

GLS University's
Bachelor of Business Administration Programme
Proposed Syllabus
SYBBA
Semester IV
Core Course
Organizational Behaviour and People Management II

1. Course Objective: Taking the course forward from Semester III, the objective now is to talk about the impact of motivation and leadership at the workplace. The course also aims at providing an understanding about the individual and organizational dynamics, ethical workplace behaviour, Organizational Behaviour across Cultures, and managing an international workforce. The focus will be on helping students understand how knowledge of these concepts is helpful in enhancing organizational effectiveness through proper management of its' people.

2. Course duration: 12 weeks/36 hours

3. Number of credits: 03

4. Course Content:

Module number	Topics/Chapters	Percent weightage
I	Understanding Motivation – Meaning; Theories – Maslow's Need Hierarchy Theory, Herzberg's Two-Factor Theory, Adelfer's ERG Theory, McClelland's Need Theory, Adam's Equity Theory, Victor Vroom's Expectancy Theory, Pay-Reward Pyramid.	20 %
II	Understanding Leadership – Meaning; Formal and Informal leadership; Styles – Leadership Continuum, Blake and Mouton's Managerial Grid, Contingency Approach – Fiedler's Contingency Model and Hersey and Blanchard's Situational Leadership Model; Contemporary issues in Leadership – Self-leadership, Transformational Leadership, Women Leaders	20%
III	Individual and Organizational Dynamics (A) – Economic and Psychological contracts; Organizational Culture – Meaning, Characteristics, types, creating and sustaining culture, process of socialization and	20%

	individualization; Conflict – Meaning, Functional and Dysfunctional Conflicts, Sources of conflicts, conflict resolving strategies;	
IV	Individual and Organizational Dynamics (B) - Stress – Meaning, stress and job performance relationship, effect of stress, approaches to stress management; Counseling – Meaning, Functions, Types; Transactional Analysis – Meaning, Ego States, Life Positions, and Stroking; Quality of Work Life – Meaning, Techniques	20%
V	Emerging aspects in OB – Ethical Behaviour – Employee privacy issues, Impact of ethics on bottom-line outcomes, pay and promotion discrimination, and sexual harassment; Organizational Behaviour across Cultures – Understanding multi-national operations (social, legal and ethical, political, economic conditions and individual differences, in brief), Managing International Workforce – Barriers to cultural adaptation and overcoming the barriers	20%

5. Teaching Methods: The following pedagogical tools will be used in this course:

1. Lectures and discussions
2. Assignments and presentations
3. Role plays
4. Management Games

6. Topics for assignments, presentations, role plays and Management Games:

1. Practical application of the following concepts in specific HR functions:
 - i. Applied motivation practices (including pay/rewards)
 - ii. Leadership styles and employee engagement
 - iii. Leadership and Performance Effectiveness
2. Ethical practices – reducing gender, disability, caste and religion-based discrimination at the work place
3. Challenges to women leaders
4. Cultural analysis of a place (college/workplace)
5. Conflicts and their resolution
6. Ego States

7. Evaluation: The students will be evaluated on a continuous basis and broadly follow the scheme given below:

1.	Mid Semester Exam	20%
2.	Small project/Presentation/Practical Assignments	15%
3.	Quiz	10%
4.	Attendance	05%
	Total	50%

8. Basic Text Books:

Sr. No.	Author(s)	Name of the book	Publisher	Edition
1	Newstrom	Organizational Behaviour	Tata McGraw Hill	Latest
2	Robbins, Judge and Sanghi	Organizational Behaviour	Pearson Education	Latest

9. Reference Books:

Sr. No.	Author(s)	Name of the book	Publisher	Edition
1	Fred Luthans	Organizational Behaviour	McGraw Hill International	Latest
2	K. Aswathappa	Organizational Behaviour – Text, Cases and Games	Himalaya Publishing House	Latest

10. List of Journals/Periodicals/Magazines/Newspapers:

1. Economic Times
2. ICFAI Journals
3. Harvard Business Review
4. Journal of Human Values
5. International Journal of Research in Organizational Behaviour and Human Resource Management

GLS University's
Bachelor of Business Administration Programme
Proposed Syllabus
SYBBA
Semester IV
Core Course
Financial Management - II

1. Course Objective:

The objective of the paper is to familiarize the students with the important financial decisions like financing, investment and dividend and also its application in the real life situations. The paper also aims to familiarize the students with the concept of Business Valuation and various models of Business Valuation.

2. Course Duration: 12 weeks/36 hours

3. Number of credits: 03

4. Course Content:

Module	Topics	Percent Weightage
I	<p>Capital Structure Decision</p> <ul style="list-style-type: none"> • Meaning of Capital Structure • Features of an Ideal Capital structure • Determinants of Capital structure • Capital structure Theories – NI, NOI, M-M Hypothesis and Traditional Approach. • Sums based on theories (excluding M-M) 	20%
II	<p>Leverage Analysis</p> <ul style="list-style-type: none"> • Meaning and types of leverages • Calculation of Operating, Financial and Combined Leverage • Concept of Financial BEP and Indifference Point including Sums 	20%
III	<p>Capital Budgeting</p> <ul style="list-style-type: none"> • Meaning of Capital Budgeting • Importance of Capital Budgeting Decisions • Types of Projects • Kinds of Capital Budgeting Decisions • Capital Budgeting Techniques –Meaning, Merits and Demerits of each method and sums based on all methods - Payback Period, Accounting Rate of Return, Net Present Value. Profitability Index, Internal Rate of 	20%

	Return	
IV	Dividend decision <ul style="list-style-type: none"> • Meaning and types of Dividend policy • Factors affecting Dividend Policy • Forms of Dividend • Dividend theories (Excluding Sums)- Walter Model, Gordon Model and Modigliani Miller Hypothesis 	20%
V	Business Valuation <ul style="list-style-type: none"> • Meaning • Different concepts of Value • Approaches to Valuation – (Only Theory) <ol style="list-style-type: none"> 1. Asset Based Approach 2. Earnings Based approach 3. Price Earnings Ratio Approach 4. Earnings measure on Cash Flow Basis 5. Market Value Based Approach 6. Fair Value Method 7 Market Value Added Approach 8 Economic Value Added 	20%

5. Teaching Methods:

The following pedagogical tools will be used to teach this course:

- (1) Lectures & Discussions
- (2) Assignments & Presentations
- (3) Case Studies

6. Topics for assignments, presentations, role plays and Management Games:

Will be announced at the beginning of the Semester

7. Evaluation:

The students will be evaluated on a continuous basis and broadly follow the scheme given below:

1.	Assignments / Presentations/ Quizzes / Class Participation etc.	30% (Internal Assessment)
2.	Internal Examination	20% (Internal Assessment)
3.	External Examination (University Exam)	50% (External Assessment)

8. Basic Text Books:

Sr. No.	Author/s	Name of the Book	Publisher	Edition
T1	G. Sudarsana Reddy	Financial Management –	Himalaya Publishing	Third Edition

		Principles and Practice	House	
T2	M. Y. Khan P. K. Jain	Financial Management – Text, Problems and Cases	Tata McGraw Hill Education Private Ltd.	Sixth Edition
T3	Dr. R. P. Rustagi	Financial Management- Problems & Solutions	Taxmann Publication Pvt. Ltd.	Latest Edition

9. Reference Books:

Sr. No.	Author/s	Name of the Book	Publisher	Edition
1	Prasanna Chandra	Financial Management	Tata McGraw Hill Education Private Ltd	Seventh Edition
2	Dr. P. C. Tulsian	Financial Management – A Self-Study Textbook	S. Chand	Latest Edition
3	Dr. R. P. Rustagi	Financial Management- Theory, Concepts and Problems	Galgotia Publishing Company	Latest Edition
4	Rajiv Srivastava Anil Mishra	Financial Management	Oxford University Press	Second Edition
5	Dr. I. M. Pandey	Financial Management	Vikas Publishing House	Latest Edition
6	Vyuptakesh Sharan	Fundamentals of Financial Management	Pearson	Latest Edition

10. List of Journals / Periodicals / Magazines / Newspapers etc.:

Students can refer to past issues of the following journals in order to get relevant topic/information pertaining to the subject:

1. Corporate India
2. Capital Market
3. Business Standard
4. The Economic Times
5. Financial Express
6. The Mint

7. Chartered Financial Analyst
8. CFA Reader
9. Business Today
10. Business India
11. Business World

**GLS University's
Bachelor of Business Administration Programme
Proposed Syllabus
SYBBA
Semester IV
Core Course
Marketing Management II**

1. Course Objective:

The main objective of this course is to acquaint the students with basic aspects of marketing management which develops understanding of students towards various marketing activities carried out by different organization in area of Product Management, Distribution and Branding. To acquaint them with the practices followed by marketers for various elements of marketing mix and its impact in the market.

2. Course Duration: 12 weeks/36 hours

3. Number of credits: 03

4. Course Content:

Module	Topics	Percent Weightage
I	<p>Product and Brand Management</p> <p>Product Management</p> <ul style="list-style-type: none"> • Product Life Cycle Stages (various strategies to be developed by marketers for different stages) • Concept of New Product • Challenges in New Product Development • Steps in developing New Product • Product Adoption process <p>Brand Management</p> <ul style="list-style-type: none"> • What is Brand? • Brand positioning (Process of developing and establishing a Brand Positioning) • Determining a competitive Frame of Reference <ul style="list-style-type: none"> • Identifying Optimal Point-of-Difference and Points of parity • Establishing Brand Positioning • Brand Mantra-designing brand mantra • Brand Differentiation Strategies (means of differentiation) • Co-branding 	25%
II	<p>Pricing and Promotion Strategy</p> <ul style="list-style-type: none"> • Concept of Pricing • Objectives of Pricing • Steps in setting Price 	15%

	<ul style="list-style-type: none"> • Different Price Policies <ul style="list-style-type: none"> ○ Geographical Pricing ○ Discounting ○ Promotional Pricing ○ Differentiated Pricing 	
III	<p>Planning and Managing Integrated Marketing Communication</p> <ul style="list-style-type: none"> • Concept of Integrated Marketing Communication • Marketing communication Mix <ul style="list-style-type: none"> ○ Marketing communication effect/Process ○ Communication models (Macro-communication process & Consumer Responding) • Deciding Communication Mix • Managing Integrated Marketing Communication Process 	20%
IV	<p>Managing Mass Communication</p> <ul style="list-style-type: none"> • 5 M's of Advertising • Sales promotion <ul style="list-style-type: none"> ○ Objectives ○ Advertising v/s Promotion • Events & Experience <ul style="list-style-type: none"> ○ Objectives • Public Relations <ul style="list-style-type: none"> ○ Marketing Public Relations • Direct Marketing <ul style="list-style-type: none"> ○ Benefits ○ Different forms of Direct marketing • Word of Mouth <ul style="list-style-type: none"> ○ Social Media (Blogs, Social Network, online community) ○ Buzz and Viral Marketing ○ Opinion Leader ○ Measuring the effect of Word of Mouth 	20%
V	<p>Distribution Function</p> <ul style="list-style-type: none"> • Concept of Intermediaries • Importance of channel • Role of Marketing channel • Channel Integration system (VMS,HMS and MCMS) • Retailing and different types of retailers • Retailer's Marketing Decision • Private Labels • Wholesaling and types of wholesalers • Functions of wholesaling • Designing Sales Force 	20%

	<ul style="list-style-type: none"> ○ Sales Force Objectives and Strategy ○ Sales Force Structure ○ Sales Force Size ○ Sales Force Compensation ● Personal Selling Process 	
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5. Teaching Methods:

The following pedagogical tools will be used to teach this course:

- (1) Lectures & Discussions
- (2) Assignments & Presentations
- (3) Case Analysis

6. Topics for assignments, presentations, role plays and Management Games:

Unit : 1

1. Product life cycle(marketing strategies)
2. Concept of new product
3. Brand positioning strategies
4. Co branding

Unit : 2

1. Understanding the pricing strategy of fmcg/ white goods

Unit : 3 & 4

1. Integrated marketing communication of any prominent event(ex. Ipl) / product / service (ex. Radio stations)
2. Communication mix used by a newly launched product/ service/ event
3. Critical evaluation of an advertising campaign
4. Digital marketing

Unit : 5

1. A detail understanding of retailers/ types of retailers with relevant example
2. Private labels(ex. Reliance/ Westside)
3. Involvement of intermediaries in popular products (ex. Parle G, Fevicol etc)

7. Evaluation:

The students will be evaluated on a continuous basis and broadly follow the scheme given below:

1.	Assignments / Presentations/ Quizzes / Class Participation etc.	30% (Internal Assessment)
2.	Internal Examination	20% (Internal Assessment)
3.	External Examination (University Exam)	50% (External Assessment)

8. Basic Text Books:

	Author/s	Name of the	Publisher	Edition
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Sr. No.		Book		
1	Philip Kotler, Kevin Lane Keller, Abraham Koshi, Mithileshwar Jha	Marketing Management-A South Asian perspective	Pearson Education	14th Edition

9. Reference Books:

Sr. No.	Author/s	Name of the Book	Publisher	Edition
1	Dr. S H Kazmi	Marketing Management	Excell Books	Latest Edition
2	Neelamegham	Marketing Management	Vikas Publication	First
3	R. B. Rudani	Marketing Management	S Chand & Co	2nd
4	Rajan Saxena	Marketing Management	Tata McGraw Hill	4 th
5	Lamb, Hair, Sharma and Mc Daniel	MKTG A south Asian Perspective	Cengage Learning	Latest Edition

10. List of Journals / Periodicals / Magazines / Newspapers etc.:

The students will have to refer to past issues of the following journals in order to get relevant topic/information pertaining to the subject.

12. Business Standard
13. The Economic Times (Brand Equity Supplement)
14. Financial Express (Brand Wagon Supplement)
15. Business Today
16. Business India
17. Business World
18. Pitch
19. Indian Management –Monthly Journal from AIMA
20. Indian Journal of Marketing

GLS University's
Bachelor of Business Administration Programme
Proposed Syllabus
SYBBA
Semester IV
Core Course
Corporate Accounting II

1. Course Objective:

The objective of the paper is to develop an understanding amongst the students about the Corporate Annual Reports, to familiarize them with the various techniques of Financial Analysis and its practical application in real business situations. It also aims to acquaint the students with the various aspects of Corporate Reporting.

2. Course duration: 12 weeks/36 hours

3. Number of credits: 03

4. Course Content:

Module	Topics	Percent Weightage
I	<p>Financial Statement Analysis</p> <ul style="list-style-type: none"> • Meaning and Limitations of Financial statements. • Meaning and Tools of Financial Statements Analysis • Common Size statements – Meaning and Preparation of Common size Statements. • Comparative Financial Statements – Meaning and Preparation of Comparative Statements. • Trend Analysis – Meaning and Preparation of Trend Analysis • Value Added statement – Meaning and Preparation of Value Added Statement. 	20%
II	<p>Ratio Analysis</p> <ul style="list-style-type: none"> • Meaning and Functional Classification of ratios. (Profitability, Liquidity, Leverage, Activity, Market Strength Analysis and Coverage) • Calculation and Interpretation of Ratios from Balance Sheet and Income Statement. • Reverse Sums – Short sums on finding out missing figures 	20%
III	<p>Cash Flow Statement</p> <ul style="list-style-type: none"> • Meaning & Preparation of Cash Flow Statements (As per AS. 3) • Meaning of Fund flow statement. • Difference between Fund flow statement and Cash flow statement 	20%

IV	<p>(a) Understanding the Contents of Corporate Annual Reports:</p> <ul style="list-style-type: none"> • Balance Sheet • Income Statement • Cash flow Statement • Significant Accounting Policies. • Auditors Report. • Directors Report. • Management Discussion and Analysis. • Notes to Accounts. <p>(b) Corporate Financial Reporting</p> <ul style="list-style-type: none"> • Meaning and Objectives of corporate financial reporting • Qualitative characteristics of financial reporting information. • Introduction to IFRS – Meaning, Difference between IFRS and IAS, Need for IFRS, Implementation Challenges in India • Creative Accounting – Meaning, Forms and Reasons 	20%
V	<p>Specific Issues in Corporate Financial Reporting</p> <ul style="list-style-type: none"> • Segment reporting - Meaning and basis Concept of Consolidated and Standalone Final Accounts • Interim reporting – Meaning and need. • Sustainability Reporting – Meaning of Sustainability, Reasons for Sustainable Development, Concept of Triple Bottom Line, Introduction to Global Reporting Initiative (GRI) and Indian Scenario 	20%

5. Teaching Methods:

The following pedagogical tools will be used to teach this course:

- (1) Lectures & Discussions
- (2) Assignments & Presentations
- (3) Case Studies

6. Topics for assignments, presentations, role plays and Management Games:

Will be announced at the beginning of the Semester

7. Evaluation:

The students will be evaluated on a continuous basis and broadly follow the scheme given below:

1.	Assignments / Presentations/ Quizzes / Class Participation etc.	30% (Internal Assessment)
2.	Internal Examination	20% (Internal Assessment)
3.	External Examination (University Exam)	50% (External Assessment)

8. Basic Text Books:

Sr.	Author/s	Name of the Book	Publisher	Edition
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No.				
T1	Dr. Sakshi Vasudeva	Accounting for Managers	Galgotia Publishing Company	Latest Edition
T2	Bhushan Kumar Goyal Rajendra Maheshwari Renu Gupta	Corporate Accounting	International Book House Pvt.. Ltd	Latest Edition
T3	Prof. Jawahar Lal	Corporate Financial Reporting	Taxmann Publications Pvt. Ltd.	Latest Edition
T4	Dr. Ambrish Gupta	Financial Accounting for Management- An Analytical Perspective	Pearson	Third Edition

9. Reference Books:

Sr. No.	Author/s	Name of the Book	Publisher	Edition
1	Jawahar Lal Seema Srivasta	Financial Accounting- Principles and Practice	S. Chand	Second Edition
2	R. Narayanswamy	Financial Accounting – A Managerial Perspective	PHI Learning Pvt. Ltd.	Fourth Edition
3	A. Mukherjee & M.Hanif	Corporate Accounting	Tata McGraw Hill Education Pvt. Ltd.	Latest Edition
4	Dr. P. C. Tulsian	Financial Accounting	Pearson Education	Fifth Edition
5	S. P. Jain K. L. Narang	Advanced Accountancy	Kalyani Publishers	
6	N. K. Gupta Vidhu Bansal	Accounting for Managers	International Book House Pvt. Ltd	Second Edition

10. List of Journals / Periodicals / Magazines / Newspapers etc.:

The students will have to refer to past issues of the following journals in order to get relevant topic/information pertaining to the subject.

21. Chartered Accountant
22. Corporate India
23. Business Standard
24. The Economic Times
25. Financial Express
26. The Mint
27. Chartered Financial Analyst
28. CFA Reader
29. Business Today
30. Business India
31. Business World

GLS University's
Bachelor of Business Administration Programme
Proposed Syllabus
SYBBA
Semester IV
Core Course
Business Research Methods

1. Course Objective:

This course aims to familiarize students with basic research methods in the areas of sampling methods and statistical inference. It serves as a good foundation for further study in marketing research and research methodology.

2. Course Duration: 12 weeks/36 hours

3. Number of credits: 03

4. Course Content:

Module	Topics	Percent Weightage
I	<ul style="list-style-type: none"> ➤ Introduction to Research Methods: <ul style="list-style-type: none"> ● Research Problem ● Research Designs ● Survey Methods starting from problem definition ➤ Sampling Methods: <ul style="list-style-type: none"> ● Basic concepts of Population and Sample ● Population inquiry, Sample Inquiry ● Characteristics of a good sample ● Sampling: Meaning, Merits and Demerits of Sampling ● Types of Sampling Methods ● Probability Sampling Methods ● Non-probability Sampling Methods 	15%
II	<ul style="list-style-type: none"> ➤ Testing of Hypothesis: Large Sample Tests <ul style="list-style-type: none"> ● Basic concepts: Hypothesis, Null Hypothesis, Alternative Hypothesis, Statistic, Parameter, Sampling Distribution, Standard Error, Acceptance Region, Critical Region ● Type I and Type II errors, p- Value, Level of Significance, ● Testing of Hypothesis, Testing Procedure ● Large Sample Tests ● Test for Variables: Test of mean, Test of difference between two means, Test of difference between two standard deviations ● Test for Attributes: Test of proportion, Test of difference between two proportions 	25%

	<ul style="list-style-type: none"> • Estimation of Confidence Interval 	
III	<ul style="list-style-type: none"> ➤ Testing of Hypothesis: Small Sample Tests <ul style="list-style-type: none"> • Degree of Freedom • t Test: Test of Mean, Test of difference between two means, Paired t test • F Test: Test of difference between two variances, Application of F test in ANOVA (One way and Two way) • Chi-Square Test: Test for population variance 	20%
IV	<ul style="list-style-type: none"> ➤ Chi-Square Test <ul style="list-style-type: none"> • Test of Independence • Test of Goodness of fit ➤ Non Parametric Tests <ul style="list-style-type: none"> • Advantages and Disadvantages of non-parametric tests • Uses of non-parametric tests • Types of non-parametric tests • The one sample Sign Test • The one sample Run Test • Mann-Whitney U Test 	20%
V	<ul style="list-style-type: none"> ➤ Practical application of statistical tools in spreadsheet 	20%

5. Teaching Methods:

The following pedagogical tools will be used to teach this course:

- (1) Lectures & Discussions
- (2) Assignments & Presentations
- (3) Case Analysis & Spreadsheet

7. Topics for assignments, presentations, role plays and Management Games:

Will be announced at the beginning of the Semester

7. Evaluation:

The students will be evaluated on a continuous basis and broadly follow the scheme given below:

1.	Assignments / Presentations/ Quizzes / Class Participation etc.	30% (Internal Assessment)
2.	Internal Examination	20% (Internal Assessment)
3.	External Examination (University Exam)	50% (External Assessment) (80% Theory + 20% Practical)

8. Basic Text Books:

Sr. No.	Author/s	Name of the Book	Publisher	Edition
T1	S P Gupta	Statistical Methods	Sultan Chand & Sons	Latest Edition
T2	P N Arora, S Arora, Sumeet Arora	Comprehensive Statistical Methods	S. Chand	Latest Edition
T3	DR. Prasant Sarangi	Introduction to Research Methodology	Taxmann	Latest Edition

9. Reference Books:

Sr. No.	Author/s	Name of the Book	Publisher	Edition
1	S C Gupta & V K Kapoor	Fundamentals of Mathematical Statistics	Sultan Chand & Sons	Latest Edition
2	J K Sharma	Business Statistics	Pearson	Latest Edition
3	Levin & Rubin	Statistics for Management	Pearson	Latest Edition
4	Anderson, Sweeney, Williams	Statistics for Business and Economics	Cengage Publications	Latest Edition
5	D P Apte	Statistical Tools for Managers using Microsoft Excel	Excel Publishing House	Latest Edition
6	Deepak Chawla & Meena Sondhi	Research Methodology Concepts & Cases	Vikas Publishing	Latest Edition

GLS University's
Bachelor of Business Administration Programme
Proposed Syllabus
SYBBA
Semester IV
Core Course
Managerial Economics II

1. Course Objective:

Managerial Economics can be viewed as an application of that part of micro economics that focuses on topics like demand, production, cost, pricing and market structure. Understanding these principle will help to develop a rational decision making. It sharpens the analytical framework that the executive must bring to bear on managerial decisions. In general this course will help students to understand various types of markets, the importance of inventory and its management in firms.

2. Course Duration: 12 weeks/36 hours

3. Number of credits: 03

4. Course Content:

Module	Topics	Percent Weightage
I	<p>Monopolistic competition</p> <ul style="list-style-type: none"> • AR, MR and Elasticity under Monopolistic Competition. • Short run equilibrium of the firm under Monopolistic Competition. Long run equilibrium of the firm under Monopolistic Competition. • Excess Capacity • Effects of selling Cost 	15%
II	<p>Oligopoly Market:</p> <ul style="list-style-type: none"> • Collusive Oligopoly a. Cartels (Joint Profit Maximization Cartels and Market Sharing Cartels) • Price leadership. (Low cost price leadership, barometric price leadership and dominant price leadership) • Non collusive Oligopoly <ol style="list-style-type: none"> 1. Kinky Demand Curves 2. Cournot's Model 	20%

III	Pricing Policies and Break Even Analysis <ul style="list-style-type: none"> • Pricing policies and Methods • Factor Pricing • Break Even Analysis • Externalities and Public goods 	25%
IV	Economics of Information <ul style="list-style-type: none"> • Asymmetric Information • Signalling • Moral Hazards • Knowledge Based Economy(Features, Basic Framework) 	20%
V	Political Economy and Policy Making <ul style="list-style-type: none"> • Impact of economic policies on Business (Fiscal, Monetary, EXIM) • How Political Economy affects Economy • Role of Planning Commission 	20%

5. Teaching Methods:

The following pedagogical tools will be used to teach this course (Sample tools):

- (1) Lectures & Discussions
- (2) Assignments & Presentations
- (3) Case Analysis

6. Topics for assignments, presentations, role plays and Management Games:

Will be announced at the beginning of the Semester

7. Evaluation:

The students will be evaluated on a continuous basis and broadly follow the scheme given below:

1.	Assignments / Presentations/ Quizzes / Class Participation etc.	30% (Internal Assessment)
2.	Internal Examination (Mid Semester Exam)	20% (Internal Assessment)
3.	External Examination (University Exam / End Semester Exam)	50% (External Assessment)

8. Basic Text Books:

Sr. No.	Author/s	Name of the Book	Publisher	Edition
T1	H L Ahuja	Advanced Economic Theory	S Chand	Revised
T2	Suma Damodaran	Managerial Economics	Oxford Higher Education	Latest

9. Reference Books:

Sr.	Author/s	Name of the	Publisher	Edition
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No.		Book		
1	D.M. Mithani	Managerial Economics: Theory and Applications	Himalaya Publishing House	Latest

10. List of Journals / Periodicals / Magazines / Newspapers etc.:

The students will have to refer to past issues of the following journals in order to get relevant topic/information pertaining to the subject.

1. Economic Survey
2. RBI Handbook
3. Economic and Political weekly
4. Indian Journal of Economics and Business
5. International Journal of Economics and Research
6. Down to Earth Magazine
7. Banking and finance.
8. Business Standard
9. The Economic Times
10. Business Today
11. Business India
12. Business World
13. Budget Bulletin

GLS University's
Bachelor of Business Administration Programme
Proposed Syllabus
SYBBA
Semester IV
Foundation Course
Interpersonal Communication II

1. Course Objective:

The course aims to provide Interpersonal skills in an organization. The paper focuses mainly to make students work harmoniously in groups, understand the meaning and importance of meetings and draft the documents that are used in the meeting process.

2. Course Duration: 12 weeks/36 hours

4. Number of credits: 03

4. Course Content:

Module No.	Modules/Sub-Modules	Marks Weightage
I	Meetings: Importance/purpose, types, advantages and disadvantages	20%
II	Composition: Notice Agenda Minutes Inter departmental memos : Informatory, Reminders, Requests	20%
III	Proposal writing	20%
IV	Role play on meeting	20%
V	Presenting the proposal	20%

5. Teaching Methods:

The following pedagogical tools will be used to teach this course:

- (1) Lectures & Discussions
- (2) Assignments & Presentations

6. Topics for assignments, presentations, role plays and Management Games:

Will be announced at the beginning of the Semester

7. Evaluation:

The students will be evaluated on a continuous basis and broadly follow the scheme given below:

1.	Assignments / Presentations/ Quizzes / Class Participation etc.	30% (Internal Assessment)
2.	Internal Examination: Writing part will be evaluated internally	20% (Internal Assessment)
3.	External Examination (University Exam) : Role play of meeting and Presentation of Proposal will be evaluated externally.	50% (External Assessment)

8. Basic Text Books:

Sr. No.	Author/s	Name of the Book	Publisher	Edition
1.	Taylor and Chandra	Communication for Business	Pearson	Fourth Edition
2.	Lehman, Duference, Sinha	BCOM	Cengage	Original

9. Reference Books:

Sr. No.	Author/s	Name of the Book	Publisher	Edition
1.	Payal Mehra	Business Communication for Managers	Pearson	First Edition
2.	Hynes, Geraldine	Managerial Communication	Tata McGraw-Hill	Latest

GLS University's
Bachelor of Business Administration Programme
Proposed Syllabus
SYBBA
Semester IV
Elective Course
Corporate Social Responsibility

1. **Course Objective:** To orient students to concepts of Ethics in business and its implications. Elucidate the need for ethics and corporate social responsibility in the existing business models. To aid understanding of CSR as a business tool.
2. **Course Duration :**
3. **Number of Credits : 2**
4. **Course Content:**

Module number	Topics/Chapters	Percent weightage
I	Ethics & CSR Ethical Reasoning, Issues In Ethics: Justice, Equality, Democracy, Rights, Ethics And Dilemmas, Introduction To Business Ethics, Stakeholder Theory	20 %
II	Introduction Meaning, Definition & Perspectives: Theoretical Positions CSR, Business And Society, Difference To Charity / Philanthropy, Arguments For And Against CSR, Human Rights In Business	20%
III	Issues In CSR, CSR As Business Activity, Role Of Voluntary Sector In CSR, Communicating CSR, CSR Practices And Outcomes, Conceptual Frameworks	20%
IV		20%
V		20%

Evaluation

Internal	50%	Assignment & Presentation
External	50%	End term written exam

*The internal and external evaluation will be a combination of written submission and presentation.

GLS University's
Bachelor of Business Administration Programme
Proposed Syllabus
SYBBA
Semester IV
Elective Course
Gender Equality & Diversity

1. **Course Objective:** To introduce students to the concept of gender studies. Differentiate and explain the concepts of gender, sex, sexuality, gender difference, gender politics and gender socialization. Explain how culture, race, ethnicity and nationality influence gender.
2. **Course Duration :**
3. **Number of Credits : 2**
4. **Course Content:**

Module number	Topics/Chapters	Percent weightage
I	Gender Studies: An Overview History of Women's and Men's Studies, Gender as Transnational, Post-Structural/Post –Modern/Queer Theory/3rd Wave Feminism/Men's Movement, Definitions	20 %
II	Gender stereotyping Meaning, predominant stereotypes, societal influence on stereotypes, stereotypes as portrayed in films/fiction/religious texts	20%
III	Gender Sensitivity Building and maintaining gender sensitivity	20%
IV	Gender Equality and Law Harassment of women in organisation, types, fundamentals rights, pros and cons, Supreme Court on protecting women rights at workplace	20%
V	Case Studies	20%

Evaluation

Internal	50%	Assignment & Presentation
External	50%	End term written exam

*The internal and external evaluation will be a combination of written submission and presentation.

GLS University's
Bachelor of Business Administration Programme
Proposed Syllabus
SYBBA
Semester IV
Elective Course
International Relations

1. **Course Objective:** Aid student understand of international relations. Acquaint them with historical background that led to major shifts in international relations. Debrief them about the crucial movements which influenced business and management in the last century.
2. **Course Duration :**
3. **Number of Credits : 2**
4. **Course Content:**

Module number	Topics/Chapters	Percent weightage
I	International Relations in the post-world war II period Cold War, Détente, New Cold War, Collapse of Soviet Union, Non-alignment, Post-cold War International Relations	20 %
II	Basic Concepts in International Relations Liberalization and Globalization, Foreign Policy, National Interest, National Power, Diplomacy	20%
III	Challenging Issues in International Relations Terrorism, Trafficking, Human Rights Violation, Environment Pollution, Ethnic Chauvinism, Smuggling of Small Arms and Drugs, Gender Inequality, Arms and Disarmament	20%
IV	International Relations Organizations	20%
V	Model United Nations	20%

Evaluation

Internal	50%	Assignment & Presentation
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External	50%	End term written exam
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*The internal and external evaluation will be a combination of written submission and presentation.