



Estd. 1972

Sunbeam
Women's College Varuna
Towards Women Empowerment ...
Post Graduate College
(Affiliated to Mahatma Gandhi Kashi Vidyapith, Varanasi)
(Accredited by NAAC)

SYLLABUS

2025-26

BBA

V & VI Semester

Name of Student:.....

Class:..... Section:

Add: 904/1 Central Jail Road, Sikraul, Varanasi-221002

Sunbeam Women's College Varuna, Varanasi
Affiliated to M.G.K. Vidyapith

VISION

Sunbeam College envisions to develop culturally rooted, globally oriented, self-reliant women committed to achieve excellence through duty, devotion and discipline.

MISSION

- To reinforce duty, devotion towards the society and the Nation, thereafter keeping with the essence of discipline in one's life.
- To make students sensitive about social concerns, human rights and thus help them being an eco-conscious individual.
- To educate the women of tomorrow, through teaching learning exchange programmes, researches and extension activities.
- To pursue student-centric learning for self-development & skill development.
- To equip and empower students with relevant knowledge, competence, value and creativity to face global challenges.
- To facilitate young women to come up with leadership, self-pride and identity in order to become the change makers of the society.
- To inculcate skills and practices that help students become culturally rooted, globally oriented & self-reliant.

DEPARTMENT OF MANAGEMENT

VISION

To create visionary professionals in Commerce and management, entrepreneurs enriched with innovation and leadership.

MISSION

DM 1- To enable holistic and value-based development of students' personality with a humane and global outlook which ultimately enhances their employability.

DM 2- To nurture and motivate students to exploit their full potential of required skills for self-employment.

DM 3- Empowering students with all the knowledge and guidance in the specialized field of commerce.

DM 4- To provide contextually relevant commerce education in order to prepare students for higher education in business, commerce and industry.

DM 5- To impart state-of -the-art knowledge in all branches of commerce.

DM 6 - To develop a global perspective amongst Students through value-based education for social transformation.

Program Outcome (PO)

PO 1- Business Knowledge: Understand aspects and facts of business world, develop managerial skills and develop or solve problems by critical thinking abilities for Quantitative and Qualitative decision making.

PO 2- Problem Analysis: Examine and analyse business world problems and its effects at micro and macro level and to make effective decision by comparing business parameters.

PO 3 - Entrepreneurial Skill development: Develop management and entrepreneurial skills and qualities with practical knowhow of the concerning areas of business.

PO 4- Effective Communication: Communicate effectively on complex business activities with business communities and stakeholders such as being able to write effective reports and design documentation, effective presentations and proper communication feedback.

PO 5- Ethical attitude: Build ethical approach to the existing business knowledge by applying ethical principles and commit to professional Ethics and responsibility.

PO 6 - Social integration and Team work: Develop better time and motion coordination as a team worker in diverse and multidisciplinary settings and to integrate Students in various social activities.

PO 7- Life- long Learning culture with CSR: Develop and enhance the need of life-long learning in fast changing competitive business environment and recognise and develop a sense of responsibility and participation towards environmental, social and stakeholders activities.

PROGRAM SPECIFIC OUTCOME (PSO)

After the completion of the course Students will be able to

PSO 1- Effective decision making in business problem relating day to day operations, tactical skills and communication skills

PSO 2- Work at individual and team level successfully with a research-based approach for increased efficiency of work.

PSO 3- Develop and design new business projects or models based on theories and tools of management.

PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION (BBA)

COURSE STRUCTURE FOR**Session 2025-26****Semester - V**

Subject Category	Part	Course Code	Course Name	Semester Examination Marks	Internal Examination Marks	Credits
Major -1	A	F010501T	Income Tax	75	25	3
	B		Marketing Communication	75	25	3
Major-2	A	F010502T	Entrepreneurship and small business management	75	25	3
	B		Sales management	75	25	3
Major-3	A	F010503T	Industrial Relations & Labour Laws	75	25	3
	B		Company Accounts	75	25	3
Co-Curricular		Z050501	Analytical ability & Digital Awareness	75	25	2

Semester – VI

Subject Category	Part	Course Code	Course Name	Semester Examination Marks	Internal Examination Marks	Credits
Major-4	A	F010601T	Project Management	75	25	3
	B		Goods & Service Tax	75	25	3
Major-5	A	F010602T	Auditing	75	25	3
	B		International Trade	75	25	3
Major -6	A	F010603T	Strategic Management	75	25	3
	B		Training and Development	75	25	3
Co-Curricular		Z060601	Communication skills & Personality Development	75	25	2

Session 2025-26
Internal Assessment
SEMESTER V

Date of Exam	Mid Term	
	I Shift	II Shift
17.11.2025	Cocurricular (Digital Awareness & Analytical Ability)	Major 1 (A) Income Tax
18.11.2025	Major 1 (B) Marketing Communication	Major 2 (A) Entrepreneurship and Small Business Management
19.11.2025	Major 2 (B) Sales Management	Major 3 (A) Industrial Relations and Labour Laws
20.11.2025	Major 3 (B) Company Accounts	-----

SEMESTER VI

Date of Exam	Mid Term	
	I Shift	II Shift
23.03.2026	Cocurricular (Personality Development and Communication Skills)	Major 4 (A) Project Management
24.03.2026	Major 4 (B) Goods & Service Tax	Major 5 (A) Auditing
25.03.2026	Major 5 (B) International Trade	Major 6 (A) Strategic Management
27.03.2026	Major 6 (B) Training and Development	-----

Important Dates: Odd Semester

- 17.11.25 Mid Term begins
- 29.11.2025- Parent- Professors Meet (PPM) & Report Card distribution.

Important Dates: Even Semester

- 20.04.26 Mid Term begins
- 04.04.26 -Parent- Professors Meet (PPM) & Report Card distribution.

E-Resources Link

NPTEL Links for all subjects: <https://onlinecourses.nptel.ac.in/>

BBA V SEMESTER

Course Code- F010501T

Paper 13 (A)

Course Title: Income Tax

Credits: 3

Max Marks: 75+25

Course Outcome:

The aim of the course is to build knowledge, understanding about income tax among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Income Tax.

After the completion of the course, the students will be able to

CO 1: Understand about Income Tax Act.

CO 2: Gain knowledge about gross income and taxable income.

CO 3: Understand about various types of income.

CO 4: Understand about different deductions and exemptions.

UNIT I

Month	W. Days	Topics to be covered
July '25	22	Unit I: Indian Income Tax Act, 1961: Basic Concepts-Income, Agriculture Income, Casual Income, Assessment Year, Previous Year, Gross Total Income, Total Income, Person, Tax Evasion, Tax Avoidance.

UNIT II

Month	W. Days	Topics to be covered
August '25	24	Unit II: Basis of Charge: Scope of Total Income, Residence and Tax Liability, Income which does not form part of Total Income

Activity: Project on "Concept of Income Tax"

Objective: To make Students familiar with the basic concept of the Income Tax

Methodology: Project Work

UNIT III

Month	W. Days	Topics to be covered
September'25	22	UNIT III: Heads of Income: Income from Salaries, Income from House Property. Profit and Gains of Business or Profession, Capital Gains, Income from other sources

UNIT III & IV

Month	W. Days	Topics to be covered
October'25	18	UNIT III: Capital Gains, Income from other sources UNIT IV: Aggregation of Income, Set off and Carry forward of losses

UNIT IV

Month	W. Days	Topics to be covered
November'25	24	UNIT IV: Aggregation of Income, Set off and Carry forward of losses, deductions from gross total Income, Computation of total Income and Tax liability. Mid Term & Revision

Activity: Group Presentation on “Computation of Taxable Income under different heads

Objective: To make Students aware about the taxable income of different Heads of Income.

Methodology: PPT Presentation in a group of 4 students.

Month	W. Days	Topics to be covered
December'25		Revision & University Examination

Suggested Readings:

1. Maheshwari S.N., Advanced Problem and Solutions in Cost Accounting
2. Khan & Jain, Management Accounting
3. Gupta, S.P., Management Accounting
4. Agarwal, B.K., Income Tax
5. Jain, R.K., Income Tax

Course Code - F010501T

Paper- 13 (B)

Course Title: Marketing Communication

Credits: 3

Max Marks: 75+25

Course Outcome: The aim of the course is to build knowledge, understanding and skills in marketing communication among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about IMC and advertising and their role in overall promotion strategies of the firm.

After the completion of the course, the students will be able to:

CO 1: Apply an IMC approach in the development of an overall advertising and promotional plan.

CO 2: Understand the process of advertising and its methods.

CO 3: Enhance creativity, critical thinking and analytical ability through developing an integrated marketing communication campaign

CO 4: Evaluate the effectiveness of the advertisement

UNIT I

Month	W. Days	Topics to be covered
July'25	22	Marketing Communication: Meaning and its objectives, Integrated Marketing Communication (IMC): concepts and process, IMC promotion Mix, Advertising -Meaning, objectives its role and functions, Classification of advertising, economic, social and ethical issues in advertising,

UNIT I & II

Month	W. Days	Topics to be covered
August'25	24	UNIT I: DAGMAR approach, STP strategies in advertising, Advertising Agencies UNIT II: Process in Advertising: Consumer and mental process in buying, AIDA model, Process in Advertising: Consumer and mental process in buying, AIDA model, Hierarchy of effects model, Information processing model.

Activity: Role Play on Integrated Marketing Communication by taking a selected Case let.

Objective: To Understand the effect of Integrated Marketing Communication on consumers.

Methodology: Role Plays

UNIT II

Month	W. Days	Topics to be covered
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September'25	22	<p>UNIT II: Advertising Budget – Top down and Build up approach, methods of advertising – Affordable method, arbitrary allocation method, percentage of sales method, competitive parity method, Objective and Task method.</p> <p>UNIT III: Advertising Creativity: Meaning of creativity, Creative strategy, Creative tactics, Advertising Appeals, USP theory of creativity.</p>
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Activity: Study of AIDA model by panel discussion

Objective: To understand working of AIDA on consumers buying pattern.

Methodology: Panel Formation on AIDA.

UNIT III

Month	W. Days	Topics to be covered
October'25	18	Copywriting: Meaning and Definition of Copywriting, The Copywriter, Copywriting for Print, Copywriting guidelines, Radio Copywriting, TV Copywriting, Writing for the Web, Tips for writing good web content.

UNIT IV

Month	W. Days	Topics to be covered
November'25	24	Media Planning and Strategy: Media Types and their characteristics; Setting Media objectives; Steps involved in media planning, evaluation of media, media scheduling strategy, Evaluation of advertising effectiveness- need and purpose of evaluation, pre-testing and post testing techniques, Advertising research, decision are as in international advertising. Mid Term & Revision

Month	W. Days	Topics to be covered
December'25		Revision & University Examination

Suggested Readings:

1. George E Belch & Michael A Belch: Advertising and promotion- An integrated Marketing Communication Perspective- McGraw Hill Education
2. Chunawala & Sethia: Foundations of Advertising Theory & Practice; Himalaya

Publishing House

3. Copley Paul: Marketing Communications Management Concepts & theories, Cases and Practices; Butterworth Heinemann Publication.
4. Aaker , David A.etal., Advertising Management, PHI,

Course Code- F010502T

Paper-14 (A)

Course Title: Entrepreneurship and Small Business Management

Credits: 3

Max Marks: 75+25

Course Outcome:

The aim of the course is to develop concept of entrepreneur and entrepreneurship among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about entrepreneurship and small businesses.

After the completion of the course, the students will be able to

CO 1: Understand the entrepreneurial concept

CO 2: Gain knowledge about entrepreneurship development, EDPs and support system

CO 3: Understand about identification of a project idea and project report preparation

CO 4: Understand the details of small businesses and related factors.

UNIT I

Month	W. Days	Topics to be covered
July'25	22	Entrepreneurship: Concept, Role & Importance in Indian Economy, Theories of Entrepreneurship, Entrepreneurs – Evolution of concept, Types of entrepreneurs, traits of entrepreneur, entrepreneurs Vs managers, Entrepreneurs

UNIT I & UNIT II

Month	W. Days	Topics to be covered
August'25	24	UNIT I: Problems faced by entrepreneurs, Women Entrepreneurs, Rural Entrepreneurs UNIT II: Entrepreneurial Development and Institutional Support System: Entrepreneurship development, Concept and Significance,

Activity: Assignment on types of Entrepreneurship and traits of Entrepreneurs

Objective: To understand the types of Entrepreneurships

Methodology: Written Assignment

UNIT II

Month	W. Days	Topics to be covered
September'25	22	Entrepreneurial Development Programmes (EDP), problems of EDP, Institutional support to entrepreneurs, Arrangement of finance and support from financial institutions

UNIT III

Month	W. Days	Topics to be covered
October'25	18	Business Idea: Environmental analysis, Search for business idea, Identification of projects, Selection of project, Project formulation, Project report, project appraisal.

Activity: To build a feasible innovative business idea (Business Plan)

Objective: To gain insights of generating a good business idea

Methodology: Business idea presentation through PPT Presentation (group of 6)

UNIT IV

Month	W. Days	Topics to be covered
November'25	24	Small Business: Definitions, MSMED Act 2006, Strategic Planning and its steps for small business, Incentives and subsidies available to Small business, forms of ownership, Registration as SSI Mid Term & Revision

Month	W. Days	Topics to be covered
December'25		Revision & University Examination

Suggested Readings:

1. Entrepreneurship by Robert Hisrich Michael Peters Dean Shepherd, McGrawHill
2. Khanka,S.S.; Entrepreneurial Development; S.Chand and Co.
3. Kumar, Arya; Entrepreneurship; Pearson Education.
4. Desai,Vasant; Dynamics of Entrepreneurial Development and Management; Himalaya Publishing
5. Blundel,R.and Lockett,N.; Exploring Entrepreneurship Practices and Perspectives; Oxford Publications.

Course Code- F010502T

Paper-14 (B)
Course Title: Sales management

Credits: 3

Max Marks: 75+25

Course Outcome:

The aim of the course is to build knowledge, understanding and skills in sales management among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about sales management.

After the completion of the course, the students will be able to:

CO 1: Gain knowledge about sales personnel and salesmanship.

CO 2: Understand about personal selling and focus light on the different perspectives of managing sales force.

CO 3: Learn about importance of sales force in organization.

CO 4: Develop an overview of distribution channels.

UNIT I

Month	W. Days	Topics to be covered
July'25	22	Introduction to Sales Management: Concept, Evolution of sales function, Objectives of sales management positions, Functions of Sales manager and their relation with other executives.

UNIT II

Month	W. Days	Topics to be covered
August'25	24	Salesmanship: Theories of personal selling, Types of Sales executives, Qualities of sales executives, Personal selling process, Showroom & exhibition

Activity: Presentation on functions of Sales Manager.

Objective: Know the responsibilities of Sales Manager.

Methodology: Group of 5 student's PPT presentation

UNIT III

Month	W. Days	Topics to be covered
September'25	22	Sales Organization and Relationship: Purpose of sales organization, Types of sales organization structures, Sales department external relations,.

UNIT III & UNIT IV

Month	W. Days	Topics to be covered
October'25	18	UNIT III: Distributive network relations, Sales Force Management: Recruitment and Selection, Sales Training, Sales Compensation. UNIT IV: Distribution Network Management: Types of Marketing Channels,

Activity: Assignment on recruitment and selection process.

Objective: Know the process of hiring sales force.

Methodology: Written Assignment

UNIT IV

Month	W. Days	Topics to be covered
November'25	24	Distribution Network Management: Factors affecting the choice of channel, Types of middlemen and their characteristics, Concept of physical distribution system. Mid Term- II Revision

Month	W. Days	Topics to be covered
December'25		Revision & University Examination

Suggested Readings:

1. Cundiff, Still, Govoni, Sales Management
2. Pradhan, Jakate, Mali, Salesmanship & Publicity
3. S.A. Chunawalla, Sales Management

Course Code- F010503T

Paper-15(A)

Course Title: Industrial Relations & Labour Laws

Credits: 3

Max Marks: 75+25

Course Outcome: This course will help students identify and develop an overview of industrial relations. It also help in acquiring knowledge and understanding of Industrial Labour and General Laws.

After the completion of the course, the students will be able to:

CO 1: Gain knowledge of Industrial Relation framework

CO 2: Understand the importance of Employee Relation within the perspective of Industrial Relation

CO 3: Gain knowledge about relevant Laws of HR management

CO 4: Develop competency to interpreted and implement the Labour Laws within organization

UNIT I

Month	W. Days	Topics to be covered
July'25	22	Industrial Relations: Role- Importance – Trade Unions- Industrial Disputes and their Resolutions.

UNIT II

Month	W. Days	Topics to be covered
August'25	24	Participative Management: Structure - Scope - Collective Bargaining –Works Committee-Joint Management Councils-Pre-Requisite for Successful participation.

UNIT II & UNIT III

Month	W. Days	Topics to be covered
September'25	22	UNIT II: Role of Government in Collective Bargaining. Industrial unrest UNIT III: Employee dissatisfaction - Grievances – Disciplinary Action - Domestic Enquiry - Strikes - lockout - Prevention of Strikes –Lockouts,

Activity: Group Discussion on the topic: Importance of Trade unions.

Objective: To understand the significance of trade unions

Methodology: Group Discussion of 6 students.

UNIT III & UNIT IV

Month	W. Days	Topics to be covered
October'25	18	UNIT III: Discipline: Positive, negative discipline, disciplinary procedure, Absenteeism, Turnover, Dismissal and Discharge. UNIT IV: Factories Act: Meaning, Definition – Welfare – Safety – Health Measures

Activity: PPT presentation on Lockouts and Strikes

Objective: To understand the legal aspects of Strikes and Lockout.

Methodology: PPT Presentation by individual Students.

UNIT IV

Month	W. Days	Topics to be covered
November'25	24	Factories Act: Meaning, Definition – Welfare – Safety – Health Measures Workmen's Compensation Act and International Labor Organization- Role and Function, General provisions of Bonus Act and Gratuity Act Mid Term- II Revision

Month	W. Days	Topics to be covered
December'25		Revision & University Examination

Suggested Readings:

1. Sreenivasan M.R-Industrial Relations & Labor legislations.
2. Aswathappa K- Human Resource and Personnel Management.
3. Subba Rao P-Human Resource Management and Industrial Relations.
4. Monoppa-Industrial Relations.
5. S.C. Srivastava, Industrial Relation of Labour Laws.

Course Code- F010503T
Paper-15 (B)
Course Title: Company Accounts

Credits: 3

Max Marks: 75+25

Course Outcome: The aim of the course is to build knowledge, understanding and skills in the area of company accounts among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about accounting practices relevant to companies.

After the completion of the course, the students will be able to:

CO 1: Understand about joint stock companies and knowledge about shares and debentures

CO 2: Understand about final accounts and accounting practices related to amalgamation

CO 3: Understand about amalgamation of companies.

CO 4: Gain knowledge about statement of affairs and consolidated balance sheet.

UNIT I

Month	W. Days	Topics to be covered
July'25	22	Joint Stock Companies: Its types and share capital, Issue, Forfeiture and Re-issue of shares,

Month	W. Days	Topics to be covered
August'25	24	Redemption of preference shares, Issue and Redemption of Debenture.

UNIT II & UNIT III

Month	W. Days	Topics to be covered
September'25	22	UNIT II: Final Accounts: Including Computation of managerial Remuneration And disposal of profit. UNIT III: Accounting for Amalgamation of companies as per accounting Standard 14

Activity: Assignment on Share capital and Types of Shares

Objective: To Understand Types of Shares

Methodology: Written Assignment

UNIT III & UNIT IV

Month	W. Days	Topics to be covered
October'25	18	UNIT III: Accounting for Internal reconstruction, Liquidation of Company. UNIT IV: Consolidated Balance Sheet of Holding Companies with one Subsidiary only,

Activity: Group Presentation on Amalgamation

Objective: To get an insight about Amalgamation.

Methodology: Group Presentation by students.

UNIT IV

Month	W. Days	Topics to be covered
November'25	24	Consolidated Balance Sheet of Holding Companies with one Subsidiary only, Statement of Affairs and Deficiency/Surplus, Receivers Receipt and Payment A/c. Mid Term- II Revision

Month	W. Days	Topics to be covered
December'25		Revision & University Examination

Suggested Readings:

1. Gupta R.L. Radhaswamy M, Company Accounts
2. Maheshwari, S.N., Corporate Accounting
3. Monga J.R., Ahuja, Girish, and Sehgal Ashok, Financial Accounting
4. Shukla, M.C., Grewal T.s. and Gupta, S.C. Advanced Accounts

Course: Co- Curricular

Course Code:

Course Title: Analytical Ability and Digital Awareness

Credit: 2

Max. Marks: 75+25

Course Outcomes:

- Familiarize with analogy, number system, set theory and its applications, number system and puzzles.
- To understand the basics of Syllogism, figure problems, critical and analytical reasoning.
- Familiarize with word processing application and worksheet.
- To understand the basics of web surfing and cyber security.

UNIT I

Month	W. Days	Topics to be covered
July'25	22	Alphabet test, Analogy, Arithmetic Reasoning, Blood relations, Coding and Decoding, Inequalities, Logical Venn diagram, Seating Arrangements, Puzzles and Missing numbers. Syllogism, Pattern completion and figure series, Embedded Figure and counting of figures, Cube & Dice, Paper cutting and folding, Data sufficiency, Course of Action, Critical Reasoning, Analytical and decision making

UNIT I & II

Month	W. Days	Topics to be covered
August'25	24	UNIT I: Computer Basics: Block diagram of Digital Computer, Classification of Computers, Memory System, Primary storage, Auxiliary memory, Cache memory, Computer Software (System/Application Software) UNIT II: MS Word Basics: The word screen, Getting to word documents, typing and Revising text, Finding and Replacing, Editing and Proofing tools, Formatting text characters, Formatting Paragraph, Document templates., Page set up, tables, Mail Merge, Macros, protecting documents, printing a document.

UNIT II

Month	W. Days	Topics to be covered
September'25	22	MS-Excel Introduction, Worksheet basics, Creating worksheet, Heading information, Data & Text, Date & Time, Alphanumeric values, Saving & quitting worksheet, Opening and moving around in an existing worksheet, Toolbars and Menus, Excel shortcut and function keys, Working with single and multiple workbook, Working with formulae & cell referencing, Auto

		sum, coping formulae, Absolute & relative addressing, Worksheet with ranges, Formatting of worksheet, Previewing & Printing worksheet, Graphs and charts, Database, Creating and using macros, Multiple worksheets- concepts
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Activity: Analytics project

Objective: To make students know how to make real time knowledge of working on data

Methodology: Tableau and Excel Sheets

UNIT III

Month	W. Days	Topics to be covered
October'25	18	Introduction of Open-Source Applications: Libre Office, Open Office and Google Docs etc Web Surfing: An Overview: working of Internet, Browsing the Internet, E-Mail, Components of E-Mail, Address Book, Troubleshooting in E-Mail, Browsers: Netscape Navigator, Microsoft Internet Explorer, Google Chrome, Mozilla Firefox, Tor, Search Engines like Google, DuckDuckGo etc, visiting web sites: Downloading.

UNIT IV

Month	W. Days	Topics to be covered
November'25	24	Cyber Security: Introduction to Information System, Type of information system, CIA model of Information Characteristics, Introduction to Information Security, Need of Information Security, Cyber Security, phishing, spamming, fake news, general issues related to cyber security, Business need, Ethical and Professional issues of security MID TERM II & REVISION

Month	W. Days	Topics to be covered
December'25		Revision & University Examination

Suggested Readings:

1. Sharma, A., "How to prepare for Data Interpretation and Logical Reasoning for the CAT" McGraw Hill Education Pvt. Ltd., New Delhi, India, ISBN 978 2007 070 481
2. Aggarwal, R.S., "A Modern Approach to Verbal and Non-verbal Reasoning" S. Chand Publishers New Delhi, India, ISBN 10: 8121905516
3. Madan, Sushila, Introduction to Essential tools, Jain Book Agency, New Delhi/India.
4. Goel, Anita, Computer Fundamentals, Pearson Education, India.
5. Michael E. Whitman and Herbert J. Mattord, "Principles of Information Security," Sixth Edition, Cengage Learning: Course Books published in Hindi may be prescribed by the Universities

BBA VI SEMESTER

Course Code- F010601T
Paper-16 (A)
Course Title: Project Management

Credits: 3

Max Marks: 75+25

Course Outcome:

After the completion of the course, the students will be able to:

CO 1: Understand the characteristics of Project and Project Management Knowledge

CO 2: Understand the managerial process along with tools & techniques used in Project management Knowledge

CO 3: Understand the scheduling and monitoring process in Project. They will be able to apply PERT and CPM method for project scheduling

CO 4: Understand the perspectives in which optimum decisions are to be taken in case of risks with planned activities in project

UNIT I & II

Month	W. Days	Topics to be covered
January'26	19	UNIT I: Definitions & Characteristics of Project, Types of Projects, Project Life Cycle, Project Management Process: Introduction, Tools & Techniques of Project Management. Project Team and Scope of Project Management, Project Organization. UNIT II: Project Identification & Selection: Identification, Generation of ideas, Approaches to Project Screening and Selection,

UNIT II & III

Month	W. Days	Topics to be covered
February'26	23	UNIT II: Project Rating Index. Market & Demand Analysis Techniques: Survey & Trend Projection Methods. Project Risk Management UNIT III: Project Costing: Fundamental components of Project Cost, Types of Costs: Direct, Indirect, Recurring, Non-Recurring, Fixed, Variable, Normal, Expedite costs. Project Financing and Budgeting: Sources of Finance

Activity: Assignment on Projects and Their Types.

Objective: To understand fundamentals of Projects Management and their types.

Methodology: Written Assignment

UNIT III & IV

Month	W. Days	Topics to be covered
March'26	20	UNIT III: Social Cost Benefit Analysis (SCBA) of Project, Project Scheduling and Network Analysis: Steps in Project Scheduling and Network design, Introduction to CPM and PERT UNIT IV: Monitoring and Control: Planning- Monitoring and Control Cycle. Project Management Information System. Milestone Analysis and Tracking Gantt chart. Earned Value Analysis (EVA): Planned Value (PV), Earned Value (EV), Cost Variance (CV), Schedule Variance (SV), Cost performance Index (CPI), Schedule performance Index (SPI). Project Termination: Types of Terminations, Project Termination Process

Activity: Case based Assignment on Project Scheduling.

Objective: To understand Fundamentals of Project Scheduling.

Methodology: Case based Scheduling.

UNIT IV

Month	W. Days	Topics to be covered
April'26	24	Mid Term & Revision

Suggested Readings:

1. Project Management- A Managerial Approach: Jack R. Meredith Broyhill Samuel J. Mantel, Jr (John Wiley & Sons)
2. Project Management :Mrs. Sanjiv Marwah- (Wiley Dreamtech)
3. Project- Preparation Appraisal, Budgeting and Implementation: Chandra Prasanna- (TMH)
4. Project Management Core Text Book: MR Gopalan (Wiley)
5. Quantitative Techniques in Management: ND Vohra(TMh)
6. Entrepreneurship and Small Business Management: MB Shukla

Course Code- F010601T
Paper-16 (B)
Course Title: Goods & Service Tax

Credits: 3

Max Marks: 75+25

Course Outcome: The aim of the course is to build knowledge and understanding about GST among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about GST.

After the completion of the course, the students will be able to:

CO 1: Gain knowledge about indirect taxes before GST.

CO 2: Develop knowledge about registration and documentation process under GST.

CO 3: Gain insight about tax exemptions.

CO 4: Learn about filing of GSTR.

UNIT I & II

Month	W. Days	Topics to be covered
January'26	19	<p>UNIT I: Introduction: Constitutional framework of Indirect Taxes before GST (Taxation Powers of Union & State Government); Concept VAT: Meaning, Variants and Methods; Major Defects in the structure of Indirect Taxes prior to GST; Overview of GST; Structure of GST (SGST, CGST, UTGST & IGST); GST Council.</p> <p>UNIT II: Supply of Goods and Services - Definition of supply; Place of Supply: Intra-State and Inter-State supply; Composite and Mixed supply; Import and Export; Supplies of goods and services liable to be reverse charged;</p>

Activity: Project on Constitutional framework of Indirect Taxes before GST (Taxation Powers of Union & State Government)

Objective: To understand the concept of Constitutional framework of Indirect Taxes before GST (Taxation Powers of Union & State Government)

Methodology: Research based Project.

UNIT II & III

Month	W. Days	Topics to be covered
February'26	23	<p>UNIT II: Time of supply; Nil rated supplies, Zero rated supplies, Exempted supplies & non-GST supplies.</p> <p>UNIT III: Registration and Documentation: (A) Registration- Persons liable to registration; Compulsory registration; Procedure of Registration; Exemption from Registration; Composition Scheme.</p>

		(B) Documentation- Tax Invoice; Bill of Supply; Receipt Voucher; Payment Voucher; Refund Voucher; Debit Note; Credit Note.
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UNIT III & IV

Month	W. Days	Topics to be covered
March'26	20	<p>UNIT III Returns: GSTR 1 and GSTR 2, Monthly / Quarterly Return, Annual Return; Time and procedure of filing of Returns.</p> <p>UNIT IV Input Tax Credit: Introduction, Concept of Input Service Distributor, Legal Formalities for an ISD, Distribution of Credit, Claiming Input Tax Credit for inputs goods, Claiming Input Tax Credit for Capital Goods Payment of Tax- (a) Through Input Tax Credit (b)By cash / bank after generation of online Challan. E-Way Bill: Introduction, Preparation of E-Way Bill, Important Points for Transporter GST Portal: Introduction, GST Eco-system, GST Suvidha Provider (GSP), Uploading Invoices</p>

Activity: PPT Presentation on Registration of GST

Objective: To understand fundamentals of registration and documentation of GST

Methodology: Group presentation by students

Month	W. Days	Topics to be covered
April'26	24	Mid Term and Revision

Suggested Readings:

1. Anandaday Mishra, GST Law & Procedure, Taxman.
2. Goods and Service Tax Acts.
3. Relevant Goods and Services Tax Rules. *Nitya Tax Associates Basics of GST Taxman*
4. Publication on GST by the Institute of Chartered Accountants of India (www.icai.org)
5. Publication on GST by the Central Board of Excise and Customs (www.cbec.org).
6. Nitya Tax Associates Basics of GST Taxman

Course Code- F010602T
Paper-17 (A)

Course Title: Auditing

Credits: 3

Max Marks: 75+25

Course Outcome:

The aim of the course is to build knowledge and understanding about Auditing among the student. After the completion of the course, the students will be able to:

CO 1: Understand about Auditing and its different types.

CO 2: Learn about audit procedure and audit of limited companies.

CO 3: Gain knowledge about duties and liabilities of an auditor

CO 4: Understand about recent trends in auditing and get an overview about special audit.

UNIT I

Month	W. Days	Topics to be covered
January'26	19	Introduction: Meaning and objectives of Auditing, Types of Audit, Internal Audit, Audit Programme, Audit Notebook, Routine Checking And Test Checking

Activity: PPT Presentation on Auditing and their types.

Objective: To understand about types of Auditing.

Methodology: Group of 3 student's PPT Presentation

UNIT II

Month	W. Days	Topics to be covered
February'26	23	Internal Check System: Internal Control, Audit Procedure: Vouching, Verification of Assets and Liabilities.

UNIT III & IV

Month	W. Days	Topics to be covered
March'26	20	Unit III: Audit of Limited Companies: Company Auditor - Appointment, Powers, Duties and Liabilities. Auditor's Report and Audit Certificate. Unit IV: Special Audit: Audit of Banking Companies, Audit of Insurance Companies, Audits of Educational Institutions, Audit of Cooperative Societies, Efficiency Audit, Social Audit etc. Recent

		trends in Auditing: Nature and Significance of Cost Audit, Tax Audit, Management Audit
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Activity: Assignment on Audits of different institutions

Objective: To understand the practical aspects of Audits.

Methodology: Written assignment

UNIT IV

Month	W. Days	Topics to be covered
April'26	24	Mid Term and Revision.

Suggested Readings:

1. Basu B.K., An insight with Auditing
2. Gupta Kamal, Contemporary Auditing
3. Mehta B.K., Auditing
4. Sharma T.R., Auditing

Course Code- F010602T
Paper-17 (B)
Course Title: International Trade

Credits: 3

Max Marks: 75+25

Course Outcome: The aim of the course is to build knowledge and understanding about International Trade among the student.

After the completion of the course, the students will be able to:

CO 1: Understand about different methods of international trade.

CO 2: Understand the different methods of foreign trading.

CO 3: Gain knowledge about international economic institutions.

CO 4: Understand the India foreign trade and India's trade policy.

UNIT I & II

Month	W. Days	Topics to be covered
January'26	19	UNIT I: Introduction: Basics of International trade, International trade theories, Drivers of international trade, restraining forces, recent trends in world trade. UNIT II: Foreign trade: Foreign trade & economic growth, balance of trade, balance of payments, free trade, forms and restrictions.

Activity: Assignment about various MNCs and their mode of trading

Objective: To build an interest about International Trading

Methodology: Written Assignment

UNIT III

Month	W. Days	Topics to be covered
February'26	23	International economic institutions: IMF, World Bank, WTO (in Brief), Regional economic groupings - NAFTA, EU, ASEAN, SAARC.

UNIT IV

Month	W. Days	Topics to be covered
March'26	20	India's foreign trade: Recent trends in India's foreign trade, Institutional infrastructure for export promotion in India, projects & consultancy exports. Trade Policy: India's Trade policy, Export Assistance, marketing plan for exports.

Activity: To give presentation about various economic institutions

Objective: To make Students aware about the structure, working and role of international economic institutions and its importance to international trade.

Methodology: Individual PPT Presentation

Month	W. Days	Topics to be covered
April'26	24	Mid Term & Revision

Suggested Readings:

1. Varshney & Bhattacharya, International Marketing
2. V.K. Bhalla, S. Shivaramu: International Business environment and Management
3. A.K. Dixit & V. Norman: Theory of International trade
4. Jahn D. Daniels, Lee H. Radebough, Daniel P. Sullivan, Prashanat Salwan: International Business: Environment and operations
5. P. Subba Rao, International Business.

Course Code- F010603T
Paper- 18 (A)
Course Title: Strategic Management

Credits: 3

Max Marks: 75+25

Course Outcome:

The aim of the course is to build knowledge and understanding about Strategic Management among the student.

After the completion of the course, the students will be able to:

CO 1: Develop learning and analytical skills among Students to solve business problems and provide strategic solutions.

CO 2: Acquaint the nature, scope and dimensions of Business Policy and Strategy Management Process.

CO 3: Understand about the value chain and SWOT analysis of companies.

CO 4: Gain knowledge about organizational structure and resource allocation.

UNIT I & II

Month	W. Days	Topics to be covered
January'26	19	UNIT I: What is Strategy? What are Strategic Intent; Mission; Objectives and Goals; Policies; Program; Budget; Process of strategic management, Levels of strategy UNIT II: Identifying strategic alternatives of business; Environmental appraisal – Internal environment; Key Success Factors; Role of Resources, Capabilities and Core Competencies;

UNIT II & III

Month	W. Days	Topics to be covered
February'26	23	UNIT II: Competitive Advantage to Competitive Strategies; VRIO Model, External environmental analysis –PESTEL. UNIT III: Concept of Value Chain, SWOT Analysis; Tools and Techniques for Strategic Analysis – TOWS Matrix; Generic Strategies; Competitive Strategies-Porter's 5 Forces Model; The Experience Curve

Activity: SWOT & PESTEL Analysis of Selected Company.

Objective: To understand Environmental Analysis concept and its usage in Strategic Management.

Methodology: Class Workshop.

UNIT III & IV

Month	W. Days	Topics to be covered
March'26	20	UNIT III: Grand Strategy, BCG Matrix; Functional Strategies, Global entry strategies UNIT IV: Organization Structure; Resource Allocation;

		Projects and Procedural issues. Integration of Functional Plans. Leadership and corporate culture; Evaluation and Control: Organizational Systems and Techniques of Strategic Evaluation and Control of Performance and Feedback.
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Activity: Flip class PPT Presentation Analysis of BGC Matrix working of selected company.

Objective: To understand BCG role in deciding the competitive position of company.

Methodology: Flip Class Presentation

UNIT IV

Month	W. Days	Topics to be covered
April'26	24	Mid- Term & Revision

Suggested Readings:

1. Lawrence, R. Jauch and William F. Glueck; Strategic Management and Business Policy, -McGraw–Hill
2. Wheelen& Hunger, Concepts in Strategic Management and Business Policy, Pearson Education.
3. Kazmi, Azhar, Strategic Management and Business Policy, McGraw Hill Education.
4. R.Srinivasan, Strategic Management the Indian context, Prentice Hall of India
5. L.M.Prasad– Strategic Management – Sultan Chand

Course Code- F010603T
Paper-18 (B)
Course Title: Training and Development

Credits: 3

Max Marks: 75+25

Course Outcome:

After the completion of the course, the students will be able to:

CO 1: Understand the concepts of Training and Development and its role in optimizing performance.

CO 2: Analyze various learning theories and training needs assessment

CO 3: Understand and apply theoretical concepts and models to training design. They will also be able to evaluate the effectiveness of training & development interventions.

CO 4: Understand the concepts and methods of executive development.

UNIT I & II

Month	W. Days	Topics to be covered
January'26	19	<p>UNIT I: Introduction: Concepts and Rationale of Training and Development; Difference between Training, Development & Education, overview of training and development systems; organizing training department; training and development policies; Requisites of Effective Training.</p> <p>UNIT II: Training Needs Assessment (TNA): Meaning of TNA, Purpose and Methods of TNA, The Need Assessment Process – Organizational Analysis, Person Analysis, Task Analysis, Output of TNA.</p>

Activity: Presentation on nature, role and importance of training and development and presenting real examples

Objective: To make them aware about training methods in organizations.

Methodology: Individual PPT Presentation

UNIT II & III

Month	W. Days	Topics to be covered
February'26	23	<p>UNIT II: Learning Theories.</p> <p>UNIT III: Designing, Conducting & Evaluation of Training Program: Areas of training, Types of training, System's Approach to Training, Training Methods, Designing a training program, contents & scheduling, study material, selecting a trainer, deciding method of training, Types of Teaching Aids in Training.</p>

Activity: Making a questionnaire to understand individual needs for training

Objective: To understand the methods of analyzing individual needs

Methodology: Making questionnaire and analysis of data (A group Activity of 6 students)

UNIT III & IV

Month	W. Days	Topics to be covered
March'26	20	UNIT III: Training Evaluation & Methods of Training Evaluation, Training Effectiveness Models-Kirkpatrick Model of Training Effectiveness, CIRO Model. UNIT IV: Executive Development: Importance of Executive Development, Steps in the organization of a management Development Program/Executive Development Program, Methods/ Techniques of Management Development Program, Special Issues in Training &Development–Legal Issues, Cross Cultural Preparation, Managing Workforce Diversity, Sensitivity Training, Succession Planning.

UNIT IV

Month	W. Days	Topics to be covered
April'26	24	Mid Term & Revision

Suggested Readings:

1. Noe, Raymond A., and Amitabh Deo Kodwani, Employee Training and Development, Tata McGraw Hill, 5th Edition, 2012.
2. Rao VSP, Human Resource Management, Excel Books Publication.
3. Rolf ,P., and Udai Pareek, Training for Development, Sage Publications Pvt. Ltd.
4. Jack J.Phillips, Handbook of Training Evaluation and Measurement Methods, Routledge.
5. Dayal, Ishwar, Management Training in Organisations, Prentice Hal

Course: Co- Curricular

Course Code:

Course Title: Communication Skills and Personality Development

Credit: 2

Max. Marks: 75+25

Course Outcomes:

After completing this course, Students will be able to:

CO1: Understand the concept of Personality and to learn what personal grooming pertains.

CO2: Learn to make good resume and prepare effectively for interview and effectively in group discussions.

CO3: Explore communication beyond language and learn to manage oneself while Communication.

CO4: Acquire good communication skills and develop confidence.

UNIT I

Month	Working Days	Topic
January'26	19	Personality and Personal Grooming Understanding Personality, Definition and Meaning of Personality, Types of Personality, Components of Personality, Determinants of Personality, Assessment of Personality Grooming Self, Dress for success, Make up & skin care, Hair care & styles for formal look, Art of accessorizing, Oral Hygiene

Activity: "Woosh and waam"

Objective: To develop listening skills and speak skills and decision making

Methodology: Observation and experimental

UNIT II

Month	Working Days	Topic
February'26	23	Interview Preparation and Group Discussion Meaning and Types of Interviews [Face to Face, Telephonic, Video], Interview procedure [Opening, Listening, Closure] Preparation for Interview, Resume Writing, LinkedIn Etiquette Meaning and methods of Group Discussion Procedure of Group Discussion, Group Discussion simulation, Group discussion common error

Activity: Mock Interview & Group discussion on contemporary issues.

Objective: To enhance the communication skills and to develop the effective personality of students.

Methodology: Mock Interviews

UNIT III

Month	Working Days	Topic
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March'26	20	Body Language and Behaviour Concept of human behavior, Individual and group behaviour Developing Self-Awareness, Behaviour and body language Dimensions of body language: Proxemics, Haptics, Oculistics, Paralanguage, Kinesics, Sign Language, Chromatics, Chronemics, Olfactics, Cultural differences in Body Language, Business Etiquette & Body language, Body Language in the Post Corona Era, Virtual Meeting Etiquette, Social Media Etiquette
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UNIT IV

Month	Working Days	Topic
April'26	24	Art of Good Communication Communication Process, Verbal and Non-verbal communication 7 C's of effective communication, Barriers to communication Paralinguistics Pitch Tone Volume Vocabulary Word stress Pause Types of communication Assertive Aggressive Passive Aggressive Listening Skills, Questioning Skills, Art of Small Talk, Email Writing Mid Term II & Revision

Suggested Readings:

1. Cloninger, S.C., *"Theories of Personality: Understanding Person"*, Pearson, New York.
2. Luthans F, *"Organizational Behaviour"*, McGraw Hill, New York.
3. Barron, R.A. & Brian D, *"Social Psychology"*, Prentice Hall of India.
4. Adler R.B., Rodman G. & Hutchinson C.C. *"Understanding Human Communication"*, Oxford University Press: New York.

Industrial Field Work

BBA- V Semester

Sl. No.	Place	Objective	Month	Course	Teacher In-charge	Outcome
1	Jalans Mega Mart	To Demonstrate and experience Management functions and techniques	September'25	Sales Management	Ms. Vishakha Mishra & Dr. Rajiv Sikroria	Students will experience management in realistic situations and promotion techniques

BBA- VI Semester

Sl. No.	Place	Objective	Month	Course	Teacher In-charge	Outcome
1	FCI	To acquaint students with strategic inventory management and supply chain to maintain buffer stocks.	February'26	Strategic management	Dr. Rajiv Sikroria & Dr. Karunendra Pratap Singh	The students will learn fundamentals of Strategic inventory management and supply chain to maintain buffer stocks.

Department of Management

Academic Activities: 2025-26

S.No	EVENT	OBJECTIVE	COURSES	MONTH	TEACHER INCHARGE	OUTCOME
1	Prabandh Mantra	To Provide hand on experience on Management functions	Principles of Management	September 2025	Management faculty	Students will gain hand on management tools to organize annual fest
2	Workshop on Entrepreneurship (in collaboration with AIC & Start up club)	To acquaint students about the entrepreneurial skills.	Entrepreneurship	September 2025	Dr. Reena & Dr. Rajiv Sikroria	The student will develop the entrepreneurial skills
3	Session on Digital Marketing (SEGA)	To understand fundamentals of digital Marketing	Marketing theories and Practices	October 2025	Dr. Karunendra & Ms Vishakha Mishra	Students will aware of different aspects of Digital Marketing
4	Admad Show	To understand the fundamentals of Panel Discussion.	Marketing Communication and Advertising Management	November 2025	Dr. Rajiv Sikroria & Ms. Swati Srivastava	Students will learn fundamentals of creativity and advertising copy
5	Business Plan Competition in collaboration with start up club	To aware students about Business World	Business Environment	March 2026	Ms Swati Srivastava & Dr Reena Baral	Students will be able to develop Business plan
6	Panel Discussion on Budget 2026	To analyses Budget 2026 on different functional areas.	Business Policy, Goods and Service Tax & Income Tax	March 2026	Dr. Karunendra & Ms Vishakha Mishra	Students will develop analyzing skills.
7	Case Study Workshop	To acquaint students about fundamentals of case solution and discussion	Management	April 2026	Dr. Rajiv Sikroria & Dr. Karunendra Pratap Singh	The student will learn to solve and discuss case