Bachelor of Arts (Hons) Business Economics

Learning Outcomes

(i)   The course being a blend of management, quantitative skills and economics disciplines, students graduating from this programme are expected to possess both subject specific and generic skills.

(ii)   Recognise the importance of key theories and practices in thebroad areas of business and economics.

(iii)   Conduct quantitative assessment of business situations keeping in line with professional standards and moral values and recommend appropriate courses of action which satisfies all stakeholders.

(iv)   Analyze & synthesize information as well as data acrossdisciplines/functions in order to evaluate business opportunities from local, global and economic perspectives to make sound business decisions.

(v)   Demonstrate professional skills so as to work more effectively with others by understanding and recognizing the importance of diversity, leadership and team skills.

(vi)   Core competencies such as

(a) communication skills required to articulate thoughts and ideas effectively using oral and written skills, (b) to present information and explanations using appropriate software, (c) ethical integrity.

(vii) Demonstrate computational skills and data modelling skills required in handling economic and business related problems.

Core Papers

Micro Economics and Applications-I(BBE C1)

Course Objective

This course aims at inculcating basic understanding of fundamentals of microeconomics and its applications. It will enable students to apply microeconomic concepts to consumer and producer behavior in real world.

Course Learning Outcomes

   i)   To analyse the market behaviour by understanding the basic concepts of microeconomics.
   ii)   To provide students with an understanding of the standard theoretical analysis ofconsumer and producer behaviour.

iii) To know the applications of theory of production and cost structure

iv) To study various forms of market structure and how they work to allocate resources and the optimal decision making for efficient outcome.

v) To relate the concept with the corporate world example economies.

Accounting for Managers(BBE C2)

Course Objective

The course aims at acquainting students with the fundamentals of financial, cost & management accounting and their various techniques while providing a thorough grounding in the key principles of accounting.

Course Learning Outcomes

By the end of this course, the students shall

i) Comprehend company annual reports and understand the flow of information contained therein

ii) Develop analytical skills associated with the interpretation of accounting reports

iii) Become capable of systematically applying cost & management accounting concepts in real life situations

iv) Develop judgmental skills associated with the use of accounting information in decision making

Micro Economics and Applications-II(BBE C 3)

Course Objective
This course aims at inculcating basic understanding of fundamentals of microeconomics and its applications under specific situations like oligopoly, duopoly and monopoly market conditions. It will enable students to apply micro economic concepts to consumer and producer behavior in real world.

Course Learning Outcomes

i) To analyse a firms profit maximising strategies under the various oligopoly models.

ii) Explaining the role of game theory in understanding the behaviour of oligopolies and its relevance in the present scenario.

iii) To understand efficient allocation of inputs through General equilibrium analysis.

iv) To analyse the conditions of economic welfare and analyse the factors that determine welfare.

v) Identify the causes of market failure to provide efficient outcome.

Mathematics for Business Economics(BBE C 4)

Course Objective
The objective of this course is to provide instruction on basic mathematics that enables the

study of economic theory and business applications at the undergraduate level. This shall be required for the teaching of the courses on microeconomic theory, macroeconomic theory, statistics, and econometrics set out in this syllabus. This is not a course in Mathematical Economics, but economic and business models are a means for illustrating the method of applying mathematical techniques to economic theory and business applications in general. The level of complexity at which the material is to be taught is indicated by the contents of the prescribed main textbook.

Course Learning Outcomes

Students after completing this course will be able to:

i) Build its mathematical base which is necessary for other courses.

ii) Use its mathematical knowledge in business decision making.

iii) Make and refute arguments by her mathematical understanding.

Macro Economics and Applications-I(BBE C 5)

Course Objective

This course aims at inculcating basic understanding of fundamentals & functioning of closed economy. It will enable students to identify major macroeconomic issues, challenges and their solutions.

Course Learning Outcomes
Student will be able:
i) To understand basic concept of circular flow of income in open and closed economies and different approaches to measurement of National Income.
ii) To be able to differentiate between various national income aggregates, stocks and flows, nominal and real macroeconomic variables.
iii) To identify and derive money market and goods market equilibrium conditions and understand the interaction between the two.
iv) To apply closed economy IS-LM model for effectiveness of Fiscal and Monetary policies in the short run.
v) To derive aggregate demand and aggregate supply schedules and use if to differentiate between effects of policy in short run and medium run
vi) To analyze closed economy policy mix and its applicability to developing economies.

vii) To identify medium run impact of inflation and the nature of the inflation-unemployment trade -off.
viii) To understand root causes of the great depression & it's after effects.
ix) To introduce students to latest developments in the field of macroeconomics using real business cycle model.

Statistics for Business Economics(BBE C 6)

Course Objective

The objective of this course is to provide keys and tools of statistical concepts which are very useful and often indispensable in understanding the world around us. This shall be required for the teaching of the courses on Mathematics and Econometrics set out in this syllabus. The course is so designed to o present an introduction to probability and statistics using a background of calculus. Because econometrics deals with the study of unknown variables, the course lays emphasis on estimation and hypothesis testing.

Course Learning Outcomes

Student will be able to:
   i)   Master the Fundamentals of Probability Theory

   ii) Learn the concepts and tools of Sampling and Estimation

   iii) Develop skills in statistical computing, statistical reasoning and inferential Methods

   iv) Comprehend and analyze real data like real indices and provide students with both descriptive and analytical methods for dealing with the variability in observed data
   v)   Make intelligent judgments and informed decisions in the presence of uncertainty and variation
   vi) Clarifying and quantifying natural phenomena.

Corporate Finance(BBE C 7)

Course Objective

The course aims to provide basic concepts and knowledge with regard to corporate finance and its decisions. It will enable the students to understand the corporate issues and challenges in better manner.

Course Learning Outcomes
Students will able
   i)   To learn the role and objectives of financial management in business corporations.

   ii) To focus on developing skills to analyse corporate behaviour during procurement and development of resources.
   iii) To understand the concepts, vital tools and techniques applicable for financial decision making by a business firm.
   iv) To analyse and compute the working capital requirement, cash management and dividend models.

Macro Economics and Applications-II(BBE C 8)

Course Objective

This course aims at inculcating an understanding of economic models & functioning of an open economy. It will enable students to identify major macroeconomic issues, challenges and their solutions in the context of open macroeconomic environment.

Course Learning Outcomes
Student will be able
   i) To understand basics of consumption function and different hypotheses regarding aggregate consumption behavior.
   ii) To be able to identify important determinants and differentiate between different models of investment.
   iii) To understand concepts relating to Balance of Payments and exchange rate determination under alternate exchange rate regime in an open economy.
   iv) To apply open economy macroeconomic IS-LM model and find out effectiveness of Monetary and Fiscal policies in the short run.
   v) To analyze open economy policy mix and its applicability to developing economies.

   vi) To derive aggregate demand and aggregate supply for an open economy and differentiate the policy effect in short run and medium run.
   vii) To identify and understand factors determining long run growth and inter- country variations in growth experience using Solow growth model.
   viii) To introduce students to specific issues in monetary and fiscal policy such as Inflation targeting and Sustainability of Public Debt.

Basic Econometrics(BBE C 9)

Course Objective

Econometrics is a combination of economic theory, mathematical economics, economic statistics, and mathematical statistics. Economic theory makes statements or hypotheses that are mostly qualitative in nature. Econometrics provides the basis for numerical estimates and gives empirical content and verification to most economic theory. The objective of the course is to provide basic data modelling skills required in handling economic problems and interpretation of regression outputs

Course Learning Outcomes
Students will be able to:
   i) Explain Key econometric concepts.

   ii) Formulate simple econometric models

   iii) Interpret the regression results obtained from software packages.

   iv) Identify the errors in regression models and rectify the same.

   v) Analyze the suitability of the data for solving the problem at hand

Marketing Management(BBE C 10)

Course Objective

   i) To develop understanding about the nature and purpose of marketing and the most fundamental concepts and frameworks and apply these to new and existing businesses.
   ii) The course provides managerial perspective to critically analyse the marketing opportunities, planning, implementation, evaluation and control of the marketing effort.

iii) The course explains how to integrate product and service decisions with those on pricing, distribution and promotion.

Course Learning Outcomes
Students will be able to:
i) Explain how organisations effectively use the marketing mix often called the four P's of marketing to market to their target customers.
ii) Apply the knowledge, concepts and tools such as Michael Porters model, BCG matrix, Ansoff matrix and SWOT Analysis to understand the challenges and issues of marketing in a competitive environment.
iii) Define important terms like brand, brand identity, brand equity and brand re-positioning and how to devise a successful branding strategy.
iv) Predict the costs and benefits associated with different pricing strategies and marketing channels for the marketers.
v) Classify the common methods used for integrated marketing communication like advertising, sales promotion, events and experiences, public relations and publicity, direct marketing, interactive marketing, word of mouth and public selling.
vi) Correctly represent and outline measures taken by the companies to encourage ethical behaviour and rightly demonstrate their social responsibility.

Quantitative Techniques for Management(BBE C 11)
Course Objective

This paper aims to introduce students to use quantitative methods and techniques for effective decisions–making; model formulation and applications that are used in solving business decision problems. Build a conceptual mathematical understanding of benefits of working in a team: specifically to solve larger problems, partition a problem into smaller tasks, and complete tasks on time.

Course Learning Outcomes
Student will be able to:
i) Identify and develop operational research models and understand how to translate a real-world problem, given in words, into a mathematical formulation.
ii) Understand the mathematical tools that are needed to solve optimization problems like linear programming, transportation and assignment problems.
iii) Make use of Network analysis to plan, schedule, and control project activities
iv) Formulate and solve network problems using graph optimisation algorithms.
v) Propose the best strategy using decision making methods under uncertainty and game theory.
vi) Use relevant software for solving the techniques learnt in theory for optimization.

Organisational Behaviour(BBE C 12)

Course Objective

To give a general orientation to the student about the different forms of organizations (business and non business) and business environment, which will enable better appreciation

and understanding of the human resource function.

Course Learning Outcomes
Student will be able to
  i) Understand psychology theories and research at individual, group and organizational levels.
  ii) Analyze how these theories and empirical evidence can help to understand contemporary organizational issues.
  iii) Understand organizational behaviour and management practices by examining psychological principles.
  iv) Imbibe the critical evaluation of organizational practices and their impact on work behaviors, attitudes and performance.
  v) Apply theories to practical problems in organizations in a critical manner.

International Economics(BBE C 13)

Course Objective

This course aims at inculcating basic understanding of fundamentals of international economics. It will enable students to identify basis and gain from international trade with the help of different theoretical models and their applications to real world challenges and its solutions.

Course Learning Outcomes
Student will be able
  i) To understand basic concept and origin of International economics through the prism of classical and new classical trade theories
  ii) To understand different terms of trade and their applicability

  iii) To differentiate between Modern and Classical Trade theories .

  iv) To derive offer curve of a nation using general equilibrium approach o

  v) To analyze how demand and supply changes affect countries Term of Trade. To understand how international trade impact factor prices.
  vi) To understand the different trade instruments.

  vii) To analyze the effect of tariff and non- tariff barriers using the partial equilibrium approach.
  viii) To grasp theory of custom unions and its different model.

  ix) To know different components of Balance of payments and theories of balance of payments
  x) To gain knowledge about WTO and its roles.

  xi) To know about recent developments in trade talks under WTOs ministerial conferences.

Legal Aspects of Business(BBE C 14)

Course Objective

i) The paper attempts to create an understanding of various laws required in business world and enable effective application of the laws to business situations.

ii) This paper provides a blend of Basic laws like Contract Act and specifically applicable laws like Companies Act, Competition Act, widening the scope of understanding the legal technicalities in business world.

iii) The study of recent cases laws assists the students to understand the interpretation of the legislation.

Course Learning Outcomes

Students will be able to:

i) Understand business legislation and need for amendment of old laws.

ii) Understand the laws applicable to business and apply their knowledge of laws in recent/ different business cases.

iii) Appreciate different branches of law applicable in specific conditions.

iv) Identify the need and application of laws in commercial situations.

Skill Enhancement Course (SEC)

Introduction to Big Data Analysis(BBE SEC 1)

Course Objective

This course will enhance the capability of the students by giving them knowledge about how to handle Big Data and how to solve various business related problems using statistical methods in Python software.

Course Learning Outcome:

Student will be able to:

i) Solve the business problem using python programming.

ii) Analyse the data with the help of statistical methods using Python language.

iii) Do projects related to various business and real life situations using different data sets.

Personality Development & Interpersonal Skills(BBE SEC 2)
Course Objective

i) To develop students into self aware and emotionally balanced individuals who know how to set realistic goals, manage their time and work effectively in teams.
ii) To arm students with effective habits that will help them perform in any field of life.

Course Learning Outcomes
Student will be able to
i) Conduct detailed self- introspection centering around strengths, weaknesses, relationships, goals, motives and dependence. Recognise and appreciate that warmth, genuineness and unconditional positive regard are the basis of good relationships.
ii) Recognize and appreciate the seven habits and imbibe them gradually into daily life through regular practice.
iii) Prioritise work, use planners, recognize and appreciate the importance of time management.
iv) Understand the building blocks of effective interpersonal skills.
v) Learn to accept emotions, recognise and appreciate the importance of emotional intelligence.

Research Methods and Statistical Packages(BBE SEC 3)

Course Objective

This paper will equip the students to conceive a project, access data using scholarly database and run statistical analysis to do inferential analysis.

Course Learning Outcomes
Students will be able to
i) Assess the roles of the researcher and the informant in the research process and be in a position to apply qualitative and quantitative research methodology.
ii) Apply the probability rules and basic concepts relating to discrete and continuous random variables studied in core theoretical subjects in making effective business and economic decisions. Provide understanding of appropriate statistical techniques for summarizing and displaying business and economic data.
iii) List a variety of formal inference procedures like correlation, regression, t-test and analysis of variance test which helps in statistical reasoning and performing exploratory analysis of data. Identify statistical tools needed to solve various business problems.
iv) Perform the basic qualitative and quantitative data analysis in a clear concise and understandable manner with an in-depth, faster and accurate univariate, bivariate and multivariate data analysis.

Entrepreneurial Skills(BBE SEC 4)

Course Objective

To provide the knowledge, skills and attitudes in entrepreneurship technical education training that will best meet the developing economy. Develop positive attitude towards self employment, judicious use of resource.

Course Learning Outcomes

This syllabus aims to:

i) Develop an entrepreneurial mind-set within individuals to deal with high uncertainty in regional and global market environments.

ii) Increase understanding of the diverse character traits of entrepreneurs, which inform their behaviour.

iii) Enhance the understanding of the entrepreneurial process from idea generation, to concept development and creation of the venture.

iv) Develop critical thinking and problem solving skills through creativity, innovation and logical applications.

v) Apprise students of existing opportunities and support services for venture creation and sustainability within and outside the region to support economic and social gains.

vi) The skills and abilities that students are expected to develop on completion of this syllabus have been grouped under three headings:

- Knowledge and Comprehension.

- Application.

- Communication and Networking

Discipline Specific Elective (DSE)

Group 1: Finance

Security Analysis and Portfolio Management(BBE DSE 1A)

Course Objective

It focuses to explain the investment decision making by following principles including diversification, valuation, loss prevention etc.

Course Learning Outcomes

After completing the course successfully, student should be able to:

i) List given types of financial instruments and explain how they work in detail

ii) Contrast key characteristics of given financial instruments

iii) Briefly recall important trends in the markets, trading and financial instruments

iv) Name key facts related to the return and risk of bond and equity markets

v) Understand key facts of the mutual fund industry

vi) Explain the fundamental drivers of diversification as an investment strategy for investors

vii) Discuss measures of portfolio risk-adjusted performance in detail and critically analyse the key challenges in employing them

viii) Competently identify established risk management techniques used.

Derivatives and Currency Markets(BBE DSE 1B)
Course Objective

To give substantive knowledge to the students about two major different asset classes viz. Derivatives and Currencies.

Course Learning Outcomes Learning Outcomes
Students will be able

i) To understand the functioning of derivatives and foreign exchange markets .

ii) To gain the knowledge of International financial system.

iii) To know how derivatives function in financial markets.

iv) To imbibe the knowledge about different trading and hedging strategies and working of models which explain the pricing of derivatives.

v) To understand the principles of trading in foreign exchange markets, different instruments traded , risks involved and hedging of currency risks.

Indian Financial System(BBE DSE 1C)

Course Objective

i) To provide a sound information and knowledge of broad framework of Indian Financial System and its constituents.

ii) To acquaint the students an understanding of inter-linkages and regulatory framework within which the system operates in India.

iii) To enhance the knowledge of students regarding emerging issues in Indian Financial System.

Course Learning Outcomes

After studying this paper the student will be able to:

i) Describe the Indian Financial System and various financial sector reforms.

ii) Understand how the new securities are issued to Investors.

iii) Define the secondary equity market which further evaluates the significance, structure, participants, equity market indices and raising funds through international markets.

iv) Elucidate the market in which money is created.
v) Discuss the significance of interbank markets in money creation.

Group 2: Quantitative Techniques

Applied Econometrics(BBE DSE 2A)
Course Objective

To provide an advanced exposure to the students about the nature and application of qualitative and quantitative research models with suitable industry applications.

Course Learning Outcomes

By the end of the course the student should be able to:

i) Demonstrate a comprehensive knowledge & advanced understanding of traditional econometrics.
ii) Able to conduct independent data analysis using the tools of statistics and econometrics.
iii) Shall understand project reports and journal articles that make use of the concepts and methods that are introduced in the course.
iv) Be competent enough to synthesise econometric studies in the empirical literature and critically analyse the results and the approaches adopted
v) Perform statistical tests using computer based program package for econometric analyses to investigate whether the classical assumptions in regression analysis are satisfied.

Topics in Mathematics(BBE DSE 2B)
Course Objective

The objective of this course is to provide additional instruction on some topics in mathematics that do not fit into the core course in Mathematics for Business Economics. The course deepens the understanding in some areas related to real multivariate functions and their optimisation and linear algebra, and introduces an element of economic dynamics. The level of complexity at which the material is to be taught is indicated by the contents of the prescribed main textbook.

Course Learning Outcomes
Students will be able to:
   i) Apply the knowledge of mathematical tools learned in this course in various decision making process of any business.
   ii) Relate the use of the mathematical skills acquired in various business scenarios.

Group 3: Economics

Economic Growth and Development(BBE DSE 3A)

Course Objective

To analyse growth models in the context of technology and capital as a major determinant of growth and development. To understand international aspects with a thorough discussion on trade, investment and finance. To study about different aspects of inequalities.

Course Learning Outcomes
Student will be able to:
   i) Explain the basics of economic growth, economic development, factor affecting economic development, difference between economic development and economic growth.
   ii) Learn about basis and structure of Harrod- Domar growth model.
   iii) Analyse the concept and effects of the different factors in Solow Growth model.
   iv) Understand the concept of convergence.
   v) Get knowledge about the basic framework of the AK model.
   vi) Know the interrelationship between Traditional Subsistence sector and Modern Industrial sector in Lewis model.
   vii) Learn about poverty and its measures and find out the various causes and measures of inequality.
   viii)   Identify the role of technological progress, human capital in process of Economic growth.
   ix) Learn about international trade and inequality.
   x) Understand the role of government and market in economic development

Indian Economy(BBE DSE 3B)

Course Objective

The paper explains a wider aspects of global and Indian economic reforms, India reaching to the position of fastest growing economy, and simultaneously having dismal social and fiscal growth scenario.

Students will get wider perspective to understand and analyze the facts related to macro economic trends and fiscal trends. Knowledge of this paper will provide the students with a wider vision and deeper insight to think and actively work on the issues which are proving as the biggest hurdles in the overall growth and development of the business environment in the economy.

Course Learning Outcomes

i)   To make students familiar with the different phases of Indian economy's growth and development.
ii) To make the students understand why there was policy change from state-led economy to the market led economy.
iii) To know the facts related to dismal growth of economic and social indicators.

iv) To analyse the impact of global economic crisis and the strategies adopted domestically and globally to resolve the crisis situation.
v)   To relate the economic issues with the current competitive business environment and to examine its impact.
vi) To suggest the alternative policy options for the economic and social improvement.

Industrial Organisation(BBE DSE 3C)

Course Objective

To introduce students to the field of economics that deals with the strategic behavior and interaction of firms, market competition and regulatory and social concerns.

Course Learning Outcomes
Students will be able.
i)   To understand the origin and methods of Industrial Organization.

ii)   To analyse firm behavior and interaction in oligopolistic markets through the basic components of the Structure-Conduct-Performance paradigm.
iii) To understand how the 'theory of the firm' can be applied to firm interaction and strategic behavior.
iv)   To understand the importance of "interdependence" that characterizes the firm's decision in markets.
v)   To learn about the importance of regulatory public policy in ensuring consumer welfare in imperfectly competitive/oligopolistic markets.
vi)   To use game theory to understand firm behavior and interaction in oligopolistic markets.

Environmental Economics(BBE DSE 3D)

Course Objective

This paper on Environmental Economics provides a compressive outline and analysis of the Environment-Economics interaction. The basic underlying treatment is based principles of Microeconomics. The problem of environmental degradation is the one in which economic agents imposes external costs upon society at large in the form of pollution. This course seeks to provide a systematic treatment of the theory of externalities and its implications for the design of an efficient and optimal environmental policy. The widespread concern over sustainability and issues of Climate Change and the global policy response are dealt in the last section.

Course Learning Outcomes
Student will be able to:
  i)   understand the current developments in environmental economics

  ii) explain the basic terminologies of environmental economics

  iii) explain how economic principles can be applied to various environment related problems.

Group 4: Ventures

New Ventures Planning and Implementation(BBE DSE 4A)
Course Objective

The objective of this course is to inculcate in students the strategic skills required to develop and launch a new venture, the vision required to support effective environmental scanning and the knowledge required to plan for harvesting and succession of a business. Students will gain an understanding of the process involved in the successful implementation of a new venture.

Course Learning Outcomes

By the end of this course students should:

  i)   Learn to identify opportunity for a new venture

  ii) Perform feasibility analysis to identify a potentially profitable venture

  iii) Be aware of risk associated with launch of a new venture and learn how to manage the same
  iv) Be aware of support system available from the government and various other sources for financial support towards the venture.

Strategic Management (BBE DSE 4B)
Course Objective

The students will develop the skill to identify strategic capabilities for strategic decision making in an organisation.

Course Learning Outcomes

i) Students will learn the strategic decisions making process andstrategic planning in the organizations.
ii) Students will be able to analyse strategic macro environmental issues and identify their impact on profitability and strategic positioning.
iii) Students will be skilled to identify strategic capabilities and gaps.

iv) Students will analyse and assess organisational performance based on external and internal environment.
v) Students will be able to understand the concepts, principles and practices associated with strategy formulation and implementation.

Group 5: Marketing

Consumer Behaviour and Advertising(BBE DSE 5A)

Course Objective

This paper aims at providing an understanding of Consumer Decision Making Process, Advertising Communication Process and their interlinkages.

Course Learning Outcomes

i) To recognize the theories of personality and appreciate their working in advertisements
ii) To learn how human biases influence consumer perception of brand advertisement and to appreciate how attitudes influence purchase.
iii) To understand how Innovative products receive acceptability in the market.

iv) To gain insight into the working of advertising agencies.

v) To analyze and interpret the advertisement objectives, appeals and formats.

vi) To understand the use of creative briefs for creating effective advertisements meeting pre-identified advertising goals.

Marketing Analytics(BBE DSE 5B)

Course Objective

i) To acquaint the students with the knowledge of data driven marketing by familiarizing them with the latest tools, techniques and metrics used by the contemporary digital organizations in improving their outreach.

ii) To arouse ethical awareness of individuals by sensitizing them towards the privacy issues surrounding the collection of data for driving marketing decisions.

Course Learning Outcomes

Student will be able to:

i) Explain the power of Marketing Analytics, Big Data and Search Engine Optimization.

ii) Identifying valuable business opportunities for driving marketing decisions and improving return on investment.

iii) Identify and explore the marketing opportunities, company examples, and organizational implications of marketing analytics.

iv) Use marketing analytics as a tool to drive superior growth.

v) Apply the concept and insights into well-designed products and offers that delight the customers by recognizing the digital marketing landscape.

vi) Perform effective analysis of customers by identifying their true worth for an organization.

vii) Deliver well designed focused marketing campaigns that improves the firm revenues and profitability in a sustainable manner.

viii) Understand the essential metrics that quantifies the vast majority of marketing activities and recognize the relevance of building an online marketing strategy around SEO.

ix) Predict the future of Analytics and understand the importance of business intelligence.

General Elective (GE)

Dynamics of New Ventures(BBE GE 1)

Course Objective

To provide theoretical foundations and special challenges of starting new ventures by identifying new business opportunities, researching and developing a successful business concept and plan.

Course Learning Outcomes

Student should be able to

i) Appreciate role of an entrepreneur

ii) Recognize and analyze the business opportunities and related challenges in developing a new venture.

iii) Understand preparation of business plan for a new venture.

iv) Evaluate the feasibility of pursuing the opportunity recognized.

v) Understand the sources of finance for new ventures and the ways large corporations and financial firms evaluate business plans and proposals for new ventures.

Digital Marketing(BBE GE 2)

Course Objective

To acquaint the students with the knowledge of growing integration between the traditional and digital marketing concepts and practices in the digital era.

To familiarise the students with the tools and techniques used by the digital marketers for driving the marketing decisions to attain superior marketing performances and being sensitive towards the 'no go visit areas' of the customer privacy.

Course Learning Outcomes
Students will be able
i) To identify and explore the marketing opportunities, company examples, and organizational implications of marketing.
ii) To understand the integration of traditional marketing with Digital Marketing.

iii) To explore current practice, theory and applied skills in Digital Marketing for individuals.
iv) To use digital marketing as a tool to drive superior growth.

v) To leverage the digital strategies to gain competitive advantage for business and career.
vi) To harness the power of Digital Marketing as a core driver of the marketing strategy for any organisation.
vii) To understand the technical know-how and insight to build & maintain an effective digital strategy.
viii) To Examine various tactics for enhancing a website's position and ranking with search engines.
ix) To understand the framework and digital tools needed to meet the challenges of our economy today and tomor

Statistical Techniques(BBE GE 3)
Course Objective

This statistics course is designed for the students from other streams and who want to learns basic statistics along with their main paper. The paper starts with detailed description and presentation of different types of data and analysis of data (primary and secondary). The emphasis is on measures of central tendencies like mean, median and mode, skewness and kurtosis. The unit on probability and sampling will help the student in their research work and analysis. Index numbers and Time series topics would provide key inputs for data analysis and project preparation.

Course Learning Outcomes
Students should be able to
i) Learn tools and concepts of data analysis and interpretation.

ii) Master the fundamentals of probability theory.

iii) Develop skills in statistical computing, statistical reasoning and inferential methods.

iv) Comprehend and analyse real data like real indices.

Contemporary Issues in Indian Economy(BBE GE 4)

Course Objectives

The paper, explains a wider aspects of global and Indian economic reforms, India reaching to the position of fastest growing economy, and simultaneously having dismal social and fiscal growth scenario.

Students will get wider perspective to understand and analyze the facts related to macro economic trends and fiscal trends. The knowledge of this paper will provide the students with a wider vision and deeper insight to think and actively work on the issues which are proving as the biggest hurdles in the overall growth and development of the business environment in the economy.

Course Learning Outcomes

i) To make students familiar with the different phases of Indian economy's transformation starting from Nehruvian era to the globalised era of economic reforms.

ii) To make the students understand why there was policy change from state-led economy to the market led economy.

iii) To provide facts to the students related to dismal growth which is evident in almost all spheres of economic and social fields.

iv) To analyse the impact of global economic crisis and strategies adopted domestically and globally to resolve the crisis situation.

v) To relate the Contemporary Economic issues with the current competitive business environment and to examine its impact on it.

Fundaments of Finance for Business(BBE GE 5)

Course Objective

i) To acquaint the students with the basics of finance and the structure, working and regulation of financial system in India.

ii) Students will learn about emerging issues in Indian Financial system.

iii) To enable students to take rational decisions in financial environment.

Course Learning Outcomes

i) After studying this paper the student should be able to:

ii) Describe the meaning, scope and sources of Finance.

iii) Understand the types of financial markets and role of regulators in Indian financial system.

iv) Define the depository and non-depository financial institutions in India.

v) Describe the mutual fund industry with its scope, operation, types of funds offered with evaluation of fund performance.

vi) Discuss the contemporary financial services in India

International Business(BBE GE 6)

Course Objective

The course aims at providing the students with the knowledge of growing acceptance of the policy of economic liberalisation and globalisation which has led to the expansion of international business. It will enable the students to understand the global issues and their relevance to the business practices

Course Learning Outcomes
Student will be able
    i) To understand the concept and examine the major drivers of international business.

    ii) To examine the different facets of the economic, political, legal and cultural environment of an international business.

    iii) To review the factors responsible for the emergence of India as a major outsourcing destination.

    iv) To understand various theories of international trade and its relevance in present.