

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipatra, Raigarh-496109

School of Management



O P JINDAL UNIVERSITY

**Scheme & Syllabus
of**

**Bachelor of Business Administration
[BBA]**

(Three Years Full Time Programme)

Program Code - 02UG010

Programme Structure 2016-19

PROGRAM OUTCOMES (PO) - Management Graduation

- 1. Knowledge and Problem Solving:** Understand the management concepts and apply the knowledge to the various managerial problems to identify, formulate and analyze complex problems.
- 2. Logical thinking:** Develop logical thinking and expertise by critically analyzing the facts in decision making with reasoning and analytical skills required to qualify for various competitive exams.
- 3. Ethics and citizenship:** Able to recognize different managerial value systems and ethical principles; and commit to professional ethics, norms, and responsibilities of the management practice; and act with informed awareness to participate in civic life activities.
- 4. Society, Environment and Sustainability:** Enhance ability to elicit views of others and understand the impact of various solutions in the context of societal, cultural economic, health, legal, safety and environment for sustainable development.
- 5. Communication:** Communicate effectively their knowledge of marketing, finance and human resources from basic concepts to specific details presentations through a variety of oral and written means of communications to a diverse group of people using appropriate traditional and emerging presentation tools.
- 6. Leadership and Team Work:** Able to work effectively as a member of team, lead as a team leader by applying managerial concepts.
- 7. Innovation and Entrepreneurship:** Ability to develop entrepreneurial skills with precision, analytical mind, innovative thinking, creative thoughts and systematic approach.
- 8. Life-long learning:** Acquire fundamental knowledge for lifelong learning to work in the dynamic business environment through planning, organizing and coordinating for achieving effective results as a self-directed professional and a leader.

PROGRAM SPECIFIC OUTCOMES (PSO) – Bachelor of Business Administration (BBA)

- 1. PSO – 1** - Inculcate basic knowledge of marketing management, human resource management, financial management and family business management.
- 2. PSO – 2** - Ability to resolve complex problems through managerial skills of leadership, interpersonal relationship, communications etc.
- 3. PSO – 3** - Ability to work in the dynamic business environment through planning, organizing and coordinating for achieving effective results.
- 4. PSO – 4** - Ability to a perform effectively through strategic thinking, problem solving and decision making.

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FIRST SEMESTER

SN	Subject Code	Name of Subject	Periods per week			Scheme of Examination and Marks				Credits: L+ (T+P)/2
			L	T	P	PRE		ESE	Total Marks	
						Mid Sem	TA			
1	MGT 101	Management Fundamentals	3	1	-	20	50	30	100	4
2	ECO 101	Micro Economics	3	1	-	20	50	30	100	4
3	ODS 101	Business Mathematics	3	1	-	20	50	30	100	4
4	ITS 101	Fundamentals of IT-I	3	1	-	20	50	30	100	4
5	FIN 101	Financial Accounting	3	1	-	20	50	30	100	4
6	COM 101	Business Communications-I	3	1	-	20	50	30	100	4
			18	6		120	300	180	600	24

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Programme:	BBA	Semester:	I
Name of the Course:	Management Fundamentals	Course Code:	MGT 101
Credits:	4	No of Hours:	4 Class/Week
Max Marks:	100		

Course Description: This course is an introduction to the management functions. It will focus on the theory and fundamental concepts of management including planning, organization, leadership, and control. This class will review the evolution of management thought, function and practice and will stress current approaches and emerging concepts. Class Project-Optional.

Course Outcomes: After Completion of the course the students will be able to:

CO Numbers	Course Outcome
CO1	Understand the fundamentals and basics concepts of management and its managerial perspectives.
CO2	Describe and analyse the various management theories in contemporary business environment.
CO3	Apply the various management principles and theories to solve the complex management problems.
CO4	Execute knowledge and develop managerial skills to understand and evaluate the contemporary issues in management

Syllabus:

Unit-I: Introduction

Concept, process and significance of management; Managerial roles; Managerial Skills, Levels of Management. Classical and neo-classical Approaches; Contingency approaches.

Unit-II: Planning

Concept, process and types. Decision making - concept and process; Management by Objectives, Controlling: Concept and process; effective control system; Techniques of control.

Unit-III: Organizing

Concept, nature, process and significance; Authority and Responsibility relationships; Centralization and decentralization; Departmentalization; Organization structure - forms and contingency factors.

Unit-IV: Leading

Leadership Theories, Leadership Styles. Communication - Types, process, barriers.

Text Books:

1. L. M. Prasad - Principles and Practice of Management, Sultan Chand
2. Robbins, SP- Management, Prentice Hall.

Reference Books:

1. Wehrich and Koontz, et al - Essential of Management, TMH.
2. Stoner, Freeman, Gilbert - Management, PHI.
3. Terry, Franklin - Principles of Management, AITBS.

CO-PO&PSO Correlation

Course Name: Management Fundamentals												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2								3			
CO2:	2	2			2				2	2		
CO3:	1			2		2		1	2	3	2	3
CO4:	1	2						2	2		2	

Note:1: Low 2.: Moderate 3: High

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Programme:	BBA	Semester:	I
Name of the Course:	Micro Economics	Course Code:	ECO 101
Credits:	4	No of Hours:	4 Class/Week
Max Marks:	100		

Course Description: Micro Economics: This course helps students to understand and examine consumer's and producer's decision-making processes. Also, they understand determination of price in different market structure. Modern managerial models and identify various conflicting goals of a manager. To achieve such objectives, we may include topics like introduction of managerial economics, theory of demand and supply, elasticity and its application, utility and its measurement, theory of production-cost-revenue and profit, market structure and determination of price. Emphasis will be placed on application of these theoretical concepts and tools in solving business problems in various business fields like estimation of demand and analysis of consumer behavior, producer behavior, marketing of products, determination of price, etc. Class project-optional.

Course Outcomes: After Completion of the course Students will be able to:

CO Numbers	Course Outcome
CO1	Understand basic concepts of consumer and producer behavior, along the market features.
CO2	Distinguish between economies and diseconomies of scale affecting production.
CO3	Identify the different structures of market in terms of competition.
CO4	Comprehend the short run and long run economic implication of production and cost.
CO5	Analyze the concept of break-even analysis, in order to evaluate the real-life cost-revenue model.
CO6	Evaluate the importance of goods and services prevailing in economy through the concept of elasticity.

Syllabus:

Unit I: Theory of Consumer Behaviour

Micro & Macro Economics- basic concepts, Consumer equilibrium and numerical: Utility Analysis – Cardinal & Ordinal approach, Indifference curve- Concept and analysis, application of indifference curve. Law of Demand, Exception to the law of demand, movement and shift of the curve, Consumer Surplus, Elasticity of Demand, types of elasticity of demand,

Law of supply, elasticity of supply, Demand and supply equilibrium.

Unit II: Theory of Production and Cost

Production function: Laws of Variable Proportion, iso-quant and iso-cost line and producer equilibrium, Laws of Return to scale, Economies of scale, theory of cost, concepts of cost, short run and long run cost functions. Modern development in cost theory- L shape cost curve, The learning curve, Numerical on cost functions.

Unit-III: Market Structure

Theory of revenue under perfect and imperfect market structure. elasticity and revenue analysis, producer surplus, Perfect competition: short run and long run equilibrium, break even analysis, shut down condition, supply curve of the firm, zero economic profit. Imperfect competition: Monopoly: Short run and long run equilibrium, price discrimination, monopoly power, dead weight loss. Numerical problems.

Text Books:

1. H. L. Ahuja – Advanced Microeconomics
2. P. L. Mehta - Managerial Economics- Sultan Chand

References Books:

1. A. Koutsoyiannis- Modern Microeconomics- Macmillan Education.
2. S.P.S. Chauhan-Micro Economics an Advanced Treatise-PHI

CO-PO&PSO Correlation

Course Name: Micro Economics												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2			1			2		2			3
CO2:	2		1		2			1	2	3		
CO3:		1				2					3	
CO4:		2			2				2			
CO5:		3		1			2			3		2
CO6:		1		2		2	1					2

Note: 1: Low 2.: Moderate 3: High

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Programme:	BBA	Semester:	I
Name of the Course:	Business Mathematics	Course Code:	ODS-101
Credits:	4	No of Hours:	4 Class/Week
Max Marks:	100		

Course Description: This course aims at equipping student with a basic knowledge of mathematics, having applications in the domain of business management. The students will be in a position to apply such concepts in analysing some practical problems. The concepts will have relevance, with regard to quantitative models, discussed in subsequent courses. Class Project-Optional.

Course Outcomes: After completion of the course Students will be able to:

CO Number	Course Outcome
CO1	Understand the basic functions of Mathematics and their use in Business and Finance.
CO2	Describe after completing the course, students will be able to solve business and finance problems.
CO3	Analyse and demonstrate mathematical skills required in mathematically intensive areas in Economics and business.
CO4	Apply integrate concepts in international business concepts with the functioning of global trade.

Syllabus:

Unit I: Introduction to Basic algebra and Sets Theory

Linear equation, quadratic equation, curvilinear equation, Introduction and representation of sets, Types & Basic operations on set, Problems, Laws of set algebra, Venn diagram, Problems. Functions and their types, Integral and differential Calculus: - Introductions of polynomials, differentiation and Integrations, Problems.

Unit II: Ratio and Proportions

Ratio- Definition and Continued Ratio, Inverse Ratio and Proportion, Continued Proportion, Direct Proportion and Inverse Proportion, Percentage-Meaning, Computations of Percentages, Time and Distance problem.

Unit III: Matrices and Determinants

Definition and types of matrices, Operations on matrices, Transpose and Ad-joint and Inverse of matrix Problems, Homogeneous System of Linear equations, Solution of Non-Homogeneous System of Linear equations (not more than three variables). Problems, The Concept of Inverse Matrix, Solution using inverse of the coefficient matrix, Problems.

Unit IV: Interest and Annuity

Simple Interest, Compound interest, Annuity, depreciation, Problems.

Text Books:

1. Business Mathematics by Dr. Amaranth Dikshit & Dr. Jinendra Kumar Jain. Himalaya Publishing House, Book Edition – 3rd Business.
2. Business Mathematics by V. K. Kapoor - Publisher- Sultan Chand & Sons, Delhi.
3. Business Mathematics by Dr. J. K. Sharma

References Books:

1. Statistics Techniques in Business and Economics by Lind, Marchal, & Wathen. By McGraw Hill.
2. Quantitative Methods for Business by Kipp Martin, Camm, Williams, Anderson and Sweeney by Cengage.
3. Fundamentals of Business Statistics by Dr. J.K. Thukral, Taxmann's Publications, 4th Edition.
4. Business Statistics 17th Edition, by M. P. Gupta, and S. P. Gupta, Publisher: Sultan Chand and Sons.

CO-PO&PSO Correlation

Course Name: Business Mathematics												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	1		1		2		1	2		3		2
CO2:		1				2					3	
CO3:	1	2			1		1			2		3
CO4:	2		3		2			3	3			2

Note: 1: Low 2.: Moderate 3: High

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Programme:	BBA	Semester:	I
Name of the Course:	Fundamentals of IT-I	Course Code:	ITS 101
Credits:	4	No of Hours:	4 Class/Week
Max Marks:	100		

Course Objective: The course aims to make the student understand relevant facts and concepts, computer science terminology, methods of presenting information, construct, analyze, evaluate and formulate success criteria, solution specifications demonstrate the personal skills of cooperation and perseverance as well as appropriate technical skills for effective problem-solving in developing a specified product. Class project-Optional.

Course Outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcome
CO1	Understand basic concepts and terminology of information technology.
CO2	Describe basic understanding of personal computers and their operations.
CO3	Apply & identify issues related to information security.
CO4	Execute various application of IT.

Syllabus:

Unit-1: Introduction to Computers

Introduction, Definition, Characteristics of computer, Evolution of Computer, Block Diagram Of a computer, Generations of Computer, Classification Of Computers, Applications of Computer, Capabilities and limitations of computer.

Unit-2: Basic Computer Organization

Role of I/O devices in a computer system. Input Units: Keyboard, Terminals and its types. Pointing Devices, Scanners and its types, Voice Recognition Systems, Vision Input System,

Touch Screen, Output Units: Monitors and its types. Printers: Impact Printers and its types. Non-Impact Printers and its types, Plotters, types of plotters, Sound cards, Speakers.

Unit-3: Storage Fundamentals

Primary Vs Secondary Storage, Data storage & retrieval methods. Primary Storage: RAM ROM, PROM, EPROM, EEPROM. Secondary Storage: Magnetic Tapes, Magnetic Disks. Cartridge tape, hard disks, Floppy disks Optical Disks, Compact Disks, Zip Drive, Flash Drives.

Unit-4: Software

Software and its needs, Types of S/W. System Software: Operating System, Utility Programs Programming Language: Machine Language, Assembly Language, High Level Language their advantages & disadvantages. Application S/W and its types: Word Processing, Spread Sheets Presentation, Graphics, DBMS s/w.

Unit-5: Operating System

Functions, Measuring System Performance, Assemblers, Compilers and Interpreters. Batch Processing, Multiprogramming, Multi-Tasking, Multiprocessing, Time Sharing, DOS, Windows, Unix/Linux.

Text Books:

1. Fundamentals of Computer by E Balagurusamy, Tata McGraw Hill Education Pvt. Ltd, New Delhi
2. Fundamentals of Computer by V Rajaraman; Prentice Hall of India Pvt. Ltd., New Delhi

Reference books:

1. Computer Fundamentals by RS Salaria; Khanna Book Publishing Co. (P) Ltd., New Delhi
2. Computer Fundamentals and Programming in C by Reema Thareja; Oxford University Press, New Delhi

CO-PO&PSO Correlation

Course Name: Fundamentals of IT-I												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1	2			2							2	
CO2		3			2	2				2	2	
CO3		3				2	2			2		3
CO4			3	3				2	3			2

Note: Low-1, Moderate-2, High-3

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Programme:	BBA	Semester:	I
Name of the Course:	Financial Accounting	Course Code:	FIN 101
Credits:	4	No of Hours:	4 Class/Week
Max Marks:	100		

Course Description: This course offers lecture, case studies to impart teaching and learning to develop problem solving. To impart basic accounting knowledge and understanding corporate financial statements to develop cognizance of the importance of accounting in organization financial statements. Develop the skill of recording financial transactions and preparation of reports in accordance with GAAP.

Course Outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcome
CO1	Understand the concept of financial accounting, principles of accounting and the needs of preparing financial statements.
CO2	Applying rules for recording business transactions
CO3	Analyze critical thinking and problem-solving skill for preparation of trading and profit and loss account and balance sheet
CO4	Demonstrate various methods of charging depreciation

Syllabus:

Unit-1: Introduction to Accounting

Introduction to Financial Accounting; nature of accounting, Importance, Scope, and Limitations Users of Accounting Information, Accrual Basis and Cash basis of accounting, generally accepted accounting principles- Concepts and Conventions, Accounting Equation, Accounting standards, International Financial Reporting Standards [IFRS]

Unit-2: Recording of Transactions

Recording of Transactions in Journal, Ledger, Trial balance, Bank Reconciliation Statement-Meaning of Bank Reconciliation Statement, Importance of Bank Reconciliation Statement, Reasons for Difference, Procedure for Reconciliation, Practical Problems

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Unit-3: Preparation of Financial Statement

Meaning, Objectives of Final Accounts, Adjustments before Preparing Final Accounts, Trading account, Profit and loss account and Balance Sheet with adjustments, Practical Problems

Unit-4: Depreciation Accounting

Meaning of Depreciation, causes for Depreciation, need for Depreciation, Methods of charging Depreciation –Straight-line Method and Written-down-value Method. Practical Problems

Text Books:

- 1.Financial Accounting for Management: By Dr. S. N. Maheshwari (Vikas Publishing House)
- 2.Financial Accounting: Dr S.M Shukla and S.P Gupta

References Books:

- 1.R. Narayanaswamy, Financial Accounting: A Managerial Perspective, PHI Learning Pvt. Ltd.
- 2.Accounting Made Easy by Rajesh Agarwal & R Srinivasan (Tata McGraw –Hill)
- 3.Financial Accounting for Management: By Amrish Gupta (Pearson Education)

CO-PO&PSO Correlation

Course Name: Financial Accounting												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2				1				3			
CO2:		2				2				2		2
CO3:			2	2					3			2
CO4:		2						1		2	2	

Note:1: Low 2.: Moderate 3: High

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Programme:	BBA	Semester:	I
Name of the Course:	Business communication I	Course Code:	COM 101
Credits:	4	No of Hours:	4 Class/Week
Max Marks:	100		

Course Description: The course is intended to give a foundation of English Language. This course will introduce concepts and fundamentals of communication skills for effective use in daily life and at workplace. The course includes the fundamentals of Grammar essential for Business Communication. The skills included are reading, writing, speaking and listening which are significant in developing Business Communication. The focus will also be on etiquettes, public speaking etc. Importance will be placed on application of these skills in various situations in social and business fields. Activities will be widely conducted to augment the skills. Class project-optional.

Course Outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcome
CO1	To understand the various elements, media and principles of effective business communication.
CO2	Demonstrate effective business drafting for the various situations.
CO3	Execute reading, writing, speaking and listening skills.
CO4	Apply communicate business ideas in a public forum.
CO5	Response and face interviews confidently.

Syllabus:

Unit I-Introduction to Business Communication & Listening Skill

Basic Forms of Communication, Process of Communication, Principles of Effective Business Communication, 7Cs of Communication, Types of Communication, Barriers of Communication, Verbal & Non-Verbal Communication, Purpose of listening, Types of Listening, Barriers to Listening, Overcoming Listening Barriers

Unit II – Business Letter Writing & Resume Writing

Need, Functions and Kinds of letters, Structure of Letter Writing and Presentation Styles, Quotation Letters, Complaints and Adjustment letters, Persuasive letters, Request letters, Sales letters. Resume / CV writing, Report Writing.

Unit III: Group Communication & Meeting

Group Communication, Group discussion, Methodology of Group Discussions, Guidelines of Group Discussion, Role Function in Group Discussions, Types of Non- functional Behaviour, Improving Group Performance, Different Topics for Group Discussion, Dealing with Abstract topics; Meetings: notice, agenda & minutes of Meeting.

Unit IV: Personal Interview

Introduction to Interviews, Types of interviews, Types of interview questions, Fundamental Principles of interviewing, General Preparations of an interview, Success in an interview, Important non-verbal aspect, Styles of interviewing, Job interviewing Dos and Don'ts.

Text Books:

1. Meenakshi Raman and Prakash Singh, Business Communication, Oxford University Press
2. R. C. Sharma and Krishna Mohan, Business Correspondence and Report Writing, Tata McGraw Hill.

Reference Books:

1. A, Bovee, Thill, J. Business Communication Today, Pearson
2. Sanjay Kumar and Pushplata, Communication Skills, New Delhi: Oxford University Press, 2011

CO-PO&PSO Correlation

Course Name: Business communication I												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	1				2	1			2		3	3
CO2:	2	3				1				2	2	
CO3:			2		3			1		3		2
CO4:		2	2			2	2	1	2	2	3	
CO5:		2		1	2	2	1	1	3		3	2

Note:1: Low 2.: Moderate 3: High

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SECOND SEMESTER

SN	Subject Code	Name of Subject	Periods per week			Scheme of Examination and Marks				Credits: L+ (T+P)/2
			L	T	P	PRE		ESE	Total Marks	
						Mid Sem	TA			
1	MGT 103	Business Organization	3	1	-	20	50	30	100	4
2	ECO 102	Macro Economics	3	1	-	20	50	30	100	4
3	ODS 102	Quantitative Methods-I	3	1	-	20	50	30	100	4
4	ITS 102	Fundamentals of IT-II	3	1	-	20	50	30	100	4
5	FIN 102	Financial Management-I	3	1	-	20	50	30	100	4
6	COM 102	Business Communications-II	3	1	-	20	50	30	100	4
7	SAS 101	Environmental Sciences	2	1	-	20	50	30	100	3
		TOTAL	17	6		120	300	180	600	23

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Programme:	BBA	Semester:	II
Name of the Course:	Business Organization	Course Code:	MGT 103
Credits:	4	No of Hours:	4 Class/Week
Max Marks:	100		

Course Description: The course aims to provide basic knowledge to the students about the organisation and management of a business enterprise. Areas covered includes foundation of Indian business, business enterprises, the process of management, leadership concepts and styles, and conceptual framework of Marketing Management, Financial Management, Human Resources Management and Operations Management. Class Project-Optional.

Course Outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcome
CO1	Understand the basics of business, forms of business, business organizations, business Objectives, problems & policies of business, financial sources of business, business ethics, CSR.
CO2	Analyse the business forms, profit & loss and plan for business resources.
CO3	Apply the knowledge to establish a business or upgrade the traditional business.
CO4	Evaluate the type of business partner, different sources of finance, insurance & develop the ability to resolve business problems.

Syllabus:

Unit I: An introduction to Business

Business-Meaning, Characteristics, Objectives, Structure; Role of profit; Commerce-Meaning, Functions and Classifications; Social responsibility and Business ethics.

Unit II: Business-Forms and Formation

Private Sector Enterprise-Meaning, Characteristics, forms; Public enterprise; Company-Meaning, characteristics, types, stages of formation; Articles of association; Memorandum of association and prospectus.

Unit III: Small Business and Government

Small scale industries-meaning, characteristics, objectives, impact of policies; Cottage industries-meaning, characteristics, role, problems and policies; Insurance - meaning, Importance, types and role

Unit IV: Business and finance

Factors to be considered for starting business; financial planning; Capitalization; Capital Structures, Sources of business finance; internal and external trade; Significance of FDI, SEZs and EPZs in the development of economy

Text Book:

1. Business Organisation and Management, P.C. Tulsian and Vishal Pandey, Latest Edition, Pearson

Reference Books:

2. Business Organisation and Management, Tapash Ranjan Saha, Latest Edition, Tata McGraw Hill Education, New Delhi.

CO-PO&PSO Correlation

Course Name: Business Organization												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	1		2	2				2	3			2
CO2:	1	2					2			2	3	
CO3:	3					2	2		2	3		2
CO4:	1	2				2			2	2	3	3

Note:1: Low 2.: Moderate 3: High

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Programme:	BBA	Semester:	II
Name of the Course:	Macroeconomics	Course Code:	ECO-102
Credits:	4	No. of Hours:	4 Class/Week
Max Marks:	100		

Course Description: This course aims to introduce various macroeconomics concepts, tools, techniques, theories, models and policies related to business which students can use in solving practical business decision making problem and formulating business-oriented policies keeping in view its macro relations. This may include-introduction to macroeconomics; national income accounting and balance of payments; the government: budget and the economy; money, banking and inflation; fiscal and monetary policies; exchange rates. Class project-optional.

Course Outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcome
CO1	Understand the basic theoretical substance of key issues and policies.
CO2	Compare Macroeconomics variables and its implication in real-life economic situations.
CO3	Demonstrate the concepts of consumption, savings, and investment and their impact on economic growth.
CO4	Analyse the key functions of money and the significance of money demand and supply in the different phases of the business cycle.
CO5	Analyse inferences of government schemes and policies through the concept of monetary and fiscal policy.
CO6	Evaluate the effect of inflation and interest rate on the GDP and level of unemployment.

Syllabus:

Unit I: Nature and Scope of Macroeconomics

The origin and roots of macroeconomics, major issues and concerns of macroeconomics. The role of government in the macro economy, why a separate study of macroeconomics, importance of macroeconomics. circular flow of income, concept of national income aggregates, numerical problems to find out national income, personal income and personal disposable income.

Unit II: Keynes theory of employment

Principle of effective demand, determination of the equilibrium level of employment by effective demand. Under employment equilibrium: The problem of demand deficiency.

Keynes money-wage rigidity model. Determination of national income: Basic Keynesian model. Policy implications of Keynes's theory of employment and income.

Unit III: Consumption, Savings and Investment

Consumption function: Linear and non-linear consumption functions. Saving functions, Keynes theory of consumptions, Investment demand: Types of investment, marginal efficiency of capital, factors causing shift in investment demand curve, Accelerator theory of investment. Investment multiplier.

Unit IV: Money, prices and Inflation

Nature and functions of money, four measures of money supply, money multiplier, Inflation: Demand pull inflation, Cost-push inflation, Stagflation, Effects of inflation: on real income, on distribution of income and wealth, on output. WPI and CPI. Phases of business cycle, Sunspot theory of business cycle.

Text Book:

1. H L Ahuja: Macroeconomics theory and practices, S. Chand

Reference Books:

1. Shapiro - Macro Economics, Tata Mcgraw Hill
2. R. Froyen- Macro Economics, Pearson
3. R Dornbusch, S Fischer and R Startz, Macroeconomics, McGraw-Hill.

CO-PO&PSO Correlation

Course Name: Macroeconomics												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2		1		2		1		2			3
CO2:		2		1		2			2		2	3
CO3:		2							2	3		2
CO4:	1	1		2		1			3	2		
CO5:		2			1	2		2		2		3
CO6:		2		2		1			3			2

Note: 1: Low 2.: Moderate 3: High

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Programme:	BBA	Semester:	II
Name of the Course:	Quantitative methods I	Course Code:	ODS-102
Credits:	4	No of Hours:	4 Class/Week
Max Marks:	100		

Course Description This course will introduce concepts and fundamentals of basic quantitative techniques for decision making in business. These techniques include data collection, description, and presentation; measures of central tendencies, measures of dispersion, concepts of probability and probability distributions; sampling distributions etc. Class Project-Optional.

Course Outcomes: After Completion of the course Students will be able to

CO Number	Course Outcome
CO1	Understand the definition of Statistics and also describes the two categories of Statistics and different levels of measurement in statistics.
CO2	Determine and explain random variables in both discrete and continuous distribution.
CO3	Develop the hypothesis and apply various statistical tools to test the hypothesis which is helpful in decision making.
CO4	Execution of binomial and Poisson distributions.

Syllabus:

Unit-I: Introduction to Basic Statistics and Summarizing Data

Introduction to Basic Statistics: Definition of statistics, Business uses of statistics, differentiate between descriptive and inferential statistics, Distinguish between nominal, ordinal, interval and ratio levels of measurement. Summarizing Data: Organize raw data into a frequency distribution, Portray the frequency distribution in a histogram, a frequency polygon, or a cumulative frequency polygon, Develop a stem and leaf display, Present data using such common graphic techniques as line charts, bar charts, and pie charts, Calculation of mean, median and mode, Characteristics, uses, advantages and disadvantages of each measure of central tendency, Position of mean, median and mode for symmetrical distribution and skewed distribution, Compute the range, variance, standard deviation

Unit-II: Discrete Probability Distributions and Normal Probability Distribution

Discrete Probability Distributions: Define probability distribution, Distinguish between a discrete and continuous probability distribution, Calculation of the mean, median, mode, variance and standard deviation of a discrete probability distributions, Characteristics of a binomial and Poisson distributions.

Normal Probability Distribution: Need for sampling, sampling techniques, sampling error, Define and construct a sampling distribution of sample means, calculate point estimates and confidence intervals for means and proportions, Central limit theorem, determine sample size for means and proportions.

Unit-III: Tests of Hypothesis Small and Large Samples

Tests of Hypothesis: Hypothesis testing: Concept and procedure, null and alternate, Hypothesis testing: One and two tail tests, Hypothesis testing: Two population means, Hypothesis testing: Two population proportions. Student's t Test: Small Samples: Characteristics of Student's t test, Hypothesis: One and two tail tests, Hypothesis testing: Two population means, Hypothesis testing: Two population proportions, Hypothesis testing: Paired observations. Correlation and Regression analysis: Two variable models - correlation, coefficient of correlation, simple linear regression model, least square method, standard error and inference about regression parameters.

Text Books:

1. Statistics Techniques in Business and Economics by Lind, Marchal, & Wathen. By McGraw Hill.
2. Quantitative Methods for Business by Kipp Martin, Camm, Williams, Anderson and Sweeney. By Cengage.

Reference Books:

1. Fundamentals of Business Statistics by Dr. J.K. Thukral, Taxmann's Publications, 4th Edition.
2. Business Statistics 17th Edition, by M. P. Gupta, and S. P. Gupta, Publisher: Sultan Chand and Sons.

CO-PO&PSO Correlation

Course Name: Quantitative methods I												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
C01:	3	2	2			1				3		2
C02:	2	2					2	1		2		2
C03:	2	2		2			3	2	2	2	2	
C04:	1	3						1		3		2
C05:		2	1	1	1	2	3		2	2		
C06:	2	2			1		2			2		2

Note: 1: Low 2.: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipatra, Raigarh-496109

School of Management



Programme:	BBA	Semester:	II
Name of the Course:	Fundamentals of IT-II	Course Code:	ITS 102
Credits:	4	No of Hours:	4 Class/Week
Max Marks:	100		

Course Objective: The course aims at providing the computers application (Concepts of Database Management, System Development Concepts, Computer Networking and MIS) in the field of business and management environment.

Course Outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcome
CO1	To understand the basic concepts and technologies used in the field of management information systems.
CO2	Execute the processes of developing and implementing information systems.
CO3	Describe the role of information systems in organizations, the strategic management processes, with the implications for the management.
CO4	Apply the understanding of how various information systems like DBMS work together to accomplish the information objectives of an organization.

Syllabus:

Unit-1: Introduction to Information Technology

Introduction to Information Technology (IT), Advantages /Disadvantages of IT, Difference from Computer science (CS), Brief introduction to Database management systems (DBMS) and various data models (Relational, Hierarchical, Network). Concept of 2-Tier and 3- Tier architecture, System analysis and design (software development life cycle).

Unit-2: Management Information Systems

Management Information systems (MIS), classification of MIS, need of MIS, Transaction processing system (TPS), office automation system (OAS), Executive support system (ESS).

Unit-3: Decision Support System

Decision support system (DSS), Expert system (ES), Functional applications of TPS, OAS, MIS, DSS, ESS and ES in the organization.

Unit-4: Designing MIS with Software Solutions

Characteristics and functions of MIS and DSS, component of MIS and DSS, capability of DSS, classification of DSS; Simon's Model for decision making.

Unit-5: Information Systems in Business

How Business use Information Systems; Strategic Information Systems for Competitive Advantage; Achieving Operational Excellence and Customer Intimacy; Contemporary Issues in Information Systems.

Text Books:

1. Turban, Mclean, Wetherbe; Information Technology for Management, Transforming Organizations in the Digital Economy, Wiley Singapore Edition, 4th Edition (2004) .
2. Gordon, B.Davis and Margrethe H.Olson; Management Information Systems: Conceptual Foundations, Structure and Development, McGraw-Hill, New York, 1985.

Reference Books:

1. Laudon & Laudon, Management information Systems, Pearson Education, 10th Edition (2007)
2. O' Brien, James, Management Information Systems: Managing Information Technology in the Internet worked Enterprise, Tata McGraw Hill, 5th Edition (2002).

CO-PO&PSO Correlation

Course Name: Fundamentals of IT-II												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1	2	2			3				2		2	
CO2		2		2					2	3		
CO3	3		2			2	2				2	3
CO4			3	3				2	2	2		

Note: Low-1, Moderate-2, High-3

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School of Management



Programme:	BBA	Semester:	II
Name of the Course:	Financial Management I	Course Code:	FIN 102
Credits:	4	No of Hours:	4 Class/Week
Max Marks:	100		

Course Description: This course provides students with concepts, techniques and tools to study, analyze and improve their knowledge on financial management practices of an organization. These techniques include Nature & Scope of finance. Organization of Financial Function, Decisions, Emerging role of FMs in India and in Global context. Financial Goal. Agency problems, Time Value of Money, Valuation of securities, Introduction to Risk and Return, Cost of Capital, Financial Statement Analysis, Ratio Analysis, Cash Flow Analysis.

Course Outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcome
CO1	Understand time value of money and its applications.
CO2	Describe valuation concepts and analyze risk and return options.
CO3	Evaluate cost of capital models.
CO4	Analyze and evaluate capital budgeting methods.

Syllabus:

Unit-I

Financial Management, importance, functions, roles and responsibilities of a finance manager, wealth maximization and profit maximization concepts, time value of money, reasons, present value, future value of a single amount, doubling period, annuity, perpetuity, applications of time value of money, loan amortization.

Unit-II

Valuation of securities, Bond valuation, yield to maturity, clean and dirty price, valuation of preference share, valuation of equity share – dividend discount models, zero growth, constant growth. Risk and return, Capital gain yield, dividend yield, holding period return, average returns, measures of risk, Portfolio return and risk, systematic risk, unsystematic

risk, Capital Asset Pricing Model, Beta, expected return of a security and cost of capital, Market risk premium.

Unit -III

Cost of Capital, understanding cost of capital, importance of cost of capital, measurement of cost of capital, cost of equity, CAPM model and cost of equity, dividend discount model, dividend price approach, dividend price plus growth approach, earnings price approach, cost of debt–before and after tax, cost of preference share capital, weighted average cost of capital.

Unit -IV

Long term sources of finance, Equity, Preference and Debt, characteristics, advantages and disadvantages, selecting the right source of finance. Capital Budgeting, Capital Budgeting methods: Net present value method, Internal rate of return method, Profitability index method, Payback period method.

Text Books:

1. Chandra P.–Financial Management, McGraw Hill Publications, New Delhi.
2. Ross, Wester field, Jaffe –Corporate Finance, McGraw Hill Publication.

References:

1. Brealey, Myers–Principles of Corporate Finance, Mc Graw Hill Publication.

CO-PO&PSO Correlation

Course Name: Financial Management I												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	3	2	1	1	1	2	2	3	2	3	2	
CO2:	3	2			1	1		1	3			2
CO3:	3	2	1			2	2	2		2	2	3
CO4:	3	2		1		2		1	3	2		2

Note: 1: Low 2.: Moderate 3: High

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School of Management



Programme:	BBA	Semester:	II
Name of the Course:	Business Communication II	Course Code:	COM 102
Credits	4	No of Hours:	4 Class/Week
Max Marks:	100		

Course Description: The focus will be on business writing skills; business letters, agenda, minutes, proposals and reports. Presentation skills, conduct of meetings, cross cultural communication will be dealt with in this course. Class project-optional.

Course Outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcome
CO1	Understand the about effective communication skills.
CO2	Demonstrate effective business drafting for the various situations.
CO3	Evaluate effective reading, writing, speaking and listening skills.
CO4	Execute communicate business ideas in a public forum.

Syllabus:

Unit I: Introduction to Business Communication & Listening Skill

Basic Forms of Communication, Process of Communication, Principles of Effective Business Communication, 7Cs of Communication, Types of Communication, Barriers of Communication, Verbal & Non-Verbal Communication, Purpose of listening, Types of Listening, Barriers to Listening, Overcoming Listening Barriers,

Unit II: Business Letter Writing & Resume Writing

Need, Functions and Kinds of letters, Structure of Letter Writing and Presentation Styles, Quotation Letters, Complaints and Adjustment letters, Persuasive letters, Request letters, Sales letters. Resume / CV writing, Report Writing.

Unit III: Presentation Skills

Characteristics of Presentation, Planning, structuring and Delivery of presentation, use of visual aids, appearance & posture, Attention getters, Controlling nervousness and stage fright.

Unit IV: Group Communication & Meeting

Group Communication, Group discussion, Methodology of Group Discussions, Guidelines of Group Discussion, Role Function in Group Discussions, Types of Non- functional Behaviour, Improving Group Performance, Different Topics for Group Discussion, Dealing with Abstract topics; Meetings: notice, agenda & minutes of Meeting.

Text Books:

- 1.Meenakshi Raman and Prakash Singh, Business Communication, Oxford University Press
- 2.R. C. Sharma and Krishna Mohan, Business Correspondence and Report Writing, Tata McGraw Hill.

Reference Books

1. A, Bovee, Thill, J. Business Communication Today, Pearson
2. Sanjay Kumar and Pushplata, Communication Skills, New Delhi: Oxford University Press, 2011

CO-PO&PSO Correlation

Course Name: Business communication II												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2		1			3		2	2		3	
CO2:	2	3			3		2			2		
CO3:			2			2					2	2
CO4:	1	2	2		2	1	2	1	2	2	3	3

Note:1: Low 2.: Moderate 3: High

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School of Management



Programme:	B.B. A	Semester:	II
Name of the Course:	Environmental Science	Course Code:	SAS 101
Credits	3	No of Hours:	3 Class/Week
Max Marks:	100		

Course Description: Required class in Science and Art Stream. Element of environments, how does environment shape human society. Impact of modern industrialization on environment. How Indian and global societies are dealing with environmental challenges. Class Project: Optional.

Course outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcome
CO1	Understand the environmental elements in detail.
CO2	To make optimum use of resources and sustainable development thinking.
CO3	Encourages imagination and analytical thinking for environmental issues
CO4	They will understand about all environmental aspects, namely Climate Change, Biodiversity, Energy, Water, and Waste, and Resilience and Sustainability.
CO5	Always remember to encourages and pursue healthy lifestyle

Syllabus:

Unit 1: The Multidisciplinary Nature of Environmental Studies

Definition, Scope and Importance. Need for Public Awareness – Institutions in Environment, People in Environment.

Unit 2: Natural Resources

Natural Resources and associated problems, Non-renewable Resources-Forest, Water, Mineral, Food, Energy and Land. Renewable Resources. Role of individual in conservation of Natural Resources, water conservation and rainwater harvesting, watershed management

Unit 3: Ecosystem & Biodiversity

Concept of an ecosystem, structure and functions of an ecosystem, producers, consumers and decomposers, energy flow in the ecosystem, ecological successions, food chains, food webs and ecological pyramids; Case Study Genetic, Species, ecosystem diversity. Biodiversity at global, national and local levels, Hotspots of biodiversity, Threats of biodiversity, endangered and endemic species of India, Conservation of biodiversity; case Study

Unit 4: Environmental Pollution

Causes, effects and control measures of air, water, soil, marine, noise, thermal and radioactive pollutions; climate change, global warming, acid rain, ozone layer depletion, nuclear holocaust; case study

Unit 5: Environmental Sustainability & Management

Causes, effects and control measures of urban solid waste; case study; Sustainable development-concept, models, indicators & goals; Population and the environment.

Text Books:

1. Environmental Studies: Basic Concepts by V K Ahluwalia. sold by the Energy and Resources Institute, Delhi.
2. Kurian Joseph & R. Nagendran, "Essentials of Environmental Studies", 1st Edition, Pearson Education, 2004.
3. Smriti Srivastava. "Environment & Ecology" S.K. Kataria & Sons, New Delhi
4. Erach Bharucha, "A Text Book for Environmental Studies", Text Book of University Grants Commission, 2004.

Reference Books:

1. Earth: Making a Life on a Tough New Planet Bill McKibben 2010 Climate change
2. Earth from the Air Yann Arthus-Bertrand (photographer) 2010 Aerial landscape photography
3. Earth in the Balance: Ecology and the Human Spirit Al Gore 1992
4. Internet Site/ other resources: Given during class, forwarded with lecture notes

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CO-PO&PSO Correlation

Course Name: Environmental Science												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
C01:		2		1		1			2		3	2
C02:	1			2						3	2	
C03:			1			2			3	2		3
C04:	2	2	2							3		2
C05:	3	1	1			1	1	1	3		2	

Note: 1: Low 2.: Moderate 3: High

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THIRD SEMESTER

SN	Subject Code	Name of Subject	Periods per week			Scheme of Examination and Marks				Credits: L+ (T+P)/2
			L	T	P	PRE		ESE	Total Marks	
						Mid Sem	TA			
1	HRM 201	Organizational Behaviour	3	1	-	20	50	30	100	4
2	ODS 201	Quantitative Methods-II	3	1	-	20	50	30	100	4
3	MKT 101	Marketing Management	3	1	-	20	50	30	100	4
4	FIN 201	Cost & Management Accounting	3	1	-	20	50	30	100	4
5	COM 201	Professional Development-I	3	1	-	20	50	30	100	3
6	ECO 201	Business Environment	3	1	-	20	50	30	100	4
		TOTAL	18	6		120	300	180	600	23

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Programme:	BBA	Semester:	III
Name of the Course:	Organizational Behaviour	Course Code:	HRM 201
Credits:	4	No of Hours:	4 Class/Week
Max Marks:	100		

Course Description: Behavioural science theories for understanding the individual and groups behaviour in organizations. Course will include organization behaviour topics include: motivation, group and inter-group behaviour, leadership, power and influence, decision-making, job design, organizational change and development. Class project-optional.

Course Outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcome
CO1	Demonstrate a thorough knowledge and understanding of organizational behaviour at individual, group and organizational level
CO2	Collaboratively and autonomously research, analyse and evaluate information from a wide variety of sources.
CO3	Apply relevant contemporary theories, concepts and models in order to analyse organizational environments, cases and issues.
CO4	Communicate their findings clearly and effectively using a variety of media.
CO5	Relate real work life organizational behaviour issues & concerns

Syllabus:

Unit I: Introduction to OB

Understanding Human Behaviour, Conceptual framework for understanding individual behaviour as an input-output system, biological foundation of Behaviour, The dynamics of people and Organization; Comprehensive organizational behaviour model; Determinants of organizational effectiveness; Biographical characteristics of individual behaviour.

Unit II: Individual Dynamics

Personality, Perception, Motivation, Leadership, Emotional Intelligence, Learning

Unit III: Group Dynamics

Importance and need for group formation, Intra-group & Inter-group processes and behaviour, Team building, Leadership

Unit IV: Organizational Dynamics

Organizational Culture & Climate, Organizational Structure & Job Design, Conflict, Power & Politics, Organizational Change & development, decision making.

Text Books:

1. Robbins S.P., Organizational Behaviour, New Delhi, PHI.
2. Luthans Fred: Organizational Behaviour, TMH New Delhi
3. Davis Keith, Human Behaviour at Work, TMH, New Delhi

Reference Books:

1. Nelson, Quick, Khandelwal, Organizational Behavior, Cengage Learning.
2. Singh, Dalip, Emotional Intelligence at Work, Response Books, Sage Publications, Delhi.
3. Pareek Udai, Organisational Behaviour, Oxford, IBH, Mumbai
4. Uma Shekharan, Organisation Behaviour, TMH, New Delhi.
5. Greenberg & Baron, Behavior in Organization, 2004 Pearson India.
6. L.M. Prasad, Behavioral Science,
7. Chakraborty S.K Foundations of Managerial Work Contribution from Indian Thiught, HPH, New Delhi.

CO-PO&PSO Correlation

Course Name: Organizational Behaviour												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
C01:	1	3							2			2
C02:					2			2		3		
C03:	2			1			2		2		3	3
C04:			3						3			
C05:	1					2				3	2	2

Note:1: Low 2.: Moderate 3: High

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School of Management



Programme:	BBA	Semester:	III
Name of the Course:	Quantitative methods II	Course Code:	ODS-201
Credits:	4	No of Hours:	4 Class/ Week
Max Marks:	100		

Course Description: This course will introduce concepts and fundamentals of basic quantitative methods for decision making in business. These techniques include Box-plot; Stem and Leaf; Scatter diagram; probability distributions; sampling distributions; correlation and simple regression analysis; One-sample test; linear programming methods, etc. Emphasis will be placed on application of these tools in solving business problems in various business fields like finance, production, operations, transportation, marketing, etc. Excel tools will be extensively used.

Course Outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcome
CO1	Understand Stem (and Leaf) Plot, and dot plots of given data.
CO2	Explain concept of normal probability distribution along with calculation of Z values.
CO3	Analyse the importance of sampling in case of studying large population. Define and construct the sampling distribution of sample mean.
CO4	Determine point estimates and confidence intervals for means and proportions. Also compute the sample size for mean and proportion.
CO5	Execute hypothesis testing, which is helpful in decision making.

Syllabus:

Unit-I: Describing data: Displaying and Exploring Data

Dot plots, Stem and Leaf, Percentile computation, Box plots. Problems. Introduction to Linear Programming (LP), Explain objective functions and constraints of a model. Show graphical solution method. Problems.

Unit-II: Introduction to Probability Distributions

Define probability distribution, Distinguish between a discrete and continuous probability distribution. Calculation of the mean, median, mode, variance and standard deviation of a

discrete probability distributions. Characteristics of a binomial and Poisson distributions. Problems.

The Normal Probability Distribution, Characteristics of a normal probability distribution. Define and calculate Z values. Determine the probability that an observation will be above or below a value using the standard normal distribution. Compare two or more observations that are in different probability distributions. Problems.

Unit-III: Sampling Methods and Sampling Distribution

Need for sampling, sampling techniques, sampling error. Define and construct a sampling distribution of sample means. Calculate point estimates and confidence intervals for means and proportions. Central limit theorem. Determine sample size for means and proportions. Problems. Tests of Hypothesis: One-Sample Test: - Hypothesis testing: Concept and procedure, null and alternate. Hypothesis testing: One and two tail tests. Problems.

Text Books:

1. Statistics Techniques in Business and Economics by Lind, Marchal, & Wathen. By McGraw Hill.
2. Quantitative Methods for Business by Kipp Martin, Camm, Williams, Anderson and Sweeney. By Cengage.

Reference Books:

1. Fundamentals of Business Statistics by Dr. J.K. Thukral, Taxmann's Publications, 4th Edition.
2. Business Statistics 17th Edition, by M. P. Gupta, and S. P. Gupta, Publisher: Sultan Chand and Sons.

CO-PO&PSO Correlation

Course Name: Quantitative Methods II												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2	2			1						2	2
CO2:	2	2						1		2	2	
CO3:	1	1					1	1	2			
CO4:		2			1			1			2	
CO5:	2	1					2			3		2

Note: 1: Low 2.: Moderate 3: High

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School of Management



Programme:	BBA	Semester:	III
Name of the Course:	Marketing management	Course Code:	MKT 101
Credits:	3	No of Hours:	3 Class/Week
Max Marks:	100		

Course Description: The objective of this course is to provide basic knowledge of concepts, principles, tools and techniques of marketing.

Course Outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcome
CO1	Understand marketing Insights and describe the various concepts of Marketing.
CO2	Examine the nature and behavior of consumer and developing the understanding the product development concepts.
CO3	Applying various marketing concepts to solve real-time marketing problems.
CO4	Develop skills and ability to identify & evaluate and select the appropriate distribution channel.

Syllabus:

UNIT-1: Introduction

Nature, scope and importance marketing; Evolution of marketing concepts; Marketing mix, Marketing environment. Market segmentation – concept, bases; Target market selection; Positioning concept, Market Selection

UNIT-II: Consumer Behavior

An Overview: Consumer buying process; Factors influencing consumer buying decisions. Product: Meaning and importance. Product classifications; Concept of product mix; Branding, packaging and labeling; Product life-cycle; New Product Development

UNIT-III: Pricing

Significance, Factors affecting price of a product; Pricing Policies and strategies; Promotion: Nature and importance of promotion; Communication process; Types of promotion: advertising, Promotion mix and factors affecting promotion mix decisions.

UNIT-IV: Distribution

Channels of distribution - meaning and importance; Types of distribution channels; Wholesaling and retailing; Factors affecting choice of distribution channel; Physical Distribution.

Text Books:

1. Kotler, Philip, Gary Armstrong, Prafulla Agnihotri and Ahsan Ul Haque. Principles of Marketing. 13th edition. Pearson Education.
2. Mahajan & Mahajan – Principles of Marketing – Vikash Publication.
3. Michael, J. Etzel, Bruce J. Walker, William J Staton and Ajay Pandit. Marketing Concepts and Cases. (Special Indian Edition).

Reference Books:

1. Rudani R.B – Basics of Marketing Management – S. Chand
2. McCarthy, E. Jerome., and William D. Perreault. Basic Marketing. Richard D.Irwin.
3. Lamb, Charles W., Joseph F. Hair, Dheeraj Sharma and Carl McDaniel. Marketing: A South Asian Perspective. Cengage Learning.

CO-PO&PSO Correlation

Course Name: Marketing Management												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2							2	3	2	2	2
CO2:	2	1		1			2			3	3	
CO3:	1			2	1		1	2	1		2	
CO4:	2	2			1	1		2	1			3

Note:1: Low 2.: Moderate 3: High

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School of Management



Programme:	BBA	Semester:	III
Name of the Course:	Cost & Management Accounting	Course Code:	FIN 201
Credits:	4	No of Hours:	4 Class/Week
Max Marks:	100		

Course Description: On completion of this course, to acquaint students with role of Cost and Management Accounting in planning, control and decision-making & students should be able to determine product costs, formulate budgets and standards for planning and control, understand the role of responsibility accounting and performance measurement, and explain contemporary thinking in management accounting.

Course outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcome
CO1	Understand various costing systems and management systems
CO2	Analyze and provide recommendations to improve the operations of organizations through the application of Cost and Management accounting techniques. Analyze cost-volume-profit techniques to determine optimal managerial decisions
CO3	Apply cost accounting methods for both manufacturing and service industry
CO4	Evaluate the costs and benefits of different conventional and contemporary costing systems

Syllabus:

Unit I: Introduction

Concept of Cost, Costing, Cost Accounting, objectives, and Importance of Cost Accounting, Cost Control, and Cost Reduction, Management Accounting: Meaning, definition, nature and scope of Management Accounting, Comparison of Management Accounting with Cost Accounting and Financial Accounting.

Unit II: Cost Concepts and Cost Sheet

Cost Unit and Cost Centre, Profit Centre; Elements of Cost, Classification of Costs: Activity, Fixed, Variable, Semi-variable, and Step Costs; Product, and Period Costs; Direct, and Indirect Costs; Relevant, and Irrelevant Costs; Shut-down, and Sunk Costs; Controllable, and Uncontrollable Costs; Avoidable, and Unavoidable Costs; Imputed/Hypothetical Costs; Out-of-pocket Costs; Opportunity Costs; Expired, and Unexpired Costs; Conversion Cost. Cost Ascertainment; Components of total Cost, Preparation of Cost Sheet.

Unit III: Cost-Volume-Profit Analysis

Cost-Volume-Profit Analysis: Fixed cost, Variable cost, Contribution, Profit-Volume Ratio, Margin of safety, Breakeven Point, Key Break-even Analysis for Decision Making: Pricing, Product Profitability, Make or Buy, key factors, Shutdown vs. Continue.

Unit IV: Budgetary Control and Standard Costing

Budgets and Budgetary Control: Meaning, Types of Budgets, steps in Budgetary Control, Fixed and Flexible Budgeting, Cash Budget. Standard Costing and Variance Analysis: Meaning of Standard Cost and Standard Costing, Advantages, Limitations and Applications; Material and labor Variances

Text books:

1 Cost Accounting by S.N. Maheshwari

1. S.P. Jain and K.L. Narang, Cost and Management Accounting, Kalyani Publisher.

2. M.N. Arora: A Textbook of Cost and Management Accounting, Vikash Publishing House

References:

1. Jawaharlal Lal, Advanced Management Accounting, Chand and Co.

CO-PO&PSO Correlation

Course Name: Cost and Management Accounting												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2							2	3	2		2
CO2:	3	2					1	1		3		2
CO3:	2				1	2	1		2	2	3	2
CO4:	1	2							2	2		3

Note:1: Low 2.: Moderate 3: High

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School of Management



Programme:	BBA	Semester:	III
Name of the Course:	Professional Development-I	Course Code:	COM 201
Credits:	3	No of Hours:	3 Class/Week
Max Marks:	100		

Course Description: Professional development includes honing own skills, learning the importance of soft skills, Self-discovery, Goal setting, positive attitude, managing oneself and one's personality. Exploring the strategies of teamwork and group dynamics. Class Project-Required.

Course Outcomes: After completion of the course Students will be able to:

CO Number	Course Outcome
CO1	Understand the dynamics of communication and professional speaking; and deliver the different types of speeches.
CO2	Understand Non-verbal communication and functions of Body Language.
CO3	Develop creative thinking skills, and demonstrate verbal ability and numerical ability.
CO4	Design effective PPT and make effective presentation using audio-visual aids on a topic.

Syllabus:

Unit I: Dynamics of Professional Speaking

Introduction, speaking: An Overview, Art of Persuasion, Platform Behaviour, Stage Fright, Describing Objects/Situations/People, Delivering Just-a-minute Sessions, Delivering Different Types of Speeches.

Unit II: Presentation Skills

What is a presentation: elements of presentation–planning a presentation, designing a presentation, advanced visual support for business presentation, types of visual aid, appearance & posture, practicing delivery of presentation.

Unit III: Aptitude

Verbal Ability: English grammar, sentence completion, verbal analogies, word groups, instructions, critical reasoning and verbal deduction. Numerical Ability: Numerical computation, numerical estimation, numerical reasoning and data interpretation.

Unit IV: Body Language

Non-Verbal Communication, Types of Body Language, Functions of Body Language, Role of Body Language, Proxemics

Unit V: Personal Grooming

Personal Hygiene, Social Effectiveness, Business Etiquettes (Power Dressing)

Text books:

1. Soft Skills, 2015, Career Development Centre, Green Pearl Publications.
2. Jeff Butterfield, Soft Skills for Everyone, Cenage Learning, Delhi, 2014
3. R.S. Agrawal, A Modern Approach to Verbal & Non-Verbal Reasoning, S.Chand

Reference Books:

1. Stephen E. Lucas, The Art of Public Speaking, Third Edition, Singapore: McGraw-Hill, 1989
2. Sonya Hamlin, how to Talk so People Listen, New York: Throson, 1993

CO-PO&PSO Correlation

Course Name: Professional Development I												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
C01:	1		1	2	2		2		3		2	
C02:	2		2			1		2	2		3	
C03:		1			2		1			2		3
C04:	2			1		1			3		2	
C05:		1	2					2		3		2

Note:1: Low 2.: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipatra, Raigarh-496109

School of Management



Programme:	BBA	Semester:	III
Name of the Course:	Business environment	Course Code:	ECO 201
Credits:	4	No of Hours:	4 Class/Week
Max Marks:	100		

Course Description: This course aims to introduce the students about the business organization and its functioning under complex environments starting from political to technological as well as international influences of business and major challenges they have to handle in practical while making business decision. Keeping this in mind we include following topics- Business Organization-objectives, behaviour, internal and external environment; the political, macroeconomic, demographic, social, cultural, and legal environment; the technological environment; industrial policies and economic reforms; and international organizations and its influences on business. Class Project: Required.

Course Outcomes: After completion of the course Students will be able to:

CO Number	Course Outcome
CO1	Identify internal and external business environment affecting business as a whole.
CO2	Understand the external environment like economic, socio-cultural, and political-economic environment and its significance in business operations.
CO3	Apply the concepts of the micro and macro environment and identify the degree of its influence on the business.
CO4	Compare the implication of different laws prevailing to protect the interest of consumers on the one hand and to promote healthy competition and ensure economic growth on the other hand.
CO5	Analyze the business environment of any firm working under different situations and able to take decisions under uneven circumstances.
CO6	Evaluate the decision taken by the business firm by analyzing competitive structure of business along with internal and external business environment.

Syllabus:

Unit I: An Overview of Business Environment

Type of Environment-internal, external, micro and macro environment. Competitive structure of industries, Scope of business, characteristics of business. Environmental analysis Process and limitations of environmental analysis.

Unit II: Economic Environment

Nature of Economic Environment. Economic factors-growth strategy, basic economic system, economic planning, Economic policies- new industrial policy, FEMA, Monetary and fiscal policies. Consumer Protection Act and Competition Law. Liberalization, Privatization and Globalization of Indian Economy, Trends and Issues.

Unit III: Socio-Cultural Environment

Nature and impact of culture on business, culture and globalization, social responsibilities of business, social audit, business ethics and corporate governance, Demographic environment population size, migration and ethnic aspects, birth rate, death rate and age structure.

Unit IV: Political Environment

Functions of state, economic roles of government, government and legal environment. The constitutional environment, rationale and extent of state intervention.

Text Books:

1. Rangarajan, C.A.; Perspective in Economics, S. Chand & Sons, New Delhi
2. Cherunilam, Francis; Business Environment - Text and Cases, Himalaya Publishing House.
3. Aswathappa, K.; Essentials of Business Environment, Himalaya Publishing House, New Delhi.

Reference Book:

1. Veena Keshav Pailwar (2010), "Economic Environment of Business", Phi Learning Private Limited, New Delhi.
2. Puri and S.K. Mishra (2015), "Indian Economy", Himalaya Publishing House Unit

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School of Management



CO-PO&PSO Correlation

Course Name: Business Environment												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2		1			2			2			2
CO2:	2							1	2		3	
CO3:		2							2	2		
CO4:	1		1			2		2		3		3
CO5:		2		1				1	3		2	
CO6:			1			2	2			2		3

Note:1: Low 2.: Moderate 3: High

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School of Management



OPJU

FOURTH SEMESTER

SN	Subject Code	Name of Subject	Periods per week			Scheme of Examination and Marks				Credits: L+ (T+P)/2
			L	T	P	PRE		ESE	Total Marks	
						Mid Sem	TA			
1	HRM 202	Human Resource Management	3	1	-	20	50	30	100	4
2	SAS 102	Arts and humanities Stream	2	1	-	20	50	30	100	3
3	MKT 202	Marketing Research	3	1	-	20	50	30	100	4
4	ITS 201	Management of E-Commerce	3	1	-	20	50	30	100	4
5	ODS 202	Production & Operations Management	3	1	-	20	50	30	100	4
6	FIN 202	Financial Management-II	3	1	-	20	50	30	100	4
7	COM 202	Professional Development-II	2	1	-	20	50	30	100	3
8	SUM 201	Summer Training (8 Weeks)			4					4
		TOTAL	19	7	4	160	240	400	800	30

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School of Management



Programme:	BBA	Semester:	IV
Name of the Course:	Human Resource Management	Course Code:	HRM 202
Credits:	4	No of Hours:	4 Class/Week
Max Marks:	100		

Course Description: Principles and practices of human resource administration, including employee recruitment, selection, placement, training, performance evaluation, compensation, benefits, labour relations, safety, and health will be covered. The strategic role of human resources, equal opportunity, managing careers and fair treatment, etc. Class project-required

Course Outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcome
CO1	Understand integrated perspective on role and environment of HRM.
CO2	Describe competency to recruit, train, and appraise the performance of employees
CO3	Apply rational design of compensation and salary administration
CO4	Execute to handle employee issues and evaluate the new trends in HRM

Syllabus:

Unit- I: Introduction to Human Resource Management

Nature and scope of HRM, HRM functions, HRM models, understanding concepts of Personnel Management, Human Resource Development and Strategic Human Resource Management, HR Environment, Changing Role of HR.

Unit- II: Acquiring HR

Human Resource Planning, Job Analysis, Recruitment, Selection, Placement and Socialization Induction & Orientation

Unit- III: Managing HR

Training and Development, Performance Appraisal & Performance Management, Potential Appraisal, Career Planning & Development, Succession Planning, Job Evaluation & Compensation Management

Unit-IV: Emerging Trends in HRM

Work Life Balance, Work Stress & Counselling, Employee Empowerment, Human Resource Information System (HRIS), Strategic HRM, HR Accounting, IHRM Practices, HR Balanced Scorecard, Human Resource Outsourcing, Human Capital Management

Text Books:

1. Aswathappa. K, Human Resource Management - Text & Cases, (6th Edn.), McGraw Hill, New Delhi
2. Dessler G, Human Resource Management, Pearson Education, India

Reference Books:

1. Mathis R L and Jackson J H, Human Resource Management, (10th Edn.) Cengage Learning, Indian Print.
2. Snell S and Bohlander G, Human Resource Management, Cengage Learning (Thomson Learning), Indian Edition

CO-PO&PSO Correlation

Course Name: Human Resource Management												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1	2			2		1		2	2		2	
CO2		2		2			1			2		3
CO3	2					2			3			2
CO4		2			1			2		3		2

Note: 1: Low 2: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipatra, Raigarh-496109

School of Management



Programme:	BBA	Semester:	IV
Name of the Course:	Arts and Humanities Stream	Course Code:	SAS -102
Credits:	3	No. of Hours:	3 Classes/Week
Max Marks:	100		

Course Description: Required class in Science and Art Stream. An overview course covering basic elements of Indian history, arts, society, literature, music, philosophy, and architecture. Comparison with other cultures. Class project: Optional

Course Outcomes: After completion of the course Students will be able to:

CO Number	Course Outcome
CO1	Understand our social nature of human being.
CO2	Describe that human, explore through literature, music, philosophy and architecture
CO3	Analysis of Indian history, psychology and society
CO4	Apply the creative nature of human being.

Syllabus:

Unit I

Sociology and common sense, Scope of the subject and comparison with other social sciences. Formal and informal organization of work; Caste System, Social and Political Ideals: Equality, Justice, Liberty.

Unit II

Proofs for the Existence of God and their Critique; Religion and Morality. Religious Pluralism and the Problem of Absolute Truth; Nature of Religious Language; Soul: Immortality; Rebirth and Liberation.

Unit III

Psychology in relation to other social sciences and natural sciences; Application of Psychology to societal problems; Concept and theories of learning; Sensation; Definition and concept of perception.

Unit IV

Psychological and physiological basis of motivation and emotion; Measurement of motivation and emotion; Effects of motivation and emotion on behaviour; Extrinsic and intrinsic motivation; Factors influencing intrinsic motivation; Emotional competence and the related issues.

Text books:

1. Nitin Sangwan, Seema, et al. Essential Sociology, 2nd Edition; Edu Gali; New Delhi
2. Psychology; Saundra K. Ciccarelli and J. Noland; 5th Edition; Pearson.
3. India's Ancient Past, R. S. Sharma, Latest Edition, Oxford

Reference:

1. Sociology: Themes and Perspectives, Michael Haralambos, R.M. Heald, Used; Good B; 2nd Edition; HarperCollins,
2. Introduction to Psychology; Clifford Morgan; Richard King; John Weisz; John Schopler; 7th, Edition, TMH

CO-PO&PSO Correlation

Course Name: Arts and Humanities Stream												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2		2		2				2			2
CO2:	1	2	3		2		2	2	2	2	2	
CO3:					1		2		3			2
CO4:	1	2	1		1				2			3

Note: 1: Low 2: Moderate 3: High

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School of Management



Programme:	BBA	Semester:	IV
Name of the Course:	Marketing Research	Course Code:	MKT202
Credits:	4	No of Hours:	4 Class/Week
Max Marks:	100		

Course Description: In today's fast changing business world, obtaining high-quality information about the current business environment may determine the success or failure of a business. Business researchers use a variety of methods to collect information about consumers, employees, businesses and the marketplace in general. This information is used to help businesses make effective decisions. Broadly the objective of this course is to provide students an insight into various into different sources of business research data, examine processes for collecting and analyzing business research data, and shows how to prepare and present marketing research reports.

Course Outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcome
CO1	Understand the basic framework of research process
CO2	Describe a comprehensive research methodology for a research question
CO3	Evaluate a sound knowledge of statistical terms at an introductory level.
CO4	Develop necessary critical thinking skills in order to apply using descriptive statistics and inferential statistics
CO5	Apply the hypothesis for business problems, Apply various parametric tests to test the hypothesis

Syllabus:

Unit 1: Introduction to Business Research

Introduction to Basic Concepts; Stages in the Research Process; Problem Definition, Research Objectives, Types of Research; Significance of Business Research in Managerial Decision Making; Business Research in Practice, Classification of Research Designs; Exploratory, Descriptive and Conclusive Research Designs; Causal Research; Secondary Data- Nature, Sources and Advantages; Primary Data- Nature, Types, Means & Issues in Obtaining Primary Data.

Unit 2: Measurement, Scales and Questionnaire Design

Concept of Measurement, Problems in Measurement-Validity, Reliability; Scales of Measurement—Their Types & Properties; Measurement of Attitudes & Scaling Procedures; Questionnaire Design and Testing.

Unit 3: Sampling, Hypothesis Testing, Data Preparation & Analysis

Sampling Theory, Designs and Issues; Practical considerations in sampling and sample size, Central Limit Theorem; Hypothesis Testing-Concept & Procedures; Data Preparation Process & Data Analysis.

Unit 4: Statistical Analysis, Reporting Research Findings & Ethical Issues

Introduction to SPSS; Statistical applications: T-test, ANOVA, Correlation & Factor Analysis; Interpretation of Results; Reporting Research Findings—Differences between academic and business audience; Ethical issues related to publishing, Plagiarism and Self-Plagiarism.

Text books:

1. Marketing Research: An Applied Orientation, Naresh K. Malhotra and Satyabushan Dash, Pearson Education, India.

Reference Books:

1. Business Research Methods, Donald R. Cooper and Pamela S. Schindler, McGraw-Hill Education.
2. Research Methods for Business: A Skill-Building Approach, Uma Sekaran and Roger Bougie, John Wiley & Sons, Inc.
3. Business Research Methods: A South-Asian Perspective, William G Zikmund, Barry J Babib, Jon C Carr, Atanu Adhikari and Mitch Griffin, Cengage India.

CO-PO&PSO Correlation

Course Name: Marketing Research												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	3		1		2	1		1	3		2	
CO2:	1	3			1		2		2	2		3
CO3:	3			1			1	2	3			
CO4:		2	2		1	2				2	2	
CO5:		3		2			2	1	2	2		3

Note:1: Low 2.: Moderate 3: High

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipatra, Raigarh-496109

School of Management



Programme:	BBA	Semester:	IV
Name of the Course:	Management of E Commerce	Course Code:	ITS 201
Credits:	4	No of Hours:	4 Class/Week
Max Marks:	100		

Course Objective: The course is designed to give a clear picture about the electronic business environment to the management students. The most important point is to aware the students to understand the implication of digitalization in business and ethics in using electronic platform.

Course Outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcome
CO1	Define function of electronic commerce, advantages of electronic commerce, disadvantages of electronic commerce, electronic commerce V/s traditional commerce, progress of electric commerce in India, electronic commerce model.
CO2	Understand components of internet world, business use of internet, internet infrastructure, internet service providers, World wide web. Building Website, Component of Website, Designing of Website, Types of Webs Pages, Process of setting of Website
CO3	Determine the Types of SCM, benefits of SCM, functions of SCM, benefits of using internet in SCM. Types of electronic payment, the traditional payment system, the step of electronic payment system, net banking, m-wallet.
CO4	Apply the concepts Digital Marketing, Search engine optimization, email marketing, banner advertising, social media marketing

Unit-1: Overview of Electronic Commerce

Introduction to Electronic commerce, function of electronic commerce, advantages of electronic commerce, disadvantages of electronic commerce, electronic commerce V/s traditional commerce, progress of electric commerce in India, electronic commerce model.

Unit-2: Internet & Web Designing

Evolution of internet, components of internet world, business use of internet, internet infrastructure, internet service providers, World wide web. Building Website, Component of Website, Designing of Website, Types of Webs Pages, Process of setting of Website

Unit-3: Electronic Supply Chain Management & E-Payment

Types of SCM, benefits of SCM, functions of SCM, benefits of using internet in SCM. Types of electronic payment, the traditional payment system, the step of electronic payment system, net banking, m-wallet.

Unit-4: Electronic Market & Digital Marketing

Online shopping – Online purchasing, electronic market, three models of electronic market, electronic market dimension, market category, interactive marketing, one to one marketing, pull and push technology, B2B hubs, B2Bmarket place, roleofB2Bmarket place. Introduction to CRM, marketing automation, components of CRM, CRM architecture, E-CRM. Introduction to Digital Marketing, Search engine optimization, email marketing, banner advertising, social media marketing

Text books:

1. E-Commerce, C.V.R. Murthy, Himalaya Publication.
2. E-Commerce Fundamental and Application by Chan, Lee, Dillon, Chang, Wiley

Reference Books:

1. The Art of Digital Marketing by Ian Dodson, Wiley
2. E-Commerce– A Managerial Prospective by P.T. Joseph, PHI

CO-PO&PSO Correlation

Course Name: Management of E Commerce												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2			1					3			
CO2:		3							2		2	
CO3:	1				2	2	2			2		3
CO4:			2	3				2		3		2

Note: Low-1, Moderate-2, High-3

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipatra, Raigarh-496109

School of Management



Program:	BBA	Semester:	IV
Name of the Course:	Production & Operation Management	Course Code:	ODS 202
Credits:	4	No of Hours:	4 Class/week
Max Marks:	100		

Course Description: This course will introduce concepts and fundamentals of basic operations management for decision making in business. These techniques include line balancing, facility layout, location planning, capacity planning, demand forecasting, and production strategy under aggregate planning, etc. Excel and Lingo tools will be extensively used.

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

CO Number	Course Outcome
CO1	Understanding the fundamental concepts of production and operations management applied in the field of manufacturing and service organizations.
CO2	Planning and analyzing the production and operations activities in short, medium and long -term planning of manufacturing or services organizations.
CO3	Applying world-class manufacturing techniques in the operation environment.
CO4	Implementing robust and agile systems for innovative products, processes and services to match with the new generation manufacturing enterprises.

Syllabus

Unit I: Introduction of Operations Management Define the terms operations management and supply chain. Identify similarities and differences between production and service operations. Explain the importance of learning about operations management. Identify the three major functional areas of organizations and describe how they interrelate. Describe the operations function and the nature of the operations manager's job. Explain the key aspects of operations management decision making.

Unit II: Operations Strategy and Productivity List several ways that business organizations compete. Name several reasons that business organizations fail. Define the term productivity and explain why it is important to organizations and to countries. Describe

several factors that affect productivity. Problems on productivity.

Unit III: Product and Service Design Explain the strategic importance of product and service design. Describe what product and service design does. Name the key questions of product and service design. Identify some reasons for design or redesign. List some of the main sources of design ideas. Explain the importance of capacity planning. Describe ways of defining and measuring capacity. Name several determinants of effective capacity.

Unit IV: Process Selection and Facility Layout Compare the four basic processing types. Explain the need for management of technology. Solve simple line-balancing problems. Develop simple process layouts. Explain why location decisions are important. Use the techniques presented to evaluate location alternatives. Problems based on selection of best locations. Describe the main functions of inventories. Explain periodic and perpetual review systems. Selective approach of Inventory Management.

Text books:

1. Senthil. M, Production & Operations Management, Pearson Education.
2. Monks, Joseph G, Operations Management, McGraw Hill International.

Reference Books:

1. William J. Stevenson, Operations Management, McGraw Education.

CO-PO&PSO Correlation

Course Name: Production & Operations Management												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	3		2		2	3	3		2		2	3
CO2:	2	3		3		2		3		2	3	3
CO3:			1		2		3					
CO4:	1	2	1	3	2	2		3	2	2		3

Note: 1= Low, 2= Moderate, and 3= High.

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School of Management



Programme:	BBA	Semester:	IV
Name of the Course:	Financial Management II	Course Code:	FIN 202
Credits:	4	No of Hours:	4 Class/Week
Max Marks:	100		

Course Description: This course provides students with concepts, techniques and tools to understand Capital Budgeting Techniques, Leverage, Capital Structure Theories and decision, Dividend Theories and Policy, working capital Management, Working capital Financing and Estimation, Receivable Management, Cash Management, Inventory Management.

Course Outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcome
CO1	Understanding and evaluating financial statement analysis.
CO2	Understanding capital structure theories and applications.
CO3	Evaluate dividend policies.
CO4	Analyze and evaluate working capital management.

Unit-I

Financial Statement Analysis, Comparative Analysis, Ratio Analysis, Du-Pont Analysis.

Unit-II

Capital structure, EBIT-EPS analysis, Modigliani and Miller Model, assumptions, MM propositions (with and without tax), Signaling theory, Agency cost of equity, Pecking-order theory, factors affecting capital structure.

Unit -III

Dividend Policy, types of payouts, process of cash dividend, price reaction to cash dividend in a perfect world, Irrelevance of dividend policy, stock repurchase vs dividend, taxes and dividend, firms with sufficient and insufficient cash, the Clientele effect, stock dividends.

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Unit -IV

Working Capital Management, Gross and Net concept of working capital, operating cycle, conversion periods, turnover ratios, fixed and variable working capital, working capital financing policies: matching, conservative and aggressive approach, Cash management, Inventory management, Receivable and Payable Management.

Text Books:

1. Prasanna Chandra–Financial Management, Mc Graw Hill Publication
2. Ross, Wester field, Jaffe –Corporate Finance, Mc Graw Hill Publication.

Reference Books:

1. Brealey, Myers–Principles of Corporate Finance, Mc Graw Hill Publication.

CO-PO&PSO Correlation

Course Name: Financial Management II												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	3	2	1	1	1	2	2	3	2	3	2	3
CO2:	3	2			1	1		1	3		3	2
CO3:	3	2	1			2	2			2		3
CO4:	3	2		1		2		1	3	2	2	2

Note: 1: Low 2.: Moderate 3: High

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School of Management



Programme:	BBA	Semester:	IV
Name of the Course:	Professional Development-II	Course Code:	COM 202
Credits:	3	No of Hours:	3 Classes/Week
Max Marks:	100		

Course Description: This course delineates professionalism, examining Time and developing skills to manage Time. Exploring the strategies to lead teams by organizing events and activities. Class project-Required.

Course Outcomes: After completion of the course Students will be able to:

CO Number	Course Outcome
CO1	Understand the dynamics of communication and professional speaking; and deliver the different types of speeches.
CO2	Design effective PPT and make effective presentation using audio-visual aids on a topic.
CO3	Develop creative thinking skills, and demonstrate verbal ability and numerical ability.
CO4	Understand Non-verbal communication and functions of Body Language.

Syllabus:

Unit I: Dynamics of Professional Speaking

Introduction, speaking: An Overview, Art of Persuasion, Platform Behaviour, Stage Fright, Describing Objects/Situations/People, Delivering Just-a-minute Sessions, Delivering Different Types of Speeches.

Unit II: Presentation Skills

What is a presentation: elements of presentation–planning a presentation, designing a presentation, advanced visual support for business presentation, types of visual aid, appearance & posture, practicing delivery of presentation.

Unit III: Aptitude

Verbal Ability: English grammar, sentence completion, verbal analogies, word groups, instructions, critical reasoning and verbal deduction. Numerical Ability: Numerical computation, numerical estimation, numerical reasoning and data interpretation.

Unit IV: Body Language

Non-Verbal Communication, Types of Body Language, Functions of Body Language, Role of Body Language, Proxemics

Unit V: Personal Grooming

Personal Hygiene, Social Effectiveness, Business Etiquettes (Power Dressing)

Text books:

1. Soft Skills, 2015, Career Development Centre, Green Pearl Publications.
2. Jeff Butterfield, Soft Skills for Everyone, Cenage Learning, Delhi, 2014
3. R.S. Agrawal, A Modern Approach to Verbal & Non-Verbal Reasoning, S.Chand

Reference Books:

1. Stephen E. Lucas, The Art of Public Speaking, Third Edition, Singapore: McGraw-Hill, 1989
2. Sonya Hamlin, how to Talk so People Listen, New York: Throson, 1993

CO-PO&PSO Correlation

Course Name: Professional Development II												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	1		1	2	2		2		3		2	
CO2:	2		2			1		2	2		3	
CO3:		1			2		1			2		3
CO4:	2			1		1			3		2	

Note:1: Low 2.: Moderate 3: High

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School of Management



Programme:	BBA	Semester:	IV
Name of the Course:	Summer Training	Course Code:	SUM 201
Credits:	4	No of Hours:	
Max Marks:	100		

Course Objective: Required business or industrial internship of minimum 8 weeks. External organization must be approved by the School of Management. Student should have an OPJU supervisor and well as external supervisor. Student should follow required University norms for Summer Internship.

Course Outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcome
CO1	Identify areas of interlink between theoretical and practical knowledge.
CO2	Application of theoretical knowledge in practical work fields.
CO3	An opportunity to develop a right work attitude, self-confidence, interpersonal skills and ability to work as a team in a real organizational setting.
CO4	Pre-employment training opportunities and an opportunity for the company or organization to assess the performance of the student.

Syllabus:

An Internship report should follow the following guidelines.

Font type: Times New Roman, running text font size 12, heading text with font size 14 Bold, Paragraph spacing 12 pts, line spacing 1.5, uniformity in bullets and numbering, Uniformity in labelling picture as / images /graphs / tables etc. Number of pages of the report depends of the requirement of the project, but ideally it must be between 30 – 40 pages.

Note:

- 1) Two copies of the report should be spiral binded and one copy has to be submitted to the guide duly signed by the student, guide and HOD.
- 2) Students have to appear in the viva-voce.

- 3) For viva student have to prepare a power point presentation by the consultation of guide.

The report for three types of internships i.e. company, research & online course has different table of contents which are mentioned below. Use as per your requirement to prepare the report with the consultation of your guide/supervisor.

For Summer Training from any Company, the format of the report will be:

Title Page
Declaration by Student
Internship Completion Certificate
Acknowledgement
Executive Summary
Table of Contents
Chapters
Company Profile (About company, Organogram, Products / Services, Major Departments)
Internship activities carried out
Knowledge gained
Skills Developed
Findings, Recommendations and Conclusion
Bibliography / References

CO-PO&PSO Correlation

Course Name: Summer Training												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2		2		2		2	2	2			3
CO2:	2	2	2	1	2	2				2	2	2
CO3:		1		2			1			3		2
CO4:	1		2		1		2		3		3	

Note:1: Low 2: Moderate 3: High

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School of Management



OPJU

FIFTH SEMESTER

SN	Subject Code	Name of Subject	Periods per week			Scheme of Examination and Marks				Credits: L+ (T+P)/2
			L	T	P	PRE		ESE	Total Marks	
						Mid Sem	TA			
1	MGT 301	Values & Ethics in Business	3	1	-	20	50	30	100	4
2	MKT 301	Sales Management	3	1	-	20	50	30	100	4
3	MGT 305	Business Law	3	1	-	20	50	30	100	4
4		Elective 1	3	1	-	20	50	30	100	4
5		Elective 2	3	1	-	20	50	30	100	4
6	FIN 301	Financial Markets and Institutions	3	1	-	20	50	30	100	4
7	COM 301	Professional Development-III	2	1	-	20	50	30	100	3
		TOTAL	20	7		160	240	400	800	27

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School of Management



Programme:	BBA	Semester:	V
Name of the Course:	Value & Ethics in Business	Course Code:	MGT 301
Credits:	4	No of Hours:	4 Class/Week
Max Marks:	100		

Course Objective: Business Ethics covers the historical and intellectual foundations of ethics and applications to business. The course seeks to heighten the student's awareness of the ethical implications of business decision making. Typical content includes ethical perspectives and their implications; corporate social responsibility; ethical management of work and people; lying and truth telling in business; ethical issues in business accounting, finance, marketing and investment; and, conflicts of interest. Class project required.

Course Outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcomes
CO1	Understand ethical theories and evaluate common beliefs about ethics—especially common beliefs about the role of ethics in business.
CO2	Demonstrate organizational challenges to ethical behavior and the inherent conflict of interest in many business decisions; demonstrate knowledge of established methodologies of solving ethical problems.
CO3	Understand theoretical perspectives of Social Responsibility, Corporate Social Responsibility (CSR) and the role of business in sustainable development.
CO4	Describe and discuss Corporate Social Responsibility, Corporate Governance and Social Audit.
CO5	Apply the steps for measurement and reporting with reference to guidelines; demonstrate a multi-stakeholder perspective in viewing CSR issues through case Study.

Syllabus:

Unit I:

Definition & nature of Business ethics, Characteristics, Ethical theories; Relevance of ethics and values in business; Causes of unethical behavior; Work ethics; Code of conduct; Public good.

Unit II:

Management of Ethics - Ethics analysis, Ethical dilemma; Ethics in practice- ethics for managers; Role and function of ethical managers- Comparative ethical behaviour of

managers; Competitiveness, organizational size, profitability and ethics; Business and ecological/ environmental issues in the Indian context and case studies.

Unit III:

Overview of CSR- Philanthropy; Conventional and Strategic; Environmental issues; Social issues; Ethical and Governance issues. Corporate Social responsibility- Social responsibility of a business firm; Social responsibility of business stakeholders (owners, employees, consumers and community); response of Indian firms towards CSR.

Unit IV:

CSR and Consumer Protection: Consumerism, unethical issues in functional aspects of management (sales, marketing and technology etc.); competitive strategy. Role of international trade and business organizations, Concept of Ombudsman.

Unit V:

Wider concept of social responsibility: Cost-benefit analysis of corporate social responsibility and good corporate citizenship (Social / moral obligations and survival). Case analysis of failure of leading corporate and top auditing firms due to lapses in ethical and social responsibilities.

Text books:

1. Ghosh, B. N, Business Ethics and Corporate Governance, McGraw Hill Education
2. Fernando, A.C, Business Ethics and Corporate Governance, Pearson Education India; 2 editions (2012)

Reference Books:

1. Velasquez (2002) - Business Ethics - Concepts and Cases, Prentice Hall, 5th edition.
2. Baxi C.V. and Prasad Ajit (2005): Corporate Social Responsibility, Excel Books.
3. Kaur Tripat, Values & Ethics in Management, Galgotia Publications.
4. Chakraborty, Values and Ethics for Organizations, OUP

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School of Management



CO-PO&PSO Correlation

Course Name: Value & Ethics in Business												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
C01:	3		1					1				
C02:	2	2			2				3	2		2
C03:		2	1	1	2	2	3				3	
C04:			2			1		2				2
C05:							2				2	

Note:1: Low 2.: Moderate 3: High

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School of Management



Programme:	BBA	Semester:	V
Name of the Course:	Sales Management	Course Code:	MKT-301
Credits:	4	No of ours:	4 Class/Week
Max Marks:	100		

Course Description: The reason of learning of this course is to expose the students to get the knowledge of salesmanship and train them to face the challenge of sales. The students will learn the techniques of selling.

Course Outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcome
CO1	Understanding of the various roles, responsibilities and policies of sales function.
CO2	To plan and implement an effective sales strategy for their organizations.
CO3	Ability to design and implement various channel strategies.
CO4	Understanding to manage, motivate and lead sales force.
CO5	Framing policies and plan for sales organization and channels.
CO6	Overview the issues of power and conflict in the organization.

Syllabus:

Unit I

Concept of sales, evolution of sales department, objectives of sales management, sales executive as a coordinator, types of personal selling objectives, analysing market potential, market indexes.

Unit II

Organising sales effort- Nature of sales management position, function of sales executive, relationship with managers, compensation for sales executive. Sales organization- Purpose of sales organization, setting up a sales organization, sales organizational structure.

Unit III

Sales force management- Recruiting sales personnel-sources of sales force recruitment, recruiting effort, organisation for recruitment, selecting sales force, planning sales training programs, evaluation sales training programs.

Unit IV

Motivating sales personnel- Motivational help from management, need gratification & motivation, motivation and leadership, motivation and communication. Compensating sales personnel- Requirements of a good sales compensation plan, devising a sales compensation plan, types of compensation plans, fringe benefits.

Unit V

Controlling the sales effort- Sales budget- purpose of sales budget, content, budgetary process. Quotas-Objectives, types and administering the sales quotas. Sales territories- Concept of sales territory, reason for establishing sales territories, setting sales territories, assigning the sales personnel to territories.

Text Books:

1. R.R. Still, E.W. Cundiff & N.A.P. Govoni, Sales Management, Pearson, 5th Edition,2014.

Reference Books:

1. T.K. Panda & S. Sahadev, Sales and Distribution Management, Oxford, 2nd Edition, 2014.
2. K. Havaldar & V. Cavale, Sales and Distribution Management, McGrawHill,2011.

CO-PO&PSO Correlation

Course Name: Sales Management												
Course Outcome	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	1		2	2		1		2	3			2
CO2:	1	2			2	2				3	2	
CO3:	1	2			1	2	2			3	3	
CO4:	2	1			2	1		2	3	2		
CO5:	1		2	2				2		2	2	2
CO6:		2							2	2		2

Note: 1: Low 2.: Moderate 3: High

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School of Management



Programme:	BBA	Semester:	V
Name of the Course:	Business Law	Course Code:	MGT-305
Credits:	4	No. of Hours:	4 Class/Week
Max Marks:	100		

Course Description: This course offers lectures along with relevant cases to impart teaching and learning to develop problem solving techniques and focus on practical legal knowledge of general business law issues, with knowledge of the legal environment in which a consumer and businesses operates. Examine how businesses can be held liable for the actions in present coherent, concise legal argument. It identifies the fundamental legal principles behind contractual agreements.

Course Outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcome
CO1	Understand the basic concept of Indian contract 1872 and fundamental legal principles behind contractual agreements.
CO2	Understand and analyze the concept of Indemnity, Guarantee and Agency its legal interpretation
CO3	Apply sale of goods act for conduction of smooth business and analyze the legal issues to solve disputes.
CO4	Analyze the problems of partnership firm and evaluate the method for registration and termination of a partnership firm.
CO5	Demonstrate legal thinking for smooth establishment of business concern.
CO6	Evaluate all negotiable instruments.

Syllabus:

Unit-1: The Indian Contract Act, 1872

Nature of Contract, Offer and Acceptance, Consideration, Capacity to Contract, Free Consent, Performance of Contract, Discharge of Contract, Remedies for Breach of Contract. Special Contract: Indemnity and Guarantee.

Sale of Goods Act, 1930: Formation of Contract of Sale: Contract of Sale of Goods, Sale and Agreement to Sell Distinction, Sale and Hire-purchase Agreement, Subject matter of Contract of Sale: Effect of Destruction of Goods, document of Title to Goods

Unit-2: Patent law

Application for patents, procedure for grants of patents, working of patents, compulsory licenses and revocation, renewal of lapsed patents Law relating to consumer protection: Consumer and consumer dispute- consumer protection courts – consumer dispute redressal agencies

Unit-3: The Partnership Act, 1932

Definition, Partnership Distinguished from other relationship, Formation of Partnership, Duration of Partnership, registration of Firm, Procedure of Registration of Firms, effects of non-Registration

Unit-4: Companies Act 1956

Definition of Company, Nature of Company, Kinds of Companies, Formation and Incorporation of Company, Memorandum of Association, Articles of Association, Prospectus, membership in a Company

Unit-5: Negotiable Instruments Act, 1881& Information Technology Act, 2000

Digital signature, electronic governance, electronic records and cyber laws.

Text books:

1. Gulshan SS, Elements of Mercantile Law, Excel Books, N. Delhi.
2. Kuchhal MS, Business Law, Vikash Publication
3. N D Kapoor, Mercantile Law

References Books:

1. Tulsian PC, Relevance of Business Law, Tata McGraw Hills.
2. Singh Avtar, Elements of Mercantile Law, S. Chand& Sons.

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School of Management



CO-PO&PSO Correlation

Course Name: Business Law												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	3		1						3			
CO2:		2		2	1					2		2
CO3:	2					2		1		3		2
CO4:		2					1				2	
CO5:	2		1		2							
CO6:		2	1							2		

Note:1: Low 2.: Moderate 3: High

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School of Management



Programme:	BBA	Semester:	V
Name of the Course:	Financial Markets and Institutions	Course Code:	FIN 301
Credits:	4	No of Hours:	4 Class/Week
Max Marks:	100		

Course Description: This paper will familiarize the students with dynamics of financial market, financial instruments and financial services, Financial Market classification, Capital Market: Capital Market Instruments and Institutions, Money market, money market instruments and players, new issue market, SEBI guideline for issue of IPO, Mutual Fund, Credit Rating, Investment Banking.

Course Outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcome
CO1	Understand the Concepts & Practical dynamics of the Indian Financial System, Markets, Institution and Financial Services.
CO2	Develop and identify thorough grasp of Money Market and its Instrument, Capital Market, Merchant Banks and Mutual fund.
CO3	Analyse, discover and survey merchant banking, Financial Market, Depository Receipt, hire purchase and leasing system and explain the credit rating process adopted by the various institution.
CO4	Demonstrate Mutual Fund works, synthesis and develop many idea of Investme like Depository Receipt, Venture Capitalist and Angel Investing.

Syllabus:

Unit I

Introducing various components of the Indian financial system: financial markets, financial institutions, financial services. Classification of the Indian financial market, characteristics and functions of the financial market, introducing the money market and capital market. Introduction to primary market, functions of primary market, Underwriting, methods of floating new issue, Principal steps of a public issue, Issue pricing, Case on IPO, what is a stock exchange, recognition of stock exchanges, listing of stocks, registration of brokers, online trading system.

Unit II

Money market - call money market, major characteristics of call money market, operations in the call money market, participants of call money market, purpose of call money market,

Certificate of Deposits, features of CDs, RBI guidelines on CDs, format of CDs, payment of certificate, reporting, Commercial Bill, types of commercial bills, operations in bill market, New Bill Scheme 1970, Commercial Paper, features of Commercial Papers, RBI Guidelines on commercial papers, issuing and paying agent, Treasury Bills, types of treasury bills, operations and participants.

Unit III

Merchant Banking, Origin, merchant banking in India, scope of merchant banking, categories of merchant banks, services of merchant banks, Leasing, origin and development, classification, difference between Operating and Financial Lease, advantages & disadvantages of leasing, Hire Purchase, difference between leasing and hire-purchase, cases on leasing.

Unit IV

Mutual Fund, History, classification, structural arrangement, Net Asset Value, Advantages of investing in mutual funds, Depository Receipts, ADRs and GDRs, mechanism, features of depository receipts, Government Securities Market, features of government securities, terms and conditions applicable to government securities, types of government securities, repos, Primary Dealers, Retail Debt Market, Venture Capital, features, scope of venture capital, methods of venture financing in India, venture capital players in India, case on venture capitalism. Angel Investing.

Text books:

1. Gordon and Natarajan - Financial Markets and Services, Himalaya Publications.
2. Bhole and Mahakud, Financial Institutions and Markets, McGraw Hill Publications.

Reference Books:

1. Jeff Madura - Financial Institutions and Markets, Cengage Publications.

CO-PO&PSO Correlation

Course Name: Financial Markets and Institutions												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2	3			1			2	2	2	2	3
CO2:	2	2	2	1				2			2	
CO3:		3				2	3	2	2	3	3	
CO4:		2					2	2		2		3

Note: 1: Low 2.: Moderate 3: High

O P JINDAL UNIVERSITY

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School of Management



Programme:	BBA	Semester:	V
Name of the Course:	Professional Development-III	Course Code:	COM 301
Credits:	3	No of Hours:	3 Class/Week
Max Marks:	100		

Course Description: This course includes Anger management and group discussions and mock interviews and skills related to job opportunities. Interview tips and mock interviews would largely be covered in this session. Class project-Required

Course Outcomes: After completion of the course Students will be able to:

CO Number	Course Outcome
CO1	Understand the dynamics of communication and professional speaking; and deliver the different types of speeches.
CO2	Design effective PPT and make effective presentation using audio-visual aids on a topic.
CO3	Develop creative thinking skills, and demonstrate verbal ability and numerical ability.
CO4	Analyze Non-verbal communication and functions of Body Language.
CO5	Execute a healthy personality – being clean, well-dressed and well-represented, which in turn increases their confidence and their chances of success in professional as well as social lives.

Syllabus:

Unit I: Dynamics of Professional Speaking

Introduction, speaking: An Overview, Art of Persuasion, Platform Behaviour, Stage Fright, Describing Objects/Situations/People, Delivering Just-a-minute Sessions, Delivering Different Types of Speeches.

Unit II: Presentation Skills

What is a presentation: elements of presentation–planning a presentation, designing a presentation, advanced visual support for business presentation, types of visual aid, appearance & posture, practicing delivery of presentation.

Unit III: Aptitude

Verbal Ability: English grammar, sentence completion, verbal analogies, word groups, instructions, critical reasoning and verbal deduction. Numerical Ability: Numerical computation, numerical estimation, numerical reasoning and data interpretation.

Unit IV: Body Language

Non-Verbal Communication, Types of Body Language, Functions of Body Language, Role of Body Language, Proxemics

Text books:

1. Soft Skills, 2015, Career Development Centre, Green Pearl Publications.
2. Jeff Butterfield, Soft Skills for Everyone, Cenage Learning, Delhi, 2014
3. R.S. Agrawal, A Modern Approach to Verbal & Non-Verbal Reasoning, S.Chand

Reference Books:

1. Stephen E. Lucas, The Art of Public Speaking, Third Edition, Singapore: McGraw-Hill, 1989
2. Sonya Hamlin, how to Talk so People Listen, New York: Throson, 1993

CO-PO&PSO Correlation

Course Name: Professional Development III												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
C01:	1		1	2	2		2		3		2	
C02:	2		2			1		2	2		3	
C03:		1			2		1			2		3
C04:	2			1		1			3		2	
C05:		1	2					2		3		2

Note:1: Low 2.: Moderate 3: High

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School of Management



Programme:	BBA	Semester:	V
Name of the Course:	Investment Management I	Course Code:	FIN 401
Credits:	4	No of Hours:	4 Class/Week
Max Marks:	100		

Course Description: This paper will cover the concept and techniques of Investment Scenario, Investment Risk, Investment Alternatives, Securities Market, Risk and Return, Measuring Risk, Fundamental Analysis, Technical Analysis.

Course Outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcome
CO1	Understand basics of investment management-risk and return.
CO2	Understand risk and its measures.
CO3	Analyzing methods of creating a portfolio.
CO4	Create own optimal portfolio.

Syllabus:

Unit-I

Introduction to Investment Management, Financial assets, Risk and return, holding period return, Average returns: arithmetic, geometric and dollar-weighted, effective annual return, return over a time period, return under different scenarios,

Unit -II

Measures of risk, Normal distribution and its importance, standardized returns, Value at Risk, risk premium, risk a version, investor's degree of risk a version, Sharpe ratio, inflation and interest rates, nominal and real interest rates.

Unit -III

Risk and return of a portfolio, capital allocation line, diversification and portfolio risk, systematic and unsystematic risk, three rules of two risky assets portfolio, mean-variance

criterion, portfolio optimization, Markowitz model, efficient frontier, optimal portfolio with a risk-free asset.

Unit -IV

Efficient diversification with many risky assets, the preferred complete portfolio and these parathion property, Index model, security characteristic line.

Text books:

1. Bodie, Kane & Marcus –Investments, McGraw-Hill Publications.
2. Reilly & Brown-Investment Analysis and Portfolio Management–Cengage Publications.

Reference:

1. Sharpe, Alexander & Bailey–Investments-Prentice Hall of India.
2. Markowitz, H. (1952). Portfolio selection. The journal of finance, 7(1),77-91.

CO-PO&PSO Correlation

Course Name: Investment Management I												
Course Outcome	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	3	3	1	1	1	2	2	2	3	3	2	3
CO2:	3	2			1	3		1	3	2	3	2
CO3:	3	2	1			2	2	2	3	2	2	3
CO4:	3	3		1		2		1	3	3	2	2

Note: 1: Low 2.: Moderate 3: High

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School of Management



Programme:	BBA	Semester:	V
Name of the Course:	Indian Financial System	Course Code:	FIN 403
Credits:	4	No of Hours:	4 Class/ Week
Max Marks:	100		

Course Description: This paper will familiarize the students with dynamics of financial market, financial instruments and financial services, Financial Market classification, Capital Market: Capital Market Instruments and Institutions, Money market, money market instruments and players, new issue market, SEBI guideline for issue of IPO, Mutual Fund, Credit Rating, Investment Banking.

Course Outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcome
CO1	Understand the Concepts & Practical dynamics of the Indian Financial System, Markets, Institution and Financial Services.
CO2	Describe and identify thorough grasp of Money Market and its Instrument, Capital Market, Merchant Banks and Mutual fund.
CO3	Analyze, discover and survey merchant banking, Financial Market, Depository Receipt, hire purchase and leasing system and explain the credit rating process adopted by the various institution.
CO4	Execute mutual fund works, synthesis and develop many ideas of Investment like Depository Receipt, Venture Capitalist and Angel Investing.

Syllabus:

Unit I

Introducing various components of the Indian financial system: financial markets, financial institutions, financial services. Classification of the Indian financial market, characteristics and functions of the financial market, introducing the money market and capital market. Introduction to primary market, functions of primary market, Underwriting, methods of floating new issue, Principal steps of a public issue, Issue pricing, Case on IPO, what is a stock exchange, recognition of stock exchanges, listing of stocks, registration of brokers, online trading system.

Unit II

Money market - call money market, major characteristics of call money market, operations in the call money market, participants of call money market, purpose of call money market, Certificate of Deposits, features of CDs, RBI guidelines on CDs, format of CDs, payment of certificate, reporting, Commercial Bill, types of commercial bills, operations in bill market, New Bill Scheme 1970, Commercial Paper, features of Commercial Papers, RBI Guidelines on commercial papers, issuing and paying agent, Treasury Bills, types of treasury bills, operations and participants.

Unit III

Merchant Banking, Origin, merchant banking in India, scope of merchant banking, categories of merchant banks, services of merchant banks, Leasing, origin and development, classification, difference between Operating and Financial Lease, advantages & disadvantages of leasing, Hire Purchase, difference between leasing and hire-purchase, cases on leasing.

Unit IV

Mutual Fund, History, classification, structural arrangement, Net Asset Value, Advantages of investing in mutual funds, Depository Receipts, ADRs and GDRs, mechanism, features of depository receipts, Government Securities Market, features of government securities, terms and conditions applicable to government securities, types of government securities, repos, Primary Dealers, Retail Debt Market, Venture Capital, features, scope of venture capital, methods of venture financing in India, venture capital players in India, case on venture capitalism. Angel Investing.

Text books:

1. Gordon and Natarajan - Financial Markets and Services, Himalaya Publications.
2. Bhole and Mahakud, Financial Institutions and Markets, McGraw Hill Publications.

Reference:

1. Jeff Madura - Financial Institutions and Markets, Cengage Publications.

CO-PO&PSO Correlation

Course Name: Indian Financial System												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2	3			1			2	2	2	2	3
CO2:	2	2	2	1				2			2	
CO3:		3				2	3	2	2	3	3	
CO4:		2					2	2		2		3

Note: 1: Low 2.: Moderate 3: High

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School of Management



Programme:	BBA	Semester:	V
Name of the Course:	Recruitment and Staffing	Course Code:	HRM 401
Credits:	4	No of Hours:	4 Class/Week
Max Marks:	100		

Course Description: This course examines all aspects of getting employees into organizations. Recruitment and selection will be main areas. This course covers scientific and legal issues from a managerial perspective and examines the usefulness of various methods used in job analysis, testing and measurement, and internal and external market analysis. Legal aspects of recruitment will also be discussed. Class project-required.

Course Outcomes: After completion of the course Students will be able to:

CO Number	Course Outcome
CO1	Understand the process of recruitment and selection
CO2	Examines the usefulness of various methods used in job analysis, testing and measurement, and internal and external market analysis.
CO3	Design structured employment interviews and high-potential simulations
CO4	Apply knowledge of relevant legislation and case studies to recruitment and staffing decisions

Syllabus:

Unit I: Human Resource Planning The planning process: Indicators and trends. Ascertaining demand and supply in human resource. Causes of demand, forecasting techniques and human resource requirements. Staffing models. Linking human resource planning with strategic human resource management.

Unit II: Job Analysis Job analysis and design. Job analysis information and use. Collection of job analysis information. Application of job analysis information. Factors influencing job design methods. Job analysis techniques. Assessing job analysis methods.

Unit III: Recruitment of Employees Recruitment Challenges. Recruitment Sources. Methods of recruitment. Assessing recruitment methods. Legal Compliances in Recruitment and selection

Unit IV: Selection of Employees Influences on recruitment and selection. Pre-employment Testing. Background and Reference Checks. The Selection Process. Ethical issues in the selection process. Role of HR analytics in effective R&S.

Text books:

1. Staffing Organizations, Herbert G Heneman III & Timothy A Judge, 7th edition, Mendota House.
2. Gary Dessler, Varkkey, Human Resource Management, Pearson Education India
3. Roberts Gareth, Recruitment and Selection, CIPD Publishing

Reference Books:

1. Diane Arthur, Recruiting, Interviewing, Selecting & Orienting New Employees, PHI Learning Private Limited, New Delhi
2. Managing Human Resources - Arun Monappa Strategic HRM- Agarwal, Oxford University Press, New Delhi.

CO-PO&PSO Correlation

Course Name: Recruitment and Staffing												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2				2	1		3	3			3
CO2:		1	2				2			2	3	
CO3:						1	1	2				2
CO4:	3								3		2	
CO5:			2		1		2	2		2		3

Note:1: Low 2.: Moderate 3: High

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School of Management



Programme:	BBA	Semester:	V
Name of the Course:	Compensation & Benefit Analysis	Course Code:	HRM 403
Credits:	4	No of Hours:	4 Class/Week
Max Marks:	100		

Course Description: This course will examine of pay and benefit theories and practices including comparative study of international and Indian practices. Analysis of job evaluation techniques, salary surveys, individual and group performance- based pay, housing benefit, medical plans, life and accidental insurance and pension plan will be covered in the course. Class project-required.

Course Outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcome
CO1	Understand Compensation System and its designing for cost effectiveness
CO2	Understand the strategic compensation system applying various tools and techniques for effective decision making to achieve organizational objective
CO3	Gain skills and knowledge necessary to measure and manage the performance linked with compensation
CO4	Ability to correct failures in a compensation system through various compensation laws and institution/machineries

Syllabus:

Unit I:

Overview of compensation: Meaning, Importance of compensation, Elements of compensation, Factors influencing Effective compensation, Compensation process, Designing Compensation System, Strategic Compensation System. Wage concepts: Minimum, Fair and Living wage; Compensation Philosophies, Conceptual and theoretical understanding of economic theory.

Unit II:

Employee satisfaction and motivational issues in Compensation; Executive Compensation; Differentials; Internal and External Equity in Compensation system.

Unit III:

Performance management framework: Definition and coverage, reason for undertaking PM, PM Process, Diagnosis and Bench marking, Setting Performance standards, Performance measurement, Review of performance, Rewarding Performance through Financial and Non- Financial aspects. Understanding different components of compensation packages like fringe benefits, perks, incentives and retirement plans.

Unit IV:

Laws relating to Workmen Compensation: Workmen's compensation Act, Minimum Wages act, Payment of Wages act, Payment of bonus act, Provident fund act, Equal Remuneration Act.

Unit V:

Institution/machineries related to Reward system: Wage boards, pay commission. Government, public and private sector compensation, Wage and productivity: Concepts and regulations.

Text books:

1. Bhattacharya, Compensation Management, ISBN: 9780195698374, Oxford University Press
2. P.R. N. Sinha, "Industrial Relations, Trade Unions & labour Legislations", Pearson Education.
3. P.S. Rao, "Personnel & Human Resource Management", Himalaya Publishing house.
4. Kanchan Bhatia, "Compensation Management", Himalaya Publication House.

Reference Books:

1. C.B. Memoria. "Dynamic of Industrial Relations in India" Himalaya Publishing House
2. Performance Appraisal and Compensation Management: A Modern Approach, Dewakar Goel, PHI
3. Strategic Compensation: A Human Resource Management Approach, 6/e, Joe Martocchio, Pearson Education
4. Compensation Management in a Knowledge - based World, 10/e, Richard I. Henderson, Pearson Education

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CO-PO&PSO Correlation

Course Name: Compensation & Benefits Analysis												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	3	2			3			2	2	2		
CO2:	3	2	2		2		2	2		2	2	
CO3:	3	3	2	2	2	2	2	2			2	2
CO4:	2	3	2		2	3	2	2		2	2	2

Note: 1: Low 2.: Moderate 3: High

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School of Management



Programme:	BBA	Semester:	V
Name of the Course:	Consumer Behaviour	Course Code:	MKT 401
Credits:	4	No of Hours:	4 Class/Week
Max Marks:	100		

Course Description: This course aims at enabling students to understand the substantive and functional aspects of consumer behavior, the various external and internal factors that influence consumer behavior and to apply this understanding to the development of marketing strategy. Class project-required

Course Outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcomes
CO1	Understand the concepts, functions and the importance of consumer behavior.
CO2	To analyze the factors influencing of consumer behavior.
CO3	Demonstrate how to pursue consumer behavior strategies.
CO4	Evaluate and implement behavioral strategies in real life situations.

Syllabus:

Unit I

Nature and scope of consumer behaviour, the application of consumer behaviour principles to strategic marketing., Consumer Decision Making: four views of consumer decision making- Economic man, Cognitive man, Emotional man, Passive man Consumer Decision process, Factors influencing consumer decision making process

Unit II

Individual determinants of behaviour: Personality, perception, Attitudes (Structural models of attitudes: Tri-component attitude model, multi attribute model, the measurement of attitudes-scaling techniques and projective techniques), learning and motivation

Unit III

Group influence (the influence of Culture & sub culture, Characteristics of Culture, The measurement of culture), Social Class: The measurement of social class, reference group and family, Family life Cycle (FLC), Lifestyle profiles of the social class (AIO & VALS), Consumer Psychographics.

Unit IV

Consumer Research, Diffusion of Innovations: The diffusion process, the adoption process, A profile of the consumer innovator.

Text books:

1. Leon G. Schiffman & Leslie Lazar Kanuk: Consumer Behavior, Pearson PHI.
2. Batra & Kazmi, Consumer Behavior, Excel Books.

Referencs:

1. Hawkins, Best & Concy, Consumer Behaviour, Tata McGraw Hill.
2. Peter. D. Bennett Harold H. Kassarian: Consumer Behaviour (PHI).
3. Srivastava, Khandoi, Consumer Behaviour, Galgotia publications.

CO-PO&PSO Correlation

Course Name: Consumer Behaviour												
CO Number	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1	3								3			
CO2	2	3			3					3		
CO3			2	2			1	1		2	3	2
CO4			2		2	3	3	2			3	2

Note: Low=1, Moderate=2, High = 3

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Programme:	BBA	Semester:	VI
Name of the Course:	Advertising and Brand Management	Course Code:	MKT- 403
Credits:	4	No. of Hours:	4 Class/Week
Max Marks:	100		

Course Description: The objective of this course is to provide an understanding of the basic principles of advertising management and to develop an understanding of the brand concept and the operational aspects of managing a brand. Class project-required.

Course Outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcome
CO1	Describe the concepts, nature and trends of advertising and understand working of modern advertising agency.
CO2	Apply the various advertising model in the development of an overall advertising and promotional plan.
CO3	Be able to demonstrate how product planning and development concepts may be applied to marketing strategy.
CO4	Analyse and evaluate the product portfolio of various firms to develop effective promotional plan.

Syllabus:

Unit I

Introduction: Definition, objectives, Functions and classification of advertising, Advertising Agency: Functions & structure of modern agency, functions of the advertising department and advertising manager. Client – Agency Relationship (CAR), Selection of agency.

Unit II

Advertising as communication: advertising versus other forms of mass communication, planning the communication program, the communication mix, building of advertising program: Creative Strategy-Copy, message, advertising appeals, AIDA concept Creation and production in advertising: TV commercials, Radio Jingles, Print ads.

Unit-III

Product: Basic concept, product planning and development: New Product Development process, Research techniques used in the process, Product development strategies: Idea

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generation, Concept testing, Concept evaluation, Product testing, Pre-test Marketing and Test Marketing, Launching strategies for new product.

Unit-IV

Product lifecycle Management, Product Portfolio Analysis and Management, Product line Management, Industrial Products and Services, Consumer Products & Services (Durables & FMCG), Marketing and Management of information products and services.

Text books:

1. Varma Harsh. V, Brand Management, Excel Books.
2. T. K. Panda-Building Brands in Indian Market-Excel
3. Lehman Donald, winer Russell, Product Management, TMH

Reference Books:

1. Kazmi & Batra, - Advertising and Sales Promotion, Excel Books
2. Batra, Myers & Aaker, - Advertising Management, Pearson education/PHI

CO-PO&PSO Correlation

Course Name: Advertising & Brand Management												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2				2				2			2
CO2:	1	2	1		2		2	2	2	2	2	
CO3:			1		1		2		3			2
CO4:		2			1				2			3

Note:1: Low 2.: Moderate 3: High

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Programme:	BBA	Semester:	V
Name of the Course:	Developing Entrepreneurial Mindset and Culture	Course Code:	ENT 401
Credits:	4	No of Hours:	4 Class/Week
Max Marks:	100		

Course Description: This course aims at making the student understand the mindset of an entrepreneur and the entrepreneurial process; understand the importance of developing a strong company culture that enables employees to think outside the box, develop innovative ideas to push the company forward and enables personal growth.

Course Outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcomes
CO1	To understand the entrepreneurial mindset.
CO2	Describe the dimensions of entrepreneurial culture
CO3	Apply to develop the Entrepreneurship Skills
CO4	Execute to analyse the role of culture to develop entrepreneurial mindset.

Syllabus:

Unit I: Introduction to Entrepreneurship

Introduction, Concept of Entrepreneur, Objectives of Entrepreneurship Development, The Entrepreneurial Mindset, Characteristics of Entrepreneurship Traits of Entrepreneurship.

Unit II: Entrepreneurship Development Skills

Meaning of Entrepreneurship skill, Types of Entrepreneurship Skills: Business management skills, Teamwork and leadership skills, Communication and listening, Customer service skills, financial skills, Analytical and problem-solving skills, Critical thinking skills, Strategic thinking and planning skills, technical skills, Time management and organizational skills, Branding, marketing and networking skills.

Unit III: Introduction to Entrepreneurial Culture

Concept of entrepreneurial Culture. Relationship between corporate culture and entrepreneurial behaviour. Levels of culture. Categories of culture: Marco-cultures, subcultures and Micro-culture.

Unit IV: Building an entrepreneurial culture

Entrepreneurial culture and set of attitudes. Determinants of entrepreneurial culture that influence creativity and innovation. Executing Entrepreneurial Culture through leadership role.

Text books:

1. Alzira Salama (2011), Creating and Re-creating Corporate Entrepreneurial Culture, Ashgate Publishing Limited
2. Ashis Gupta (2009), 'Indian Entrepreneurial Culture: Its Many Paradoxes, New Age International Pvt Ltd Publisher

Reference Books:

1. Edgar Schein (2004). Organizational Culture and Leadership, Jossey- Bass, John Wiley & Sons, 3rd Edn McGraw-Hill Professional
2. Robert Hisrich & Claudine Kearney (2011). Corporate Entrepreneurship: How to Create a Thriving Entrepreneurial Spirit Throughout Your Company

CO-PO & PSO Correlation

Course Name: Developing Entrepreneurial Mindset and Culture												
Course Outcome	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	3		1		1			2	3		2	
CO2:		3					3			2		2
CO3:				3	2					3		2
CO4:			2			2		3	2		3	

Note:1: Low 2.: Moderate 3: High

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Programme:	BBA	Semester:	V
Name of the Course:	Preparing a business plan	Course Code:	ENT 403
Credits:	4	No of Hours:	4 Class/Week
Max Marks:	100		

Course Objective: A business plan is a blueprint for the company, and it's an indispensable tool in attracting investors for the start-up. It is as an ongoing guide to your business and a yardstick by which the entrepreneur can measure the performance of the new venture. This course aims at equipping the students with the knowledge and skills of preparing a business plan.

Course Outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcomes
CO1	Understand the Components of Business
CO2	Describe & prepare Business Report
CO3	Analyze the Finance modes for business
CO4	Identify & execute the components for Business Plan

Syllabus:

Unit 1: Overview of Entrepreneurship

Overview on the concept of Entrepreneurship and Charms of becoming an entrepreneur. Understand the qualities of an Entrepreneur, Skills required for an Entrepreneur Practice: So, you want to start your own enterprise - Take a Quiz and then Stop, think and do some analysis. Identify your own qualities and share

Unit 2: Planning for your Venture, Decisions, Market: Market Survey

Planning and areas of planning, decisions an entrepreneur takes- Becoming an entrepreneur, finding an Opportunity, making a Project Plan, The Process of Selection,

Exploring Opportunities, taking a Decision, Understanding the Broad Industry Group, Selection of Specific Project, Final Selection of Project

Practice: Why Market Survey? What does it involve? Steps in the Market Research/Survey, Tips for conducting market survey

Unit 3: Business Plan

What is a Business Plan, General Information, Details of Proposed Project: Manufacturing or service, Conducting the Market Study, Cost of the Project (Fixed Capital, Working Capital), Means of Finance, Project Profitability Analysis?

Unit 4: Sources of Finance and Various Govt. Schemes

Internal Sources and External Sources, Term-loan –Long Term Loan, Short Term Loan, Plant Leasing, Hire-Purchase, Working capital Loan

Text books:

1. Creating a Business Plan: Expert Solutions to Everyday Challenges, Harvard Business School Press
2. Ford et al. (2007): The Ernst & Young Business Plan Guide, John Wiley & Sons

Reference Books:

1. Sahlmann (2008): How to Write a Great Business Plan, Harvard Business School Press

CO-PO & PSO Correlation

Course Name: Preparing a business plan												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2			1				1	3			
CO2:	1	2	1	2			1		2	2	3	2
CO3:	1				1	2			2	3		3
CO4:	1	2		2				1	2		2	

Note: 1: Low 2.: Moderate 3: High

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OPJU

SIXTH SEMESTER

SN	Subject Code	Name of Subject	Periods per week			Scheme of Examination and Marks				Credits: L+ (T+P)/2
			L	T	P	PRE		ESE	Total Marks	
						Mid Sem	TA			
1	MGT 302	Business Strategy	3	1	-	20	50	30	100	4
2	MGT 303	Entrepreneurship	3	1	-	20	50	30	100	4
3	MGT 304	International Business	3	1	-	20	50	30	100	4
4		Elective 3	3	1	-	20	50	30	100	4
5		Elective 4	3	1	-	20	50	30	100	4
6	COM 302	Professional Development-IV	2	1	-	20	50	30	100	3
7	DIS 401	Dissertation Work			2	20	50	30	100	2
		Total	17	6	2	140	350	210	700	25

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School of Management



Programme:	BBA	Semester:	VI
Name of the Course:	Business Strategy	Course Code:	MGT-302
Credits:	4	No. of Hours:	4 Classes/Week
Max Marks:	100		

Course Objectives: This course aims to provide an organization perspective and integrates functional areas. This helps in understanding how organizational strategies are formulated and implemented in a changing global environment. It is designed to let students understand the relationships between Purpose, People, and Process. This also highlights the relationship between Content and Process schools of thought, Environmental and Resource-based view, the Strategic Programming, and Learning Organization Perspectives, and the integration of Strategic Intent and Strategic Architecture. Class Project-Required.

Course Outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcomes
CO1	Students can understand the concepts of various schools of thought for the formulation of strategies and their importance in the corporate world.
CO2	Students will be able to analyse the process of strategy formulation by applying various tools of strategy making.
CO3	Students can demonstrate how to pursue strategies.
CO4	Students can evaluate various strategies and create strategies independently for companies to gain a competitive advantage over competitors.

Syllabus:

Unit I: Introduction to Strategic Management

The Importance of Strategic Management, Schools of thought in Strategic Management, Strategic Intent, Process and Roles, The Fit Concept and the Configurational Perspective in Strategic Management, Dimensions and Levels of Strategy.

Unit II: Strategy Formulation

Environmental Analysis, Internal Analysis, Long-term Objectives and Goals, Strategic Choice.

Unit III: Competitive Strategy

Five Forces that Shape Strategy, Generic Strategies, Generic Strategies and the Value Chain.

Unit IV: Corporate Strategy

The Motive for Diversification, Related and Unrelated Diversification, Business Portfolio Analysis.

Unit V: Strategy Implementation

Methods of Pursuing Strategy, Strategic Analysis and Choice, Structure, Systems and People, The 7S Framework.

Unit VI: Recent Advances

Core Competence as the Root of Competitive Advantage, Business Processes and Capabilities-based Approach to Strategy.

Text books:

1. Strategic Management by Azhar Kazmi & Adela Kazmi, Fourth Edition, Tata-McGraw-Hill.
2. Strategic Management by A. Nag, First Edition, Vikash Publishing.

References:

1. Strategic Management-The Indian Context by R. Srinivasan, PHI.
2. Business Policy & Strategic Management by P. Sabha Rao, Himalaya Publishing.

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CO-PO&PSO Correlation

Course Name: Business Strategy												
	Program Outcomes								PSOs			
Curse Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1	2								2			
CO2		2			2					3		
CO3				1		2	3				3	
CO4			2					2				2

Note: Low=1, Moderate=2, High = 3

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Programme:	BBA	Semester:	VI
Name of the Course:	Entrepreneurship	Course Code:	MGT 303
Credits:	4	No of Hours:	4 Class/week
Max Marks:	100		

Course Description: The aim of this course is to facilitate the development of skills and a knowledge base that will enhance the student's ability to more effectively understand, interpret and implement entrepreneurial acts and new venture creation. The objective is to prepare BBA students to start and nurture their own businesses.

Course Outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcome
CO1	Understand the concept of entrepreneurship, Identify the characteristics and Types of entrepreneurial approaches.
CO2	Analyze the important skills required to become successful entrepreneur. Also determine the entrepreneurial decision process.
CO3	Evaluate and execute the business ideas by proper application of feasibility analysis.
CO4	Estimate the required resources through Industry & competition analysis, environment analysis and financial feasibility analysis.
CO5	Create and start the business plan in synchronization with Marketing, Organizational, Financial and Operations Plans.

Syllabus:

Unit I: Introduction to Entrepreneurship

Definition and concept of entrepreneur, characteristics of an entrepreneur, classification of entrepreneurs, women entrepreneurs, nature and importance of entrepreneurs.

Unit II: The Entrepreneur

Meaning of entrepreneur, the skills required to be an entrepreneur, the entrepreneurial decision process, and role models, mentors and support system.

Unit III: Entrepreneurship Development

Idea Generation & Evaluation - Sources of business ideas, how to find & assess ideas; Feasibility Analysis - Product/Service Feasibility Analysis, Industry & competition analysis, environment analysis, financial feasibility analysis.

Unit-IV: The Business Plan & the Start-up

The Business Plan: creating and starting the venture, Business Model, The Marketing Plan, The Organizational Plan, The Financial Plan, and The Operations Plan.

Text books:

1. Vasant Desai, The Dynamic of Entrepreneurial Development and Management, Himalaya Publishing House, 2017 Edition.

References:

1. Rajeev Roy, Entrepreneurship, Oxford Higher Education ,2018 Edition

CO-PO&PSO Correlation

Course Name: Entrepreneurship												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:		2		2		2	2		2		2	
CO2:	1		1	2	2			2		3		
CO3:		2					2			2		3
CO4:	1	1					2	2	2			
CO5:	2	2			2	2	1	1		2		

Note: 1: Low 2.: Moderate 3: High

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Programme:	BBA	Semester:	VI
Name of the Course:	International Business	Course Code:	MGT 304
Credits:	4	No of Hours:	4 Class/Week
Max Marks:	100		

Course Description: In the present economic situation, world economies are more integrated and interdependent. Therefore, it is absolute mandatory for every student of international business to recognize the importance of international economic events and international dimension of subject surround us every day. This course aims to equip the students with the tool, framework, and basic institutional knowledge that will permit the student to make sense of the increasingly interdependent economic environment. Class Project-Required.

Course outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcomes
CO1	Understand the concepts of globalization and analyze the role of FDI in economic growth of a country.
CO2	Analyze the difference in the economic systems of various countries and evaluate the role of human index and innovation & entrepreneurship on the economic growth of a country.
CO3	Evaluate the different trade theories to explain trade flows between various nations.
CO4	Evaluate the effectiveness of regional economic integrations and understand the international monetary system.

Syllabus:

Unit I: Globalisation

Meaning of Globalisation, Globalisation of market and production. The emergence of global institutions. Foreign investments, types of foreign investments. Pros and cons of FDI, the changing scenario of FDI in India, government policy instrument and FDI, FDI in world economy.

Unit II: Political Economy and Economic Development

Meaning of Development. Political economy and economic progress, role of innovation and entrepreneurship in economic growth. HDI (Human Development Index), role of human development in economic growth.

Unit III: International Trade Theories

Benefits and pattern of international trade. Trade theories: Mercantilism, Absolute cost advantage theory, Comparative cost advantage theory and Heckscher-Ohlin theory and Leontief paradox.

Unit IV: Regional Economic Integration and International Monetary System

Overview of Regional Integration, Types of Integration, Regional Trading Arrangements, India and Trade Agreements. Levels of regional economic integration. European Union, NAFTA, SAFTA. International Monetary System: IMF, World Bank. Global Sourcing – advantages and disadvantages. Challenges for Indian businesses.

Text books:

1. International Business: Competing in the global market place, 7th Ed. by Charles W.L.Hill, G. Hill, Thomas M. Hult & Rohit Mehtani, McGraw Hill Education, Spl Indian Edition.
2. International Business: 4th Ed. by Aswathappa K.-New Delhi: McGraw Hill Education

References:

1. International business, 1st Ed./By Joshi Rakesh Mohan, Oxford University Press, 2009
2. International business ,4th Ed./ by Paul Justin –New Delhi: PHI,2009

CO-PO&PSO Correlation

Course Name: International Business												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2	3									3	
CO2:				2			3		2			
CO3:						1		1				3
CO4:			2		3					3		

Note:1: Low 2.: Moderate 3: High

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Programme:	BBA	Semester:	VI
Name of the Course:	Professional Development-IV	Course Code:	COM 302
Credits:	3	No of Hours:	3 Class/Week
Max Marks:	100		

Course Description: The focus is the development of the entrepreneurial skills, building the ability to organize, plan and execute ideas. Structured events and activities are planned to implement the theories learnt in classroom. Class project-Required.

Course Outcomes: After completion of the course Students will be able to:

CO Number	Course Outcome
CO1	Understand the dynamics of communication and professional speaking; and deliver the different types of speeches.
CO2	Describing design effective PPT and make effective presentation using audio-visual aids on a topic.
CO3	Implement creative thinking skills, and demonstrate verbal ability and numerical ability.
CO4	Apply non-verbal communication and functions of Body Language.
CO5	To analyze develops a healthy personality – being clean, well-dressed and well-represented, which in turn increases their confidence and their chances of success in professional as well as social lives.

Syllabus:

Unit I: Dynamics of Professional Speaking

Introduction, speaking: An Overview, Art of Persuasion, Platform Behaviour, Stage Fright, Describing Objects/Situations/People, Delivering Just-a-minute Sessions, Delivering Different Types of Speeches.

Unit II: Presentation Skills

What is a presentation: elements of presentation–planning a presentation, designing a presentation, advanced visual support for business presentation, types of visual aid, appearance & posture, practicing delivery of presentation.

Unit III: Aptitude

Verbal Ability: English grammar, sentence completion, verbal analogies, word groups, instructions, critical reasoning and verbal deduction. Numerical Ability: Numerical computation, numerical estimation, numerical reasoning and data interpretation.

Unit IV: Body Language

Non-Verbal Communication, Types of Body Language, Functions of Body Language, Role of Body Language, Proxemics

Text books:

1. Soft Skills, 2015, Career Development Centre, Green Pearl Publications.
2. Jeff Butterfield, Soft Skills for Everyone, Cenage Learning, Delhi, 2014
3. R.S. Agrawal, A Modern Approach to Verbal & Non-Verbal Reasoning, S.Chand

Reference Books:

1. Stephen E. Lucas, The Art of Public Speaking, Third Edition, Singapore: McGraw-Hill, 1989
2. Sonya Hamlin, how to Talk so People Listen, New York: Throson, 1993

CO-PO&PSO Correlation

Course Name: Professional Development IV												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	1		1	2	2		2		3		2	
CO2:	2		2			1		2	2		3	
CO3:		1			2		1			2		3
CO4:	2			1		1			3		2	
CO5:		1	2					2		3		2

Note:1: Low 2.: Moderate 3: High

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Programme:	BBA	Semester:	VI
Name of the Course:	Dissertation work	Course Code:	DIS 401
Credits:	2	No of Hours:	
Max Marks:	100		

Course Objective: Capstone business project. It will be assigned to every student by a faculty member of School of Management. This project will aim synthesizing different aspects of business into one large problem. Student will produce a report and defend the project in front of faculty members.

Course Outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcomes
CO1	To understand & identify and analyses the research topic.
CO2	Describe & prepare report on the research topic.

Syllabus:

student shall, in his/ her final semester, carry out dissertation thesis work under the overall supervision of a supervisor (allotted). Normally only regular faculty of the SOM concerned shall be allowed to supervise a thesis work.

1. The topic of a thesis must be finalized with the consent of supervisor (faculty) allocated to the particular students based upon at least two research papers (reviewed journals such as UGC recognized).
2. No person, other than a faculty of the school (SOM), shall be permitted to supervise the thesis work.
3. Every student shall, before the end of final semester, apply to the co-coordinator concerned based up on allotment of suitable topic for carrying out thesis work.

4. The student shall indicate clearly and extensively in the preface to his/her thesis and specially in notes:
 - A. The source from which referred information is taken;
 - B. The extent to which he/she has availed himself/ herself of the work of others and the portion of the thesis he/she claims to be his/ her original.
 - C. Declare, if allocable, whether his/ her thesis work has been conducted independently or in collaboration with others.

5. No student shall be allowed to submit his/her interim thesis (at the end of the final semester) or to deliver the seminar on thesis/ interim thesis, as the case may be, unless he/ she was present and actually carried out thesis related work on 75% of the working days during the semester concerned.

6. Submission of Term Paper
 - A. Students are required to submit thesis Paper within the date mentioned in the Academic Calendar of each Academic Session.
 - B. An Assessment Committee consisting of HOD (MS) or a senior member of the faculty as Chairman and at least three faculty members of the department shall conduct the seminar on thesis Paper.
 - C. The final grade on Term Paper shall be computed by the Assessment Committee and shall be forwarded to the Examination Section of the School.
 - D. Format of Thesis

7. **Format AND Article Length:** - Article files should be provided in Microsoft Word format. The thesis Paper will normally be of 30 to 40 pages and will not exceed 50 pages.

Abstract: Maximum is 250 words in total (including keywords and article classification).

Keywords: The maximum number of keywords is 4.

References: References to other publications must be in **APA** style and carefully checked for completeness, accuracy and consistency.

A master thesis should follow the following guidelines:

Font type: Times New Roman, running text font size 12, heading text font size 14 Bold, Paragraph spacing 12 pts, line spacing 1.5, uniformity in bullets and numbering, Uniformity in labelling picture /images /graphs / tables etc. APA style in references must be followed.

The report should have the following contents in case of empirical research. It may vary in case of theoretical/conceptual research work.

- Title Page
- Declaration by Student
- Certificate from Supervisor
- Acknowledgement
- Abstract
- List of Tables
- List of Figures
- Table of Contents

Chapters:

- 1) Introduction
- 2) Literature Review
- 3) Research Methodology
- 4) Data Analysis
- 5) Result & Discussion
- 6) Findings & Recommendations
- 7) Conclusion
- 8) References
- 9) Annexure

CO-PO&PSO Correlation

Course Name: Dissertation work												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2		2			2		2	2	3		2
CO2:	2	2	2	1	2		2	2		2	2	

Note:1: Low 2.: Moderate 3: High

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Programme:	BBA	Semester:	VI
Name of the Course:	Investment Management II	Course Code:	FIN 402
Credits:	4	No of Hours:	40
Max Marks:	100		

Course Description: This paper will cover basic concept of Financial Derivatives, Types, Future, Option, Concept of Portfolio Management, Modern Portfolio Theory, Measurement of Portfolio Performance.

Course Outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcome
CO1	Understand basics of investment management- risk and return.
CO2	Describing asset pricing models
CO3	Analyzing stocks fundamentally and technically
CO4	Execute investment in bonds

Syllabus:

Unit I

Review of Markowitz model, efficient frontier, optimal portfolio with a risk-free asset, efficient diversification with many risky assets, Capital asset pricing model, assumptions, implications of assumptions, market portfolio, market risk premium, beta, security market line, alpha stock.

Unit II

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CAPM and the single index model, Arbitrage Pricing theory, multifactor model, Fama-French Model, Using CAPM and multifactor models for investment decision making, Efficient Market Hypothesis, forms of market efficiency, tests for each form.

Unit III

Fundamental analysis of stock, Economy and industry analysis, financial statement analysis and equity valuation, technical analysis, assumptions, charts – line, OHLC, candlesticks, Candlestick analysis: three candle patterns, moving average, SMA, EMA, MACD, momentum oscillators, RSI, stochastic indicator, Williams %R, money-flow index, Bollinger bands, Dow theory, Rate of change, Head and Shoulders, Triangles.

Unit IV

Bond valuation, Yield to maturity, current yield, clean price and dirty price, Yield curve, term structure of interest rates, types of bonds.

Use of spreadsheet should be encouraged, wherever possible.

Text books:

1. Bodie, Kane & Marcus – Investments, McGraw-Hill Publications.
2. Reilly & Brown - Investment Analysis and Portfolio Management – Cengage Publications.

Reference:

1. Sharpe, Alexander & Bailey – Investments- Prentice Hall of India.
2. Sharpe, W. F. (1964). Capital asset prices: A theory of market equilibrium under conditions of risk. The journal of finance, 19(3), 425-442.

CO-PO&PSO Correlation

Course Name: Investment Management II												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	3		1	1	1	2	2	2	3	3	2	3
CO2:		2			1	3		1			3	2
CO3:	1	2	1			2	2		3	2		3
CO4:	3	1		1		2		1	3		2	2

Note:1: Low 2.: Moderate 3: High

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Programme:	BBA	Semester:	VI
Name of the Course:	Working Capital Management	Course Code:	FIN 404
Credits:	4	No of Hours:	4 Class/Week
Max Marks:	100		

Course Description: This course provides the student to acquaint with the understanding of business working capital management and efficient utilization of inventory, receivables and cash. This paper will cover nature and scope of working capital, Types, Need and Estimation of Working capital, Working Capital Financing, Receivable Management, Cash Management, Inventory Management. Class project required.

Course Outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcome
CO1	To understand the students will be able to have a basic understanding of a company's working capital structure.
CO2	Describe how proper management of working capital increase profits.
CO3	Apply of the various Working capital management policies
CO4	Execute the cash conversion cycle. Establish knowledge of working capital in the budgeting process and credit policy"

Syllabus:

Unit 1

Introduction, meaning, concepts, classification and importance of working capital, Relevance of current assets and current liabilities in the balance sheet, Objectives of WCM. Factors determining working capital requirements, Assessment and forecasting of working capital requirements, operating cycle, Weighted Operating cycle Relevance of current assets and current liabilities and their inter-relationship, Management of different current assets,

Unit 2

Financing working capital- Hedging approach, conservative approach and aggressive approach. Sources of finance, Tondon and Chore committees on Bank finance.

Unit 3

Inventory- meaning of inventory, nature, motives for holding inventory, Risk and cost of holding inventory, Inventory management models, determining stock levels and safety stocks, Types of organizations holding inventory, Inventory strategies & techniques, Inventory strategies & techniques. Cases on Inventory Management,

Unit 4

Receivable- Meaning, concept and features, Creation and size of accounts receivables, Motives of extending credit, Limitations of A/Rs, Determining maximum length of credit period, Credit terms, Factoring- concept, features, process of factoring, advantages and disadvantages.

Unit 5

Meaning and concept, Motives for holding cash, Cash flow presentation as per IFRS, NOCF & priority outflows, Management of liquidity, Measurement of liquidity, Window dressing, Certainty model by Baumol, Uncertainty model by Miller & Orr, Cash flow forecasting, Cash collection system.

Text Books:

1. P. Pariswami: Working Capital Management, Himalaya Publishing House
2. H. Bhattachacharya: Working Capital Management Strategy and Techniques, PHI

Reference Books:

1. Rustagi. R.P: Working Capital Management, Taxman.

CO-PO&PSO Correlation

Course Name: Working Capital Management												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2	3			1			2	2	2	2	3
CO2:	2	2	2	1				2			2	
CO3:		3				2	3	2	2	3	3	
CO4:		2					2	2		2		3

Note: 1: Low 2.: Moderate 3: High

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Programme:	BBA	Semester:	VI
Name of the Course:	Training and Development	Course Code:	HRM 402
Credits:	4	No of Hours:	4 Class/Week
Max Marks:	100		

Course Description: This course will cover the theories and techniques of training and development from strategic and operational perspectives. Emphasis is placed on employee needs assessment, program design, implementation and evaluation. Learning theories and long-term development for global competitiveness are discussed. Class project-required.

Course Outcomes: After completion of the course Students will be able to:

CO Number	Course Outcome
CO1	To understand the information on training practices in relation to organizational development.
CO2	Describe key elements in successful training programs.
CO3	Apply skills necessary to analyze, design, develop, conduct, and evaluate training programs and their success.
CO4	implement successful training techniques in various formal and informal, settings.
CO5	Incorporate knowledge of adult learning theories

Syllabus:

Unit I:

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Introduction: Defining Training and Development, current environment in which organizations, the state of Training and Development in today's organization and today's global market, the instructional system design model, resources for training information, 2

Unit II:

Strategic Training: Importance of linking the training function to the company's strategy, Other human resource functions are highlighted and their relationships to training described. Trends in the changing role of training are identified as well as the training implications of various business strategies, from concentration to divestment, major models of training function organization

Unit III:

Needs Assessment: Needs assessment process, the various levels, approaches, and issues, organizational level analysis, person analysis and task analysis, various methods of needs assessment, process and the factors to consider in information and choosing appropriate methods to collect it.

Unit IV:

Learning: Theories and Program Design: Defining learning and learning outcomes, e.g., intellectual skills and motor skills, are described. Major theories of learning and motivation, learning processes, consideration in designing effective training programs

Text books:

1. Beebe, S., Mottet, T., & Roach, K. (2013). Training and development: Communicating for success. Boston: Pearson Education. ISBN 9780205006120
2. Noe, R.A. (1999). Employee Training & Development. New York, NY: Irwin/McGraw-Hill.

Reference Books:

1. DeSimone, R.L. Werner, J.M. & Harris, D.M. (2002). Human Resource Development. (3rd ed.). Orlando, FL: Harcourt, Inc.
2. Goldstein, I.L. (1993). Training in Organization. (3rd ed.) Pacific Grove, CA: Brooks/Cole Publishing Company

CO-PO&PSO Correlation

Course Name: Training and Development												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4

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CO1:	1		1	2	2		2		3		2	
CO2:	2		2			1		2	2		3	
CO3:		1			2		1			2		3
CO4:	2			1		1			3		2	
CO5:		1	2					2		3		2

Note:1: Low 2.: Moderate 3: High

Programme:	BBA	Semester:	VI
Name of the Course:	Labor Relations	Course Code:	HRM 404
Credits:	4	No of Hours:	4 Class/Week
Max Marks:	100		

Course Objectives: This course evaluates the current Indian environment of employee and labor relations. Students will compare and distinguish the differences between employee relations and labor relations environments. Topics such as employee contracts, collective bargaining, union relations, employee discipline, grievance procedures, workplace related laws, etc. will be discussed. Class project-required.

Course Outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcomes
CO1	Understand the concepts, functions and the importance of various labor laws and industrial relation.
CO2	To describe the process of workers' participation in management and grievance settlement mechanisms.
CO3	Implement labor laws strategies.
CO4	Evaluate various laws and implement in real life processes.

Syllabus:

Unit I: Introduction to Industrial Relations

Meaning and Objectives, Importance and approaches to Industrial Relations, Developing sound industrial Relations, Ethical Approaches to Industrial Relations. Procedure, Emergence and objectives of Labor laws and socio –economic environment.

Unit II: Techniques to Industrial Relations

Worker's participation in Management - Meaning, objectives, Essential Conditions, forms, Reasons for limited success and suggestions for improvement; Collective Bargaining - Meaning, Functions, Process and Prerequisites; Grievance - Definition, and Grievance Handling, Grievance Redressal Machinery, Disciplinary Procedures-Meaning, Need and Procedure; Trade Unions: Meaning, Functions, Problems, Trade Unions Act, 1926.

Unit III: Introduction to Labour Laws

Labour Law Origin - Purpose - Role of the State - Constitutional Provisions – Fundamental Rights and Directive Principles of State Policy

Unit IV: Employment Related Laws

Factories Act, 1948, Industrial Employment (Standing Orders) Act, 1946; Industrial Disputes Act 1947; Contract Labour (Regulation & Abolition) Act, 1970;

Unit V: Employee Benefits and Social Security related laws

Payment of Gratuity Act, 1972: Provident Fund Act 1952, Workmen's Compensation Act 1923, E.S.I.C. Act, 1948, Maternity Benefit Act 1961, The Apprentices Act 1961.

Text books:

1. C.S. Venkata Ratnam Industrial Relations, Oxford Higher Education
2. Malik, P.L Industrial Law-Eastern Book company.
3. Memoria, C.B. Dynamics of Industrial Relations, Himalaya Publishing House.

Reference Books:

1. Bagri, P.R. Law of Industrial Disputes, Kamal Law House.
2. Kumar, H.L. Labour Laws - Everybody Should Know, Universal Law Publishing Company
3. Malhotra, O.P. Law of Industrial Disputes, N.M. Tripathi Pvt. Ltd.

CO-PO&PSO Correlation

Course Name: Labor Relations												
CO Number	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1	3								2			

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CO2	1	3			1					3		
CO3				2		3	2				2	
CO4			3					3				2

Note: Low=1, Moderate=2, High = 3

Programme:	BBA	Semester:	VI
Name of the Course:	Sales & Distribution Management	Course Code:	MKT-402
Credits:	4	No of Hours:	4 Class/Week
Max Marks:	100		

Course Description: The reason of learning of this course is to expose the students to get the knowledge of salesmanship and train them to face the challenge of sales. The students will learn the techniques of selling.

Course Outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcome
CO1	Understanding of the various roles, responsibilities and policies of sales function.
CO2	Describe plan and implement an effective sales strategy for their organizations
CO3	Apply to design and implement various channel strategies.
CO4	Understanding to manage, motivate and lead sales force.
CO5	Execute policies and plan for sales organization and channels.
CO6	Evaluate the issues of power and conflict in the organization.

Syllabus:

Unit I

Concept of sales, evolution of sales department, objectives of sales management, sales executive as a coordinator, types of personal selling objectives, analysing market potential, market indexes. Organising sales effort- Nature of sales management position, function of sales executive, relationship with managers, compensation for sales executive. Sales organization- Purpose of sales organization, setting up a sales organization, sales organizational structure.

Unit II

Sales force management- Recruiting sales personnel-sources of sales force recruitment, recruiting effort, organisation for recruitment, selecting sales force, planning sales training programs, evaluation sales training programs.

Unit III

Motivating sales personnel- Motivational help from management, need gratification & motivation, motivation and leadership, motivation and communication. Compensating sales personnel- Requirements of a good sales compensation plan, devising a sales compensation plan, types of compensation plans, fringe benefits.

Unit IV

Controlling the sales effort- Sales budget- purpose of sales budget, content, budgetary process. Quotas-Objectives, types and administering the sales quotas. Sales territories- Concept of sales territory, reason for establishing sales territories, setting sales territories, assigning the sales personnel to territories.

Unit V

Channels of distribution - meaning and importance; Types of distribution channels; Wholesaling and retailing; Factors affecting choice of distribution channel; Physical Distribution.

Text Books

1. R.R. Still, E.W. Cundiff & N.A.P. Govoni, Sales Management, Pearson, 5th Edition, 2014.

References

1. T.K. Panda & S. Sahadev, Sales and Distribution Management, Oxford, 2nd Edition, 2014.
2. K. Havaldar & V. Cavale , Sales and Distribution Management, McGrawHill,2011.

CO-PO&PSO Correlation

Course Name: Sales & Distribution Management												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	1		2	2		1		2	3			2
CO2:	1	2			1	2				3	2	
CO3:	1	2			1	2	2			3	2	
CO4:	2	1			1	1		1	3	2		
CO5:	1		2	2		1		2		2	2	2
CO6:		2		1		1			2	2		2

Note: 1: Low 2.: Moderate 3: High

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Programme:	BBA	Semester:	VI
Name of the Course:	Services Marketing	Course Code:	MKT 404
Credits:	4	No. of Hours:	4 Class/Week
Max Marks:	100		

Course Description: This course aims at enabling students to apply marketing concepts and principles to the unique challenges and opportunities of services marketing to create customer value. Class project-required.

Course Outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcome
CO1	Understand the various concepts of services marketing, service quality and CRM
CO2	Examine the critical issues in services marketing and its effectiveness in modern services industry perspective
CO3	Apply the various tools and techniques of services marketing and CRM in designing and delivery of services
CO4	Evaluate the status, issues and challenges of various services sector industry

Syllabus:

Unit I

Services marketing: Origin, growth and classification of services, the emergence of Service Economy; Nature of Services, Goods and Services Marketing; Marketing Challenges in service business, Marketing framework for service business.

Unit II

Service Product Development; The Service Encounter; The Service Consumer Behaviour; Service Management Triangle, Service Vision and Service Strategy, Service delivery, Service blueprint, service scape.

Unit III

Service Quality: Quality Issues and Quality Models (Gaps model, SERVQUAL); Demand-supply Management; Advertising, Branding and Packaging of Services, Pricing of services.

Unit IV

Services failure, service recovery, Customer retention, Customer Relationship management, Designing of service strategy, Concepts of Marketing of financial services, tourism services, health services.

Text books:

1. Lovelock, Writz, Chatterjee. - Services Marketing: People, Technology, Strategy, Pearson Education, New Delhi
2. Rajendra Nargundkar, Services Marketing, Tata Mcgraw Hill

Reference Books:

1. P.Srinivasan, Services Marketing. PHI
2. Zeithaml, V. A and Bitner, M. J. Services Marketing. New York, McGraw Hill,
3. Bhattarcharjee, Services Marketing, Excel Books
4. Apte, Govind, Services Marketing, Oxford University Press.
5. Nargundkar – Service Marketing, TMH.
6. Nimit & Monika Chowdhary, Text book of Marketing of Services: The Indian Experience, MacMillan India Limited

CO-PO & PSO Correlation

Course Name: Services Marketing		
	Program Outcomes	PSOs

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Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2			1				1	3			
CO2:	1	2		2			1		2	2	3	2
CO3:	1					2			2	3		3
CO4:	1	2		2				1	2		2	

Note: 1: Low 2.: Moderate 3: High

Programme:	BBA	Semester:	VI
Name of the Course:	Sensing and Exploring Opportunities	Course Code:	ENT 402
Credits:	4	No of Hours:	4 Class/Week
Max Marks:	100		

Course Description: This course aims at providing the student with the various sources of start-up ideas for creating a start-up. It involves the use of two approaches to generate start-up ideas: the inside-out approach and the outside-in approach. Once a start-up idea is generated, this course enables the student to evaluate the idea to ascertain whether or not it has the potential to become a business opportunity.

Course Outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcomes
CO1	Understand the entrepreneurship opportunity.
CO2	Identify & apply the business ideas
CO3	To evaluate the new business idea
CO4	Execute to explore the market and business feasibility

UNIT I

Self-Discovery Natural born entrepreneur, the reluctant entrepreneur, the hidden traits, discovers your own strength.

UNIT II

Idea Generation Sources of business ideas, how to find & assess ideas? Where to find data for ideation? What is a good problem? Opportunity recognition.

UNIT III

Idea Evaluation Design thinking for finding solutions, prototyping, idea evaluation, entrepreneurial Outlook, value proposition design, customer insight, ideas development, capstone project presentation.

UNIT IV

Feasibility Analysis Product/Service Feasibility Analysis, Industry & competition analysis, environment analysis, financial feasibility analysis.

Text books:

1. Kelin E. Gersick, John A. Davis, Marion Mc Collom Hampton and Ivan Lansberg: Generation to generation – life cycles of the Family Businesses, Harvard Business School Press

Reference Books:

1. Robert Hisrich & Claudine Kearney (2011). Corporate Entrepreneurship: How to Create a Thriving Entrepreneurial Spirit Throughout Your Company

CO-PO&PSO Correlation

Course Name: Sensing and Exploring Opportunities												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1	3		1			2		1	3		2	
CO2		3		2			3			3		2
CO3				3	2			2		3	2	

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CO4		2				2		3	2		3	
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Note:1: Low 2.: Moderate 3: High

Programme:	BBA	Semester:	VI
Name of the Course:	Management of Family Businesses	Course Code:	ENT 404
Credits:	4	No of Hours:	4 Class/Week
Max Marks:	100		

Course Description: This course aims at equipping the student with concepts, tools and strategies to manage family businesses professionally. Professional management of family businesses results in creating and maintaining competitive advantage, increase in top-line and bottom-line, creating a strong brand name and goodwill etc.

Course outcomes: After Completion of the course Students will be able to:

CO Number	Course Outcomes
CO1	Students will analyse the models of family firms.
CO2	Students will identify the dimensions of a three dimensional development Model.
CO3	Students will evaluate the different types of family businesses
CO4	Students will analyse the structures and plans for guiding development of family businesses.

Unit I: Introduction to Management of Family-Owned Business

Who are the family firms? Conceptual models of family firms-the three-circle model of family businesses, building a developmental model of family business.

Unit II: The Three-Dimensional Developmental Model

The ownership developmental dimension – the controlling owner stage, the sibling partnership stage and the cousin consortium stage; the family developmental dimension-young business family, entering the business, working together and passing the baton; the business developmental dimensions-start-up, expansion/formalization, maturity.

Unit III: Four Classis Family Business Types

Founders and the Entrepreneurial Experience, the growing and evolving family business, the complex family enterprise, the diversity of successions: different dreams and challenges.

Unit IV: Managing the Developing Family Business

Structures and Plans for Guiding Development- shareholder meetings, board of directors and advisers, plans in the ownership dimension, the family council, the family plan, forming a management development team, the management development plan, coordinating structures and plans. Consulting with family businesses-phases of consultations, interventions across developmental stages. Lessons from the life cycles.

Text books:

1. Kelin E. Gersick, John A. Davis, Marion Mc Collom Hampton and Ivan Lansberg: Generation to generation – life cycles of the Family Businesses, Harvard Business School Press
2. Kavil Ramachandran: The 10 Commandments for Family Business, Sage Publication

Reference:

1. Peter Leach: Family Businesses-The Essentials, Profile Books
2. Peter Leach and Tatwamasi Dixit: Indian Family Business Mantras, Rupa Publications India

CO-PO&PSO Correlation

Course Name: Management of Family Businesses												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1	3		1						3			
CO2		3					3					2

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C03				3	2					3		
C04						2		3			3	

Note: 1: Low 2.: Moderate 3: High