

**GURU KASHI UNIVERSITY**



**BACHELOR OF BUSINESS ADMINISTRATION**

**SESSION: 2022-23**

**DEPARTMENT OF MANAGEMENT**

**PROGRAM LEARNING OUTCOMES:** After completion of the program, the student will be able to:

1. Acquire adequate knowledge through principles, theory and models of business management, Accounting, Marketing, Finance, IT, Operations and Human Resource.
2. Analyze and comprehend the applicability of management principles in solving complex business issues.
3. Apply various concepts, theories and models in the functional areas of business-like Marketing, HR and Finance in the organizations.
4. Acquire the skill of economics, mathematics, statistics and production and operation management and its integration relevant to business decisions.
5. Demonstrate proficiency for business communication for effective and professional business management.
6. Evaluate the concept and role of social environment, ethics and corporate governance.
7. Creating social sensitivity and understanding CSR, ethical and sustainable business practices demonstrate sensitivity to social, ethical and sustainability issues.
8. Acquire qualitative and quantitative skills to consolidate, synthesize, and analyses business information.
9. Demonstrate critical thinking and analysis skills that solve business problems in a real-world context.

### Program Structure

<b>Semester: 1st</b>						
<b>Course Code</b>	<b>Course Title</b>	<b>Type of Course</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Total Credits</b>
<b>BBA101</b>	Principles of Management	Core	4	0	0	4
<b>BBA102</b>	Business Laws	Core	4	0	0	4
<b>BBA103</b>	Business Mathematics	Core	4	0	0	4
<b>BBA104</b>	Introduction to Computer	Skill Based	4	0	0	4
<b>BBA105</b>	Introduction to Computer Lab-I	Skill Based	0	0	4	2
<b>Disciplinary Elective (Any one of the following)</b>						
<b>BBA107</b>	Financial Management	Discipline Elective	3	0	0	3
<b>BBA108</b>	Human Resource Management					
<b>BBA109</b>	Marketing Management					
<b>BBA199</b>	----	MOOC	-	-	-	2
<b>Total</b>			<b>19</b>	<b>0</b>	<b>4</b>	<b>23</b>
<b>Semester: 2nd</b>						
<b>Course Code</b>	<b>Course Title</b>	<b>Type of Course</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Total Credits</b>
<b>BBA201</b>	Business Environment	Core	4	0	0	4
<b>BBA202</b>	Economics	Core	4	0	0	4
<b>BBA203</b>	Organizational Behaviour	Core	4	0	0	4
<b>BBA204</b>	Business Communication	Compulsory Foundation	4	0	0	4
<b>BBA205</b>	Introduction to Computer Lab-II	Skill Based	0	0	4	2
<b>Disciplinary Elective (Any one of the following)</b>						
<b>BBA207</b>	Financial Markets and Services	Discipline Elective	4	0	0	4
<b>BBA208</b>	Industrial Relations					
<b>BBA209</b>	Services Marketing					
<b>Total</b>			<b>20</b>	<b>0</b>	<b>4</b>	<b>22</b>
<b>Semester: 3rd</b>						
<b>Course Code</b>	<b>Course Title</b>	<b>Type of Course</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Total Credits</b>
<b>BBA301</b>	Production & Operations Management	Core	4	0	0	4
<b>BBA302</b>	Business Statistics	Core	4	0	0	4
<b>BBA303</b>	Introduction to Database Management System	Skill Based	3	0	0	3
<b>BBA304</b>	Database Management System (Lab)	Skill Based	0	0	6	3
<b>Disciplinary Elective (Any one of the following)</b>						

<b>BBA305</b>	Fundamentals of Business Accounting	Discipline Elective	4	0	0	4
<b>BBA306</b>	Corporate Strategy					
<b>BBA307</b>	Cost and Management Accounting					
--		OEC	2	0	0	2
<b>BBA399</b>		MOOC	-	-	-	-
<b>Total</b>			<b>17</b>	<b>0</b>	<b>6</b>	<b>20</b>
<b>Open Elective (Opt any one) (For other departments)</b>						
<b>BBA308</b>	Basic of Operating Systems	OEC	2	0	0	2
<b>BBA309</b>	Fundamentals of e-commerce					
<b>BBA310</b>	Retail Management					
<b>Semester: 4th</b>						
<b>Course Code</b>	<b>Course Title</b>	<b>Type of Course</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Total Credits</b>
<b>BBA401</b>	Business Accounting	Core	4	0	0	4
<b>BBA402</b>	Operations Research	Core	4	0	0	4
<b>BBA403</b>	Marketing Research	Research Skills	4	0	0	4
<b>BBA404</b>	Business Ethics & Environmental Science	Skill Based	4	0	0	4
<b>BBA405</b>	Viva Voce	Skill Based	-	-	-	2
<b>BBA406</b>	Environment Studies	Ability Enhancement	2	0	0	2
<b>Disciplinary Elective (Any one of the following)</b>						
<b>BBA407</b>	Foundations of International Business	Discipline Elective	4	0	0	4
<b>BBA408</b>	International Marketing					
<b>BBA409</b>	Management of Global Business					
<b>Value Added Course (For all Departments)</b>						
<b>BBA410</b>	Digital Marketing	Value Added Course	1	0	0	1
<b>Total</b>			<b>23</b>	<b>0</b>	<b>0</b>	<b>25</b>
<b>Semester: 5th</b>						
<b>Course Code</b>	<b>Course Title</b>	<b>Type of Course</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Total Credits</b>
<b>BBA501</b>	Project Management & Entrepreneurship	Core	4	0	0	4
<b>BBA502</b>	Quality Management	Core	4	0	0	4
<b>BBA503</b>	Research Methodology	Research Skills	4	0	0	4
<b>BBA504</b>	Institutional Training/Internship (4 Weeks)	Skill Based	-	-	-	4

<b>Disciplinary Elective (Any one of the following)</b>						
<b>BBA505</b>	Corporate Governance	Discipline Elective	4	0	0	4
<b>BBA506</b>	Fundamental of Insurance					
<b>BBA507</b>	Health System Management					
<b>BBA599</b>		MOOC	-	-	-	-
<b>Total</b>			<b>16</b>	<b>0</b>	<b>0</b>	<b>20</b>
<b>Semester: 6th</b>						
<b>Course Code</b>	<b>Course Title</b>	<b>Type of Course</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Total Credits</b>
<b>BBA601</b>	Project Report	Research Skills	-	-	-	10
<b>BBA602</b>	Dissertation	Research Skills	-	-	-	20
<b>Total</b>			<b>-</b>	<b>-</b>	<b>-</b>	<b>30</b>
<b>Grand Total</b>						<b>139</b>

**Note: Students will undergo a summer internship for 4 weeks during summer vacations after 4<sup>th</sup> semester.**

#### **EVALUATION CRITERIA FOR THEORY COURSES**

A. Continuous Assessment: [25 Marks]

- i. Surprise Test (Two best out of three) - (10 Marks)
- ii. Term paper (10 Marks)
- iii. Assignment(s) (10 Marks)

B. Attendance (5 marks)

C. Mid Semester Test-1: [30 Marks]

D. MST-2: [20Marks]

E. End-Term Exam: [20 Marks]

**Evaluation Criteria for other courses has been given separately with respective courses.**

## Semester-I

**Course Title: Principles of Management**

**Course Code: BBA101**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>4</b>	<b>0</b>	<b>0</b>	<b>04</b>

### Learning Outcomes

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

1. Evaluate managerial actions such as planning, organizing and controlling for effective results.
2. Create a new concepts of business ethics to improve goodwill of business enterprise.
3. Acquire the managerial professional attributes to be capable of decision making by applying the knowledge of management discipline.
4. Analyze managerial practices and choices related to ethical principles and standards.
5. Evaluate the various approaches in management for problem solving

### Course Content

#### UNIT I

**14 Hours**

1. Management and its various functions, Definition of management: nature and scope, organizational objectives, management by objective.
2. Planning: nature, purpose and functions, types, steps in planning,
3. Decision making and its process.

#### UNIT II

**17 Hours**

1. Organizing: nature, importance, process, formal & informal organizations, organization chart, organizing principles.
2. Departmentation: definition, Departmentation by function. Authority: definition, types, responsibility and accountability
3. delegation; definition, steps in delegation, obstacles to delegation and their elimination

#### UNIT III

**16 Hours**

1. Staffing: definition, manpower management, factors affecting staffing, job design
2. selection process, techniques, and Performance appraisal: need and process. Communication: importance, process, barriers

#### UNIT IV

**13 Hours**

1. Controlling: control process, types, barriers to control making, control techniques: budget and non- budgetary control devices.
2. Social responsibility and business ethics, decentralization vs. centralization, determinants of effective decentralization.

### Transaction Mode

Cooperative learning, Collaborative Teaching, Quiz, Open talk, Inquiry based learning, Group discussion, Active participation

**Suggested Readings**

- Koontz, Harold & Weihrich, Heinz (2018). *Essentials of Management*. Tata McGraw Hill Publishing, New Delhi
- Prasad, L.M.2019. *Principles & Practices of Management*. Sultan Chand & Sons, New Delhi
- Robbins, S. P., & DeCenzo, A. D. (2019). *Fundamentals of Management*. Pearson Education, New Delhi
- Parkinson C. Northcote, Rustomji M. K. & Sapre S. A. (2019). *Great Ideas in Management*. Orient Paperbacks, India
- Carpenter, M. A., Bauer, T., Erdogan, B., & Short, J. (2018). *Principles of management*. Washington, DC: Flat World Knowledge.

**Course Title: Business Laws****Course Code: BBA102**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>4</b>	<b>0</b>	<b>0</b>	<b>04</b>

**Learning Outcomes**

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

1. Acquire apprehension about the regulatory framework of various business laws
2. Apply the business laws to ensure smooth functioning of the organizations.
3. Acquire and exhibit an understanding of Law of Partnership and Law of Contract.
4. Acquire and exhibit an understanding of Law of Sale of Goods and Negotiable Instruments Act.
5. Create contracts and deals based upon various business laws.
6. Evaluate consequence of the company winding up by court and voluntary winding up.

**Course Content****UNIT I****13 Hours**

1. Law of Contract: Definition and nature of a contract. Offer and Acceptance. Consideration, free consent, and capacity of parties.
2. Legality of Object. Performance and discharge of contract. Remedies for breach of contract.
3. Concept of Agency and various types of mercantile agents.

**UNIT II****13 Hours**

1. Law of Partnership: Definition and nature of partnership, rights and duties of a partner. Dissolution of a partnership.
2. Law of Sale of Goods: Definition of Sales, essentials for contract of sale.
3. Meaning of conditions and warranties. Implied warranties – Caveat Emptor. Transfer of Ownership. Rights of Unpaid seller and other remedial

measures.

### UNIT III

**17 Hours**

1. Negotiable Instruments Act: Definition of negotiable instrument. Promissory note, bill of exchange and cheques.
2. Parties to negotiable instrument. Discharge of parties from liability. Dishonour of a negotiable Instrument – Liabilities of Banker and drawer for dishonor of a cheque. Hundies.
3. The Consumer Protection Act 1986: Definition of consumer, Features, Grievance redressal machinery.

### UNIT IV

**17 Hours**

1. Company Law: Definition and nature of a company, characteristics of a company. Difference between partnership and company.
2. Formation of Company – Memorandum and articles of association.
3. Company Management: Appointment and removal of directors.
4. Rights and liabilities of directors Meetings: Statutory meetings, Basic knowledge of various types of resolutions. Winding up by court and voluntary winding up.

### Transaction Mode

Cooperative learning, Inquiry based learning, Group discussion, Active participation, Panel Discussions, Mentee Meter, Quiz, Open talk, Question

### Suggested Readings

- Kapoor, N.D. (2019). *Business Law*. Sultan Chand & Sons, New Delhi
- Kapoor, N.D., (2018). *Elements of Business Law*. Sultan Chand & Sons (P) Ltd.
- Sharma, Mukesh. Chawla, K.C. & Sareen, V.K. (2018). *Mercantile Law*. Kalyani Publishers
- Kuchhal, M.C. & Kuchhal Vivek. (2018). *Business Law*. Sultan Chand & Sons (P) Ltd. India.
- Bulchandani, K.R. (2018). *Business Law*. Himalaya Publishing House, India.
- Chawla, Garg, and Sareen. (2019). *Mercantile Law*. 7th Ed. Kalyani Publisher

**Course Title: Business Mathematics**

**Course Code: BBA103**

L	T	P	Cr.
4	0	0	04

### Learning Outcomes

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

1. Acquire skill about algebra of complex numbers, linear and quadratic equation.
2. Analyze the uses of matrices and logarithms, law of operation, compound interest and depreciation.
3. Apply mathematical skills required in binomial theorem, arithmetic and geometric progressions and harmonic progressions.



4. Evaluate integral calculus and usefulness in business.
5. Demonstrate marketing mathematics by derivative, interests and EMI.

### **Course Content**

#### **UNIT I**

**16 Hours**

1. Set theory, Complex numbers and algebra of complex numbers, linear and quadratic equations. Permutations and combinations.
2. Differential calculus (including maxima and minima; excluding trigonometric functions). – Real number system, function, graphical representation of function
3. first principle of differential calculus, derivation of simple algebraic function.

#### **UNIT II**

**14 Hours**

1. Matrices: definition of matrix, types of matrices, operation on matrices, transpose of matrices, symmetric and skew symmetric of matrix.
2. Determinant- Minors, cofactors, Adjoint of matrix, inverse of matrix, application of matrices in solving system of linear equation using Cramer's rule, matrix inversion
3. Gauss elimination method. Logarithms: Law of operation, compound interest and depreciation.

#### **UNIT III**

**14 Hours**

1. Binomial theorem, arithmetic and geometric progressions, harmonic progressions, functions, limitations and continuity.
2. Integral calculus: Integration as an inverse of derivative, integration by substitution method and by parts
3. Indefinite integral and definite integral and its application in business.

#### **UNIT IV**

**16 Hours**

1. Derivative – definition, derivative from first principle, derivative of sum, difference product, chain rule, derivative of parametric equation, differentiation of one function with w.r.t another function, implicit function, derivative of second order.
2. Interest- simple interest, compound interest (reducing balance and flat rate of interest), equated monthly installments (EMI).

#### **Transaction Mode**

Problem solving learning, Case Analysis, Cooperative Teaching, Inquiry based learning, Visualization, Group discussion, Active participation

#### **Suggested Readings**

- Sancheti, D.C & Kapoor, V.K, (2019). *Business Mathematics*. Ed, Sultan Chand & Sons, New Delhi
- Branson Richard (2019). *Schaun's outline of Theory and Problems of Matrix Operations*. McGraw Hill Education
- Don, Eugene & Lerne, Joel (2019). *Schaum's Outline of Basic Business Mathematics*. McGraw-Hill Education
- Clendenen, Gary, Salzman A. Stanley & Miller D. Charles (2020).

*Business Mathematics*. Ed, Pearson Education.

- Sancheti D.C & Kapoor V.K, (2018). *Business Mathematics*. Ed, Sultan Chand & Sons, New Delhi
- Namboodiri Krishan (2018). *Matrix Algebra: An Introduction (Quantitative Application)*. Sage Publishing Inc.
- Branson Richard (2018). *Schaun's outline of Theory and Problems of Matrix Operations*. McGraw Hill Education
- Don Eugene & Lerne Joel (2019). *Schaum's Outline of Basic Business Mathematics*. McGraw-Hill Education

L	T	P	Cr.
4	0	0	04

**Course Title: Introduction to Computer**

**Course Code: BBA104**

**Learning Outcomes**

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

1. Evaluate use of windows explorer for moving and copying files.
2. Acquire the skill about evolution of computers and different generation of computers.
3. Analyze the difference between the windows and DOS
4. Acquire skill about using accessories such as calculator, paint brush, CD player, etc.

**Course Content**

**UNIT I**

**17 Hours**

1. Computer Fundamentals: Concept of Computer, Components, Classification, Types.
2. Brief history of evolution of computers and generation of computers. Computer hardware and software. Input/output devices.

**UNIT II**

**16 Hours**

1. DOS: Elementary knowledge of DOS commands DIR, CLS, DATE, TIME, MD, CD, RD, RENAM, DEL, BACKUP, RESTORE, COPY, SCANDISK, and CHKDSK.

**UNIT III**

**13 Hours**

1. Windows: Difference between windows and DOS.
2. Basic Features, Using accessories such as calculator, paint brush, CD player, etc.

**UNIT IV**

**14 Hours**

1. Use of Windows Explorer for moving and copying files.
2. Introduction to MS-Office: MS-Word, Power Point (Presentation software)

**Transaction Mode**

Flipped teaching, Demonstration, Case Analysis, Visualization, Group discussion, Active participation, Mentee Meter

**Suggested Readings**

- Saxena, Sanjay (2019). *A first Course in Computers*. Ed, Vikas Publishing House.

- Sinha, Pradeep k (2020). *Computer Fundamental*. Ed, BPB Publication
- Appleman, Daniel (2018). *How Computer Programming Works*. Ziff Davis Press
- Ceri, Stefano. Mandrioli, Dino & Sbattella, Licia. (2018). *The Art and Craft of Computing*. Addison Wesley
- Banahan, Mike. Brandy, Declan & Doran Mark. (2020). *The Computer Book*. AddisonWesley.

**Course Title: Introduction to Computer Lab-I****Course Code: BBA105**

L	T	P	Cr.
0	0	4	02

**Learning Outcomes**

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

1. Develop skills regarding technology, fundamental hardware components and their role
2. Describe the difference between the usage of an operating system and an application program Analyze the difference between the windows and DOS
3. Acquire knowledge about various computer networks, technologies behind networks and application protocols, e-mail and communication protocols
4. Identify the principal components of a given computer system.

**Course Content****UNIT I****9 Hours**

1. Computer Fundamentals: Concept of Computer, Components, Classification, Types. Brief history of evolution of computers and generation of computers.
2. Computer hardware and software. Input/output devices.

**UNIT II****8 Hours**

1. DOS: Elementary knowledge of DOS commands DIR, CLS, DATE, TIME, MD, CD, RD, RENAM, DEL, BACKUP, RESTORE, COPY, SCANDISK, and CHKDSK.

**UNIT III****7 Hours**

1. Windows: Difference between windows and DOS. Basic Features, Using accessories such as calculator, paint brush, CD player, etc.

**UNIT IV****6 Hours**

1. Use of Windows Explorer for moving and copying files. Introduction to MS-Office:
2. MS-Word, Power Point (Presentation software)

**Transaction Mode**

Flipped teaching, Demonstration, Case Analysis, Visualization, Group discussion, Active participation, Mentee Meter

**References:**

- Saxena, Sanjay (2010). A first Course in Computers. Ed, Vikas Publishing House.
- Sinha, Pradeep k (2004). Computer Fundamental. Ed, BPB Publication
- Appleman, Daniel (2000). How Computer Programming Works. Ziff Davis Press

**Evaluation Criteria:**

- First Practical (Unit-I): 20 Marks
- Second Practical (Unit-II): 20 Marks
- Third Practical (Unit-III): 20 Marks
- Fourth Practical (Unit-IV): 20 Marks
- Final Practical at end of the semester (Comprehensive practical): 20 Marks

**Course Title: Financial Management****Course Code: BBA107**

L	T	P	Cr.
3	0	0	03

**Learning Outcomes**

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

1. Analyze financial statements using standard financial ratios of liquidity, activity, debt, profitability and market value.
2. Analyze the pattern of fund requirement and associated risk through financial planning.
3. Evaluate various theories of dividend and capital budgeting techniques to allocate funds to the most attractive investment opportunity.
4. Apply the concept of time value of money for any investment decision.
5. Acquire the apprehension about cost of capital and financial leverage to form long-term financial policies for business.

**Course Content****UNIT I****16 Hours**

1. Introduction: Scope of Financial Management, Traditional Approach; Modern Approach
2. Objectives of Financial Management; Investment Decisions; Financing decisions
3. Profit Maximization vs. Wealth Maximization., Ratio Analysis; meaning, types, nature and limitations.

**UNIT I****17 Hours**

1. Capital Budgeting: Meaning, importance and various techniques; Pay back methods; Post Payback period; rate of return method; Net Present value method
2. Internal rate of return method; Profitability index method (Numerical questions may be set out of pay-back method and Post pay-back method only).

**UNIT I****14 Hours**

1. Cost of Capital: Introduction; measurement of cost of capital; cost of equity

shares

2. cost of preference shares; cost of debt; calculation of overall cost of capital based on historical and market rates (Fundamentals only).

### **UNIT I**

**16 Hours**

1. Capital Structure: Introduction; capital structure decisions; NI approach; NOI approach; MM approach; Traditional approach.

### **Transaction Mode**

Cooperative learning, Inquiry based learning, Group discussion, Active participation, Mentee Meter, Quiz, Open talk, Panel Discussions

### **Suggested Readings**

- Pandey, IM. (2018). *Financial Management*. Vikas Publishing House.
- Chandra, Prasanna. (2019). *Financial Management*. Tata McGraw-Hill Publishing.
- Hampton, John J. (2020). *Financial Decision-making*. Prentice Hall of India Ltd., New Delhi
- Khan, M. Y& Jain, PK (2019). *Financial Management and Policy*. Tata McGraw-Hill CompanyLtd, New Delhi
- James, Van Horn & Dhamija, Sanjay. (2018). *Financial Management and Policy*. Pearson Education India

**Course Title: Human Resource Management**

**Course Code: BBA108**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>3</b>	<b>0</b>	<b>0</b>	<b>03</b>

### **Learning Outcomes**

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

1. Demonstrate human resource management process and its importance to organizational effectiveness.
2. Evaluate performance of workforce and further provide attractive opportunities to boost motivation of the employees
3. Evaluate and implement employee training and development programs.
4. Demonstrate research and analytical skills by using both human and technological resources.
5. Evaluate and implement employee training and development programs.
6. Analyze the strategies aimed at transfer and promotion of the employees.
7. Evaluate the essential skill sets required to function as an HR manager

### **Course Content**

#### **UNIT I**

**14 Hours**

1. Nature, scope, role and importance of HRM. New trends in HRM due to globalization deregulation and technological advancements. HRM in India

#### **UNIT II**

**16 Hours**

1. Job analysis: steps in analyzing job and introduction to methods of collecting job analysis information.

2. Job description, job specification, job design, job simplification, job

rotation, job enrichment and job enlargement.

### UNIT III

**13 Hours**

1. Recruitment: sources of recruitment, policies and procedure of recruitment, selection process. Placement and induction,

### UNIT IV

**17 Hours**

1. Human Resource Development: Identification of training needs and techniques of training, employee development and career planning.  
2. Wage and salary administration, Performance appraisal, methods and problems of performance appraisal

### Transaction Mode

Cooperative learning, Collaborative Teaching, Quiz, Open talk, Inquiry based learning, Group discussion, Active participation

### Suggested Readings

- Rao V.S.P. (2019). *Human Resource Management*. Excel Books
- Monnappa, Arun & Saiyadan S Mirza. (2018). *Personnel Management*. Tata McGraw Hill
- Dessler, Garg & Varkkey Biju (2018). *Human Resource Management*. Pearson Education
- K. Aswathappa (2019). *Human Resource Management*. Tata McGraw Hill Education
- Gupta, C.B. (2018). *Human Resource Management*. Sultan Chand & Sons.

**Course Title: Marketing Management**

**Course Code: BBA109**

L	T	P	Cr.
3	0	0	03

### Learning Outcomes

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

1. Evaluate the analytical frameworks and tools used in marketing mix.
2. Analyze information of a firm's market segmentation to formulate segmentation strategies.
3. Evaluate new product development process, product mix and product line decisions, branding and packaging decisions, pricing strategies and programs tools of product differentiation.
4. Demonstrate the role of marketing channels and identifying major channel alternatives.
5. Acquire skills of communication mix, web marketing and green marketing.

### Course Content

#### UNIT I

**15 Hours**

1. Marketing: Nature & Scope of Marketing, Concepts - production, product, selling, marketing & societal marketing  
2. Marketing environment –marketing management and its environment.

**UNIT II****17 Hours**

1. Consumer buying behaviour: consumer decision making process (five step model), factors affecting buying behaviour.
2. Market segmentation: need, concept, mass marketing vs. Segmentation.
3. Marketing mix: 4ps of products & 7ps of services, components & factors affecting

**UNIT III****15 Hours**

1. Product decisions: product definition, new product development process, and product life cycle
2. Positioning, branding, packaging & labeling decisions pricing decisions: importance, objectives & strategies

**UNIT IV****13 Hours**

1. Product promotion: promotion mix and factors affecting.
2. Distribution: channel decisions, types & factors, physical distribution system & its components.

**Transaction Mode**

Cooperative learning, Inquiry based learning, Group discussion, Active participation, Mentee Meter, Quiz, Open talk, Panel Discussions

**Suggested Readings**

- Kotler, Philips, Armstrong, Gary & Agnihotri Prafula. (2018). *Principles of Marketing*. Pearson Education
- Ramaswamy, V.S & Namakumari, S. (2019). *Marketing Management*. Om Books
- Stanton, J. William. (2018). *Fundamentals of Marketing*. McGraw Hill Education
- Gandhi, J.C. (2018). *Marketing A Managerial Introduction*. McGraw Hill Education
- Baker, Michael J. (2018). *Companion Encyclopedia of Marketing*. Cengage Learning Emea

**Semester II****Course Title: Business Environment****Course Code: BBA201**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>4</b>	<b>0</b>	<b>0</b>	<b>04</b>

**Learning Outcomes**

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

1. Evaluate the concept, factors of the business environment and five-year plans of India.
2. Analyze the political, social, economic, technological and other configurations that support cross-border trade.
3. Apply the micro and macro indicators for analyze the current state of affairs for the Indian Economy.
4. Examine the impact of monetary and fiscal policies and pertinent legislation for industries.

5. Analyze the key decisions that multinational firms make concerning the choice of markets and entry strategies.
6. Evaluate the current trends and challenges for business to become globally competitive.
7. Critically analyses the impact of reforms initiated by government on health of economy

### **Course Content**

#### **UNIT I**

**15 Hours**

1. Definition, components and overview of Business Environment, Micro and Macro Environment
2. Concept of Business Cycle, need to scan the business environment and techniques of scanning the business environment.

#### **UNIT II**

**13 Hours**

1. Political Environment: Three political institutions: Legislature, Executive and Judiciary.
2. Brief note on Fundamental rights and Directive Principles of state policy, Rationale and extent of state intervention.

#### **UNIT III**

**15 Hours**

1. Economic Environment: Concept and Salient features of various economic system, New Industrial policy and industrial licensing, new economic policies
2. Aspects of economic reforms and its effects on business, Emerging Economies.

#### **UNIT IV**

**17 Hours**

1. Legal Environment: Company Regulatory Legislations in India, Intellectual Property Rights, FEMA, Latest.
2. EXIM policy. Competition Law, Consumer Protection Act 1986, Right to Information Act 2005.
3. International environment: Balance of payments/ trade, foreign direct investment and collaboration, international economic institutions- WTO, UNCTAD, IMF, European Union (EU)

### **Transaction Mode**

Inquiry based learning, Group discussion, Active participation, Case Analysis, Mentee Meter, Brain storming, Demonstration, Project based learning, Team Teaching

### **Suggested Readings**

- Craig, T., & Campbell, D. (2018). *Organizations and the business environment*. Routledge.
- Aswathappa, K. (2019). *Essentials of business environment*. Himalaya Publishing House.
- Palmer, A., & Hartley, B. (2018). *The business environment*. McGraw-Hill.
- Kaplan, R. S., Robert, N. P. D. K. S., Kaplan, R. S., & Norton, D. P. (2018). *The strategy-focused organization: How balanced scorecard companies thrive in the new business environment*. Harvard Business Press.



- Schiffer, M., & Weder, B. (2019). *Firm size and the business environment*. World Bank Publications.

**Course Title: Economics**

**Course Code: BBA202**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>4</b>	<b>0</b>	<b>0</b>	<b>04</b>

**Learning Outcomes**

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

1. Acquire skills about concepts of economics, theory of demand and elasticities of demand.
2. Evaluate utility approach, marginal rate of substitution, budget line and consumer equilibrium.
3. Analyze the concept of production function and law of variable proportion.
4. Evaluate the relationship between price and output determination in different market structure.
5. Acquire knowledge about macroeconomic issues such as money, foreign exchange, inflation, unemployment, economic growth and foreign trade.
6. Evaluate the causes and consequences of business cycle and economic cycle.
7. Demonstrate future demand of a product using qualitative and quantitative techniques.
8. Evaluate the problems of national income accounting.
9. Demonstrate roles of fiscal and monetary policy in fighting recessions and inflation

**Course Content**

**UNIT I**

**17 Hours**

1. Microeconomics: meaning nature and scope, limitations. Basic concepts of economics, Wants, Need, Demand, Utility, Satisfaction, Value, Price, Wealth, and Income.
2. Theory of Demand, Determinants, Types, Laws of demand, Extension & contraction, Increase and decrease in demand, Elasticity's of Demand: Price, Income, Cross & their Measurement.
3. Utility: - Cardinal Utility Approach, diminishing marginal utility, law of equi- marginal utility, ordinal utility approach
4. Indifference Curves, Marginal rate of Substitution, budget line and Consumer Equilibrium.

**UNIT II**

**16 Hours**

1. The Concept of Production Function, Law of Variable proportion: total, average and marginal, Iso-quant Curves
2. Marginal Rate of Technical Substitution. Theory of Cost, Classification of Costs. Theory of firm and market organization: Perfect competition, Monopoly, Monopolistic competition

3. Perfect competition: - assumptions, properties, price determination;
4. Monopoly: - features, sources, price determination; Monopolistic: -- assumptions, price under Monopolistic competition; Oligopoly.

**UNIT III****13 Hours**

1. Macroeconomics: meaning, nature and scope. Basic concepts used: Stock and flow variables, partial and general equilibrium, static and dynamic analysis.
2. Economy as a circular flow of income and expenditure. National income;
3. Concepts and measurement through Income, output and expenditure approaches. Problems in measurement of National Income. Say's law of markets.

**UNIT IV****14 Hours**

1. Classical theory of output and employment
2. Keynesian theory of income determination, determinants of Macro equilibrium with aggregate demand and aggregate supply functions under employment equilibrium.
3. Consumption: Meaning determinants and importance. Saving and investment function.
4. Business Cycles and their main Features. Inflation: Meaning, types, and theories.
5. Stabilization policies: Monetary and fiscal policies. Money its function and role: Quantity theory of money, Fisher and Cambridge equations.

**Transaction Mode**

Group discussion, Active participation, Cooperative Teaching, Case based Teaching, Case Analysis, Quiz, Open talk, Question, One minute

**Suggested Readings**

- Jain, T R & Grover, M.L (2019). *Micro Economics*. VK Publications
- Koutsoyiannis, Anna (2018). *Modern Microeconomics*. Palgrave Macmillan
- Varshney, RL & Maheshwari, KL (2018) . *Managerial Economics*. Sultan Chand & Sons, New Delhi
- Mote, Victor L, Paul, Samuel & Gupta, G (2019). *Managerial Economics*. McGraw Hill Education
- Jain, T R & Khanna, OP, (2018). *Managerial Economics*. VK Publications  
Jain T R: Managerial Economics.
- Branson, WH. (2018). *Macroeconomic Theory*. Affiliated East-west Press Pvt Ltd.
- Shapiro, Shapiro. (2019). *Macroeconomics Analysis*. Galgotia Publications

**Course Title: Organizational Behaviour****Course Code: BBA203****Learning Outcomes**

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

L	T	P	Cr.
4	0	0	04

1. Identify different forms of organizations, their features and relevance in a business context
2. Develop the professional skills to handle the business effectively and efficiently
3. Build the intellectual level to take decisions through techniques such as brain storming and decision tree analysis.
4. Develop the leadership skills and motivational spirit for teamwork.
5. Analyze the complexities associated with management of individual behavior in the organization

### **Course Content**

#### **UNIT I**

**16 Hours**

1. Introduction: meaning of organizational behavior and its relevance in today's business environment.
2. Individual behaviour in organization: understanding self; perception – nature and importance, perceptual selectivity, stereotyping, halo effect.

#### **UNIT I**

**18 Hours**

1. Learning and its theories, behavior modification, attitudes, personality; meaning, self-concept, self-esteem, major determinants of personality.
2. Motivation; types of motivation, theories - Maslow, Herzberg, McGregor, Vroom and Porter – Lawler.

#### **UNIT III**

**12 Hours**

1. Group behaviour in organization: group dynamics, types of groups, group norms and roles, group cohesiveness, group development and facilitation.

#### **UNIT IV**

**14 Hours**

1. Dynamics of managerial leadership: leadership styles, trait approach, behavioral approaches, and managerial grid.
2. Inter- personal behaviour in organization: Transactional analysis, Management conflict, Stress management.

### **Transaction Mode**

Group discussion, Active participation, Brain storming, Demonstration, Project based learning, Team Teaching, Mentee Meter, Quiz, Open talk, Question, One minute

### **Suggested Readings**

- Robbins P. Stephen. (2016). *Organisation Behaviour*. Pearson Education
- Luthans, Fred. (1992). *Organizational Behaviour*. McGraw Hill Publication
- Prasad, L.M. (2019). *Organizational Behaviour*. Sultan Chand & Sons
- Robbins, S. P, Judge & T. A, Sanghi. (2009). *Organizational Behavior*. Pearson Education
- Aswathappa, K. (2016). *Organisational Behaviour*. Himalaya Publishing House

**Course Title: Business Communication****Course Code: BBA204**

L	T	P	Cr.
4	0	0	04

**Learning Outcomes**

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

- Describe fundamentals of communication and use concepts in day-to-day world
- Develop importance of communication skills in personal/professional life
- Identify the appropriate written format and usage of informative business messages
- Acquire Competence skills in oral, written and nonverbal communication.
- Achieve the opportunities in the field of communication/ employment through good communication

**Course Content****UNIT I****15 Hours**

1. Business Communication – its meaning & importance. Barriers to effective communication, basic model & communication
2. Essentials of effective business communication, Correct word usage –
3. Homonyms, Antonyms and Synonyms.

**UNIT II****13 Hours**

1. Basic parts of speech – Noun, pronoun, verb, adjective, adverb, preposition, article and conjunction, Active & passive voice
2. paragraph writing, précis, translation (from vernacular to English & English to vernacular)

**UNIT III****15 Hours**

1. Writing applications – for business (e.g., applying for a loan, salary advance, refund etc.); job application, leave application
2. Press Reports, drafting a CV, writing a job application and other applications, interviews.

**UNIT IV****17 Hours**

1. Importance of non-verbal communication – positive gestures, symbols and signs
2. physical appearance & the art of self-presentation & conduct, developing reading, listening and speaking skills, group discussions, extempore speaking.

**Transaction Mode**

Inquiry based learning, Group discussion, Active participation, Case Analysis, Mentee Meter, Brain storming, Demonstration, Project based learning, Team Teaching

**Suggested Readings**

- Treece, Maira. (1987). *Successful Business Communication*. 3rd Ed. Allyn and Bacon, Boston.
- Koneru, Arun. (2008). *Professional Communication*. Tata McGraw Hill,

New Delhi

- Monippally, M.M. (2001). *Business Communication Strategies*. Tata McGraw Hill, New Delhi
- Das, Baswajit & Satpathy Ipseeta. (2007). *Business Communication and Personality Development*, ExcelBooks, New Delhi
- McGrath, E.H. (2011). *Basic Managerial Skills for All*. Prentice Hall of India, New Delhi
- Rai, Urmila & S.M Rai. (2011). *Business Communication*. Himalaya Publishing House, Mumbai 1976, TataMcGraw Hil, New Delhi.

**Course Title: Introduction to Computer Lab-II**

**Course Code: BBA205**

L	T	P	Cr.
0	0	4	02

**Learning Outcomes**

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

1. Acquire the skills of creating spreadsheet and its use in business management.
2. Evaluate concept of workbook and worksheet, serial fill and formatting text in cells.
3. Analyze the main excel functions and use of excel as a database.
4. Evaluate the difference between various applications of internet such as email, information gathering, retailing etc.
5. Create database, add, delete and move records in MS Access.

**Course Content**

**UNIT I**

**18 Hours**

1. Concept of spreadsheet and its use in business management.
2. Excel as a part of MS-Office
3. Operating Excel: concept of workbook and worksheet, serial fill, formatting text in cells and on the worksheet.

**UNIT II**

**20 Hours**

1. Entering and pasting formulas, creating a chart. Use of Excel as a database, data filters and forms.
2. Excel Functions: max, min, SQRT, sum, sum if, mean, mode, median, and using statistical functions, date, count, count if.

**UNIT III**

**20 Hours**

1. MS Access: Creating database, adding, deleting and moving records;
2. Querying: creating, saving and editing; creating and using forms, creating and printing reports.
3. Internet: A brief history of origin of internet.

**UNIT IV**

**17 Hours**

1. Various applications of Internet such as email, information gathering, retailing etc.
2. Use of Microsoft Internet Explorer, Use of search engines and e-mail messages

**Transaction Mode**

Flipped teaching, Demonstration, Case Analysis, Visualization, Group discussion, Active participation, Mentee Meter

**Suggested Readings**

- Saxena, Sanjay (2018). *A first Course in Computers*. Ed, Vikas Publishing House.
- Sinha, Pradeep k (2018). *Computer Fundamental*. Ed, BPB Publication
- Appleman, Daniel (2019). *How Computer Programming Works*. Ziff Davis Press
- Ceri, Stefano. Mandrioli, Dino & Sbattella, Licia. (2020). *The Art and Craft of Computing*. Addison Wesley
- Banahan, Mike. Brandy, Declan & Doran Mark. (2019). *The Computer Book*. Addison Wesley.

**Evaluation Criteria:**

- First Practical (Unit-I): 20 Marks
- Second Practical (Unit-II): 20 Marks
- Third Practical (Unit-III): 20 Marks
- Fourth Practical (Unit-IV): 20 Marks
- Final Practical at end of the semester (Comprehensive practical): 20 Marks

**Course Title: Financial Markets and Services**

**Course Code: BBA207**

L	T	P	Cr.
4	0	0	04

**Learning Outcomes**

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

1. Acquire the expertise to measure risk, return and explain the trade-offs between risk and return.
2. Apply the concepts of code of conduct and self-regulation in entrepreneurial business of merchant banking.
3. Evaluate the regulatory environment of financial services.
4. Acquire the apprehension of underwriting, credit rating and mutual funds.
5. Evaluate code of conduct, self-regulation, securitization and consumer finance.

**Course Content****UNIT I****16 Hours**

1. Financial Services Nature & types; Regulatory Environment of Financial Services; Marketing of Financial Services
2. Merchant Banking: Role, Services provided by merchant banks, SEBI Regulations, Recent Developments, Code of Conduct, Self-regulation (AMBI) by merchant banks.
3. An overview of Financial Markets in India. Money Market: Indian Money

Market's composition and structure; Acceptance Houses, Discount Houses, and Call Money Market; Recent trends in India Money Market.

## **UNIT II**

**14 Hours**

1. Underwriting: Concept, Registration, SEBI guidelines, Recent Developments.
2. Credit Rating: Meaning, Significance, Types, Rating Methodology, Drawbacks, and SEBI regulations for credit rating,
3. Credit Rating Agencies in India: CRISIL, ICRA & CARE lease financing: Types and basis, present scenario in India.
4. Capital Market: Security Market (a) New issue market, (b) Secondary market; Functions and role of Stock Exchange; Listing procedure and legal requirements
5. Stock Exchange- National Stock Exchange and Bombay Stock Exchange.

## **UNIT II**

**14 Hours**

1. Mutual Funds: Meaning, types, Risks involved in Mutual Funds, Registration of Mutual Funds, Trustees, Asset Management.
2. Housing Finance: Introduction, types, procedure for loan disbursement, housing finance market in India, Companies and custodian, Regulation of Mutual Funds: SEBI guidelines,
3. Recent Developments, Marketing of Mutual Funds in India.
4. Venture Capital: Characteristics, SEBI Guidelines, Venture Capital Funds in India; factoring: characteristics & forms.

## **UNIT IV**

**16 Hours**

1. Factoring in India, forfeiting: Concept, sequence of operations in forfeiting, in India,
2. Securitization: Meaning, features, mechanizing, benefits, and depository services: Role of depositories and their services, advant ages of depository system, NSDL and COSL depositories' participants and their role; stock broking service including SEBI Guidelines.
3. Consumer Finance: Introduction, growth & present scenario in India. Call money market: introduction, meaning, participation, location, volume of call loans, call rates, recent developments.
4. Treasury bill market-introduction, 91 days, 182 days treasury bill market,
5. Commercial Bill market - introduction, bills of exchange, size of market, schemes, rates, factors Behind inter development Market for CPs and CDs: introduction, interest rate determination, Discount market and market for financial guarantees.
6. Depository: Introduction, Concept, depository participants, functioning of depository systems, Demat, Remat, process of switching over to depository systems, benefits, depository systems in India.

### **Transaction Mode**

Problem solving learning, Case Analysis, Cooperative Teaching, Inquiry based learning, Visualization, Group discussion, Active participation, Collaborative Teaching, Cooperative Teaching, Case based Teaching, Case

Analysis, Panel Discussions, Group Discussions, Brain storming, Mentee Meter, Quiz, Open talk

### **Suggested Readings**

- Bhalla, V.K. (2019). *Investment Management*. S. Chand and Company Ltd.
- Fisher & Jordon (2019). *Security Analysis & Portfolio Management*” Sultan Chand publications, New Delhi.
- Jack C. F. (2018). *Management of Investment*. McGraw- Hill.
- Puller & Farrell (2020). *Modern Investment & Security Analysis*. S. Chand and Company Ltd.
- Eugene F. Brigham, Michael C. Ehrhardt (2015) *Financial Management: Theory &Practice* (15th Edition). Cengage Publications. New Dehli
- Saunders Anthony & Cornett Marcia Million. (2019). *Financial Markets and Institution 3rd Edition* s. Tata McGraw-Hill Education Private Limited.
- Bhole L.M. (2019). *Financial Institutions and Markets*. Tata McGraw-Hill Publishing Company Limited.
- Srivastava R.M. 2018. *Management of Indian Financial Institutions*. Himalaya Publishing House. Mumbai.
- Khan M.Y. 2017. *Indian Financial System. 5th Edition*. Tata McGraw-Hill Publishing Company Limited, New Delhi.
- Mishkin, F. S., & Eakins, S. G. (2016). *Financial markets and institutions*. Pearson Education India.
- Khan, M. Y. (2014). *Financial services*. Tata McGraw-Hill Education.
- Frederic, S. (2020). *Financial markets and institutions*. Pearson Education India.
- Mishkin, F. S., & Eakins, S. G. (2019). *Financial markets*. Pearson Italia.
- Atack, J., & Neal, L. (Eds.). (2019). *The origins and development of financial markets and institutions: From the seventeenth century to the present*. Cambridge University Press.

**Course Title: Industrial Relations**

**Course Code: BBA208**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>4</b>	<b>0</b>	<b>0</b>	<b>04</b>

### **Learning Outcomes**

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

1. Illustrate the role of trade unions in the industrial setup.
2. Outline the important causes & impact of industrial disputes.
3. Elaborate industrial dispute settlement procedures.
4. Summarize the important provisions of Social Security Legislations and provisions of Wage Legislations

### **Course Content**

#### **UNIT I**

**13 Hours**

1. Industrial Relations: Concept, Scope, Objectives, emerging socio-



economic and techno- economic profile

2. Impact of technological change on industrial relations; Role of State in managing industrial relations factors affecting industrial relations.

3. Worker participation in Management- forms and level

**UNIT II** **15 Hours**

1. ILO and Trade Unions: Objectives and functions; Development of trade Union movement in India; Challenges of Trade Union movement;

2. Forms of union; Role and objectives of ILO. Prevention and settlement of disputes.

3. Trade union finances and funds. Privileges of registered trade union.

**UNIT III** **15 Hours**

1. Labor Legislations: Objectives, forms and significance; Grievance handling legislations: Social security legislations, Regulatory legislations and protective and employment legislations. Co-ownership management;

2. Concept and significance; Involvement of workers with management processes;

3. Strategic implementation of WPM; Collective bargaining and empowerment: role, methods and significance to quality management.

**UNIT IV** **17 Hours**

1. The Trade unions Act, 1926 {with amendments}, The Industrial Disputes Act, 1947 {with amendments}, Factories Act {with amendments}.

2. Objective and scope of Acts: Mines Act 1952, Plantation labour Act 1951

3. Workmen Compensation Act 1923, Payment of Wages Act 1936 and Payment of Bonus Act 1956.

**Transaction Mode**

Cooperative learning, Inquiry based learning, Group discussion, Active participation, Mentee Meter, Quiz, Open talk, Panel Discussions

**Suggested Readings**

- Sharma, R. C. (2016). *Industrial relations and labour legislation*. PHI Learning Pvt. Ltd.
- Suri, R. K., & Chhabra, T. N. (2009). *Managing Human Resource: Techniques and Practices*. Pentagon Press.
- Sinha, P. R. N., Sinha, I. B., & Shekhar, S. P. (2017). *Industrial Relations, Trade Unions and Labour Legislation*. Pearson Education India.
- Venkataratnam, C. S., & Verma, A. (Eds.). (1997). *Challenge of change: Industrial relations in Indian industry*. Allied Publishers.
- Venkataratnam, C.S. *Industrial Relations*. Oxford University Press, New Delhi
- Dutta, S.K. *Guide to Disciplinary Action*. Tata McGraw Hill, New Delhi

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
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4	0	0	04
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**Course Title: Services Marketing****Course Code: BBA209****Learning Outcomes**

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

1. Acquire the knowledge about role of service marketing and discuss its core concept and explain the relationship among customer value, satisfaction, productivity and quality.
2. Demonstrate the concept of service promotion and service promotion mix.
3. Evaluate the synergy of marketing helpful to create productive services.
4. Demonstrate current research trends in services marketing and management.
5. Demonstrate a knowledge of the extended marketing mix for services.
6. Apply relevant services marketing theory, research and analysis skills to contemporary case studies and communicate outcomes employing professional discourse and formats.

**Course Content****UNIT I****13 Hours**

1. Concept of services: introduction, growth and role of services, differentiation of goods and services, service characteristics and classifications.
2. Service quality: quality and productivity, quality gaps and their closing

**UNIT II****15 Hours**

1. Concept of services marketing: role of marketing in services, service marketing mix, service marketing triangle.
2. Managing effective service delivery: managing demand and capacity, importance of employees
3. Intermediaries and customer participation in effective delivery, channel selection.

**UNIT III****15 Hours**

1. Knowledge of buyer's behavior: decision making roles, consumer decision making, consumer evaluation of services.
2. Marketing strategies for service marketing: segmentation, targeting and positioning, differentiation, life cycle, pricing and market communication

**UNIT IV****17 Hours**

1. Quality Issues and Quality Models; Managing Productivity and Differentiation in Services Organizations;
2. Demand-Supply Management; Advertising, Branding and Packaging of Services, Service Recovery Management; Applications of Services Marketing (Case Studies)

**Transaction Mode**

Cooperative learning, Inquiry based learning, Group discussion, Active

participation, Mentee Meter, Quiz, Open talk, Panel Discussions

### **Suggested Readings**

- Lovelock, Christopher, Wirtz, Jochen and Chatterjee, Jayanta, “Services Marketing – People, Technology, Strategy”, Pearson Education, New Delhi
- Zeithaml, Valarie A. & Bitner, Mary Jo, “Services Marketing – Integrating Customer Focus Across the Firm”, Tata McGraw Hill, New Delhi
- Rao, K. Rama Mohana, “Services Marketing”, Pearson Education, New Delhi
- Shanker, Ravi, “Services Marketing – The Indian Perspective”, Excel Books, New Delhi
- Rao, K. R. M. (2019). *Services marketing*. Pearson Education India.

## **Semester-III**

### **Course Title: Production & Operations Management**

**Course Code: BBA301**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>4</b>	<b>0</b>	<b>0</b>	<b>04</b>

### **Learning Outcomes**

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

1. Apply the concept of materials flow, replenishment with reference to operations.
2. Acquire the skills to eliminate wastage of time, labour and money through inventory management.
3. Analyze the Network Design and Logistics Management of a firm.
4. Evaluate capacity planning, inventory management and supply chain management in decision making.
5. Create the production and operation strategies for effective and efficient operational activities.
6. Examine the contemporary issues related to production and operation management in order to meet uncertainty.

### **Course Content**

#### **UNIT I**

**13 Hours**

1. Production and operations management; its functions and relationship with other functional areas.
2. Facility location decision, layout decision, product and process layout.

#### **UNIT II**

**17 Hours**

1. Capacity planning. Production planning and control: Planning,

scheduling, routing etc. Assembly line balancing.

2. Work Study: Method study and time study, Work simplification.

### **UNIT III**

**13 Hours**

1. Inventory Management: ABC analysis and basic model of EOQ (carrying, ordering and shortage costs).

2. Supply Chain Management.

### **UNIT IV**

**17 Hours**

1. Basic concepts of maintenance management and preventive management. Statistical quality control and acceptance sampling.

2. Latest Concepts: A brief introduction to JIT, computer aided manufacturing, TQM and ISO quality systems.

### **Transaction Mode**

Group discussion, Active participation, Brain storming, Demonstration, Project based learning, Team Teaching, Mentee Meter, Quiz, Open talk, Question, One minute

### **Suggested Readings**

- Chase, R. B., Aquilano, N. J., & Jacobs, F. R. (2018). *Production and operations management: Manufacturing and services*. McGraw Hill Education
- Bhat Aswathappa. (2019). *Production and Operation Management*. Himalaya Publishing House
- Adam, E. Everett & Ebert, J. Ronald. (2018). *Production and Operations Management*. Prentice Hall India
- Stevenson, J. William. (2018). *Operation Management*. McGraw Hill Education
- Chary, S. N. (2018). *Production and operations management*. McGraw Hill Education.

**Course Title: Business Statistics**

**Course Code: BBA302**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>4</b>	<b>0</b>	<b>0</b>	<b>04</b>

### **Learning Outcomes**

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

1. Demonstrate simple and multiple regression models to analyze the underlying relationships between the variables
2. Acquire the skill to analyze the different types of statistical tests.
3. Apply probability rules and concepts related to discrete and continuous random variables to analyze business problems.
4. Evaluate the relationship between variables by correlation and regression.
5. Compare various probability distributions and talk about their properties.
6. Analyze statistical data using measures of central tendency, dispersion

and skewness.

### Course Content

#### UNIT I

**16 Hours**

1. Introduction, definition, scope, functions, importance, limitations and distrust of statistics; types of statistical methods
2. Data collection and analysis; types of data: primary and secondary data;
3. Characteristics of a graph: types of graphs and their merits and demerits.

#### UNIT II

**14 Hours**

1. Classification of data, presentation of data: graphic and tabulation.
2. Measures of Central Tendency: mean, mode, median, arithmetic, geometric and harmonic mean, quartiles, deciles, percentiles.

#### UNIT III

**17 Hours**

1. Measures of Dispersion: range, quartile deviation, mean deviation and standard deviation, co-efficient of variation.
2. Correlation Analysis: Karl Pearson's and Spearman's methods, regression analysis. Index numbers, Time series analysis, components of time series, moving averages.

#### UNIT IV

**13 Hours**

1. Theory of probability: Classical approach, relative frequency approach, subjective approach.
2. Probability rules, statistical independence and dependence, Bayes' Theorem. Overview of: normal, bi-nominal and Poisson.

#### Transaction Mode

Group discussion, Experiential learning, Brain storming, Active participation, Flipped teaching

#### Suggested Readings

- Siegel, Andrew F. (2018). *Practical Business Statistics*. McGraw Hill Irwin.
- Berenson, L.M., Krehbiel, T.C., Vishwanathan, P.K. & Levine, D.M. (2018). *Business Statistics: A First Course*. Pearson Education.
- Gupta C B, Gupta V. (2018). *An Introduction to Statistical Methods*. Vikas Publications.
- Levin I. Richard & Rubin, S. David. (2019). *Statistics for Management*. Prentice Hall India.
- Gupta, S.C. (2018). *Fundamentals of Statistics*. Himalaya Publishing House

**Course Title: Introduction to Database Management System**

**Course Code: BBA303**

#### Learning Outcomes

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

1. Apply skill of uses & need of data in organizations.
2. Demonstrate the basic concepts advantages & disadvantages of

L	T	P	Cr.
3	0	0	03

DBMS.

3. Apply, design and implement a data models and domains.
4. Evaluate the fundamental elements of relational database management systems.
5. Create the populate relational database and formulate SQL queries on data.

### Course Content

**UNIT I** **12 Hours**

1. Introduction: definition of data, uses & need of data in organizations.

**UNIT II** **11 Hours**

1. Basic Concepts: Entities & their attributes, advantages & disadvantages of DBMS.

**UNIT III** **12 Hours**

1. Data Models: The hierarchical model, the network model & the relational model.
2. Relational Databases: Relations, Tuples, domains & keys, normalization – 1NF, 2NF, 3NF, BCNF

**UNIT IV** **10 Hours**

1. SQL: SQL Database creation & manipulation views & queries.
2. Data Protection: Recovery, concurrency, security & integrity.

### Transaction Mode

Flipped teaching, Demonstration, Case Analysis, Visualization, Group discussion, Active participation, Mentee Meter

### Suggested Readings

- Martin, J. (2018). *Principles of data-base management*. Prentice-Hall.
- Prakash, Naveen. (2019). *Introduction to Database Management*. TMH.
- Henry F.korth, Abraham. (2019). *Database system concepts*. McGraw hill Inc.
- Date, C.J. (2019). *An introduction to database systems*. Narosa publishers
- Saxena, S. (2018). *A first course in computers*. Vikas Publishing House.

**Course Title: Database Management System (Lab)**

**Course Code: BBA304**

L	T	P	Cr.
0	0	6	03

### Learning Outcomes

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

1. Apply skill of uses & need of data in organizations.
2. Demonstrate the basic concepts advantages & disadvantages of DBMS.
3. Apply, design and implement a data models and domains.
4. Evaluate the fundamental elements of relational database management systems.

5. Create the populate relational database and formulate SQL queries on data.

### Course Content

#### UNIT I

**8 Hours**

1. Introduction: definition of data, uses & need of data in organizations.

#### UNIT II

**12 Hours**

1. Basic Concepts: Entities & their attributes, advantages & disadvantages of DBMS.

#### UNIT III

**16 Hours**

1. Data Models: The hierarchical model, the network model & the relational model.
2. Relational Databases: Relations, Tuples, domains & keys, normalization – 1NF, 2NF, 3NF, BCNF

#### UNIT IV

**9 Hours**

1. SQL: SQL Database creation & manipulation views & queries.
2. Data Protection: Recovery, concurrency, security & integrity.

### Transaction Mode

Flipped teaching, Demonstration, Case Analysis, Visualization, Group discussion, Active participation, Mentee Meter

### Suggested Readings

- Martin, J. (2018). *Principles of data-base management*. Prentice-Hall.
- Prakash, Naveen. (2019). *Introduction to Database Management*. TMH.
- Henry F.korth, Abraham. (2019). *Database system concepts*. McGraw hill Inc.
- Date, C.J. (2019). *An introduction to database systems*. Narosa publishers
- Saxena, S. (2018). *A first course in computers*. Vikas Publishing House

### Evaluation Criteria:

- A. First Practical (Unit-I): 20 Marks
- B. Second Practical (Unit-II): 20 Marks
- C. Third Practical (Unit-III): 20 Marks
- D. Fourth Practical (Unit-IV): 20 Marks
- E. Final Practical at end of the semester (Comprehensive practical): 20 Marks

### Course Title: Fundamentals of Business

### Accounting

### Course Code: BBA305

L	T	P	Cr.
4	0	0	04

### Learning Outcomes

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

1. Know about the concepts of financial accounting, cost accounting and management accounting
2. Inculcate financial accounting and managerial accounting skills

including quantitative and qualitative knowledge of the business.

3. Make use of various tools of accounting for analyzing business situation and take decision
4. Demonstrate knowledge of various advanced accounting issues related to Financial Accounting within a global and ethical framework
5. Apply accounting concepts and methods to interpret financial statements for evaluating the financial position and performance of organizations.

### **Course Content**

#### **UNIT I**

**13 Hours**

1. Basic Accounting Concepts: Background of Accounting, concepts – matching, Entity Concept, Cost Concept
2. Basis of Accounting – Objectives and necessity
3. Accounts – Types and classification; basic terms – Capital, Income, Expenditure, Expenses, Assets, Liabilities and application to problems, Accounting Standards.

#### **UNIT II**

**17 Hours**

1. Journal and Ledger: Double Entry System; Journal and recording of entries in journal with narration;
2. Ledger – Posting from Journal to respective ledger accounts.
3. Trial Balance: Need and objectives; Application of Trial Balance; different types of errors escaped trial balance preparation

#### **UNIT III**

**13 Hours**

1. Rectification of errors. Depreciation Accounting: Needs and objectives; concept and application of Fixed and Reducing Installment method;
2. Application of above methods with purchase and sale of assets with alteration (excluding retrospective methods).

#### **UNIT IV**

**17 Hours**

1. Final Accounts: Concept of adjustment; Application of Trading Account and Profit and Loss Account to get Gross Profit and Net Profit;
2. Application of Balance Sheet with Marshalling; Application of final accounts problems.
3. Bank Reconciliation Statement: Bank transactions, Preparation of simple bank reconciliation statement.

### **Transaction Mode**

Group discussion, Active participation, Brain storming, Demonstration, Project based learning, Team Teaching, Mentee Meter, Quiz, Open talk, Question, One minute

### **Suggested Readings**

- Jain, S.P & Narang, K.I (2002). *Financial Accounting*. Kalyani Publisher, New Delhi
- Maheshwari S.N., Maheshwari CA Sharad K & Maheshwari Dr. Sunil K (2018). *An Introduction to Accountancy*. Vikas Publishing House



- Mukherjee & Hanif (2019). *Fundamentals of Accounting*. Tata McGraw Hill, New Delhi
- Bragg, M. Steven (2006). *Accounting control best practices*. John Wiley & Sons Publishing
- Bragg M. Steven (2002). *Business Ratios and Formulas*. John Wiley & Sons Publishing

**Course Title: Corporate Strategy**

**Course Code: BBA306**

L	T	P	Cr.
4	0	0	04

**Learning Outcomes**

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

1. Acquire knowledge about strategic research identifying, gathering, and verifying business data.
2. Examine the recent trends in the contemporary business environment and prepare themselves for the future accordingly.
3. Evaluate the opportunities and threats in the external environment and strengths and weaknesses within the organization.
4. Demonstrate specific and detailed courses of action related to stated facts to exhibit strategic management knowledge and judgment.
5. Apply strategic concepts to real-life business problems and evaluate and control business strategies.
6. Evaluate the importance of ethical principles and organizational values in the context of making responsible management choices.

**Course Content**

**UNIT I**

**14 Hours**

1. Strategic management: introduction, nature & scope, need, strategic decision-making
2. Mission & objectives: need for explicit mission, components of mission statement, formulation of mission & objectives and their specificity.

**UNIT II**

**16 Hours**

1. Social responsibility of business: Scanning the environment: external & internal environment scanning
2. Techniques of environment scanning- SWOT, ETOP, PEST, QUEST.

**UNIT III**

**17 Hours**

1. Industry analysis: Porter's five forces model, BCG matrix, GE 9 cell matrix,
2. Hofer's model Internal analysis: value chain analysis.
3. Strategy formulation & choice: Porter's Generic strategy alternatives; corporate level strategies- stability, expansion, retrenchment, combination.

**UNIT IV**

**13 Hours**

Strategy variations. Implementation & control: Behavioral aspects. Strategy evaluation & control- concept, techniques of strategic evaluation and control.

**Transaction Mode**

Cooperative learning, Collaborative Teaching, Quiz, Open talk, Inquiry based

learning, Group discussion, Active participation

### Suggested Readings

- Freeman, R. E., & Gilbert, D. R. (2019). *Corporate strategy and the search for ethics* (Vol. 1). Englewood Cliffs, NJ: Prentice Hall.
- Jouch & Gluick. 2018. *Strategic Management & Business Policy 3/e*. Tata McGraw-Hill
- Wheelen, T. L., Hunger, J. D., Hoffman, A. N., & Bamford, C. E. (2019). *Strategic management and business policy* (Vol. 55). Boston, MA: pearson.
- Rao, C. A., Rao, B. P., & Sivaramakrishna, K. (2019). *Strategic management and business policy*. Excel Books India.
- Kazmi, A. (2018). *Business policy*. Tata McGraw-Hill.

**Course Title: Cost and Management Accounting**

**Course Code: BBA307**

L	T	P	Cr.
4	0	0	04

### Learning Outcomes

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

1. Demonstrate costing systems, cost management systems, budgeting systems and performance measurement systems.
2. Analyze the balance between financial and non-financial information in decision making, control and performance evaluation applications of management accounting
3. Evaluate the costs and benefits of different conventional and contemporary costing systems.
4. Analyze various overheads, wage payments issues and measure its impact on labour efficiency.
5. Examine the importance of variance analysis in controlling material expenses.

### Course Content

#### UNIT I

**16 Hours**

1. Introduction: Cost and Cost Accounting, Scope, Objectives, Advantages and disadvantages, Installation of costing system.
2. Material Control, Labour control, Overhead control, Fixed and Variable, direct and indirect.

#### UNIT II

**16 Hours**

1. Analysis of Cost – Preparation of cost sheet, estimate, tender and quotation.
2. Marginal Costing: Marginal cost vs. marginal costing; contribution, P/V ratio; Break even analysis, margin of safety.

#### UNIT III

**14 Hours**

1. Standard Costing and Variance Analysis: material variances, labour variances. Ratio Analysis,

#### UNIT IV

**14 Hours**

1. Funds Flow Statement, Cash Flow Statement
2. Budgetary Control: Meaning, Classification of budget (fundamentals)

only).

### Transaction Mode

Problem solving learning, Case Analysis, Cooperative Teaching, Inquiry based learning, Visualization, Group discussion, Active participation

### Suggested Readings

- Jain, SP & Narang K.L. (2019). *Cost Accounting*. Kalyani Publisher
- Khan M.Y & Jain PK. (2018). *Managements & Cost Accounting*. McGraw Hill Education
- Kedia, Sangeet. (2015). *Cost and Management Accounting*. Pooja Law Publishing Co.
- Datar M. Srikant & Rajan V. Madhav. (2018). *Cost Accounting- A Managerial Emphasis*. Pearson Education
- Drury, C. M. (2019). *Management and cost accounting*. Springer.

### Course Title: Basics of Operating System

### Course Code: BBA308

L	T	P	Cr.
2	0	0	02

### Learning Outcomes

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

1. Understand the system software and hardware and the role of each component
2. Understand the difference between an operating system and an application program and its use in business
3. Describe computer's operating system and state the effect on some common products
4. Understand the basic components of a computer operating system and the interactions among the various components

### Course Content

#### UNIT I

**8 Hours**

1. Introduction to Operating Systems, Main Functions and characteristics of Operating Systems, Types of Operating Systems.

#### UNIT II

**8 Hours**

1. Process Management: Process States, Process Control Block, Process Scheduling, Criticalregions, Race Conditions, Deadlocks.

#### UNIT III

**7 Hours**

1. Memory Management: External fragmentation, Internal fragmentation, Compaction,

2. Paging, Segmentation, Virtual memory, Demand paging.

#### UNIT IV

**7 Hours**

1. Device Management: Dedicated devices, shared devices, virtual devices, channels, I/O trafficController, I/O scheduler, I/o Device handlers.

### Transaction Mode

Problem solving learning, Case Analysis, Cooperative Teaching, Inquiry based learning, Visualization, Group discussion, Active participation

**Suggested Readings**

- Madnick and Donovan. 1973. *Operating System*. McGraw Hill.
- Henson P.B. 1973. *Operating System Principles*. Prentice Hall.
- Henson P.B. 1977. *Architecture of concurrent programs*. Prentice Hall.
- B Peter & A. Galvin. 2003. *Silberchatz: Operating System Concepts 6th Edi*, AddisonWesley.
- Shaw A.C. 1974 *Logic Design of operating System*. Prentice Hall.
- M.J. Bach: *Design of UNIX Operating system*, PHI, 1986.
- Tenenbaum A.S. 1989. *Operating System: Design and Implementation*. PHI

**Course Title: Fundamentals of e-commerce****Course Code: BBA309**

L	T	P	Cr.
2	0	0	02

**Learning Outcomes**

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

1. Analyze the impact of E-commerce on business models and strategy
2. Acquire apprehension to handle electronic payment technology and requirements for internet-based payments.
3. Demonstrate an in-depth knowledge of the roots, concepts and evolution of E-Business and E-Commerce along with its benefits and limitations.
4. Evaluate the concept of E-Commerce and describe the opportunities and challenges offered by E-Commerce.
5. Exhibit the skill of various applications of E-Business laterally with legal and social impact of E-Commerce.
6. Acquire the skill about Internet trading relationships including Business to Consumer, Business-to- Business, Intra-organizational.

**Course Content****UNIT I****6 Hours**

1. Introduction to E-commerce: Definition of E-commerce, Advantages and disadvantages of E- commerce
2. Factors affecting E –Commerce, E-commerce versus traditional commerce.

**UNIT II****9 Hours**

1. Internet and World Wide Web, Electronic commerce framework, electronic commerce and media convergence
2. Business Applications on Internet, E - Shopping, Electronic Data Interchange, Components of Electronic Data Interchange, Architectural framework for E- commerce.

**UNIT III****7 Hours**

1. Advertising and Marketing on the Internet: The new age information-based marketing
2. Advertising on the Internet – Active or push-based advertising models,

Passive or pull-based advertising models. Guidelines for Internet advertising.

#### **UNIT IV**

**8 Hours**

1. Types of Electronic Payment Systems, Smart cards, Debit Cards, Credit card-based electronic payment systems, Risk and electronic payment systems.
2. Applications in E-commerce: E-commerce Applications in Manufacturing, Wholesale, Retail and Service Sector

#### **Transaction Mode**

Flipped teaching, Demonstration, Case Analysis, Visualization, Group discussion, Active participation, Mentee Meter

#### **Suggested Readings**

- Whiteley, D. (2018). *E-commerce: strategy, technologies and applications*. McGraw Hill
- Gary, P. (2019). *Electronic Commerce, Schneider* (Doctoral dissertation, Ph. D., CPA. Printed in the United States of America).
- Laudon, K. C., & Traver, C. G. (2019). *E-commerce*. Boston, MA: Pearson.
- Treese, G. W., & Stewart, L. C. (2018). *Designing systems for Internet Commerce*. Addison-Wesley Professional.

**Course Title: Retail Management**

**Course Code: BBA310**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>2</b>	<b>0</b>	<b>0</b>	<b>02</b>

#### **Learning Outcomes**

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

1. Apply the sales and retail operations in India.
2. Analyze the retail location choices and their effectiveness in Indian context.
3. Evaluate the retail strategies for effective retail business management in the competitive retail industry.
4. Analyze the challenges and opportunities in retail marketing.
5. Evaluate strategic and operational decision-making processes in the organized retail.

#### **Course Content**

##### **UNIT I**

**9 Hours**

1. Introduction to retailing: What is retailing, Structure of retailing and distribution, Opportunities in retailing.
2. Types of retailers: Retailer characteristics, Food retailers, General merchandise retailers, Service retailing,
3. Types of ownership, Retail channels, Benefits & Challenges of retail channels.

##### **UNIT II**

**8 Hours**

1. Retail buying behaviour: The buying process, Types of buying decisions.
2. Retailing strategy: Retail market strategy, Target market and retail formats,

Growth strategies.

3. Financial strategy and retail locations: Financial objectives and goals, Analysis of financial strength, Types of locations, Location and retail strategy

### **UNIT III**

**6 Hours**

1. Merchandise management: Merchandise management overview, forecasting sales, developing an assortment plan, setting inventory and product availability levels,
2. Establishing a control system for managing inventory, allocating merchandise to stores.

### **UNIT IV**

**7 Hours**

1. Retail pricing: Pricing strategies, Consideration in setting retail prices,
2. Legal and ethical pricing issues. Store Management: Store management responsibilities, Recruiting and selecting employees,
3. Motivating and managing store employees, Compensating and rewarding store employees, Store design objectives, Store design elements, Visual merchandising.

### **Transaction Mode**

Cooperative learning, Collaborative Teaching, Quiz, Open talk, Inquiry based learning, Group discussion, Active participation

### **Suggested Readings**

- Pandit Ajay, Weitz Barton & Levy Michael. *Retailing management*. 8th Edition. M. G. Hills,
- Zentes, J., Morschett, D., & Schramm-Klein, H. (2019). *Strategic retail management*. Betriebswirtschaftlicher Verlag Dr. Th. Gabler GWV Fachverlage GmbH, Wiesbaden (GWV).
- Bhatia, S. C. (2018). *Retail management*. Atlantic Publishers & Dist.
- Berman, B., Evans, J. R., & Chatterjee, P. (2018). *Retail management: a strategic approach*. Pearson Education Limited
- Barry, B. (2018). *Retail management: a strategic approach*. Pearson Education India

## **Semester-IV**

**Course Title: Business Accounting**

**Course Code: BBA401**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>4</b>	<b>0</b>	<b>0</b>	<b>04</b>

### **Learning Outcomes**

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

1. Know about the concepts of financial accounting, cost accounting and management accounting
2. Inculcate financial accounting and managerial accounting skills including quantitative and qualitative knowledge of the business.
3. Make use of various tools of accounting for analyzing business situation and take decision

4. Demonstrate knowledge of various advanced accounting issues related to Financial Accounting within a global and ethical framework
5. Apply accounting concepts and methods to interpret financial statements for evaluating the financial position and performance of organizations.

## **Course Content**

### **UNIT I**

**15 Hours**

1. The Accounting Equation: different transactions impact the accounting equation,
2. Recording Transactions: Record business transactions as journal entries

### **UNIT II**

**14 Hours**

1. Construct a trial balance, Financial Statements: Construct the balance sheet and income statement,
2. Adjusting Journal Entries: Record advanced business transactions as journal entries

### **UNIT III**

**16 Hours**

1. The Statement of Cash Flows: Use the statement of cash flows to evaluate the financial health and life-cycle stage of a business,
2. Analyzing Financial Statements: Analyze ratios and use the DuPont Framework to evaluate the financial state and strategy of a business

### **UNIT IV**

**15 Hours**

1. Accounting for the Future: Learn how to value a venture, project, or investment opportunity, Optional: Practice preparing pro-forma financial statements,
2. Calculating and forecasting free cash flows, and performing a sensitivity analysis in Excel

### **Transaction Mode**

Problem solving learning, blended learning, Gamification, Cooperative learning, Inquiry based learning, Visualization, Group discussion, Active participation, Open talk, Mentee Meter

### **Suggested Readings**

- Jain, S.P & Narang, K.I (2002). *Financial Accounting*. Kalyani Publisher, New Delhi
- Maheshwari S.N., Maheshwari CA Sharad K & Maheshwari Dr. Sunil K (2018). *An Introduction to Accountancy*. Vikas Publishing House
- Mukherjee & Hanif (2019). *Fundamentals of Accounting*. Tata McGraw Hill, New Delhi
- Bragg, M. Steven (2006). *Accounting control best practices*. John Wiley & Sons Publishing
- Bragg M. Steven (2002). *Business Ratios and Formulas*. John Wiley & Sons Publishing

**Course Title: Operations Research****Course Code: BBA402**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>4</b>	<b>0</b>	<b>0</b>	<b>04</b>

**Learning Outcomes**

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

1. Evaluate the scope of Game theory mathematical models used in Operations Research.
2. Apply operation research tools such as assignment, transportation, PERT /CPM & inventory management in managing the risk and uncertainties associated with the business
3. Evaluate the key role of operational activities in bringing about the growth and profitability of organizations.
4. Analyze ideas, concepts and principles in operational strategy.
5. Evaluate use of quantitative tools in solving typical Operational domain problems.
6. Acquire skills improve the productivity of the organization by using operational research techniques.

**Course Content****UNIT I****15 Hours**

1. Introduction: Nature, Meaning and Management Application of Operations research.
2. Modeling, Principal, General Methods of solving models, Scientific Methods, Scope

**UNIT II****14 Hours**

1. Rule on Decision Making and development of Operation Research in India,
2. Linear Programming: Formulation, Graphical solution, Simplex method, Duality.

**UNIT III****16 Hours**

1. Assignment Problems: - Minimization & Maximization case, traveling sales man.
2. Transportation Problems: - Initial Solution, Optimal Solution.
3. Decision Theory: Under Risk, under certainty, under uncertainty.

**UNIT IV****15 Hours**

1. PERT and CPM: Basic steps in PERT and CPM, Forward and Backward computation,
2. Representation in Tabular form, Slack and Critical path, Difference between CPM and PERT, Float.

**Transaction Mode**

Problem solving learning, blended learning, Gamification, Cooperative learning, Inquiry based learning, Visualization, Group discussion, Active participation, Open talk, Mentee Meter

**Suggested Readings**

- Gupta P.K., Hira and D.S. (2018). *Operation Research*. Sultan Chand & Sons, New Delhi



- Swarup, Kanti, Gupta, P.K. & Mohan, Man. (2019). *Operation Research*. Sultan Chand & sons, NewDelhi
- Mittal, K.V. (2018). *Optimization Methods in Operations Research and System Analysis*. New Age International (P) Ltd., New Delhi
- Sharma, S.D. *Operations Research*. Kedar Nath and Ram Nath, Meerut.
- Yadav, S.R. 2019. *Operation Research*. Oxford University Press.

**Course Title: Marketing Research****Course Code: BBA403**

L	T	P	Cr.
4	0	0	04

**Learning Outcomes**

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

1. Acquire knowledge about test marketing of products.
2. Analyze the various pricing and revenue management theories and its implication for making marketing decisions.
3. Apply marketing segmentation and differential pricing in the contemporary marketing environment
4. Evaluate the recent trends in the contemporary marketing environment through marketing research.
5. Demonstrate analytical skills in identification and resolution of problem pertaining to marketing management through data scaling and data analysis.

**Course Content****UNIT I****17 Hours**

1. Basic concepts: scope, limitations, objectives. Research process.
2. Research design and its types: exploratory, descriptive and experimental.
3. Data collection: primary and secondary.

**UNIT II****16 Hours**

1. Scaling: meaning of scaling, classification, important scaling techniques: rating scales and ranking scales.
2. Scale construction techniques, multidimensional scaling.

**UNIT III****14 Hours**

1. Questionnaire: questionnaire construction, tabulation, coding, editing of data.
2. Sampling: concepts, types and techniques, estimation of sample size.

**UNIT IV****13 Hours**

1. Data analysis: tests of significance based on t, f and z distribution and chi-square test; cross tabulation.
2. Marketing research applications.

**Transaction Mode**

Cooperative learning, Collaborative Teaching, Quiz, Open talk, Inquiry based learning, Group discussion, Active participation

**Suggested Readings**

- Kotler, Philips, Armstrong, Gary & Agnihotri Prafula. (2018). *Principles of Marketing*. Pearson Education
- Ramaswamy, V.S & Namakumari, S. (2019). *Marketing Management*. Om Books
- Stanton, J. William. (2018). *Fundamentals of Marketing*. McGraw Hill Education
- Gandhi, J.C. (2019). *Marketing A Managerial Introduction*. McGraw Hill Education
- Baker, Michael J. (2019). *Companion Encyclopedia of Marketing*. Cengage Learning Emea

**Course Title: Business Ethics & Environmental Science**

L	T	P	Cr.
4	0	0	04

**Course Code: BBA404**

**Course learning Outcome:** After successful completion of this course, the students will be able to

1. Conduct project planning activities to accurately forecast project costs, timelines & quality
2. Develop a strong working knowledge of ethics & professional responsibility
3. Demonstrate effective organizational leadership & skills to manage projects, teams & stakeholders
4. Recognize & seize diverse opportunities for financial gain
5. Develop conceptual framework of business environment and generate interest in international business

**Course Content**

**UNIT I**

**16 Hours**

1. Business ethics: Introduction: Meaning of ethics, Types of business ethic issues, why ethical problems occur in business, Ethical dilemmas in business
2. Ethical principles in business: Utilitarianism: weighing social cost and benefits, Rights and duties Justice and fairness, The ethics of care, Integrating utility, rights, justice and caring.

**UNIT II**

**18 Hours**

1. An alternative to moral principles: virtue ethics, Morality in international context, Ethical decision making-personal and professional moral development and moral reasoning,
2. Computer ethics and business: Computer crime, Computers and corporate responsibility Property: information and software,
3. Computer and privacy Professional ethics: Ethics in international business.

**UNIT III**

**14 Hours**

1. Environmental protection: Safety and acceptable risk,
2. Environmental harm, Pollution and it's control, Product safety and corporate liability, strict liability,

## 3. Environment pollution and degradation, Disaster Management

**UNIT IV****12 Hours**

1. Fundamentals of environmental chemistry. Biodiversity,
2. Environmental Geoscience: Fundamental Concepts, Environmental implications of energy, Introduction to Environment Impact Analysis,
3. Waste Management, Environmental education and Awareness

**Transaction Mode**

Case Analysis, Dialogue, Panel Discussions, Group Discussions, Brain storming, Role play, Demonstration, Project based learning, Team Teaching

**Suggested Readings**

- Murthy, K. B. (2009). *Politics, Ethics and social responsibility of business*. Pearson Education India.
- Sharma, J. P. (2013). *Corporate Governance, Business Ethics and CSR:(with Case Studies and Major Corporate Scandals)*. Ane Books Pvt.
- Agarwal, K. C. (2001). *Environment Biology*. Nidi Publ. Ltd. Bikaner.
- Jadhav, H & Bhosale, V.M. (1995). *Environment Protection and Laws*. bHimalaya PubHouse, Delhi 284p.
- Rao M. N. & Datta A.K. (1987). *Waste Water Treatment*. Oxford & IBH Publ. Co. Pvt. Ltd.45p.

**Course Title: Viva-Voce****Course Code: BBA405**

L	T	P	Cr.
-	-	-	02

**Learning Outcomes**

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

1. Assess the understanding of various subjects studied during the last semester.
2. Enhance the communication & presentation skills.
3. Acquire comprehensive knowledge of subjects studied throughout the course.
4. Face industrial internship program as well as job interviews.

**Evaluation Criteria:**

- A. Relevance of Answers: 20 Marks
- B. Knowledge: 20 Marks
- C. Presentation Skills: 40 Marks
- D. Case Studies relevance: 10 Marks
- E. Communication Skills: 10 Marks

**Course Title: Environment Studies****Course Code: BBA406**

L	T	P	Cr.
2	0	0	02

**Learning Outcomes**

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

1. Acquire skills to environmental problems including energy, water, and

air issues and the use of statistical methods in data analysis and argumentation.

2. Examine the complexities of the natural environment and its relationship with ecological system.
3. Explore the problems of natural environment and sustainability.
4. Acquire apprehension how interactions between organisms and their environment drive the dynamics of individuals, populations, communities, and ecosystems.
5. Recognize the ecological basis for regional and global environmental issues.
6. Evaluate the science and policy ramifications of diverse energy portfolios on air and water quality, climate, weapons proliferation and societal stability
7. Analyze effectively about complex environmental problems and do so for both specialist and general audiences with equal facility

### **Course Content**

#### **UNIT I**

**6 Hours**

1. The Multidisciplinary nature of environmental studies, Natural Resources: Renewable and non-renewable resources, Forest resources, Water resources, Mineral resources, and Food resources,
2. Energy resources, Land resources, Role of an individual in conservation of natural resources, equitable use of resources for sustainable lifestyles.

#### **UNIT II**

**8 Hours**

1. Ecosystems, Energy flow in the ecosystem, Ecological succession, Food chains, food webs and ecological pyramids,
2. Introduction, types, characteristic features, structure and function of the following Biodiversity and its conservation, Value of biodiversity,
3. Threats to biodiversity, Conservation of biodiversity: In-situ conservation of biodiversity.

#### **UNIT III**

**9 Hours**

1. Environmental Pollution, Solid waste Management, Disaster management, Social Issues and the Environment, Environmental ethics, Wasteland reclamation, Consumerism and waste products,
2. Environment Protection Act, Air (Prevention and Control of Pollution) Act, Water (Prevention and control of Pollution) Act, Wildlife Protection Act,
3. Forest Conservation Act, Issues involved in enforcement of environmental legislation, public awareness.

#### **UNIT IV**

**7 Hours**

1. Human Population and the Environment, Family Welfare Program. Environment and human health.
2. Human Rights. Value Education. HIV / AIDS, Women and Child Welfare. Role of Information Technology in Environment and human health, Case Studies.

3. Field work: Visit to a local area to document environmental and river forest grassland Hill Mountain. Visit to a local polluted site – Urban / Rural / Industrial / Agricultural, Study of common plants, insects, birds, Study of simple ecosystems-pond, river, hill slopes, etc.

### **Transaction Mode**

Cooperative learning, Collaborative Teaching, Quiz, Open talk, Inquiry based learning, Group discussion, Active participation

### **Suggested Readings**

- Misra, S. K., & Puri, V. K. (2019). *Indian economy* (p. 174). Himalaya Publishing House.
- Kapila, U. (2019). *Understanding the problems of Indian Economy*. Academic Foundation.
- Malik, P. L. (2018). *The Industrial Law*. Easter Book.
- Schiffer, M., & Weder, B. (2018). *Firm size and the business environment: Worldwide survey results* (Vol. 43). World Bank Publications.
- Mehta, S. C., Mehta, S. S., & Aun, B. L. (2018). The evaluation of business text books: An international perspective. *Journal of Professional Services Marketing*, 19(2), 141-149

**Course Title: Foundations of International Business**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>4</b>	<b>0</b>	<b>0</b>	<b>04</b>

**Course Code: BBA407**

### **Learning Outcomes**

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

1. Evaluate the complexities of international business and globalization from home versus host-country, and regional, cultural perspectives
2. Evaluate the global business environment in terms of economic, social and legal aspects.
3. Create learning of the basic concepts of international business.
4. Apply the skill gained in studying the organizational structure for global business.
5. Analyze the implications of global trade for India.

### **Course Content**

#### **UNIT I**

**15 Hours**

1. Types of international business; basic structure of international business environment; risk in international business;
2. Motives for international business; barriers to international business.

#### **UNIT II**

**15 Hours**

1. Foreign market entry modes; factors of country evaluation and selection.
2. Decisions concerning foreign direct and portfolio investment; control methods in international business

**UNIT III****15 Hours**

1. Basic foreign manufacturing and sourcing decisions; product and branding decisions for foreign markets;
2. Approaches to international pricing; foreign channel and logistical decisions

**UNIT IV****15 Hours**

1. Accounting differences across countries; cross cultural challenges in international business;
2. International staffing and compensation decisions; basic techniques of risk management in international business

**Transaction Mode**

Case Analysis, Dialogue, Panel Discussions, Group Discussions, Brain storming, Role play, Demonstration, Project based learning, Team Teaching

**Suggested Readings**

- Murthy, K. B. (2019). Politics, Ethics and social responsibility of business. Pearson Education India.
- Sharma, J. P. (2019). Corporate Governance, Business Ethics and CSR :( with Case 36 Studies and Major Corporate Scandals). Ane Books Pvt.
- Mallin A. Christine. (2020). Corporate Governance (Indian Edition), Oxford University Press, New Delhi.
- Tricker, R. B., & Tricker, R. I. (2019). Corporate governance: Principles, policies, and practices. Oxford University Press, USA.
- Crane, A., McWilliams, A., Matten, D., Moon, J., & Siegel, D. S. (Eds.). (2018). The Oxford handbook of corporate social responsibility. OUP Oxford.

**Course Title: International Marketing****Course Code: BBA408**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>4</b>	<b>0</b>	<b>0</b>	<b>04</b>

**Learning Outcomes**

On the completion of this course, the students will be able to

1. Understand the peculiarities of international marketing.
2. Develop marketing mix for international market.
3. Familiarize with the cross –cultural behavior and its management for successful operations of international firms
4. Assess an organization’s ability to enter and compete in international markets.
5. Develop the skills in researching and analyzing trends in global markets and in modern marketing practice

**Course Content****UNIT I****16 Hours**

1. Nature & Scope of International Marketing, its differentiation from domestic marketing.
2. Economic environment in International Marketing. Emergence of trading

blocs like E.U. and steps/stages involved in their formation (Customs union to common currency).

## **UNIT II**

**17 Hours**

1. Constraints in International marketing i.e. Tariff and Non-Tariff Barriers, Fiscal and Non-Fiscal Barriers.
2. Role of International Institutions like IMF, WTO, IBRD. Bilateral agreements. India and World trade, Export & Import policy. Direction and Quantum of India's Exports.

## **UNIT III**

**14 Hours**

1. Institutional infrastructural framework for export promotion in India, i.e., EPCs, ECGC, Commodity Boards etc., Registration, Production, and clearance of goods for exports, Shipping and Transportation, Documentation for Exports,

## **UNIT IV**

**13 Hours**

1. International Marketing mix- identification of markets, International Product Lifecycle,
2. Promotion and Pricing in International marketing, Various forms of international business- Joint-ventures, Turnkey projects.

### **Transaction Mode**

Problem solving learning, blended learning, Gamification, Cooperative learning, Inquiry based learning, Visualization, Group discussion, experiential learning, Active participation

### **Suggested Readings**

- Onkvisit & Shaw. 2004. *International Marketing-Analysis and Strategy. 4th Edition*. Prentice-Hall of India. New Delhi.
- Subash C. Jain. 2008. *International Marketing, 6th Edition*. Thomson Learning, Mumbai.
- Philip R. Cateora and John L.Graham, 2004. *International Marketing. 12th Edition*. McGraw Hill Company.

**Course Title: Management of Global Business**

**Course Code: BBA 409**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>4</b>	<b>0</b>	<b>0</b>	<b>04</b>

### **Learning Outcomes**

On the completion of this course, the students will be able to

1. Diagnose diversity and culture's impact on business operations and decisions.
2. Analyze business opportunities and challenges to incorporate into global perspective.
3. Demonstrate analytical skills in the Identification & resolution of business problems in the industry.
4. Apply ethical frameworks to business problems.

5. Describe the ethical consequences of decision alternatives.

## **Course Content**

### **UNIT I**

**16 Hours**

1. Globalization: Nature and scope of globalization – impact of globalization.
2. On business World Trade Organization (WTO): Overview of GATT Round – WTO – objectives – organizational structure – dispute settlement mechanism.

### **UNIT II**

**17 Hours**

1. WTO issues: TRIMS – TRIFS – GATS – Environment and labour Standards. Role of foreign capital in business: International flow of foreign capital – FDI – FLL and others.
2. Role of international organizations: Finance organizations: IMF – IBRD – IFC – ADB.

### **UNIT III**

**14 Hours**

1. Business Organizations: International Trade associations, Multilateral organizations: IATA, WHO, WMO.
2. Economics of integration: Barriers to trade – tariff and non- Tariff barriers – SAARC – EEC – ACM.

### **UNIT IV**

**13 Hours**

1. Trade and arrangements: Currency convertibility – current and capital Account – foreign currency issues – Euro Money – Reserve Currency.
2. Cross country mergers and acquisitions: Trends in international Mergers and acquisitions and impact on regional and domestic business.

## **Transaction Mode**

Problem solving learning, blended learning, Gamification, Cooperative learning, Inquiry based learning, Visualization, Group discussion, experiential learning, Active participation

## **Suggested Readings**

- Bhandari, S. (1998). *World Trade Organization and Developing Countries*. Deep and Deep Publications, N. Delhi.
- Chandha, G. (2001). *WTO and the Indian Economy*. Deep & Deep Publications, N. Delhi.
- Kumar, D. D. (1999). *Globalization & Development-Experiences and Challenges*. Deep & Deep Publications, N. Delhi.
- Thakur, D. (1995). *Globalization and International Business*, Deep & Deep Publications, N. Delhi.
- Schott, Jeffrey J. (2000). *The WTO after Seattle, Institute for International Economic*, Washington DC.



**Course Title: Digital Marketing****Course Code: BBA410**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>1</b>	<b>0</b>	<b>0</b>	<b>01</b>

**Learning Outcomes**

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

1. Apply the fundamentals of Content Marketing, PPC and Digital Analytics and Mastering social media.
2. Create a web-based content such as Mobile Marketing Advanced Web Analytics, Advanced Search Engine Optimization (SEO), Advanced Pay per Click (PPC) and Digital Strategy
3. Acquire skills about advanced social media and digital marketing capstone.
4. Create something visually appealing, and generate or curate content that will appeal to a specified target audience.

**Course Content****UNIT I****4 Hours**

1. Digital marketing: Emerging concept and trends in market, effect of digital marketing, youth and digital approach correlation, Mastering SEO

**UNIT II****3 Hours**

1. Content Marketing, PPC and Digital Analytics, Mastering social media

**UNIT III****5 Hours**

1. Mobile Marketing and Digital Strategy, Advanced Web Analytics, Advanced  
2. Search Engine Optimization (SEO), Advanced Pay per Click (PPC)

**UNIT IV****3 Hours**

1. Certification Program, Advanced social media, Digital Marketing Capstone

**Transaction Mode**

Flipped teaching, Demonstration, Case Analysis, Visualization, Group discussion, Active participation, Mentee Meter

**Suggested Readings**

- Chaffey, D., & Ellis-Chadwick, F. (2019). Digital marketing. Pearson uk.
- Wind, J., & Mahajan, V. (2002). Digital marketing. Symphonya. Emerging Issues in Management, (1), 43-54.
- Kingsnorth, S. (2022). Digital marketing strategy: an integrated approach to online marketing. Kogan Page Publishers.
- Ryan, D. (2016). Understanding digital marketing: marketing strategies for engaging the digital generation. Kogan Page Publishers.

**Semester-V**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
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**Course Title: Project Management & Entrepreneurship**

4	0	0	04
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**Course Code: BBA501**

**Learning Outcomes**

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

1. Acquire the skills about small scale industries and incentives available for them by government. Conduct project planning to accurately forecast project costs, timelines & quality.
2. Develop a strong working knowledge of ethics & professional responsibility
3. Demonstrate effective organizational leadership & skills for managing projects, teams & stakeholders. Recognize & seize diverse opportunities for financial gains.
4. Recognize personal attributes that enable best use of entrepreneurial opportunities also know the parameters to assess opportunities and constraints for new business ideas.
5. Analysis the systematic process to select and screen a business idea write a business plan.
6. Evaluate the concepts related to entrepreneurship such as entrepreneur, functions, development programs, motivation; rural and small-scale enterprise.

**Course Content**

**UNIT I**

**13 Hours**

1. The concept of a project, characteristics of a project, phases in the life cycle of a project.
2. Time Scheduling a Project: Gantt Charts and LOB, Concept of entrepreneurship: meaning & characteristics of entrepreneurship,
3. Entrepreneurial culture, socio-economic origin of entrepreneurship, factors affecting entrepreneurship

**UNIT II**

**17 Hours**

1. Network Techniques: concept of project network, construction of project network, critical path method, slack and free float, PERT and its advantage over CPM,
2. Conceptual model of entrepreneurship, traits of a good entrepreneur, intrapreneur and manager,
3. Entrepreneurial motivation: motivating, compelling and facilitating factors, entrepreneurial ambition, achievement motivation theory and Kakinada experiment.

**UNIT III**

**16 Hours**

1. Probability of completing a project on time. Crashing a network and concept of PERT cost. Forms of project organization, project planning and control, human aspects of project management.
2. Establishment of entrepreneurial systems: search, processing and selection

of idea, Input requirements.

3. SSI: meaning, importance, characteristics, advantages and problems of SSIs. Steps for starting a small industry, guidelines for project report, registration as SSI.

#### **UNIT IV**

**14 Hours**

1. Performance reviews on the basis of planned project cost and time. Major reasons for cost & time over runs and remedial measures.

2. Assistance to SSIs: need for incentives & subsidies, need for institutional support, role of government and other institutions.

3. Sources of funds. Innovation & Entrepreneurship, Entrepreneurial Development programs.

#### **Transaction Mode**

Cooperative learning, Collaborative Teaching, Quiz, Open talk, Inquiry based learning, Group discussion, Active participation, Brain storming, Demonstration, Project based learning, Team Teaching, Mentee Meter, Question, One minute

#### **Suggested Readings**

- Chase, R. B., Aquilano, N. J., & Jacobs, F. R. (2018). Production and operations management: Manufacturing and services. McGraw Hill Education
- Bhat Aswathappa. (2019). Production and Operation Management. Himalaya Publishing House
- Adam, E. Everett & Ebert, J. Ronald. (2018). Production and Operations Management. Prentice Hall India
- Stevenson, J. William. (2018). Operation Management. McGraw Hill Education
- Chary, S. N. (2018). Production and operations management. McGraw Hill Education.
- Chandra, P. (2018). *Projects: Preparation, Appraisal, Budgeting and Implementation*. Tata McGraw, New Delhi
- Desai, V. (2018). *Project Management and Entrepreneurship*. Himalaya Publishing House.
- Fyffe, D. S. (2019). *Project Feasibility Analysis*. John Wiley and Sons.
- Hisrich, R. D, Peters, M.P, and Shephers, D.A. (2019). *Entrepreneurship*. 10<sup>th</sup> Edition, Tata McGraw.
- Mohanty, Sangram Keshari (2019). *Fundamentals of Entrepreneurship*, Revised Edition, PHI Learning Pvt Ltd.

**Course Title: Quality Management**

**Course Code: BBA502**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>4</b>	<b>0</b>	<b>0</b>	<b>04</b>

**Learning Outcomes** On the completion of the course, the students will be

able to

1. Apply the various techniques to improve the business operations and productivity through quality standard.
2. Evaluating the historical developments in the quality movement and their importance.
3. Analyzing quality in organizations such as manufacturing, service, healthcare, education, government, etc.
4. Acquire knowledge related to innovation, improvement and change in quality of offer of bundling according to ISO 9000 and ISO 22000 series standards.
5. Acquire apprehension about quality Gurus such as Deming, Juran and Ishikawa.

### **Course Content**

#### **UNIT I**

**14 Hours**

1. Definition of quality, Quality as a means to success in a competitive and global environment. Quality issues, the customer focus. Need for customer care and relationship marketing.

#### **UNIT II**

**16 Hours**

1. Quality leads to profits. Cost of poor quality, Total Employees Involvement (TEI): Empowering employees: team building;
2. Quality circles: Reward and Recognition; education and training,
3. Suggestion schemes: Benchmarking and the concept of Kaizen.

#### **UNIT III**

**17 Hours**

1. Quality Gurus: Deming, Juran, Ishikawa, Crosby and their contribution.
2. Tools of Quality Management. Benchmarking definition, concept, process and types of benchmarking. Quality and Total Quality Management.
3. Quality of after sale services: Introduction, Quality of performance, Quality of ASS.

#### **UNIT IV**

**13 Hours**

1. Quality Systems – ISO 9000 series standards. Steps required to implement quality management systems.
2. Documentation, elements of ISO 9000 internal audits and registration.
3. ISO 22000- Introduction, four key elements of ISO 22000.

### **Transaction Mode**

Cooperative learning, Collaborative Teaching, Quiz, Open talk, Inquiry based learning, Group discussion, Active participation

### **Suggested Readings**

- Charantimath, M. Poornima. (2018). *Total Quality management*. Pearson Education
- Dale, H. Besterfield & Carol Besterfield. (2018). *Total Quality Management*. Pearson Education.

- Vijayan, V. & Ramakrishan, H. (2019). *Total quality Management*. S. Chand Publishing
- Sethi, Puneet. (2019). *Total Quality Management*. Gullybaba Publishing House (P) Ltd
- Naagarazan, R.S. (2018). *Total Quality Management*. New Age International Pvt Ltd

**Course Title: Research Methodology**

**Course Code: BBA503**

**Learning Outcomes**

L	T	P	Cr.
4	0	0	04

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

1. Analyze and interpret data collected for the problem and able to prepare report for the same.
2. Apply the concepts of research and data analysis.
3. Create research papers for seminars, conferences and research journals.
4. Apply the tools and techniques for exploratory, conclusive and causal research.
5. Develop data analytical skills and meaningful interpretation of data to solve the business problems.

**Course Content**

**UNIT I**

**13 Hours**

1. Research methodology: Meaning, objectives and process of research, Types of Research, Research methods in social sciences,
2. Exploratory, Descriptive and Experimental research; their applications and limitations.

**UNIT II**

**17 Hours**

1. Sampling Design: concepts, types and their applicability Hypothesis, Null and Alternative hypothesis, level of significance, Type I and Type II errors.
2. Techniques for Data collection; primary and secondary sources, Primary sources-consumers and trade survey, including consumer panels and retail auditing.

**UNIT III**

**14 Hours**

1. Questionnaire designing, Schedule, Interview and Observational methods.
2. Qualitative Techniques of data-collection; depth interviews, Focus group interview, Projective techniques and applications.

**UNIT IV**

**16 Hours**

1. Questionnaire designing and protesting. The measurement process: Difficulties in measurement and concepts of validity and reliability.
2. Analysis and Processing of data, editing, coding tabulation and content analysis.
3. Scaling techniques: Thurston, Likert, and semantic differentials. Report writing and presentation.

**Transaction Mode**

Cooperative learning, Collaborative Teaching, Quiz, Open talk, Inquiry based learning, Group discussion, Active participation, Case Analysis, Mentee Meter

**Suggested Readings**

- Kothari, C.R. (2018). *Research Methodology*. New Age International Publisher
- Rao K.V. (2018). *Research Methodology in Commerce & Management*. Sterling Publishers Private Limited
- Gupta, S. P, and Gupta, M. P (2018). *Business Statistics*. Sultan Chand & Sons, 7th Edition
- Gupta, S.C and Kapoor, V.K (2019). *Fundamental of Mathematical Statistics*. Sultan Chand & Sons
- Jain, T.R. & Aggarwal, S.C. (2020). *Business Mathematics & Statistics*. VK Global Publications Pvt Ltd

**Course Title: Institutional Training****Course Code: BBA504**

L	T	P	Cr.
-	-	-	04

**Learning Outcomes**

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

1. Demonstrate skills as a trainee and develop skills to become an entrepreneur.
2. Apply knowledge as individual and in a group with the capacity to be a leader or manager as well as an effective team member.
3. Evaluate the practical working environment including rules, regulations and safety practices.
4. Apply the theoretical knowledge with their practical experience while internship.

**Course Content**

Student will undergo a summer internship for 4 weeks after semester-IV.

**Transaction Mode:** Peer Demonstration, Field Visit, Role Play

**Evaluation Criteria:**

- A. First Week Attendance and Report taken from industry where internee joins: 20 Marks
- B. Second Week Attendance and Report taken from industry where internee joins: 20 Marks
- C. Third Week Attendance and Report taken from industry where internee joins: 20 Marks
- D. Fourth Week Attendance and Report taken from industry where internee joins: 20 Marks
- E. Certificate of Completion of Internship: 20 Marks

**Course Title: Corporate Governance****Course Code: BBA505**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>4</b>	<b>0</b>	<b>0</b>	<b>04</b>

**Learning Outcomes**

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

1. Understand the importance of ethics and corporate governance in the day-to-day working of organizations
2. Learn the issues involved in maintaining ethics and how to deal with such situations
3. Learn scope of business ethics in Compliance, finance, Human resources, marketing, production.
4. Proficient to recognize fundamentals of corporate governance from a variety of angles of the board of directors' senior management investors the media proxy advisors' regulators
5. Get knowledge of influences of rights and relationships among organizational stakeholders

**Course Content****UNIT I****16 Hours**

1. Concept of Business Ethics, Corporate Code of Ethics: Environment, Accountability, Diversity, and Discrimination.
2. Principles and Theories of Business Ethics: Principles of Business Ethics, Characteristics of Ethical Organization,
3. Theories of Business Ethics, Globalization and Business Ethics, Stakeholder's Protection.

**UNIT II****14 Hours**

1. Corporate Governance: Conceptual framework of Corporate Governance, Insider Trading,
2. Rating Agencies, Whistle Blowing, Corporate Governance Reforms; Initiatives in India including clause 49 of Listing Agreement and Kumar Mangalam Birla Committee on Corporate Governance.

**UNIT III****16 Hours**

1. Codes & Standards on Corporate Governance: Sir Adrian Cadbury Committee (UK), 1992
2. Greenbery Committee (UK), 1995, Hampel Committee on Corporate Governance (UK), 1997, Blue Ribbon Committee (USA), 1999,
3. OECD Principles of Corporate Governance, 1999, Smith Report, 2003 (UK). Corporate Social Responsibility (CSR)

**UNIT IV****14 Hours**

1. Arguments for and Against; Strategic Planning and Corporate Social Responsibility; CSR and Business Ethics,
2. CSR and Corporate Governance, Environmental Aspect of CSR, Drivers of CSR, ISO 26000

**Transaction Mode**

Cooperative Teaching, Case based Teaching, Case Analysis, Dialogue, Panel Discussions, Group Discussions

**Suggested Readings**

- Murthy, K. B. (2009). *Politics, Ethics and social responsibility of business*. Pearson Education India.
- Sharma, J. P. (2013). *Corporate Governance, Business Ethics and CSR: (with Case Studies and Major Corporate Scandals)*. Ane Books Pvt.
- Mallin A Christine. (2007). *Corporate Governance (Indian Edition)*, Oxford University Press, New Delhi.
- Tricker, R. B., & Tricker, R. I. (2015). *Corporate governance: Principles, policies, and practices*. Oxford University Press, USA.
- Crane, A., McWilliams, A., Matten, D., Moon, J., & Siegel, D. S. (Eds.). (2008). *The Oxford handbook of corporate social responsibility*. OUP Oxford.

**Course Title: Fundamentals of Insurance****Course Code: BBA506**

L	T	P	Cr.
4	0	0	04

**Learning Outcomes**

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

1. Demonstrate a working knowledge of the language and procedures associated with risk management
2. Acquire the knowledge of different types of insurance
3. Analyze information to determine if a loss exposure may be covered by property insurance contract
4. Evaluate the use of insurance contracts in employee benefit programs and these are also beneficial for new employees

**Course Content****UNIT I****16 Hours**

1. General Insurance Corporation and other private Insurance institutions: Working of GIC in India. Type of risks assumed and specific policies issued by FCGC and private sector insurers.
2. Fire Insurance Policies: Issue and renewal of policies, Different Kinds, Risks covered, Recovery of Claims,
3. Insurer's options, Ex-gratia payment and subrogation Policy conditions, Hazards not covered, Contribution and average, Re-insurance, Double Insurance, Type of Fire Protection policies

**UNIT II****14 Hours**

1. Marine Insurance Contract: Type of Marine Insurance Contract-Freight, cargo and vessel, Procedure for obtaining Marine protection policy,
2. Marine policies and condition, Nature of Coastal Marine, Marine Losses. Types of Liability



**UNIT III****15 Hours**

1. Insurance Policy: Dwelling property losses, Business interruption and related losses, Theft Insurance Contracts, Budgetary over, Auto Insurance,
2. Medial Benefit Insurance, Dishonesty, Disappearance and destruction Insurance, Personal and Residential Insurance,
3. Boiler Machinery Insurance, Commercial Enterprises and Industrial Property Insurance.

**UNIT IV****15 Hours**

1. Adjustment of Losses and Claims Compensation: Nature of losses and their adjustment, Procedure of adjustment, Function of adjuster; Responsibilities of adjusters; Survey of losses,
2. Procedure for preparing claims statements, Documents in use in claim settlement, requirements of the insured in the event of loss,
3. Apportionment and loss valuation, statutory control over liability insurance in India, Liability policies issued by the insurers.

**Transaction Mode**

Cooperative Teaching, Case based Teaching, Case Analysis, Dialogue, Panel Discussions, Group Discussions

**Suggested Readings**

- Hopkin, P. (2018). *Fundamentals of risk management: understanding, evaluating and implementing effective risk management*. Kogan Page Publishers.
- Dayal, H. (2017). *The fundamentals of insurance: Theories, principles and practices*. Notion Press.
- Rego, M. L., & Kuschke, B. (2022). *Insurance and Human Rights*. Springer

**Course Title: Health System Management****Course Code: BBA507**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>4</b>	<b>0</b>	<b>0</b>	<b>04</b>

**Learning Outcomes**

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

1. Evaluate complex policy and organizational challenges at micro and macro levels within health care systems
2. Demonstrate the difference between the functions, roles, and responsibilities of healthcare managers.
3. Apply key quality concepts in health care organizations.
4. Acquire the skill to manage organizational processes, including redesigning organizations.
5. Apply efficiently foster innovation within care settings

**Course Content****UNIT I****16 Hours**

1. Introduction – Health Care Management – Evolution of Health Care Systems in India &Abroad– Evolution of Present Health Care Services in India.

**UNIT II****14 Hours**

1. Health Care Management: Success in Teamwork – In-service Training & Education.

**UNIT III****14 Hours**

1. Law Related to Medical & Health Care – Consumer Protection Act, 1986, Right to Information Act, 2002.

**UNIT IV****16 Hours**

1. Development of Attitude & Motivation among Hospital Service Providers – Awareness of Health Insurance – Role of Hospital Administrator.  
2. Legal Medicine vis-à-vis Law Ethics

**Transaction Mode**

Cooperative learning, Inquiry based learning, Group discussion, Active participation, Quiz, Open talk, Question, Brain storming

**Suggested Readings**

- Goal, S. L. (2019). *Health Care System and Hospital Administration: Organizational structure (Vol. 1)*. Deep and Deep Publications.
- Goal, S. L., & Kumar, R. (Eds.). (2015). *Hospital Preventive and Promotive Services: Hospital Administration in the 21st Century*. Deep and Deep Publications.
- Goel, S. L. (2017). *Hospital administration and management: Theory and practice*. Deep and Deep Publications.
- Goel, S. L., & Kumar, R. (2020). *Administration and Management of NGOs: Text and Case Studies*. Deep and Deep Publications

**Semester VI****Course Title: Project Report****Course Code: BBA601**

L	T	P	Cr.
-	-	-	10

**Learning Outcomes**

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

1. Evaluate the project on the basis of subject studied in this semester, this work helps in creating entrepreneur/employment skills.
2. Apply the knowledge/concepts acquired in the previous semesters to create/design/implement project relevant in the field of Commerce.
3. Demonstrate research abilities and effective compilation of primary and secondary data.
4. Apply the theoretical knowledge with their practical experience in given research project.

**Transaction Mode:** Peer Demonstration, Field Visit, Mock Exercise

**Evaluation Criteria:**

- A. Content and Organization 15 Marks
- B. Research Novelty 15 Marks
- C. Analysis and Interpretation 15 Marks

D. Presentation 15 Marks

E. Final Submission of Report and Viva 40 Marks

**Course Title: Dissertation**

**Course Code: BBA602**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
-	-	-	<b>20</b>

### **Learning Outcomes**

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

1. Evaluate the project on the basis of subject studied in this semester, this work helps in creating entrepreneur/employment skills.
2. Apply the knowledge/concepts acquired in the previous semesters to create/design/implement project relevant in the field of Commerce.
3. Demonstrate research abilities and effective compilation of primary and secondary data.
4. Apply the theoretical knowledge with their practical experience in given research project
5. Evaluate the relevance of statistical findings for business problem solving and decision making.
6. Acquire knowledge about various sources of information for literature review and data collection.

**Transaction Mode:** Demonstration, Field Visit, Role Play, Mock Exercise

### **Evaluation Criteria:**

- A. Content and Organization 10 Marks
- B. Research Novelty 10 Marks
- C. Analysis and Interpretation 10 Marks
- D. Presentation 20 Marks
- E. Final Submission of Report and Viva 50 Marks