timelines prescribed by the College. The research process will follow a structured and systematic approach, including problem identification, proposal development, data collection, analysis, and reporting.

Divided into groups of 6 to 7 students will be assigned faculty guides/mentors by the College, who will supervise and monitor the progress of the project. Students are required to adhere to the step-wise research process, participate in periodic review meetings, and submit progress updates as prescribed. Successful completion of the Project requires active engagement, adherence to academic ethics, and timely submission of all required components, including the final research report and viva voce.

The step-wise process to be followed by Students

Identification of Area of Interest:

Students opting for the Action Research Project shall identify their area of interest through interaction with peers, subject experts, research professionals, or faculty members. The selected area should align with the students' academic specialization and research aptitude.

Problem Identification and Approval:



KADI SARVA VISHWAVIDYALAYA

Upon finalization of research area, students are required to undertake preliminary exploration to define a tentative research problem suitable for field-based or action research. They must then submit a formal application to the Principal for seeking approval by clearly stating the chosen area of interest and enclosing a brief research proposal outlining the tentative problem statement, proposed research methodology and timeline for completion of research work. Approval from the Principal must be obtained prior to the commencement of the research work.

Allotment of Guide and Commencement of Research:

Based on the approval granted by the Principal and submission of the parental consent letter, the College shall assign faculty guides to the student groups. The research work shall commence under the supervision of the assigned guide, who will:

- Provide guidance in refining the research problem to make it specific, relevant, and researchable
- Monitor the progress of the project through periodic reviews and progress reports
- Support the student throughout all stages, from problem identification to final report preparation
- Conduct and evaluate the internal viva voce as part of the assessment process

Report Submission and External Assessment by the University

Upon completion of the fieldwork, students are required to submit the Action Research Project Report to the college in accordance with the prescribed guidelines. Upon successful completion of all stipulated requirements, the college will conduct the CCE and the University (KSV) shall conduct the SEE.



KADI SARVA VISHWAVIDYALAYA

Formats

Application for Approval of Action Research Project

Date:

To

The Principal

B.P. College of Business of Business Administration

Subject: Seeking Approval for undergoing Action Research Project

Respected Sir,

I, _____, a student of BBA Semester VII, hereby seek your permission to undertake the Action Research Project as per NEP guidelines.

I have identified my area of interest in the domain of _____ [mention specialization/area, e.g., Marketing/Finance/HR]. In this regard, I propose to carry out a research study on the following topic:

Proposed Title of the Study: _____

Area of Interest: _____

Problem Definition: _____

Proposed Research Methodology: _____

Proposed Time line: _____

[Provide tentative schedule/phases of the project]

I request you to kindly grant approval to proceed with the Action Research Project. I assure you that I will adhere to all the guidelines and complete the research work within the stipulated time.

Thanking you.

Yours obediently,

Student Name:

Enrollment Number:

Class/Division:

Contact Details:

Enclosure: Brief Research Proposal (if attached separately)

Approved/ not approved: _____



KADI SARVA VISHWAVIDYALAYA

Signature of Principal: _____

Student undertaking and consent from Research Guide

1. Student Name:	
2. Current Address:	
3. Residence Address:	
4. Email ID:	
5. Mobile No(s):	
6. Aadhar No:	
7. PAN No:	
8. Overall CPA:	
9. Research Project area	

I hereby undertake to comply with and abide by all the terms, conditions, and requirements specified in the Action Research Project guidelines issued by the college.

Student Signature:

Date:

Consent from Research Guide

I hereby give my consent to guide the above-mentioned student for the Action Research Project. I confirm that the student has discussed the proposed research work with me, and I agree to supervise and provide necessary academic guidance throughout the duration of the project, as per the prescribed guidelines.

Name of Research Guide: _____

Designation: _____

Signature of Research Guide: _____

Date: _____



KADI SARVA VISHWAVIDYALAYA

PARENT / LEGAL GUARDIAN CONSENT LETTER

Date: ___ / ___ / _____

To
The Principal
B. P. College of Business Administration (BBA)
Sector-23, Gandhinagar

Subject: Consent for Action Research Project

Respected Sir

I, the undersigned, am the parent/legal guardian of _____, and I have no objection to my ward undertaking the Project involving field work/action research as part of the academic curriculum. I understand that the project may require my ward to visit organizations, institutions, or field locations for the purpose of data collection, interaction, and research activities related to the study mentioned below:

Name of Student					
Enrollment no.		Roll no		Sem-Div.	
Title/Area of Research					
Field Work Location/Organization (if applicable):					
Proposed Start Date		Proposed End Date			

I hereby provide my contact details and request the concerned authorities of the college/organization to contact me in case of any emergency or if required. I grant my consent for my ward to carry out the Action Research Project involving field-based research activities. I further acknowledge that the College shall not be held responsible for my ward's conduct during the course of field work/research activities undertaken outside the campus premises.



KADI SARVA VISHWAVIDYALAYA

Name of Parent/Guardian _____ Signature: _____
Relationship with the Student _____ Contact Number: _____

Student Code of Conduct for Research Project

1. Academic Integrity and Ethics

- Students shall maintain the highest standards of academic honesty and integrity throughout the research process.
- Plagiarism, data fabrication, falsification, or misrepresentation of findings is strictly prohibited.
- Proper citation and referencing must be followed for all secondary data and literature used.
- Students must ensure that all research activities comply with ethical standards, especially while collecting primary data from respondents.

2. Adherence to Approved Research Plan

- Students must strictly adhere to the approved research proposal submitted to the Principal.
- Any significant modification in topic, methodology, or scope must be undertaken only with prior approval of the faculty guide and Principal.
- Research work shall commence only after obtaining formal approval and completion of all required documentation (including parental consent).

3. Discipline and Professional Conduct

- Students shall maintain professional behavior while interacting with respondents, organizations, and stakeholders during fieldwork or action research.
- Appropriate formal attire and decorum must be maintained when visiting organizations or conducting research activities.
- Students must represent the College responsibly and uphold its reputation at all times.

4. Regular Interaction with Faculty Guide

- Students must maintain regular communication with the assigned faculty guide.
- Attendance in scheduled review meetings and submission of periodic progress reports is mandatory.
- Students are expected to actively seek guidance and incorporate feedback provided by the mentor.

5. Timely Completion of Work

- Students shall strictly follow the timelines prescribed by the College for each stage of the action research process.
- Delays in submission of proposals, progress reports, or final reports without valid justification may lead to academic penalties.
- Submission of the final Action Research Project Report must be completed within the stipulated deadline.



6. Data Collection and Confidentiality

- Students must collect data ethically, transparently, and with consent of respondents.
- Confidentiality and privacy of respondents and organizations must be respected at all times.
- Data collected should be used strictly for academic purposes only.

7. Quality of Research Work

- Students must ensure that the research work reflects original thinking, analytical rigor, and practical relevance.
- The study should be conducted using appropriate research methodologies (quantitative, qualitative, or mixed methods).
- The final report should be prepared as per prescribed academic standards and format.

8. Compliance with College Guidelines

- Students must comply with all the guidelines, rules, and instructions issued by the College and University (KSV) with regard to the Action Research Project from time to time.
- All required documents (proposal, consent forms, progress reports, certificates, etc.) must be submitted in the prescribed format.

9. Participation in Evaluation Process

- Students must mandatorily appear for:
 - Internal Viva Voce conducted by the faculty guide
 - External Viva Voce as scheduled by the University

10. Accountability and Responsibility

- The Action Research Project must be an independent work of the student under supervision.
- Any misconduct or violation of the code may lead to disciplinary action as per institutional norms.

Declaration

I hereby declare that I have read and understood the Code of Conduct for the Action Research Project and agree to abide by all the rules and guidelines specified herein.

Student Name: _____

Signature: _____ Date: _____



KADI SARVA VISHWAVIDYALAYA

(To be printed on College Letterhead)

Date: ___ / ___ / _____

ACTION RESEARCH PROJECT COMPLETION CERTIFICATE

This is to certify that **Mr./Ms.** _____,
Enrolment No _____, Exam Seat No. _____
a student of **Bachelor of Business Administration (BBA)**, Semester VII,
has successfully completed the **Action Research Project** under the
Honours programme during the academic year _____. The title of the action
research project is: _____

The student has carried out the research work in the area of _____,
adopting appropriate research
methodology and has submitted the project report in accordance with the guidelines
prescribed by the College and University. The project work was undertaken under the
guidance of **Dr. /Prof.** _____ **(Faculty
Guide)**.

This certificate is issued upon successful completion of all requirements, including
submission of the final report and appearance in the **internal viva voce** examination.
The student is eligible to appear for the **external viva voce** examination as per the
schedule notified by the University. We appreciate the sincere efforts and commitment
shown by the student during the course of the project.

Faculty Guide

**Head
Training & Placement
Cell**

Principal



EVALUATION SCHEME

A. INTERNAL EVALUATION (CCE): 50 Marks

Evaluation has been done in four phases of project and marking has been done as per the university CCE norms.

Four Phases		Marks
Research Proposal & Problem Identification	30	
Questionnaire formulation	30	
Data Collection & Methodology Implementation	30	
Final Report submission and Viva voce	30	
Best (3 out of above four phases)		30
Participation in Discussion		10
Attendance		10
Total		50

B. EXTERNAL EVALUATION (SEE): 50 Marks

Component	Marks
Final Research Report	30
External Viva Voce	20
Total	50 Marks



Structure of Action Research Project

-
- Cover Page
 - Certificate
 - Acknowledgement
 - Executive Summary
 - Table of Contents
 - List of Tables
 - List of Graphs/Figures
 - Chapter 1 Conclusion Chapter
 - Bibliography
 - Annexure (if any)
-

Cover Page

- Title of the Project (Arial, 20, Bold and Caps)
- Group No
- Group Members (Name and Roll No)
- Name of the Faculty Guide
- Name of the College with logo and address
- Academic Year

Certificate (issued by the college in a specific format)

Acknowledgement (Express your gratitude/thanks in the following sequence)

- Kadi Sarva Vishwavidyalaya and B. P. College of Business Administration
- Director/Principal
- Faculty Guide
- Faculty members and Staff
- Any special organization or person contributing to the study
- Family, Friends and others contributing directly or indirectly

Executive Summary

- A brief of the study in maximum 2 pages

Table of Contents (Chapter No, Details, Page No)

List of Tables (Table No, Table Title, Page No.)

List of Graphs/Figures (Graph/Figure No, Title, Page No.)

Margins- Left- 1.5” and other three sides 1”.

Line Spacing- 1.5

Font Size:

- Chapter No (font size 20, CAP LOCKS, Bold, Underline)
- Chapter Title (font size 18, Capitalize Each Word, Bold)
- Text Main Headings (font size 14, Capitalize Each Word, Bold)
- Text (font size 12)

Font Type: Times New Roman or CalistoMT



CHAPTER-1

Introduction

- 1.1 The Background
- 1.2 Rationale of the Study (why this topic has been selected)
- 1.3 Objectives of the Study
- 1.4 Data Source and Methodology
- 1.5 Chapterisation Scheme
- 1.6 Limitation of the Study

(This chapter should be of maximum 10 pages)

CHAPTER-2

Review of Literature

(Review of at least 20 research papers needs to be incorporated in this chapter. Each review must be between one paragraph to one page)

(This chapter must be of 15 to 25 pages)

CHAPTER-3

Theoretical Backdrop of the Study

(This chapter must be of 20 to 25 pages)

CHAPTER-4 to 5

As per objectives of the study

CHAPTER-6

Conclusion

BIBLIOGRAPHY

APA Format of Writing Bibliography

***BOOK CHAPTER, ESSAY, or ARTICLE when no author is credited (paper version)**

Russians. (1998). In T. L. Gall (Ed.), *Worldmarkencyclopedia of cultures and daily life* (Vol. 4, pp. 332-339). Detroit, MI: Gale Research.

BOOK CHAPTER, ESSAY, or ARTICLE when no author is credited (online version)

Russians. (1998). *Worldmarkencyclopedia of cultures and daily life*. Retrieved January 9, 2003 from Discovering Collection database.

WEBSITE (NOT from an online database)

The Amish, the Mennonites, and the Plain People. (n.d.). Retrieved May 30, 2000 from Pennsylvania Dutch Country Welcome Center Web site:

<http://www.800padutch.com/amish.shtml>



ANNEXURE

Attach your Questionnaire under this section. You can also put other relevant literature that cannot be put in the text.

Course Outcomes Mapping:

COs	Course Outcome	POs/PSOs	CL	KC	Class Sessions
CO1	Identify and define real-world business problems	PO1, PO2, PO4, PO5, PO7, PSO1, PSO2, PSO3	U, Ap	C, P	20
CO2	Design action research framework and methodology	PO1, PO2, PO4, PO5, PO7, PSO1, PSO2, PSO3	Ap, An	C, P	30
CO3	Execute interventions and collect data systematically	PO1, PO2, PO4, PO7, PO8, PSO1, PSO2, PSO3	Ap	P	40
CO4	Analyze intervention impact and interpret findings	PO1, PO2, PO4, PO5, PO7, PO8, PSO1, PSO2, PSO3	An, E	P	40
CO5	Evaluate outcomes and recommend improvements	PO1, PO2, PO8, PSO1, PSO2, PSO3	E	C	30
CO6	Demonstrate teamwork, communication, and ethical conduct	PO1, PO2, PO4, PO10, PSO1, PSO2, PSO3	Ap, E	C, P	20
Total Hours of Instruction					180

Mapping of COs with POs & PSOs

CO No.	POs										PSOs		
	1	2	3	4	5	6	7	8	9	10	1	2	3
CO1	3	3	0	3	3	0	3	0	0	0	3	3	3
CO2	3	3	0	3	3	0	3	0	0	0	3	3	3
CO3	3	3	0	3	0	0	3	3	0	0	3	3	3
CO4	3	3	0	3	3	0	3	3	0	0	3	3	3
CO5	3	3	0	0	0	0	0	3	0	0	3	3	3
CO6	3	3	0	3	0	0	0	0	0	1	3	3	3



BBA Semester –VII (Honours)

Sustainable Development Goals

Course Category – Major

Course Code- MAM409-4C

Course Outcomes:

- CO1: Explain the concept, evolution, principles and pillars of Sustainable Development along with the significance of Sustainable Development Goals (SDGs).
- CO2: Examine issues related to human development, social sustainability, poverty, health, education and the role of youth in social transformation.
- CO3: Analyze the importance of equality, resource conservation, renewable energy and sustainable communities for inclusive development.
- CO4: Evaluate sustainable economic growth, innovation, responsible consumption, climate challenges and green business practices.
- CO5: Conduct SDG-based surveys, audits and awareness activities to identify sustainability challenges in the local community.
- CO6: Develop and present SDG-based mini projects proposing practical and sustainable solutions for community development.

Teaching and Evaluation Scheme:

COURSE CODE	TITLE OF COURSE	COURSE CATEGORY	CREDITS	TEACHING SCHEME(HOURS PER WEEK)			Examination Scheme		
				Theory (Hrs.)	Practical (Hrs.)	Total (Hrs.)	CCE	SEE	TOTAL MARKS
MAM409-4C	Sustainable Development Goals	Major	4	2	6	8	50	50	100

Course Content

Theory

<p>Unit I 25% Introduction to Sustainable Development and SDGs Meaning and of Sustainable Development, Evolution of Sustainable Development, Pillars of Sustainable Development, Principles of Sustainable Development, Sustainable Development Goals (SDGs), importance of SDGs, Sustainable Development and India, Challenges in Achieving SDGs Human Development & Social Sustainability</p>	<p>Teaching Hours: 15 (Weightage)</p>
---	--



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Concept of Human Development and Social Sustainability, Poverty, Hunger and Nutrition Challenges, Public Health and Well-being, Importance of Education in Sustainable Development, Role of Youth in Social Transformation	
Unit II	Teaching Hours: 15 (Weightage 25%)
Equality, Resources & Sustainable Communities Gender Inclusion and Women Empowerment, Water Conservation and Sanitation, Renewable Energy and Energy Sustainability, Sustainable Urbanization and Smart Communities, Community Participation in Sustainable Living	
Economic Growth, Innovation & Environmental Responsibility Sustainable Economic Development, Entrepreneurship and Innovation for Sustainability, Responsible Production and Consumption Practices, Climate Change and Environmental Challenges, Green Business and Sustainable Industrial Practices	
Teaching Hours 90 (Weightage 50%)	
Practical Component: SDGs based survey	
Learner needs to do survey on any of the topics or issues provided below for the practical aspect of SDGs of India.	
<ul style="list-style-type: none">• Community survey on health, education or nutrition• Awareness activity related to poverty, hygiene or education• Water or energy audit• Cleanliness drive / sanitation awareness programme• Study of sustainable practices in local community• Climate awareness• SDG-based mini project	

***CCE**: Continuous and Comprehensive Evaluation: It consists of Class Tests / Assignments / Active learning / Attendance/ Seminars/ Presentations.

***SEE**: Semester End Evaluation

Reference Books:

1. **Sustainable Development in India Moving towards SDGs** by Dr. Umendra Singh
2. **SDGs: A Book of Action for Educators & Young Learners**, UNDP India, 2023.
3. Transforming Our World: The 2030 Agenda for Sustainable Development
4. Sustainable Development
5. The Age of Sustainable Development
6. Environmental Studies
7. Business Ethics and Corporate Social Responsibility
8. Corporate Social Responsibility: Concepts and Cases
9. Our Common Future
10. United Nations Development Programme publications and reports on SDGs.
11. NITI Aayog SDG India Index Reports.



Guideline related to Practical Component

Objectives of the Activity

The purpose of this community-based survey is to enable students to understand social and developmental issues at the grassroots level through field interaction, data collection, analysis, and awareness initiatives. The activity promotes experiential learning, community engagement, social responsibility, and understanding of Sustainable Development Goals (SDGs).

Guidelines for Conducting the Community Survey

- Students shall work in groups consisting of a maximum of five members.
- Each group shall conduct the survey under the guidance and supervision of the concerned faculty member teaching the course.
- The group shall identify and finalize a specific village, urban locality, slum area, school community, or residential area for conducting the survey.
- Each group shall collect responses from a minimum of 100 respondents to ensure meaningful analysis and interpretation.
- Students shall prepare a structured questionnaire consisting of relevant questions related to the selected survey theme.

Data Collection and Field Observation: Students shall collect primary data through interviews, observation, and interaction with community members.

Data Analysis and Interpretation: The collected data shall be analyzed using tables, charts, percentages, and observations to identify key findings and social concerns.

Submission of Survey Report: Each group shall prepare and submit a comprehensive report containing survey findings, analysis, photographs, and awareness activities conducted, conclusions, and recommendations.

Format for Community Survey Report

- Title Page
- Name of Institution
- Title of the Survey
- Course Name
- Name of Faculty Guide
- Names and Enrollment Numbers of Students
- Academic Year
- Index / Table of Contents

1. Introduction



- Background of the Study
- Importance of the Selected Theme
- SDGs Related to the Activity

2. Objectives of the Survey

Example:

- To understand community health/education/nutrition conditions
- To identify major social challenges in the selected area
- To create awareness among community members

3. Area/Profile of the Community

- Name and location of community
- Population characteristics
- Socio-economic background

4. Research Methodology

- Type of survey conducted
- Sample size
- Data collection method
- Questionnaire design

5. Data Analysis and Interpretation

- Tables and charts
- Percentage analysis
- Graphical representation
- Key observations and findings

6. Awareness Activity Conducted

- Nature of activity conducted
- Objectives of awareness activity
- Community participation details
- Outcomes of the activity

7. Findings and Observations

- Major issues identified
- Positive aspects observed
- Challenges faced during survey

8. Suggestions and Recommendations

- Measures for improvement
- Community development suggestions
- Awareness recommendations

9. Conclusion



- Brief summary of overall survey findings and learning outcomes.

10. Annexure

- Copy of questionnaire
- Photographs of survey/activity
- Attendance or respondent details (if required)

Sample Questionnaire for Community Survey

A. Community Health Survey Questions

- Are basic healthcare facilities available in your locality?
- How frequently do family members visit a doctor for health check-ups?
- Are children in your family vaccinated regularly?
- What are the common health problems faced in your community?
- Do you have access to safe drinking water and sanitation facilities?

B. Education Awareness Survey Questions

- Are all children in your family attending school regularly?
- What are the major challenges faced in accessing education?
- Are parents aware of government educational schemes or scholarships?
- Do students have access to digital learning resources?
- What measures can improve educational awareness in the community?

C. Nutrition Survey Questions

- Do family members consume nutritious food regularly?
- Are fruits, vegetables, and protein-rich foods included in daily meals?
- Are children aware of healthy eating habits?
- Have you received any awareness regarding malnutrition or balanced diet?
- What are the major nutritional challenges faced by the family/community?
- Awareness Activity Suggestions

Students may conduct any one of the following activities in the selected community:

- Awareness campaign on personal hygiene and sanitation
- Poster presentation on balanced diet and nutrition
- Educational awareness drive for school enrollment
- Session on poverty alleviation and government welfare schemes
- Cleanliness and waste management campaign
- Distribution of educational or health awareness pamphlets



PROJECT EVALUATION

Internal Evaluation (CCE): 25 Marks

Evaluation has been done in four phases of project and marking has been done as per the university CCE norms.

Four Phases		Marks
Research Proposal & Problem Identification	15	
Questionnaire formulation	15	
Data Collection & Methodology Implementation	15	
Final Report submission and Viva voce	15	
Best (3 out of above four phases)		15
Participation in Discussion		05
Attendance		05
Total		25

External Evaluation (SEE): 25 Marks

Component	Marks
Final Research Report	15
External Viva Voce	10
Total	25 Marks

Course Outcomes Mapping:

COs	Course Outcome	POs/PSOs	CL	KC	Class Sessions
CO1	Explain the concept, evolution, principles and pillars of Sustainable Development along with the significance of Sustainable Development Goals (SDGs).	PO1, PO2, PSO1	U	C	10
CO2	Examine issues related to human development, social	PO2, PO7, PSO2	U, An	C, P	10



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	sustainability, poverty, health, education and the role of youth in social transformation.				
CO3	Analyze the importance of equality, resource conservation, renewable energy and sustainable communities for inclusive development.	PO3, PO6, PSO2	An	C	10
CO4	Evaluate sustainable economic growth, innovation, responsible consumption, climate challenges and green business practices.	PO4, PO5, PSO3	E	C	10
CO5	Conduct SDG-based surveys, audits and awareness activities to identify sustainability challenges in the local community.	PO6, PO7, PSO3	Ap	P	10
CO6	Develop and present SDG-based mini projects proposing practical and sustainable solutions for community development.	PO3, PO8, PSO3	C	P	10
Total Hours of Instruction					60

Mapping of COs with POs & PSOs

CO No.	POs										PSOs		
	1	2	3	4	5	6	7	8	9	10	1	2	3
CO1	1	2	0	0	0	0	0	0	0	0	1	0	0
CO2	0	2	0	0	0	0	2	0	0	0	0	2	0
CO3	0	0	2	0	0	2	0	0	0	0	0	2	0
CO4	0	0	0	1	1	0	0	0	0	0	0	0	3
CO5	0	0	0	0	0	2	2	0	0	0	0	0	3
CO6	0	0	2	0	0	0	0	1	0	0	0	0	3



BBA Semester-VII (Honours)

AI for Business Management

Course Category: SEC

Course Code: SEC421-4C

Course Outcomes:

After the subject being taught the student will be able to:

- CO 1: Understand the fundamental concepts, terminology, history, foundations, risks, and benefits of Artificial Intelligence.
- CO 2: Explain various AI tools, technologies, and AI-driven innovations used in modern business environments.
- CO 3: Analyze the applications of Artificial Intelligence in marketing, finance, supply chain management, logistics, and human resource management.
- CO 4: Evaluate the role of AI in business models, managerial decision-making, and the ethical and societal implications of AI technologies.

Teaching and Evaluation Scheme:

COURSE CODE	TITLE OF COURSE	CATEGORY OF COURSES	CREDITS	TEACHING HOURS PER WEEK			EVALUATION		
				Theory (Hrs.)	Practical (Hrs.)	Total (Hrs.)	CCE	SEE	TOTAL MARKS
SEC421-4C	AI for Business Management	SEC	2	2	-	2	25	25	50

Course Content:

<p>Unit I</p> <p>Introduction to AI: Overview of Artificial Intelligence: concepts and terminology, Foundations of Artificial Intelligence, History of Artificial Intelligence, Risks and Benefits of Artificial Intelligence. Introduction to popular AI tools, Overview of AI technologies, Artificial Intelligence driven innovations, Use of AI tools and technologies in business.</p>	<p>Teaching Hours: 15 (Weightage 50%)</p>
<p>Unit II</p> <p>Application of AI in Management AI in marketing and customer analytics, AI in finance and investment analysis, AI in supply chain management and logistics, AI in human resources and talent management, AI as a core element shaping business models and decision-making processes, Understand the ethical implications and societal impacts of AI technologies.</p>	<p>Teaching Hours: 15 (Weightage 50%)</p>



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***CCE:** Continuous and Comprehensive Evaluation: It consists of Class Tests / Assignments / Active learning / Attendance/ Seminars/ Presentations.

***SEE:** Semester End Evaluation

Reference Books:

1. Research and Publication Ethics by Upendra Pratap, Sakshi Ahlawat and Sushma Sharma, Sultan Chand & Sons, Educational Publishers, New Delhi
2. Research and Publication Ethics by C Paramasivan, Charulatha Publication, Chennai

Course Outcomes Mapping:

COs	Course Outcome	POs/PSOs	CL	KC	Class Sessions
CO1	Understand the fundamental concepts, terminology, history, foundations, risks, and benefits of Artificial Intelligence.	PO1, PO8, PO9, PO10 PSO1	R, U	C	7
CO2	Explain various AI tools, technologies, and AI-driven innovations used in modern business environments.	PO1, PO8, PO9, PO10, PSO1	R, U	C	8
CO3	Analyze the applications of Artificial Intelligence in marketing, finance, supply chain management, logistics, and human resource management.	PO1, PO8, PO9, PO10, PSO2, PSO3	An	C, P	10
CO4	Evaluate the role of AI in business models, managerial decision-making, and the ethical and societal implications of AI technologies.	PO1, PO8, PO9, PO10, PSO2, PSO3	E	C, P	5
Total Hours of Instruction					30

Mapping of COs with POs & PSOs

CO	PO										PSO		
	1	2	3	4	5	6	7	8	9	10	1	2	3
CO1	3	0	0	0	0	0	0	3	3	3	3	0	0
CO2	3	0	0	0	0	0	0	3	3	3	3	0	0
CO3	3	0	0	0	0	0	0	3	3	3	0	3	3
CO4	3	0	0	0	0	0	0	3	3	3	0	3	3



BBA Semester – VII (Honours with Research)

Research Project
Course Category: RP
Course Code: RP421-4C

Course Outcome:

After the subject being taught the student will be able to:

- CO 1: Demonstrate understanding of research methodology, problem identification, literature review, and research design.
- CO 2: Apply appropriate qualitative and/or quantitative research techniques for data collection and analysis.
- CO 3: Analyze collected data using suitable tools and techniques to derive meaningful insights.
- CO 4: Critically evaluate research results, compare with existing literature, and assess validity, reliability, and limitations.
- CO 5: Develop a structured research report/project thesis and present findings effectively using appropriate academic formats.
- CO 6: Demonstrate ethical research practices including plagiarism avoidance, proper citation, data integrity, and professional responsibility.

Teaching and Evaluation Scheme:

COURSE CODE	COURSE TITLE	COURSE CATEGORY	CREDITS	TEACHING HOURS PER WEEK			EVALUATION		
				Theory (Hrs.)	Experiential (Hrs.)	Total (Hrs.)	CCE	SEE	Total Marks
RP421-4C	Research Project	RP	4	-	12	12	50	50	100

Course Objective:

The Research Project aims to develop students’ ability to apply research methodologies to real-world business and economic problems. It integrates theoretical knowledge with practical exposure through field-based or action research, fostering analytical thinking, problem-solving, and professional reporting skills.



Structure and Guidelines

The Research Project is a 4-credit course offered to students who qualify for the Honours with Research. The course is designed to provide an opportunity for students to undertake an independent research study in a selected area within the domain of social sciences, based on their academic interest or specialization. Students may choose to conduct field-based research or action research, adopting either quantitative, qualitative, or mixed-method approaches.

The study may involve the collection and analysis of primary and/or secondary data, depending on the nature and objectives of the research problem. The Research Project shall be time-bound and must be completed in accordance with the guidelines, standards, and timelines prescribed by the College. The research process will follow a structured and systematic approach, including problem identification, proposal development, data collection, analysis, and reporting.

The student will be assigned faculty guide/mentor by the College, who will supervise and monitor the progress of the project. Students are required to adhere to the step-wise research process, participate in periodic review meetings, and submit progress updates as prescribed. Successful completion of the Project requires active engagement, adherence to academic ethics, and timely submission of all required components, including the final research report and viva voce.

The step-wise process to be followed by Students

Identification of Area of Interest:

Students opting for the Research Project shall identify their area of interest through interaction with peers, subject experts, research professionals, or faculty members. The selected area should align with the students' academic specialization and research aptitude.

Problem Identification and Approval:

Upon finalization of research area, students are required to undertake preliminary exploration to define a tentative research problem suitable for field-based or action



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research. They must then submit a formal application to the Principal for seeking approval by clearly stating the chosen area of interest and enclosing a brief research proposal outlining the tentative problem statement, proposed research methodology and timeline for completion of research work. Approval from the Principal must be obtained prior to the commencement of the research work.

Allotment of Guide and Commencement of Research:

Based on the approval granted by the Principal and submission of the parental consent letter, the College shall assign faculty guide to the student.

The research work shall commence under the supervision of the assigned guide, who will:

- Provide guidance in refining the research problem to make it specific, relevant, and researchable
- Monitor the progress of the project through periodic reviews and progress reports
- Support the student throughout all stages, from problem identification to final report preparation
- Conduct and evaluate the internal viva voce as part of the assessment process

Report Submission and External Assessment by the University

Upon completion of the fieldwork, student is required to submit the Project Report to the college in accordance with the prescribed guidelines. Upon successful completion of all stipulated requirements, the college will conduct the CCE and the University (KSV) shall conduct the SEE.



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Formats

Application for Approval of Research Project

Date:

To

The Principal

B.P. College of Business of Business Administration

Subject: Seeking Approval for undergoing Research Project

Respected Sir,

I, _____, a student of BBA Semester VII, hereby seek your permission to undertake the Research Project as per NEP guidelines. I have identified my area of interest in the domain of _____ [mention specialization/area, e.g., Marketing/Finance/HR]. In this regard, I propose to carry out a research study on the following topic:

Proposed Title of the Study: _____

Area of Interest: _____

Problem Definition: _____

Proposed Research Methodology: _____

Proposed Time line: _____

[Provide tentative schedule/phases of the project]

I request you to kindly grant approval to proceed with the Research Project. I assure you that I will adhere to all the guidelines and complete the research work within the stipulated time.

Thanking you.

Yours obediently,

Student Name:

Enrollment Number:

Class/Division:

Contact Details:

Enclosure: Brief Research Proposal (if attached separately)

Approved/ not approved: _____

Signature of Principal: _____



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Student undertaking and consent from Research Guide

1. Student Name:	
2. Current Address:	
3. Residence Address:	
4. Email ID:	
5. Mobile No(s):	
6. Aadhar No:	
7. PAN No:	
8. Overall CPA:	
9. Research Project area	

I hereby undertake to comply with and abide by all the terms, conditions, and requirements specified in the Research Project guidelines issued by the college.

Student Signature:

Date:

Consent from Research Guide

I hereby give my consent to guide the above-mentioned student for the Research Project. I confirm that the student has discussed the proposed research work with me, and I agree to supervise and provide necessary academic guidance throughout the duration of the project, as per the prescribed guidelines.

Name of Research Guide: _____

Designation: _____

Signature of Research Guide: _____

Date: _____



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PARENT / LEGAL GUARDIAN CONSENT LETTER

Date: ___ / ___ / _____

To
The Principal
B. P. College of Business Administration (BBA)
Sector-23, Gandhinagar

Subject: Consent for Research Project (Field Work / Research Work)

Respected Sir

I, the undersigned, am the parent/legal guardian of _____, and I have no objection to my ward undertaking the Project involving field work/action research as part of the academic curriculum. I understand that the project may require my ward to visit organizations, institutions, or field locations for the purpose of data collection, interaction, and research activities related to the study mentioned below:

Name of Student					
Enrollment no.		Roll no		Sem-Div.	
Title/Area of Research					
Field Work Location/Organization (if applicable):					
Proposed Start Date		Proposed End Date			

I hereby provide my contact details and request the concerned authorities of the college/organization to contact me in case of any emergency or if required. I grant my consent for my ward to carry out the Research Project involving field-based research activities. I further acknowledge that the College shall not be held responsible for my ward's conduct during the course of field work/research activities undertaken outside the campus premises.

Name of Parent/Guardian _____ Signature: _____
Relationship with the Student _____ Contact Number: _____



Student Code of Conduct for Research Project

1. Academic Integrity and Ethics

- Students shall maintain the highest standards of academic honesty and integrity throughout the research process.
- Plagiarism, data fabrication, falsification, or misrepresentation of findings is strictly prohibited.
- Proper citation and referencing must be followed for all secondary data and literature used.
- Students must ensure that all research activities comply with ethical standards, especially while collecting primary data from respondents.

2. Adherence to Approved Research Plan

- Students must strictly adhere to the approved research proposal submitted to the Principal.
- Any significant modification in topic, methodology, or scope must be undertaken only with prior approval of the faculty guide and Principal.
- Research work shall commence only after obtaining formal approval and completion of all required documentation (including parental consent).

3. Discipline and Professional Conduct

- Students shall maintain professional behavior while interacting with respondents, organizations, and stakeholders during fieldwork or action research.
- Appropriate formal attire and decorum must be maintained when visiting organizations or conducting research activities.
- Students must represent the College responsibly and uphold its reputation at all times.

4. Regular Interaction with Faculty Guide

- Students must maintain regular communication with the assigned faculty guide.
- Attendance in scheduled review meetings and submission of periodic progress reports is mandatory.
- Students are expected to actively seek guidance and incorporate feedback provided by the mentor.

5. Timely Completion of Work

- Students shall strictly follow the timelines prescribed by the College for each stage of the research process.
- Delays in submission of proposals, progress reports, or final reports without valid justification may lead to academic penalties.
- Submission of the final Research Project Report must be completed within the stipulated deadline.

6. Data Collection and Confidentiality

- Students must collect data ethically, transparently, and with consent of respondents.



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- Confidentiality and privacy of respondents and organizations must be respected at all times.
- Data collected should be used strictly for academic purposes only.

7. Quality of Research Work

- Students must ensure that the research work reflects original thinking, analytical rigor, and practical relevance.
- The study should be conducted using appropriate research methodologies (quantitative, qualitative, or mixed methods).
- The final report should be prepared as per prescribed academic standards and format.

8. Compliance with College Guidelines

- Students must comply with all the guidelines, rules, and instructions issued by the College and University (KSV) with regard to the Research Project from time to time.
- All required documents (proposal, consent forms, progress reports, certificates, etc.) must be submitted in the prescribed format.

9. Participation in Evaluation Process

- Students must mandatorily appear for:
 - Internal Viva Voce conducted by the faculty guide
 - External Viva Voce as scheduled by the University

10. Accountability and Responsibility

- The Research Project must be an independent work of the student under supervision.
- Any misconduct or violation of the code may lead to disciplinary action as per institutional norms.

Declaration

I hereby declare that I have read and understood the Code of Conduct for the Research Project and agree to abide by all the rules and guidelines specified herein.

Student Name: _____

Signature: _____ Date: _____



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(To be printed on College Letterhead)

Date: ___ / ___ / _____

RESEARCH PROJECT COMPLETION CERTIFICATE

This is to certify that **Mr./Ms.** _____,
Enrolment No _____, Exam Seat No. _____
a student of **Bachelor of Business Administration (BBA)**, Semester VII,
has successfully completed the **Research Project** under the
Honours with Research programme during the academic year _____. The title
of the research project is:

The student has carried out the research work in the area of
_____, adopting appropriate research
methodology and has submitted the project report in accordance with the guidelines
prescribed by the College and University. The project work was undertaken under the
guidance of **Dr./Prof.** _____ (**Faculty
Guide**).

This certificate is issued upon successful completion of all requirements, including
submission of the final report and appearance in the **internal viva voce** examination.
The student is eligible to appear for the **external viva voce** examination as per the
schedule notified by the University. We appreciate the sincere efforts and commitment
shown by the student during the course of the project.

Faculty Guide

**Head
Training & Placement
Cell**

Principal



EVALUATION SCHEME

A. INTERNAL EVALUATION (CCE): 50 Marks

Evaluation has been done in four phases of project and marking has been done as per the university CCE norms.

Four Phases		Marks
Research Proposal & Problem Identification	30	
Questionnaire formulation	30	
Data Collection & Methodology Implementation	30	
Final Report submission and Viva voce	30	
Best (3 out of above four phases)		30
Participation in Discussion		10
Attendance		10
Total		50

B. EXTERNAL EVALUATION (SEE): 50 Marks

Component	Marks
Final Research Report	30
External Viva Voce	20
Total	50 Marks



Structure of Research Project

-
- Cover Page
 - Certificate
 - Acknowledgement
 - Executive Summary
 - Table of Contents
 - List of Tables
 - List of Graphs/Figures
 - Chapter 1 Conclusion Chapter
 - Bibliography
 - Annexure (if any)
-

Cover Page

- Title of the Project (Arial, 20, Bold and Caps)
- Group No
- Group Members (Name and Roll No)
- Name of the Faculty Guide
- Name of the College with logo and address
- Academic Year

Certificate (issued by the college in a specific format)

Acknowledgement (Express your gratitude/thanks in the following sequence)

- Kadi Sarva Vishwavidyalaya and B. P. College of Business Administration
- Director/Principal
- Faculty Guide
- Faculty members and Staff
- Any special organization or person contributing to the study
- Family, Friends and others contributing directly or indirectly

Executive Summary

- A brief of the study in maximum 2 pages

Table of Contents (Chapter No, Details, Page No)

List of Tables (Table No, Table Title, Page No.)

List of Graphs/Figures (Graph/Figure No, Title, Page No.)

Margins- Left- 1.5” and other three sides 1”.

Line Spacing- 1.5

Font Size:

- Chapter No (font size 20, CAP LOCKS, Bold, Underline)
- Chapter Title (font size 18, Capitalize Each Word, Bold)
- Text Main Headings (font size 14, Capitalize Each Word, Bold)
- Text (font size 12)

Font Type: Times New Roman or CalistoMT



CHAPTER-1

Introduction

- 1.1 The Background
- 1.2 Rationale of the Study (why this topic has been selected)
- 1.3 Objectives of the Study
- 1.4 Data Source and Methodology
- 1.5 Chapterisation Scheme
- 1.6 Limitation of the Study

(This chapter should be of maximum 10 pages)

CHAPTER-2

Review of Literature

(Review of at least 20 research papers needs to be incorporated in this chapter. Each review must be between one paragraph to one page)

(This chapter must be of 15 to 25 pages)

CHAPTER-3

Theoretical Backdrop of the Study

(This chapter must be of 20 to 25 pages)

CHAPTER-4 to 5

As per objectives of the study

CHAPTER-6

Conclusion

BIBLIOGRAPHY

APA Format of Writing Bibliography

***BOOK CHAPTER, ESSAY, or ARTICLE when no author is credited (paper version)**

Russians. (1998). In T. L. Gall (Ed.), *Worldmarkencyclopedia of cultures and daily life* (Vol. 4, pp. 332-339). Detroit, MI: Gale Research.

BOOK CHAPTER, ESSAY, or ARTICLE when no author is credited (online version)

Russians. (1998). *Worldmarkencyclopedia of cultures and daily life*. Retrieved January 9, 2003 from Discovering Collection database.

WEBSITE (NOT from an online database)

The Amish, the Mennonites, and the Plain People. (n.d.). Retrieved May 30, 2000 from Pennsylvania Dutch Country Welcome Center Web site:

<http://www.800padutch.com/amish.shtml>



ANNEXURE

Attach your Questionnaire under this section. You can also put other relevant literature that cannot be put in the text.

Course Outcomes Mapping:

COs	Course Outcome	POs/PSOs	CL	KC	Class Sessions
CO1	Understand research methodology and research design	PO1, PO2, PO4, PO5, PO7, PSO1, PSO2, PSO3	U, Ap	C,P	20
CO2	Apply qualitative and quantitative research techniques	PO1, PO2, PO4, PO5, PO7, PSO1, PSO2, PSO3	Ap	P	30
CO3	Analyze data using appropriate tools and techniques	PO1, PO2, PO4, PO7, PO8, PSO1, PSO2, PSO3	An	P	40
CO4	Evaluate research results and assess validity and reliability	PO1, PO2, PO4, PO5, PO7, PO8, PSO1, PSO2, PSO3	E	C,P	30
CO5	Develop research report and present findings effectively	PO1, PO2, PO8, PSO1, PSO2, PSO3	Ap, Cr	C, P	40
CO6	Demonstrate ethical research practices and professional responsibility	PO1, PO2, PO4, PO10, PSO1, PSO2, PSO3	Ap, E	C,P	20
Total Hours of Instruction					180

Mapping of COs with POs & PSOs

CO No.	POs										PSOs		
	1	2	3	4	5	6	7	8	9	10	1	2	3
CO1	3	3	0	3	3	0	3	0	0	0	3	3	3
CO2	3	3	0	3	3	0	3	0	0	0	3	3	3
CO3	3	3	0	3	0	0	3	3	0	0	3	3	3
CO4	3	3	0	3	3	0	3	3	0	0	3	3	3
CO5	3	3	0	0	0	0	0	3	0	0	3	3	3
CO6	3	3	0	3	0	0	0	0	0	1	3	3	3



BBA Semester-VII (Honours with Research)

Research Ethics and Publication

Course Category: RP

Course Code: RP422-4C

Course Outcomes:

After the subject being taught the student will be able to:

- **CO 1:** Explain the fundamental concepts of philosophy and ethics, including the nature, scope, and branches of philosophy, and the principles of moral judgments and ethical reasoning.
- **CO 2:** Apply ethical principles and standards to scientific research, demonstrating intellectual honesty, research integrity, and responsible conduct in handling data and publications.
- **CO 3:** Analyze various forms of scientific and publication misconduct, including fabrication, falsification, plagiarism (FFP), redundant publication, and conflicts of interest, to identify ethical violations.
- **CO 4:** Evaluate ethical issues in research and publication practices and propose appropriate strategies to prevent misconduct, including adherence to guidelines, authorship norms, and identification of predatory journals.
- **Teaching and Evaluation Scheme:**

COURSE CODE	TITLE OF COURSE	CATEGORY OF COURSES	CREDITS	TEACHING HOURS PER WEEK			EVALUATION		
				Theory (Hrs.)	Practical (Hrs.)	Total (Hrs.)	CCE	SEE	TOTAL MARKS
RP422-4C	Research Ethics and Publication	RP	2	2	-	2	25	25	50

Course Content:

Unit I	Teaching Hours: 15 (Weightage 50 %)
Philosophy and Ethics	
<ul style="list-style-type: none"> • Introduction to philosophy: definition, nature and scope, concept, branches • Ethics: definition, moral philosophy, nature of moral judgements and reaction 	
Scientific Conduct	
<ul style="list-style-type: none"> • Ethics with respect to science and research • Intellectual honesty and research integrity • Scientific misconducts: falsification, fabrication, and plagiarism (FFP) • Redundant Publications: duplicate and overlapping publications, salami slicing • Selective reporting and misrepresentation of data 	
Unit II	Teaching Hours: 15 (Weightage 50 %)



Publication Ethics

- Publication ethics: definition, introduction and importance
- Best practices/standards setting initiatives and guidelines: COPE, WAME,
- Conflicts of interest

Publication misconduct

- Definition and concept
- Problems that lead to unethical behavior and vice versa
- Violation of publication ethics authorship and contributorship
- Identification of publication misconduct complaints and appeals
- Predatory publishers and journals

***CCE**: Continuous and Comprehensive Evaluation: It consists of Class Tests / Assignments / Active learning / Attendance/ Seminars/ Presentations.

***SEE**: Semester End Evaluation

Reference Books:

1. Research and Publication Ethics by Upendra Pratap, Sakshi Ahlawat and Sushma Sharma, Sultan Chand & Sons, Educational Publishers, New Delhi
2. Research and Publication Ethics by C Paramasivan, Charulatha Publication, Chennai

Course Outcomes Mapping:

COs	Course Outcome	POs/PSOs	CL	KC	Class Sessions
CO1	Explain the fundamental concepts of philosophy and ethics, including the nature, scope, and branches of philosophy, and the principles of moral judgments and ethical reasoning.	PO1, PO2, PO5, PO8, PO9, PO10, PSO1	U, R	C	7
CO2	Apply ethical principles and standards to scientific research, demonstrating intellectual honesty, research integrity, and responsible conduct in handling data and publications.	PO1, PO2, PO5, PO8, PO9, PO10, PSO1, PSO2, PSO3	Ap, U	P	4



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CO3	Analyze various forms of scientific and publication misconduct, including fabrication, falsification, plagiarism (FFP), redundant publication, and conflicts of interest, to identify ethical violations.	PO1, PO2, PO3, PO5, PO8, PO9, PO10, PSO1, PSO2, PSO3	An	C, P	4
CO4	Evaluate ethical issues in research and publication practices and propose appropriate strategies to prevent misconduct, including adherence to guidelines, authorship norms, and identification of predatory journals.	PO1, PO2, PO5, PO8, PO9, PO10, PSO1, PSO2, PSO3	E, An	P	15
Total Hours of Instruction					30

Mapping of COs with POs & PSOs

CO	PO										PSO		
	1	2	3	4	5	6	7	8	9	10	1	2	3
CO1	3	3	0	0	3	0	0	3	3	3	3	0	0
CO2	3	3	0	0	3	0	0	3	3	3	3	3	3
CO3	3	3	1	0	3	0	0	3	3	3	3	3	3
CO4	3	3	0	0	3	0	0	3	3	3	3	3	3