



KADI SARVA VISHWAVIDYALAYA

BBA Semester-VIII

Digital Marketing Course Category: Major Course Code: MAM410-4C

Course Outcomes:

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

- **CO 1:** Analyze the evolution from traditional to digital marketing to formulate strategic plans that address the unique expectations of Gen Z consumers and digital communities.
- **CO 2:** Apply Online Advertising (PPC) and Social Media Marketing techniques to build a brand presence and generate leads across platforms like Facebook, Instagram, and LinkedIn.
- **CO 3:** Evaluate the role of Influencers and the mechanics of "going viral" to identify and implement effective engagement strategies within the Indian market.
- **CO 4:** Understand and Apply SEO techniques and keyword research to optimize website visibility through On-page, Off-page, and Local SEO strategies.
- **CO 5:** Apply multi-channel communication strategies by integrating Email automation, SMS marketing, and WhatsApp Business API for effective lead nurturing.
- **CO 6:** Analyze the impact of Generative AI and multi-format trends to create modern marketing campaigns while evaluating compliance with India's DPDP Act.

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
MAM410-4C	Digital Marketing	Major	4	4	-	4	50	50	100

Course Content

Unit I	Teaching Hours: 15 (Weightage 25%)
Introduction to Digital Marketing Origin and Development of Digital Marketing, Traditional marketing Vs Digital Marketing, Digital Marketing Strategy, Digital Marketing Plan , Digital Consumer & Communities, Gen Z - expectation & influence of Digital Marketing.	
Unit II	Teaching Hours: 15 (Weightage 25%)



<p>Components of Digital Marketing Online Advertising(PPC) &Lead Generation, Social Media Marketing-Building brand presence on Face book, Instagram, LinkedIn, and Twitter; understanding organic vs. paid reach., Influencer & Viral Marketing- Types of Influencer, Identifying the right influencers in the Indian market and the mechanics of "going viral."</p>	
<p>Unit III</p>	<p>Teaching Hours: 15 (Weightage 25%)</p>
<p>Components of Digital Marketing Online Advertising(PPC) &Lead Generation, Social Media Marketing-Building brand presence on Face book, Instagram, LinkedIn, and Twitter; understanding organic vs. paid reach., Influencer & Viral Marketing- Types of Influencer, Identifying the right influencers in the Indian market and the mechanics of "going viral."</p>	
<p>Unit IV</p>	<p>Teaching Hours: 15 (Weightage 25%)</p>
<p>Digital Marketing Transformations: AI, Multi-Format Trends, and Data Governance Terminologies used in Digital Marketing, AI in Marketing- Using Generative AI (like ChatGPT, Gemini, Midjourney) for content creation, personalized ad copy, and predictive analytics. The Multi-Format Shift- Mastering Short-form Video (Reels, YouTube Shorts) and the rise of Voice Search and Visual Search (Google Lens), Understanding Data Privacy Laws (DPDP Act in India)</p>	

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

***SEE:** Semester End Evaluation

Reference Books:

1. **Kamat and Kamat**, "Digital Marketing", Himalaya Publishing House.
2. **Ahuja V.**, "Digital Marketing", Oxford University Press
3. **Gupta S.**, "Digital Marketing", McGraw-Hill Education



Course Outcomes Mapping:

COs	Course Outcome	POs/PSOs	CL	KC	Class Sessions
CO1	Understand & Analyze the evolution from traditional to digital marketing to formulate strategic plans that address the unique expectations of Gen Z consumers and digital communities.	PO1, PO2, PO10, PSO1	U, An	C	10
CO2	Apply Online Advertising (PPC) and Social Media Marketing techniques to build a brand presence and generate leads across platforms like Facebook, Instagram, and LinkedIn.	PO3, PO7, PSO2	Ap	P	12
CO3	Evaluate the role of Influencers and the mechanics of "going viral" to identify and implement effective engagement strategies within the Indian market.	PO2, PO5, PSO3	An, Ap, E	C, P	8
CO4	Understand and Apply SEO techniques and keyword research to optimize website visibility through On-page, Off-page, and Local SEO strategies.	PO3, PO7, PSO2	U, Ap,	P	12
CO5	Apply multi-channel communication strategies by integrating Email automation, SMS marketing, and WhatsApp Business API for effective lead nurturing.	PO3, PO7, PSO2	Ap, E	P	8
CO6	Analyze the impact of Generative AI and multi-format trends to create modern marketing campaigns while evaluating compliance with India's DPDP Act	PO5, PO6, PO8, PSO3	An	C	10
Total Hours of Instruction					60



KADI SARVA VISHWAVIDYALAYA

Mapping of COs with POs & PSO

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



BBA Semester-VIII

Labour Laws and Codes in India
Course Category: Major
Course Code: MAM411-4C

Course Outcomes:

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

- **CO1:** Explain and interpret the key provisions, objectives, and regulatory framework of the Factories Act, 1948 and Industrial Employment (Standing Orders) Act, 1946, including duties of employers and worker welfare measures.
- **CO2:** Analyze industrial disputes, strikes, lockouts, and dispute resolution mechanisms under the Industrial Disputes Act, 1947 and apply them to workplace scenarios.
- **CO3:** Interpret and apply provisions relating to wages, minimum wages, bonus, and gender equality under the Code on Wages, 2019.
- **CO4:** Evaluate trade unions, industrial disputes, and employer–employee relations under the Industrial Relations Code, 2020.
- **CO5:** Analyze provisions relating to social security, employee benefits, and welfare measures under the Code on Social Security, 2020 and Occupational Safety, Health and Working Conditions Code, 2020.
- **CO6:** Assess the impact of labour law reforms, including decriminalization and compliance mechanisms under the Jan Vishwas (Amendment of Provisions) Act, 2023, in practical and business contexts.

Teaching and Evaluation Scheme:

COURSE CODE	COURSE TITLE	COURSE CATEGORY	CREDITS	TEACHING HOURS PER WEEK			EVALUATION		
				Theory (Hrs.)	Practical (Hrs.)	Total (Hrs.)	CCE	SEE	Total Marks
MAM411-4C	Labour Laws and Codes in India	Major	4	4	-	4	50	50	100



Course Content:

Unit I

Teaching Hours: 15 (Weightage 25%)

Labour Law related to Factories & Industrial Relations

Factories Act, 1948

- Scope, Objectives, Applicability and scheme of the Act
- Authorities and enforcement mechanisms
- Duties of occupier/manufacturer
- Working hours of adults
- Employment of young persons
- Annual leave with wages
- Special provisions
- Penalties and procedures

Industrial Disputes Act, 1947

- Objectives and significance
- Important definitions
- Industrial disputes and individual disputes
- Strikes and lockouts: legality and justification
- Authorities under the Act and dispute resolution
- Unfair labour practices and penalties

Industrial Employment (Standing Orders) Act, 1946

- Object and scope
- Key definitions and authorities
- Concept of Standing Orders
- Certification process and conditions
- Modification and interpretation
- Subsistence allowance and model standing orders

Unit II

Teaching Hours: 15 (Weightage 25%)

Labour Code: Wage & Industrial Relations Framework

Code on Wages, 2019

- Objectives and scope
- Key definitions: wages, employee, employer
- Minimum wages and floor wages
- Payment of wages: time, mode, deductions
- Bonus provisions
- Gender equality in wages
- Authorities, inspection, and penalties

Industrial Relations Code, 2020

- Trade unions: registration and recognition
- Standing orders and service conditions
- Industrial disputes: meaning and types
- Strikes and lockouts: legality and procedures



- Overview of dispute resolution mechanisms

Unit III

Teaching Hours: 15 (Weightage 25%)

Labour Code: Social Security, Working Conditions & Contemporary Issues

Industrial Relations Code, 2020

- Lay-off, retrenchment, and closure
- Worker rights vs employer flexibility
- Case-based understanding of industrial disputes

Code on Social Security, 2020

- Concept and importance of social security
- Coverage: organized, unorganized, gig and platform workers
- Provident Fund and Employee State Insurance
- Gratuity and maternity benefits
- Social security schemes and funds
- Compliance issues and challenges

Occupational Safety, Health and Working Conditions Code, 2020

- Health, safety, and welfare provisions
- Working conditions and hours
- Employment of women and young persons
- Leave and welfare measures
- Inspector-cum-facilitator system

Unit IV

Teaching Hours: 15 (Weightage 25%)

Jan Vishwas (Amendment of Provisions) Act, 2023

- Decriminalization: Removal of criminal penalties (imprisonment) for certain minor offences, Shift from punitive → regulatory approach, Difference: Criminal offence and Civil offence
- Rationale: Reduce fear among businesses, avoid over-criminalization, Improve compliance culture
- Objectives & Scope of the Act
- Adjudication Mechanism - Appointment of Adjudicating Officers and Powers
- Compounding of Offences
- Sector-wise Amendments - Business & Commerce laws, Company-related compliance provisions
- Impact & Criticism of the Act
- Practical Application & Case Analysis - Compliance strategies for businesses, Role of professionals (lawyers, CS, CA), Importance of internal compliance systems

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

*SEE: Semester End Evaluation

References:

1. Industrial Law by N.D. Kapoor, Sultan Chand & Sons. New Delhi.



KADI SARVA VISHWAVIDYALAYA

2. Commentary on Labour Codes (Wages, IR, Social Security, OSH), Taxmann Publications
3. Labour & Industrial Laws by S.N. Mishra, Central Law Publications, Allahabad
4. ICSI, Study Material Professional Programme Labour Law and Practice
5. Website: https://col.gujarat.gov.in/Four_LabourCode.htm

Course Outcomes Mapping:

COs	Course Outcome	POs/PSOs	CL	KC	Class Sessions
CO1	Demonstrate and interpret the key provisions, objectives, and regulatory framework of the Factories Act, 1948 and Industrial Employment (Standing Orders) Act, 1946, including duties of employers and worker welfare measures.	PO1, PO5, PSO1	U	C	6
CO2	Analyze industrial disputes, strikes, lockouts, and dispute resolution mechanisms under the Industrial Disputes Act, 1947 and apply them to workplace scenarios.	PO1, PO2, PO5, PO9, PSO1, PSO2	U, An	C, P	9
CO3	Interpret and apply provisions relating to wages, minimum wages, bonus, and gender equality under the Code on Wages, 2019.	PO1, PO2, PO5, PO9, PSO2, PSO3	Ap, An	C, P	8
CO4	Evaluate trade unions, industrial disputes, and employer–employee relations under the Industrial Relations Code, 2020.	PO1, PO2, PO5, PO9, PSO2, PSO3	U, E	C, P	7
CO5	Analyze provisions relating to social security, employee benefits, and welfare measures under the Code on Social Security, 2020 and Occupational Safety, Health and Working Conditions Code, 2020.	PO1, PO2, PO5, PO9, PSO2, PSO3	U, An	C, P	15
CO6	Assess the impact of labour law reforms, including decriminalization and compliance mechanisms under the Jan Vishwas (Amendment of Provisions) Act, 2023, in practical and business contexts.	PO1, PO2, PO5, PO9, PSO2, PSO3			15
Total Hours of Instruction					60



KADI SARVA VISHWAVIDYALAYA

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	3	0	0	0	0	0	1	0	0
CO2	3	3	0	0	3	0	0	0	3	0	1	3	0
CO3	3	3	0	0	3	0	0	0	3	0	0	3	3
CO4	3	3	0	0	3	0	0	0	3	0	0	3	3
CO5	3	3	0	0	3	0	0	0	3	0	0	3	3
CO6	3	3	0	0	3	0	0	0	3	0	0	3	3



BBA Semester-VIII

Indian Financial System
Course Category: Major
Course Code: MAM412-4C

Course Outcomes:

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

- **CO1:** Explain the structure, functions and evolution of the Indian Financial System.
- **CO2:** Analyse the role and functioning of financial institutions such as Reserve Bank of India, SEBI, commercial banks, NBFCs and development banks.
- **CO3:** Explain the functioning of Financial Institutions and Financial markets.
- **CO5:** Explain the functioning of Indian money market and capital market instruments.
- **CO5:** Examine financial services including mutual funds, insurance, and venture capital and leasing.

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
MAM412-4C	Indian Financial System	Major	4	4	0	4	50	50	100

Course Content

Unit I	Teaching Hours: 15 (Weightage 25%)
The Financial System	
Introduction, Components of the Formal Financial System, Functions of a Financial System, Financial System Design, Financial Institutions in brief	
Financial Markets:	
Money Market: Introduction, Functions, Types of money market instruments, Fixed Income, Bonds, Types of Bonds,	
Capital Markets: Introduction, Functions, Equity- Primary Market, secondary market, Debt Market	
Unit II	Teaching Hours: 15 (Weightage 25%)
Depository and Custodians	



Meaning, The need for setting up a depository system in India, The benefits of depository system, The depository process, Functions of CDSL and NSDL, Differences Between CDSL and NSDL., Meaning of custodian

Unit III

Teaching Hours: 15 (Weightage 25%)

Social Stock Exchange and Green Bonds

- Structure of the SSE
- Introduction to Green and Social Bond Markets
 - Overview
 - Green bonds
 - Social Bond
 - Sustainability Bond
 - Governance & market development
 - Opportunities and challenges

New Financial Instruments

- Meaning, Reasons for Innovations in Financial instruments
- Types of New Financial Instruments such as
- Floating Rate Bonds (FRBs)
- Zero Interest Bonds (ZIBs)
- Deep Discount Bonds (DDBs)
- Revolving Underwriting Finance Facility (RUFF)
- Auctions Rated Debentures (ARDs)
- Secured Premium Notes (SPNs)
- Municipal Bonds (MBs)

Unit IV

Teaching Hours: 15 (Weightage 25%)

Factoring and Forfaiting

The Meaning, origin and types of Factoring, Factor Mechanism, Factoring charges and legal aspects,

Benefits of factoring

1. To Clients
2. To Customers (Buyers)
3. To Banks

Forfaiting

Introduction, Meaning, Origin of Forfaiting, Characteristics of Forfaiting, Need and benefits of Forfaiting, Difference between Factoring and Forfaiting

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

***SEE**: Semester End Evaluation

Reference Books:

1. Indian Financial System- Bharati V. Pathak, Pearson Education



KADI SARVA VISHWAVIDYALAYA

2. Indian Financial System- Desai Vasant , Himalaya Publication
3. Indian Financial System- Deodhar S.B. and Ab, Himalaya Publication
4. Indian Financial System- Ramesh Babu , Himalaya Publication
5. Indian Financial System- Khan M.Y., Tata McGraw Hill

Course Outcomes Mapping:

COs	Course Outcome	POs/PSOs	CL	KC	Class Sessions
CO1	Explain the structure, functions and evolution of the Indian Financial System.	PO1, PO2, PSO1	U	C	12
CO2	Analyse the role and functioning of financial institutions such as Reserve Bank of India, SEBI, commercial banks, NBFCs and development banks.	PO2, PO3, PSO1, PSO2	An	An	12
CO3	Explain the functioning of Financial Institutions and Financial markets.	PO1, PO2, PSO1	U	U	12
CO4	Explain the functioning of Indian money market and capital market instruments.	PO2, PO3, PSO1, PSO2	U, Ap	U	12
CO5	Examine financial services including mutual funds, insurance, and venture capital and leasing.	PO2, PO4, PSO2	An	C, P	12
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	2	0	0	0	0	0	0	0	3	3	0
CO3	2	3	0	0	0	0	0	0	0	0	3	0	0
CO4	0	3	2	0	0	0	0	0	0	0	3	3	0
CO5	0	3	0	1	0	0	0	0	0	0	0	3	0



BBA Semester-VIII

International Marketing Management

Course Category: Major

Course Code: MAM413-4C

Course Outcomes:

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

- Compare domestic and international marketing frameworks and the impact of globalization drivers using the EPRG model.
- Examine the influence of trade theories and regional blocs (EU, ASEAN, SAARC) on global market competitiveness
- Analyze cultural, political, and legal environments using Hofstede’s Dimensions to mitigate country-specific risks.
- Evaluate global market entry modes and strategic alliances to determine the most effective expansion path for a firm.
- Formulate a global marketing mix that balances standardization and adaptation for cross-border branding. Demonstrate knowledge of export-import procedures, LC documentation, and AI-driven digital trade operations
- Demonstrate knowledge of export-import procedures, LC documentation, and AI-driven digital trade 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
MAM413-4C	International Marketing Management	Major	4	4	0	4	50	50	100

Course Content

Unit I	Teaching Hours: 15 (Weightage 25%)
Foundations & Frameworks	
Concepts- Domestic vs. International marketing; Drivers of Globalization, Trade Environment- WTO, GATT, and Regional Blocs (EU, ASEAN, SAARC), Strategy- The EPRG Framework (Ethno-, Poly-, Regio-, and Geocentric), Theories- Absolute/Comparative Advantage and the Product Life Cycle.	
Unit II	Teaching Hours: 15 (Weightage 25%)
Market Analysis & Scanning	
Culture- Elements of culture, Hofstede’s Dimensions, and avoiding Self-Reference	



KADI SARVA VISHWAVIDYALAYA

Criterion (SRC), Risk- Political/Legal systems and assessing country risk, Research- Global information systems and data collection hurdles., Strategy- Global segmentation, positioning, and country selection.	
Unit III	Teaching Hours: 15 (Weightage 25%)
Entry & Expansion Strategies Entry Modes- Exporting, Licensing, Franchising, and Turnkey projects, Alliances- Joint Ventures and Wholly Owned Subsidiaries, FDI- Motives for Foreign Direct Investment and the role of MNEs, Product Policy- The Standardization vs. Adaptation debate and Global Branding.	
Unit IV	Teaching Hours: 15 (Weightage 25%)
Marketing Mix & Digital Trade Pricing- Transfer pricing, dumping, and currency management, Distribution- International logistics and maritime shipping basics, Promotion- Global IMC, trade fairs, and localized advertising, Digital/Operations- AI in customer service, E-marketing, and Export-Import procedures (LC, documentation).	

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

***SEE**: Semester End Evaluation

Reference Books:

1. Michael R. Czinkota and Iikka A. Ronkainen, Indian edition, Thomson south-western
2. Joshi, R. M. (2014). *International Marketing* (2nd ed.). Oxford University Press.
3. Gillespie, K., Jeannet, J. P., & Hennessey, H. D. (2015). *International Marketing*. Stamford, CT: Cengage Learning.

Course Out comes Mapping:

COs	Course Outcome	POs/PS Os	CL	KC	Class Sessions
CO1	Compare domestic and international marketing frameworks and the impact of globalization drivers using the EPRG model.	PO1, PO10, PSO1	U,An	C	10
CO2	Examine the influence of trade theories and regional blocs (EU, ASEAN, SAARC) on global market competitiveness	PO2, PO10, PSO2	An	C	5



KADI SARVA VISHWAVIDYALAYA

CO3	Analyze cultural, political, and legal environments using Hofstede's Dimensions to mitigate country-specific risks.	PO2, PO5, PO10 PSO2	An,		C	15
CO4	Evaluate global market entry modes and strategic alliances to determine the most effective expansion path for a firm.	PO6, PO10, PSO3	Ap, An, E		P	15
CO5	Formulate a global marketing mix that balances standardization and adaptation for cross-border branding. Demonstrate knowledge of export-import procedures, LC documentation, and AI-driven digital trade operations	PO1, PO2, PSO2	Ap, E		P	10
CO6	Demonstrate knowledge of export-import procedures, LC documentation, and AI-driven digital trade operations.	PO7, PO8, PSO2	Ap		P	5
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	2	0	0	0	0	0	0	0	0	3	1	0	0
CO2	0	3	0	0	0	0	0	0	0	3	0	3	0
CO3	0	3	0	0	1	0	0	0	0	3	0	3	0
CO4	0	0	0	0	0	1	0	0	0	3	0	0	1
CO5	2	3	0	0	0	0	0	0	0	0	0	3	0
CO6	0	0	0	0	0	0	1	1	0	0	0	3	0



BBA Semester-VIII

International Human Resource Management

Course Category: Major

Course Code: MAM414-4C

Course Outcome:

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

- CO 1 - Understand key concepts, differences, and contextual factors influencing International HRM and analyze the impact of cultural and strategic factors on global HRM practices.
- CO 2 - Understand HR implications in cross-border mergers, acquisitions, and joint ventures.
- CO 3 - Analyze the role of culture and management in successful international collaborations.
- CO 4 - Understand global staffing approaches and international assignment types.
- CO 5 - Apply appropriate selection and staffing strategies in multinational contexts.
- CO 6- Understand performance management systems in multinational organizations and evaluate methods for managing and appraising international employee performance.

COURSE CODE	COURSE TITLE	COURSE CATEGORY	CREDITS	TEACHING HOURS PER WEEK			EVALUATION		
				Theory (Hrs.)	Practical (Hrs.)	Total (Hrs.)	CCE	SEE	Total Marks
MAM414-4C	International Human Resource Management	Major	4	4	-	4	50	50	100

Course Content

Unit I	Teaching Hours: 15 (Weightage 25%)
Introduction to IHRM	
Define International HRM, Difference between domestic and international HRM, Variables that moderate differences between domestic and international HRM, The cultural environment, Extent of reliance of the multinational on its home-country domestic market, attitudes of Sr. management to international operations, Applying a strategic view of IHRM, The changing context of IHRM, Impact of cultural context on HRM Practices, Management demands of	



KADI SARVA VISHWAVIDYALAYA

international growth, Standardization and localization of HRM Practices, Factors driving standardization and localization	
Unit II	Teaching Hours: 15 (Weightage 25%)
IHRM in cross border Mergers and Acquisition Cross border alliance, Cross border Mergers and Acquisition, M & A phases and HR implications, International Equity Joint Ventures, IJV development stages and HRM implications, Importance of cross cultural management in IJV, the top management team and the role of expatriate in IJVs, International SMEs, SMEs: strategic importance and barriers to internationalization, IHRM features in SMEs	
Unit III	Teaching Hours: 15 (Weightage 25%)
Sourcing Human Resources for Global Markets Approaches to staffing, Determinants of staffing choice, Importance of international assignments, Reasons for international assignment, Types of international assignment, The Role of an expatriate, the role of non-expatriate, The Role of Inpatriate, Selection criteria, Expatriate Selection processes in practice, Dual Career Couples	
Unit IV	Teaching Hours: 15 (Weightage 25%)
International Performance Management Multinational Performance Management, Control and Performance Management, Performance Management of International Employees, Performance Appraisal of International Employees International Training, Development and Careers Components of Effective Pre-Departure Training Programs, The Effectiveness of Pre-Departure Training, Developing Staff Through International Assignments, Trends in International Training and Development,	

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

***SEE**: Semester End Evaluation

References:

1. International Human Resource Management-Cengage Learning - Peter J Dowling, Marion Festing, Allen Engle
2. International Human Resource Management-A Multinational Company - Monir H. Tayeb
3. International Human Resource Management - K Aswathappa



Course Out comes Mapping:

COs	Course Outcome	POs/PSOs	CL	KC	Class Sessions
CO1	Understand key concepts, differences, and contextual factors influencing International HRM and analyze the impact of cultural and strategic factors on global HRM practices.	PO1, PO2, PO5, PO10, PSO1, PSO2	U,An	P, C	15
CO2	Understand HR implications in cross-border mergers, acquisitions, and joint ventures.	PO1, PO5, PO10, PSO1	U	C	5
CO3	Analyze the role of culture and management in successful international collaborations.	PO1, PO5, PO10, PSO2	An,	C, P	10
CO4	Understand global staffing approaches and international assignment types.	PO1, PO10, PSO1	U	P	5
CO5	Apply appropriate selection and staffing strategies in multinational contexts.	PO1, PO2, PO10, PSO2	Ap	C	10
CO6	Understand performance management systems in multinational organizations and evaluate methods for managing and appraising international employee performance.	PO1, PO2, PO10, PSO1, PSO3	U, E	P, C	15
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	3	0	0	0	0	3	3	3	0
CO2	3	0	0	0	3	0	0	0	0	3	3	0	0
CO3	3	0	0	0	3	0	0	0	0	3	0	3	0
CO4	3	0	0	0	0	0	0	0	0	3	3	0	0
CO5	3	3	0	0	0	0	0	0	0	3	0	3	0
CO6	3	3	0	0	0	0	0	0	0	3	3	0	2



BBA Semester-VIII

International Financial Management

Course Category: Major

Course Code: MAM415-4C

Course Outcomes:

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

- **CO1:** Explain the structure, functions, and participants of the foreign exchange market and the mechanism of foreign exchange quotations.
- **CO2:** Describe different types of foreign exchange transactions, settlements, and their role in international financial markets.
- **CO3:** Analyze various types of foreign exchange exposure including economic, transaction, and operating exposure.
- **CO4:** Evaluate cross-border investment decisions using capital budgeting techniques and project evaluation approaches.
- **CO5:** Assess risk factors involved in international investment decisions and apply appropriate evaluation methods.
- **CO6:** Examine financing decisions of multinational corporations including cost of capital, capital structure, and working capital management.

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
MAM415-4C	International Financial Management	Major	4	4	-	4	50	50	100

Course Content

Unit I	Teaching Hours: 15 (Weightage 25%)
Foreign Exchange Market	
Foreign Exchange Market: Functions and Structure of the Forex markets, major participants, types of transactions and settlements, Foreign exchange quotations.	
Unit II	Teaching Hours: 15 (Weightage 25%)
Foreign Exchange Exposure and Risk	



KADI SARVA VISHWAVIDYALAYA

Management of foreign exchange exposure and risk: Types of Exposure, Economic Exposure, Transaction Exposure, Operating Exposure.	
Unit III	Teaching Hours: 15 (Weightage 25%)
Investment Decisions Cross-border Investment Decisions: Capital budgeting, Approaches to Project Evaluation, Risk in Cross-border Investment Decisions.	
Unit IV	Teaching Hours: 15 (Weightage 25%)
Financing Decisions Financing Decisions of MNC's & Working Capital Management: Introduction, the cost of capital, capital structure, Cash management, management of receivables, Inventory management	

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

***SEE**: Semester End Evaluation

Reference Books:

1. International Finance , Prakash .G.Apte, TMH
2. International Financial Management, T. Siddaiah: Pearson.
3. International Financial Management , M. K. Rastogi
4. International Financial Management, S. Eun Choel and Risnick Bruce: TMH.

Course Outcomes Mapping:

COs	Course Outcome	POs/PSOs	CL	KC	Class Sessions
CO1	Explain the structure, functions, and participants of the foreign exchange market and the mechanism of foreign exchange quotations.	PO1, PO2, PO7, PO10, PSO1, PSO2	U	C	10
CO2	Describe different types of foreign exchange transactions, settlements, and their role in international financial markets.	PO1, PO2, PO7, PO10, PSO1, PSO2	U	C	10



KADI SARVA VISHWAVIDYALAYA

CO3	Analyze various types of foreign exchange exposure including economic, transaction, and operating exposure.	PO1, PO2, PO7, PO10, PSO1, PSO2, PSO3	An	C	10
CO4	Evaluate cross-border investment decisions using capital budgeting techniques and project evaluation approaches.	PO1, PO2, PO6, PO7, PO10, PSO1, PSO2, PSO3	E	P	10
CO5	Assess risk factors involved in international investment decisions and apply appropriate evaluation methods.	PO1, PO2, PO7, PO10, PSO1, PSO2, PSO3	An	P	10
CO6	Examine financing decisions of multinational corporations including cost of capital, capital structure, and working capital management.	PO1, PO2, PO6, PO7, PO8, PO10, PSO1, PSO2, PSO3	E	C	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	3	0	0	3	3	3	0
CO2	3	3	0	0	0	0	3	0	0	3	3	3	0
CO3	3	3	0	0	0	0	3	0	0	3	3	3	3
CO4	3	3	0	0	0	1	3	0	0	3	3	3	3
CO5	3	3	0	0	0	0	3	0	0	3	3	3	3
CO6	3	3	0	0	0	1	3	1	0	3	3	3	3



BBA Semester-VIII

Marketing Analytics
Course Category: Major
Course Code: MAM416-4C

Course Outcomes:

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

- CO 1: Understand the levels of analytics and interpret the 7-step process to transform raw data into strategic insights.
- CO 2: Analyze big data environments and ETL processes to identify and fix ruined data for accurate decision-making.
- CO 3: Design comprehensive marketing dashboards and charts to visualize and communicate complex sales trends.
- CO 4: Assess sales forecasting and price-demand analytics to determine the impact of advertising on consumer behaviour.
- CO 5: Interpret owned, paid, and earned media performance using metrics from Google Analytics and Meta Ads Manager.
- CO 6: Apply statistical models (T-tests, ANOVA, Regression) to test hypotheses and justify data-driven strategies.

Teaching and Evaluation Scheme:

COURSE CODE	TITLE OF COURSE	CATEGOR Y OF COURSES	CREDITS	TEACHING HOURS PER WEEK			EVALUATION		
				Theory (Hrs.)	Practical (Hrs.)	Total (Hrs.)	CCE	SEE	TOTAL MARKS
MAM416-4C	Marketing Analytics	Major	4	4	-	4	50	50	100

Course Content

Unit I	Teaching Hours: 15 (Weightage 25%)
Foundations of Marketing Analytics	
Definition, analytics levels and their impact on Competitive advantage, The Role of Analytics, The Analytics Process: 7-step	
Data Basics for Managers- era of big data, Data Sources, data types, Data processing, storage and movement using traditional ETL and ETL using Hadoop, Data Hygiene: fixing ruin data	
Unit II	Teaching Hours: 15 (Weightage 25%)



KADI SARVA VISHWAVIDYALAYA

Data Visualisation & Sales Trends

What is data visualisation? Principles and elements of Design for Data Visualisation, basic types of Charts and Visualisation, Choosing the Right Chart
 Sales Forecasting: Simple forecasting techniques using historical data- Advertising Impact on sales, Price-demand Analytics
 Marketing Dashboards: Combine multiple charts into one easy-to-read summary.

Unit III

Teaching Hours: 15 (Weightage 25%)

Digital, Social Media & Web Analytics

Basics of digital marketing, owned, paid and earned media, digital marketing analytics in practice, digital marketing analytical measures, Social Media Analytics
 Key metrics: reach, engagement rate, CTR, conversions. Introduction to tools like Google Analytics, Overview of Meta Ads Manager and application of text analytics in marketing.

Unit IV

Teaching Hours: 15 (Weightage 25%)

Techniques used:

Application of T test, Independent Sample t test, ANOVA, Chi- Square test, Co- efficient of Co-relation, Regression analysis -simple liner and multiple liner in Framing marketing strategies.

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

***SEE:** Semester End Evaluation

Reference Books:

1. Hair, J. F., Jr., Harrison, D. E., & Ajjan, H. (2021). *Essentials of marketing analytics*. McGraw Hill LLC.
2. Levin, R. I., & Rubin, D. S. (1998). *Statistics for management* (7th ed.). Prentice Hall.

Course Outcomes Mapping:

COs	Course Outcome	POs/PSOs	CL	KC	Class Sessions
CO1	Understand the levels of analytics and interpret the 7-step process to transform raw data into strategic insights.	PO1, PO2, PSO1	U	C	10
CO2	Analyze big data environments and ETL processes to identify and fix ruined data for accurate decision-making.	PO7, PSO2	An	P	12
CO3	Design comprehensive marketing dashboards and charts to visualize and	PO3, PO7, PSO2	Ap	P	12



KADI SARVA VISHWAVIDYALAYA

	communicate complex sales trends.				
CO4	Assess sales forecasting and price-demand analytics to determine the impact of advertising on consumer behaviour.	PO3, PO7, PSO2	E	C, P	10
CO5	Interprete owned, paid, and earned media performance using metrics from Google Analytics and Meta Ads Manager.	PO7, PO10, PSO2	E	P	8
CO6	Apply statistical models (T-tests, ANOVA, Regression) to test hypotheses and justify data-driven strategies.	PO2, PO7, PSO3	Ap	P	8
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	1	2	0	0	0	0	0	0	0	0	1	0	0
CO2	0	0	0	0	0	0	3	0	0	0	0	3	0
CO3	0	0	2	0	0	0	3	0	0	0	0	3	0
CO4	0	0	2	0	0	0	3	0	0	0	0	3	0
CO5	0	0	0	0	0	0	3	0	0	1	0	3	0
CO6	0	2	0	0	0	0	3	0	0	0	0	0	1



BBA Semester-VIII

HR Analytics
Course Category: Major
Course Code: MAM417-4C

Course outcome:

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

- **CO1:** Understand concepts of HR Analytics and key HR performance indicators.
- **CO2:** Apply data visualization techniques in HR for effective decision-making.
- **CO3:** Analyze HR data using statistical tools and forecasting models.
- **CO4:** Evaluate diversity and inclusion metrics and their impact on organizations.
- **CO5:** Apply performance evaluation techniques and analytical tools in HR.
- **CO6:** Apply predictive models for attrition analysis using advanced techniques.

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
MAM417-4C	HR Analytics	MAJOR	4	4	0	4	50	50	100

Course Content

Unit I	Teaching Hours: 15 (Weightage 25%)
Understanding HR Analytics	
Introduction of HR Analytics; HR Key Performance Indicators - (i) Quality of Hire, (ii) Bradford Factor, (iii) Replacement Rate, (iv) Pipeline Analytics and Succession Planning Matrix	
Unit II	Teaching Hours: 15 (Weightage 25%)
HR Data Visualization	
Examining Large Data in HR; Preparing Frequency Distribution Table from Raw Data; Pareto Chart; Gantt Chart; Gini Coefficient (Salary Diversity Index); HR OLAP Cube	
Unit III	Teaching Hours: 15 (Weightage 25%)



<p>HR Basics Data Normality Tests; HR Hypotheses Framing; Tests and Outcome for each category (various tests and application for deriving conclusions about the given data)</p> <p>Human Resource Forecasting Linear Forecasting Models; Non-linear Forecasting Models (Markov Forecasting Model)</p> <p>Diversity Index in HR HR promotes Diversity; Simpson’s Diversity Index; Organisations use D&I for Boosting Innovation, Saving Livelihoods</p>
<p>Unit IV Teaching Hours: 15 (Weightage 25%)</p> <p>Performance Evaluation Rank Factors affecting Performance (using psychological scaling, Garrett ranking); Paired Comparison Techniques and Cluster Analysis for Group Formation; Normal Distribution Curve; Long Tail Distribution Analysis Curve</p> <p>+Attrition Analysis (3 Hours) Logistic Regression (Predictive Analytics) and Modelling for Large Data</p>

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

***SEE:** Semester End Evaluation

Reference Books:

1. HR Analytics by Prof. Amit Johri and Dr. G. Gopalakrishnan, Himalaya Publishing House.
2. HR Analytics: Understanding Theories and Applications by Dipak Kumar Bhattacharyya, SAGE Publications.
3. HR Analytics: Fundamentals and Applications by Kumar Pardeep, Sultan Chand & Sons.
4. HR Analytics Handbook by Shital Kakkar Mehra, Notion Press.
5. Predictive Analytics in Human Resource Management: A Hands-on Approach by Nijjer, Shivinder & Sahil Raj, Taylor & Francis Ltd (Routledge India).

Course Outcomes Mapping:

Cos	Course Outcome	POs/PSOs	CL	KC	Class Sessions
CO1	Understand concepts of HR Analytics and key HR performance indicators.	PO1, PO2, PO4, PO7, PO8, PSO1, PSO2, PSO3	U, R	C	15



KADI SARVA VISHWAVIDYALAYA

CO2	Apply data visualization techniques in HR for effective decision-making.	PO1, PO2, PO3, PO7, PSO1, PSO2,	Ap	C, P	15
CO3	Analyze HR data using statistical tools and forecasting models.	PO2, PO4, PO7, PO8, PSO2, PSO3	An, Ap	C, P	8
CO4	Evaluate diversity and inclusion metrics and their impact on organizations.	PO1, PO2, PO5, PO6, PSO1, PSO2, PSO3	An, E	C	7
CO5	Apply performance evaluation techniques and analytical tools in HR.	PO1, PO2, PO4, PO7, PSO2, PSO3	Ap, An	C, P	7
CO6	Apply predictive models for attrition analysis using advanced techniques.	PO2, PO6, PO7, PO10, PSO2, PSO3	Ap, E	C, 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	3	3	0	3	0	0	3	2	0	0	3	3	3
CO2	3	3	1	0	0	0	3	0	0	0	3	3	0
CO3	0	3	0	3	0	0	3	2	0	0	0	3	3
CO4	3	3	0	3	0	0	3	0	0	0	0	3	3
CO5	3	3	0	3	0	0	3	0	0	0	0	3	3
CO6	0	3	0	0	0	1	3	0	0	1	0	3	3



BBA Semester-VIII

Financial Analytics
Course Category: Major
Course Code: MAM418-4C

Course Outcomes

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

- **CO1:** Understand the fundamentals of financial analytics, risk-return trade-off, and capital market theory.
- **CO2:** Analyze financial instruments such as stocks, futures, and options for investment decision-making.
- **CO3:** Develop financial models including statement models, cash flow models, and capital budgeting techniques using Excel.
- **CO4:** Apply forecasting techniques and evaluate different types of financial models such as IPO, merger, and LBO models.
- **CO5:** Analyze cost structures using costing methods, budgetary control, and break-even analysis for cost reduction.
- **CO6:** Evaluate financial performance using financial statements, ratio analysis, and analytical tools with the help of Excel.

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
MAM418-4C	Financial Analytics	Major	4	4	-	4	50	50	100

Course Content

<p>Unit I Teaching Hours: 15 (Weightage 25%)</p> <p>An Introduction to Financial Analytics Overview and Significance of Financial Analytics, Risk-Return Trade Off, Analysis of Common Stocks, Meaning and Types of Futures and Options, Utility and Portfolio Theory, Capital Market Theory.</p>
<p>Unit II Teaching Hours: 15 (Weightage 25%)</p> <p>Financial Modelling Introduction to Financial Modeling, Advantages and Difficulties in using Financial Models, Financial Models: Statement Model, Cash flow Model, Merger Model, Initial</p>



KADI SARVA VISHWAVIDYALAYA

Public Offering Model, Leveraged Buyout Model, Capital Budgeting Techniques, Forecasting, Types of Financial Forecasting, Use of Excel in Financial Modelling.	
Unit III	Teaching Hours: 15 (Weightage 25%)
Cost Reduction Analytics Costing Methods: Job Costing, Batch Costing, Contract Costing, Process Costing, Service Costing, Meaning of Cost Techniques, Installation of a Costing System, Difficulties in Installing a Costing System, Meaning, Objectives, Advantages and Limitations of Budgetary Control, Installation of Budgetary Control System, Meaning, Objectives, Advantages and Limitations of Break-even Analysis, Use of Excel for Break-even Analysis and Costing.	
Unit IV	Teaching Hours: 15 (Weightage 25%)
Financial Performance Analysis Introduction to Financial Performance Analytics, Financial Statement: Nature, Importance and Limitations, Types of Financial Analysis: According to Material Use, According to Modus Operandi of Analysis, According to Objectives, Role of Financial Statements in Exhibiting True and Fair View, Comparative Financial Statement, Common Size Statement, Trend Ratio, Horizontal Analysis, Vertical Analysis, Analytical Tools and Techniques, Use of Excel for Ratio Analysis.	

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

***SEE**: Semester End Evaluation

Reference Books:

1. Financial Analytics, Dr. Parag Kolkar, Dr. Pravin Gosavi, Dr. Vidula Adkar, Himalaya Publishing House.
2. Introduction to Financial Analysis, Kenneth Bigel.
3. Financial Statistics and Data Analytics, Shuangzhe Liu, Milind Sathye
4. Financial Market Analytics, John L. Teall



KADI SARVA VISHWAVIDYALAYA

Course Outcomes Mapping:

COs	Course Outcome	POs/PSOs	CL	KC	Class Sessions
CO1	Understand the fundamentals of financial analytics, risk-return trade-off, and capital market theory.	PO1, PO2, PO3, PSO1, PSO2	U	C	10
CO2	Analyze financial instruments such as stocks, futures, and options for investment decision-making.	PO1, PO2, PO3, PO4, PSO1, PSO2	An	C	10
CO3	Develop financial models including statement models, cash flow models, and capital budgeting techniques using Excel.	PO2, PO3, PO4, PO5, PSO1, PSO2	Ap	P	10
CO4	Apply forecasting techniques and evaluate different types of financial models such as IPO, merger, and LBO models.	PO2, PO3, PO4, PO5, PO6, PSO1, PSO2	Ap	P	10
CO5	Analyze cost structures using costing methods, budgetary control, and break-even analysis for cost reduction.	PO1, PO2, PO3, PO4, PO5, PSO1, PSO2	An	P	10
CO6	Evaluate financial performance using financial statements, ratio analysis, and analytical tools with the help of Excel.	PO1, PO2, PO3, PO4, PO5, PO6, PSO1, PSO2	E	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	3	0	0	0	0	0	0	0	3	3	0
CO2	3	3	3	3	0	0	0	0	0	0	3	3	0
CO3	0	3	3	3	3	0	0	0	0	0	3	3	0
CO4	0	3	3	3	3	2	0	0	0	0	3	3	0
CO5	3	3	3	3	3	0	0	0	0	0	3	3	0
CO6	3	3	3	3	3	2	0	0	0	0	3	3	0



BBA Semester-VIII

AML KYC and Due Diligence

Course Category: Minor

Course Code: MAE404-4C

Course Outcomes:

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

- **CO1:** Understand the concept, stages, and impact of money laundering and terrorism financing on the economy.
- **CO2:** Analyze the differences between money laundering and terrorism financing and their global implications.
- **CO3:** Interpret the legal and regulatory framework including PMLA, FATF guidelines, and RBI compliance norms.
- **CO4:** Apply Customer Due Diligence (CDD) and KYC procedures for different types of customers.
- **CO5:** Evaluate risk-based approaches and perform Enhanced Due Diligence (EDD) in high-risk cases.
- **CO6:** Identify and report suspicious transactions using STR and CTR guidelines and detect red flags.

Teaching and Evaluation Scheme:

COURSE CODE	TITLE OF COURSE	CATEGOR Y OF COURSES	CREDITS	TEACHING HOURS PER WEEK			EVALUATION		
				Theory (Hrs.)	Practical (Hrs.)	Total (Hrs.)	CCE	SEE	TOTAL MARKS
MAE404-4C	AML KYC and Due Diligence	Minor	4	4	0	4	50	50	100

Course Content

Unit I	Teaching Hours: 15 (Weightage 25%)
Money Laundering & Terrorism Financing	
Definition & Stages of Money Laundering (Placement, Layering, Integration), Difference between Money Laundering & Terrorism Financing, Impact of Financial Crimes on the Economy, Concept of Cyber Fraud and Cyber Crime.	
Unit II	Teaching Hours: 15 (Weightage 25%)
Legal & Regulatory Framework	
FATF Guidelines & International AML Laws, Prevention of Money Laundering Act (PMLA), 2002, RBI KYC & AML Compliance Rules	



Unit III	Teaching Hours: 15 (Weightage 25%)
Customer Due Diligence (CDD) & KYC Process Types of Customers (Individuals, Corporates, PEPs), KYC Documentation & Verification Process, Risk-Based Approach & Enhanced Due Diligence (EDD)	
Unit IV	Teaching Hours: 15 (Weightage 25%)
Monitoring & Reporting of Suspicious Transactions Suspicious Transaction Reporting (STR) Guidelines, Cash Transaction Reporting (CTR) Process, Identifying Red Flags & Unusual Transactions	

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

***SEE**: Semester End Evaluation

Reference Books:

1. Money Laundering Law and Practice, LexisNexis, Latest Edition.
2. Anti-Money Laundering in India, Wolters Kluwer, Latest Edition.
3. Prevention of Money Laundering Act, 2002 (Bare Act), Government of India, Updated Edition.
4. Reserve Bank of India – KYC Master Directions (Latest Guidelines), RBI Publication.
5. Financial Action Task Force Recommendations, FATF Publications (Latest Version).
6. The Anti-Money Laundering Toolkit, Wiley, Latest Edition.
7. Anti-Money Laundering and Counter-Terrorism Financing, Pearson, Latest Edition.
8. Financial Intelligence Unit-India Guidelines on STR & CTR Reporting, FIU-IND Publications.



Course Outcomes Mapping:

COs	Course Outcome	POs/PSOs	CL	KC	Class Sessions
CO1	Understand the concept, stages, and impact of money laundering and terrorism financing on the economy.	PO1, PO2, PSO1	U	C	7
CO2	Analyze the differences between money laundering and terrorism financing and their global implications.	PO2, PO7, PSO1	An	C	8
CO3	Interpret the legal and regulatory framework including PMLA, FATF guidelines, and RBI compliance norms.	PO1, PO6, PSO2	U	P	15
CO4	Apply Customer Due Diligence (CDD) and KYC procedures for different types of customers.	PO3, PO5, PSO2	Ap	P	7
CO5	Evaluate risk-based approaches and perform Enhanced Due Diligence (EDD) in high-risk cases.	PO4, PO5, PSO2	E	C	8
CO6	Identify and report suspicious transactions using STR and CTR guidelines and detect red flags.	PO3, PO6, PSO2	Ap	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	2	1	0	0	0	0	0	0	0	0	1	0	0
CO2	0	1	0	0	0	0	1	0	0	0	1	0	0
CO3	2	0	0	0	0	3	0	0	0	0	0	3	0
CO4	0	0	2	0	1	0	0	0	0	0	0	3	0
CO5	0	0	0	1	1	0	0	0	0	0	0	3	0
CO6	0	0	2	0	0	3	0	0	0	0	0	3	0



BBA Semester-VIII

Supply Chain Management
Course Category: Minor
Course Code: MAE405-4C

Course Outcomes:

After completing the course, students will be able to:

- **CO1:** Understand fundamental concepts, components, flows, and drivers of supply chain management.
- **CO2:** Analyze supply chain strategies, network design, and decision phases for effective planning.
- **CO3:** Apply procurement, sourcing, and inventory management techniques in business situations.
- **CO4:** Evaluate logistics systems, transportation, and distribution strategies in supply chains.
- **CO5:** Examine the role of technology (ERP, AI, IoT, Blockchain) and emerging trends in SCM.
- **CO6:** Assess sustainability, risk management, and global challenges in supply chains.

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
MAE405-4C	Supply Chain Management	Minor	4	4	0	4	50	50	100

Unit I	Teaching Hours: 15 (Weightage 25%)
Introduction to Supply Chain Management	
<ul style="list-style-type: none"> • Concept and evolution of supply chain management • Importance and objectives of SCM • Components of supply chain • Supply chain flows: product, information, and financial flows • Supply chain decision phases: strategic, tactical, operational • Push vs Pull supply chain strategies • Drivers of supply chain performance • Role of supply chain in competitive advantage 	



Unit II	Teaching Hours: 15 (Weightage 25%)
Supply Chain Planning and Network Design <ul style="list-style-type: none">• Supply chain strategy and planning• Designing supply chain networks• Distribution network design• Facility location decisions• Capacity planning in supply chains• Global supply chain design• Supply chain integration and collaboration• Risk management in supply chains	
Unit III	Teaching Hours: 15 (Weightage 25%)
Procurement and Inventory Management <ul style="list-style-type: none">• Demand forecasting methods• Demand planning and demand management• Procurement and sourcing strategies• Supplier selection and evaluation• Vendor Managed Inventory (VMI)• Inventory management concepts• Inventory control models (EOQ, safety stock, reorder point)• Role of ERP systems in supply chain management	
Unit IV	Teaching Hours: 15 (Weightage 25%)
Logistics and Emerging Trends in SCM <ul style="list-style-type: none">• Logistics and distribution management• Warehouse management systems• Transportation management• Third-party logistics (3PL) and fourth-party logistics (4PL)• Reverse logistics and returns management• Green and sustainable supply chain management• Digital supply chains and emerging technologies (AI, IoT, Blockchain)• Challenges and future trends in global supply chains	

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

***SEE:** Semester End Evaluation

References:

1. Sunil Chopra & Peter Meindl – *Supply Chain Management: Strategy, Planning and Operation*
2. Donald J. Bowersox – *Supply Chain Logistics Management*
3. David Simchi-Levi – *Designing and Managing the Supply Chain*
4. Janat Shah – *Supply Chain Management: Text and Cases*



Course Outcomes Mapping:

COs	Course Outcome	POs/PSOs	CL	KC	Class Sessions
CO1	Understand fundamental concepts, components, flows, and drivers of SCM	PO1, PO6, PO8, PSO1	U	C	15
CO2	Analyze supply chain strategies, network design, and planning decisions	PO1, PO2, PO7, PSO2, PSO3	An	C,P	15
CO3	Apply procurement, sourcing, and inventory techniques	PO2, PO7, PSO2	Ap	C,P	15
CO4	Evaluate logistics, transportation, and distribution systems	PO2, PO4, PO7, PSO2, PSO3	An, E	C,P	5
CO5	Examine role of digital technologies and emerging trends in SCM	PO3, PO7, PO8, PSO2	An	C, P	5
CO6	Assess sustainability, risk, and global supply chain challenges	PO5, PO9, PO10, PSO3	E	C,P	5
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	1	0	2	0	0	1	0	0
CO2	3	3	0	0	0	0	3	0	0	0	0	3	3
CO3	0	3	0	0	0	0	3	0	0	0	0	3	0
CO4	0	3	0	1	0	0	3	0	0	0	0	3	3
CO5	0	0	1	0	0	0	3	2	0	0	0	3	0
CO6	0	0	0	0	1	0	0	0	1	1	0	0	3



BBA Semester-VIII (Honours)

**On the Job Training
Course Category: OJT
Course Code: OJT402-4C**

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
OJT402-4C	On the Job Training	OJT	6	-	12	180	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



KADI SARVA VISHWAVIDYALAYA

- 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



KADI SARVA VISHWAVIDYALAYA

- 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



KADI SARVA VISHWAVIDYALAYA

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.



KADI SARVA VISHWAVIDYALAYA

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.



KADI SARVA VISHWAVIDYALAYA

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 –VIII (Honours)

Global Environment
Course Category: Major
Course Code: MAM419-4C

Course Outcomes:

- **CO1:** Explain the objectives, evolution, agreements and functions of WTO and analyse the role of GATT in global trade liberalisation.
- **CO2:** Evaluate the impact of WTO policies and trade liberalisation on India and the international business environment.
- **CO3:** Describe the concept, significance, advantages and limitations of Multinational Corporations and examine their role in India.
- **CO4:** Analyze the process, dimensions, stages and strategic implications of globalization in international business.
- **CO5:** Examine foreign market entry strategies, opportunities, challenges and globalization of Indian business organizations.
- **CO6:** Discuss the development and regulation of foreign trade, export promotion measures and the role of EPZs, EOUs, SEZs and trading houses in India.

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
MAM419-4C	Global Environment	Major	4	4	0	4	50	50	100

Course Content

Unit I <ul style="list-style-type: none">• WTO and Global Liberalisation Objectives, An Evaluation of GATT, WTO, Functions of WTO, WTO Agreement, Impact of WTO, Evaluation of WTO, WTO and India.	Teaching Hours: 15 (Weightage 25%)
Unit II <ul style="list-style-type: none">• Multinational Corporations	Teaching Hours: 15 (Weightage 25%)



KADI SARVA VISHWAVIDYALAYA

Meaning and Definitions, Universe of MNCs, Significance and Clout of MNCs, Global Fortune 500, Fortune 500 Indian Companies, Merits of MNCs, Demerits of MNCs, Perspective, Code of Conduct, Multinationals in India.	
Unit III	Teaching Hours: 15 (Weightage 25%)
<ul style="list-style-type: none"> • Globalization Globalization of World Economy, Globalization of Business, Meaning and Dimensions, Features of Current Globalization, Globalization Stages, Essential Conditions for globalization, Foreign Market Entry strategies, Pros and Cons of Globalization, Policy Options, Globalization of Indian Business.	
Unit IV	Teaching Hours: 15 (Weightage 25%)
<ul style="list-style-type: none"> • Development and Regulation of Foreign Trade Regulation of Foreign Trade, Foreign Trade Act (Development and Regulation), Foreign Trade Policy, Export Promotion, Organizational Set up, Production Assistance, EPZs, EOUs, TPs and SEZs, Export Houses and Trading Houses, An Evaluation.	

Social entrepreneurship projects

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

***SEE**: Semester End Evaluation

Reference Books:

6. **Business Environment: Text and Cases, Francis Cherunilam, Himalaya Publication House.**
7. **International Business: Competing in the Global Marketplace – McGraw Hill**
8. **Multinational Business Finance – Pearson Education.**

Course Outcomes Mapping:

COs	Course Outcome	POs/PSOs	CL	KC	Class Sessions
CO1	Explain the objectives, evolution, agreements and functions of WTO and analyse the role of GATT in global trade liberalisation.	PO1, PO2, PSO1	U	C	10
CO2	Evaluate the impact of WTO policies and trade liberalisation on India and the international business environment.	PO2, PO4, PSO1	E	C	5
CO3	Describe the concept, significance, advantages and limitations of	PO1, PO2, PSO1	U	C	10



KADI SARVA VISHWAVIDYALAYA

	Multinational Corporations and examine their role in India.				
CO4	Analyse the process, dimensions, stages and strategic implications of globalization in international business.	PO2, PO3, PSO2	An	C	10
CO5	Examine foreign market entry strategies, opportunities, challenges and globalization of Indian business organizations.	PO3, PO5, PSO2	An	P	10
CO6	Discuss the development and regulation of foreign trade, export promotion measures and the role of EPZs, EOUs, SEZs and trading houses in India.	PO1, PO4, PO5, PSO1	U	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	3	0	0	0	0	0	0	0	0	0	0	3
CO2	0	3	0	2	0	0	0	0	0	0	0	0	3
CO3	3	3	0	0	0	0	0	0	0	0	0	0	3
CO4	0	3	2	0	0	0	0	0	0	0	0	0	0
CO5	0	0	2	0	3	0	0	0	0	0	0	0	0
CO6	3	0	0	2	3	0	0	0	0	0	0	0	3



BBA Semester-VIII (Honours)

Academic Writing
Course Category: SEC
Course Code: SEC422-4C

Course Outcomes:

CO 1: Understand the characteristics, purpose, and significance of academic writing across different disciplines.

CO 2: Apply critical thinking and persuasive writing skills in academic communication and research-based writing.

CO 3: Identify, evaluate, and select credible academic sources for research and writing tasks.

CO 4: Demonstrate effective use of sources through summarizing, paraphrasing, synthesizing, quoting, and proper citation practices.

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
SEC422-4C	Academic Writing	SEC	2	2	-	2	25	25	50

Course Content

<p>Unit I Teaching Hours: 15 (Weightage 50 %)</p> <ul style="list-style-type: none"> Introduction to Academic Writing <p>Definition and key characteristics of academic writing, academic writing in different discipline, Academic research and its importance, Academic writing as critical thinking, conversation and persuasion.</p>
<p>Unit II Teaching Hours: 15 (Weightage 50 %)</p> <ul style="list-style-type: none"> Working with Sources <p>Reading academic sources, Finding credible sources, evaluating sources, summarizing sources, synthesizing sources, paraphrasing sources, quoting sources, citing sources</p>

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

***SEE:** Semester End Evaluation



KADI SARVA VISHWAVIDYALAYA

Reference Books:

1. Introduction to academic writing by Nancy Bray
2. Academic Writing A Handbook for International Students by Stephen Bailey, Routledge Companion Website

Course Outcomes Mapping:

COs	Course Outcome	POs/PSOs	CL	KC	Class Sessions
CO1	Understand the characteristics, purpose, and significance of academic writing across different disciplines.	PO2, PO3, PO5, PO8, PSO1	U	C	7
CO2	Apply critical thinking and persuasive writing skills in academic communication and research-based writing.	PO2, PO3, PO5, PO8, PSO2	Ap	C	8
CO3	Identify, evaluate, and select credible academic sources for research and writing tasks.	PO2, PO3, PO5, PO8, PSO1, PSO2	An, E	C, P	5
CO4	Demonstrate effective use of sources through summarizing, paraphrasing, synthesizing, quoting, and proper citation practices.	PO2, PO3, PO5, PO8, PSO2	U, An	C, P	10
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	0	3	3	0	3	0	0	3	0	0	2	0	0
CO2	0	3	3	0	3	0	0	3	0	0	0	3	0
CO3	0	3	3	0	3	0	0	3	0	0	2	3	0
CO4	0	3	3	0	3	0	0	3	0	0	0	3	0



BBA Semester-VIII (Honours with Research)

Dissertation

Course Category: Research Project

Course Code: RP423-4C

Course Outcomes:

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

- **CO1:** Use knowledge from different business areas to identify and define a research problem.
- **CO2:** Develop a clear research proposal by finding research gaps, setting objectives, and choosing suitable methods.
- **CO3:** Apply research methods (quantitative or qualitative) to collect, analyze, and interpret data using appropriate tools.
- **CO4:** Carry out an independent research study by systematically analysing data and drawing logical conclusions.
- **CO5:** Prepare a well-organized dissertation report with proper academic writing, citations, and presentation.
- **CO6:** Evaluate research findings to make meaningful conclusions, give recommendations, and suggest future research areas.

Teaching and Evaluation Scheme:

COURSE CODE	TITLE OF COURSE	CATEGORY OF COURSES	CREDITS	TEACHING HOURS PER WEEK			EVALUATION		
				Theory (Hrs.)	Experiential (Hrs.)	Total (Hrs.)	CCE	SEE	TOTAL MARKS
RP423-4C	Dissertation	RP	6	-	18	18	75	75	100

Guidelines for Dissertation for Bachelor in Business Administration (Honours with Research)

The Dissertation serves as the capstone of the four-year Bachelor of Business Administration (Honours with Research) program under the NEP 2020 framework. This course provides students with a rigorous platform to transit from theoretical mastery to independent scholarly inquiry. By engaging in original research, students synthesize their multidisciplinary knowledge in management, economics, and behavioural sciences to address complex, real-world business challenges.



KADI SARVA VISHWAVIDYALAYA

This course is aligned with the quality benchmarks prescribed by the National Assessment and Accreditation Council, emphasizing:

- Outcome-based learning
- Research orientation and innovation
- Industry-academia linkage
- Experiential and field-based learning

The Dissertation aims to equip students with the competencies required for higher studies, research careers, and professional roles requiring analytical and problem-solving capabilities.

Structure and Stepwise Process for Dissertation – SEM VIII (Honours with Research)

The Dissertation is a 6-credit course offered in Semester VIII to students enrolled under the *Honours with Research*, in accordance with the guidelines of the National Education Policy 2020. This course represents an advanced level of academic inquiry, going beyond the scope of a Capstone or standard Research Project, and is designed to foster independent research aptitude, critical thinking, and domain-specific expertise.

Students opting for the Dissertation are required to undertake a structured and supervised research study in an area of their interest. The research work may be in the form of a minor research project, which can be either:

- A live project (industry-oriented/problem-solving), or
- A funded research project (supported by institutions, organizations, or agencies)
- Any research project in their area of Interest

Stepwise Process (Initial Process at College Level)

Students opting for the Dissertation course shall follow the structured process outlined below:

Step 1: Identification of Research Area



KADI SARVA VISHWAVIDYALAYA

The student shall identify a relevant research area aligned with their specialization or interdisciplinary interest, ensuring academic relevance and feasibility.

Step 2: Application for Permission and Guide Allocation

The student shall submit a formal application to the Principal seeking permission to undertake the Dissertation in Semester VIII and requesting the allocation of a faculty guide/mentor.

Step 3: Allocation of Faculty Guide

Based on the student's area of interest, academic performance, and other eligibility criteria, the college shall assign a faculty guide to supervise the Dissertation work.

Step 4 Development of Research Proposal

Under the guidance of the assigned faculty mentor, the student shall develop a formal research proposal including:

- Title of the Study
- Background and Rationale
- Problem Statement
- Objectives of the Study
- Research Methodology (data sources, tools, sampling design, etc.)
- Expected Outcomes

Step 5: Submission of Dissertation Proposal for Approval

The student shall submit the final Dissertation Proposal (duly approved by the faculty guide) to the Principal/concerned authority for formal approval to proceed with the research work.

The areas of research for dissertation may include, but are not limited to:

- General Economy and Public Policy
- Marketing and Consumer Behaviour
- Human Resource Management
- Finance and Investment Analysis
- General Management and Strategy
- Agriculture and Rural Development
- Tourism and Hospitality Management
- Banking and Insurance



Regulation & Assessment

Dissertation is governed by strict adherence to Academic Integrity (Plagiarism) policies as well as CCE and SEE Assessment focusing on the quality of the written manuscript, the robustness of the methodology, and the student's ability to defend their work during a formal Viva-Voce examination. Students will navigate a structured research journey, mentored by a faculty supervisor, following the standard academic pipeline:

Upon successful completion of the dissertation, students need to:

- Prepare a comprehensive Dissertation that adheres to the academic standards.
- Thesis must critically evaluate existing literature to establish a scholarly context for their findings.
- Thesis must demonstrate advanced analytical and problem-solving skills essential for high-level management roles.
- It must produce a professionally formatted that contributes to the existing body of knowledge in Business Administration and related fields.

General Guidelines and regulation for Dissertation Thesis

- The student shall complete the Dissertation under the guidance of an assigned Guide.
- The Dissertation Thesis must be approved by the Guide prior to submission.
- The student shall submit at least two copies of the Dissertation Thesis at least two weeks before the Semester VIII final examinations.
- The marks of the Dissertation (Thesis and Viva) shall be combined with the proposal evaluation marks for final assessment.
- In case of unsatisfactory performance, the Dissertation shall be revised and resubmitted as per academic regulations before the Semester VIII examinations.



KADI SARVA VISHWAVIDYALAYA

Assessment Criteria

Continuous and Comprehensive Evaluation (CCE) 75 Marks

Criteria	Marks
Research Proposal & Defense	20
Literature Review & Research Design	20
Mid-Term Progress	20
Student Engagement & Research Conduct	15
Total	75

Semester End Evaluation (SEE) 75 Marks

Dissertation Thesis (Written Report)	50 Marks
Structure, organization, and academic writing	10
Depth of analysis and interpretation	10
Application of tools and methodology	10
Originality and contribution to knowledge	10
Referencing, formatting, and plagiarism compliance	10
Viva Voce	25 marks



Guidelines for Thesis

- 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 Enrollment 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.), *Worldmark encyclopedia 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)



KADI SARVA VISHWAVIDYALAYA

Russians. (1998). *Worldmark encyclopedia 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	Use knowledge from different business areas to identify and define a research problem.	PO1, PO2, PO4, PO5, PO7, PSO1, PSO2, PSO3	U, Ap	C,P	40
CO2	Develop a clear research proposal by finding research gaps, setting objectives, and choosing suitable methods.	PO1, PO2, PO3, PO4, PO7, PSO1, PSO2, PSO3	Ap, An	C, P	40
CO3	Apply research methods (quantitative or qualitative) to collect, analyze, and interpret data using appropriate tools.	PO1, PO2, PO4, PO7, PO8, PSO1, PSO2, PSO3	Ap, An	C,P	60
CO4	Carry out an independent research study by systematically analysing data and drawing logical conclusions.	PO1, PO2, PO4, PO5, PO7, PO8, PSO1, PSO2, PSO3	An, E	C, P	45
CO5	Prepare a well-organized dissertation report with proper academic writing, citations, and presentation.	PO1, PO2, PO3, PO8, PSO1, PSO2, PSO3	Ap, Cr	C, P	55
CO6	Evaluate research findings to make meaningful conclusions, give recommendations, and suggest future research areas.	PO1, PO2, PO4, PO5, PO9, PO10, PSO1, PSO2, PSO3	E, Cr	C, P	30
Total Hours of Instruction					270



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	2	0	3	0	0	0	3	3	3
CO2	3	3	2	3	0	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	2	0	3	3	0	0	3	3	3
CO5	3	3	2	0	0	0	0	3	0	0	3	3	3
CO6	3	3	0	3	2	0	0	0	1	1	3	3	3