

O P JINDAL UNIVERSITY

O P Jindal Knowledge Park, Punjipathra, Raigarh-496109

School of Management



O P JINDAL UNIVERSITY



School of Management

Scheme & Syllabus

of

Bachelor in Business Administration

[BBA]

Programme Code- 02UG010

(Three Years Full-Time Programme)

Programme Structure 2022-2025

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 perform effectively through strategic thinking, problem solving and decision making.

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	BBA 101	Principles of Management	3	1	-	20	30	50	100	4
2	BBA 102	Business Economics	3	1	-	20	30	50	100	4
3	BBA 103	Business Mathematics	3	1	-	20	30	50	100	4
4	BBA 104	Financial Accounting	3	1	-	20	30	50	100	4
5	BBA 105	Business Communication	2	1	-	20	30	50	100	3
6	BBA 106	Fundamentals of Computer	2	-	2	20	30	50	100	3
7	BBA 107	Human Values and Professional Ethics	2	-	-	10	15	25	50	2
			18	5	2	130	195	325	650	24

Programme:	BBA	Semester:	I
Name of the Course:	Principles of Management	Course Code:	BBA 101
Credits	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-1-0

Course Description: The basic aim of this course is to familiarize the students with the basics of management and its far-reaching applications in business organisations.

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

CO Numbers	Course Outcomes
CO1	Understand the basic concepts of management and demonstrate the roles, skills, and functions of a manager.
CO2	Describe and analyze the various management theories in a contemporary business environment.
CO3	Develop managerial skills to understand and evaluate the contemporary issues in management
CO4	Apply the various management principles and theories to solve complex management problems.

Syllabus:

Unit I: Introduction

Meaning, Nature & Significance; Management Vs Administration; Evolution of Management Thought and different approaches to management; Levels of Management; Elements of managerial Processes; Styles & Roles of Managers in Organizations; Scientific and Operational Management; Behavioural Science Systems and Contingency approaches.

Unit II: Planning

Nature & Significance; Process of Planning; Planning and Environmental Uncertainties; Types of Planning; Advantages and Limitations of Planning; Decision Making- Process of Decision Making.

Unit III: Organization

Nature & Significance; Authority & Responsibility; Span of Control; Process of Delegations; Barriers to Delegation; Centralization & Decentralization; Concept of Line & Staff organisation; Organization Structures-Types, Advantages & Disadvantages; Staffing Concept.

Unit IV: Directing and Controlling

Concept & Importance; Direction & Supervision; Role of Supervisor; Techniques of directing; Nature and Scope of Co-ordination; Principles, Techniques and Barriers to

Co-ordination; Controlling- Concept and process; effective control system; Techniques of control.

Text Books:

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

Reference Books:

1. Weihrich 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: Principles of Management												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2		1	1			1	2	3		2	3
CO2:	2	2			2				2	2		
CO3:	1			2		2		1		3	2	3
CO4:	1	2						2	2		2	

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

Programme:	BBA	Semester:	I
Name of the Course:	Business Economics	Course Code:	BBA 102
Credits:	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-1-0

Course Description: This course offers lectures and case studies to impart teaching and learning to develop problem-solving approaches to acquaint with various microeconomic behavior in an organizational setup which will facilitate the decision-making process.

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

CO Number	Course Outcomes
CO1	Understand basic concepts of consumer and producer behavior, along with the market features.
CO2	Identify the different structures of the market in terms of competition.
CO3	Comprehend the short-run and long-run economic implications of production and cost.
CO4	Evaluate the importance of goods and services prevailing in the 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, the 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.

Unit-III: Theory of Cost

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-IV: Perfect and Imperfect Competition

Theory of revenue under perfect market structure. elasticity and revenue analysis, producer surplus, Perfect competition: short run and long-run equilibrium, break -

even analysis, shut down condition, the supply curve of the firm, zero economic profit. Theory of revenue under imperfect market structure, Monopolistic market, oligopoly market, Monopoly: Short run and long-run equilibrium, price discrimination, monopoly power, deadweight loss. Numerical problems.

Text Books:

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

Reference Books:

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

CO-PO & PSO Correlation

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

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

Programme:	BBA	Semester:	I
Name of the Course:	Business Mathematics	Course Code:	BBA 103
Credits:	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-1-0

Course Description: This course aims at equipping students 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 analyzing some practical problems. The concepts will have relevance, with regard to quantitative models, discussed in subsequent courses.

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

CO Number	Course Outcomes
CO1	Understand the basic functions of mathematics and their use in business and finance.
CO2	Solve business and finance problems.
CO3	Analyze and demonstrate mathematical skills required in mathematically intensive areas in economics and business.
CO4	Apply various business mathematics tools for decision-making.

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 the 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

Reference 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.

CO-PO & PSO Correlation

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

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

Programme:	BBA	Semester:	I
Name of the Course:	Financial Accounting	Course Code:	BBA 104
Credits:	4	No of Hours:	60
Max Marks:	100	L-T-P	3-1-0

Course Description: The basic objective of this course is to impart to students with the basic knowledge of accounting and understand the role of accounting in an organisation. Preparation of financial statements, and apply accounting rules in determining financial results.

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

CO Numbers	Course Outcomes
CO1	Understand the basic concepts of accounting involved in business transactions
CO2	Recording of business transactions in various books of accounts and evaluating the different types of errors in the trial balance
CO3	Prepare and analyse the financial statements of a business organisation
CO4	Apply the various accounting principle for the preparation and analyses the bank reconciliation statement.

Syllabus:

Unit I: Meaning and Scope of Accounting:

Meaning and Definition of accounting, Nature of accounting, Need of accounting, objectives of accounting, Users of accounting, Types of accounting, Limitations of accounting, Accrual Basis and Cash basis of Accounting, Concepts and Conventions of accounting, accounting standards-Indian Accounting standards and International Financial Reporting Standards [IFRS], Advantages of Accounting Standards, accounting equation- Practical Problems.

Unit II: Journalizing Transactions

Meaning of Journal, Rules of Debit and Credit, Ledger, Rules Regarding ledger Posting and Trial Balance, objectives of preparing Trial balance, Practical Problems.

Unit III: Final Accounts

Meaning and Objectives of Final Accounts, Trading account, Profit and loss account and Balance Sheet, Treatment of Adjustments, Practical Problems.

Unit IV: Depreciation and Bank Reconciliation Statement

Meaning of Depreciation, Causes for Depreciation, methods of charging Depreciation –Straight-line Method and Written-down-value Method. Practical Problems Meaning of Bank Reconciliation Statement, Importance of Bank Reconciliation Statement, Reasons for Difference, Procedure for Reconciliation, Practical Problems.

Text Books:

1. Shukla, S.M. & Gupta, S.P.; “Advanced Accounting”, Vol. 1, Edition 2008, Sahitya Bhawan Publications, Agra.
2. Maheshwari, S.N. and S. K. Maheshwari; An Introduction to Accountancy, Eighth Edition, Vikas Publishing House, 2003
3. Financial Accounting: Fundamentals Sultan Chand Publishers, 2003.
4. Monga, J. R., An Introduction to Financial Accounting, First Edition, Mayoor Paper books, 2005.

Reference Books:

1. Maheshwari, S.N.: “Financial Accounting”, Sultan Chand, New Delhi
2. M.C. Shukla, T.S. Grewal, and S.C. Gupta, “Advanced Accountancy”; S Chand & Sons
3. A.N. Agarwala, “Higher Sciences of Accounting”, Kitab Mahal, Allahabad
4. R.L. Gupta & M. Radhaswamy, “Financial Accounting”, Sultan Chand, New Delhi
5. Hanif & Mukherjee, “Financial Accounting”, Tata McGraw Hill, New Delhi

CO-PO & PSO Correlation

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

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

Programme:	BBA	Semester:	I
Name of the Course:	Business Communication	Course Code:	BBA 105
Credits:	3	No of Hours:	45
Max Marks:	100	L-T-P:	2-1-0

Course Description: This course is formulated to give students a perfect view of communication its scope and importance in the business world. It is designed to study principles, elements, and practices of effective business communication. The course focuses on approaches for planning, creating, and transmitting business information within a variety of business situations found in the global perspective. This provides opportunities for improving academic and workplace language proficiency also.

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

CO Number	Course Outcomes
CO1	Know the various elements, media, and principles of effective business communication.
CO2	Demonstrate effective business drafting for various situations.
CO3	Achieve good presentation skills.
CO4	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 and Group Communication Skills

Characteristics of Presentation, Planning, structuring and Delivery of presentation, use of visual aids, appearance & posture, Attention getters, Controlling nervousness and stage fright, 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 Interviews, 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 publication, New Delhi.
2. Sanjay Kumar and Pushplata, Communication Skills, New Delhi: Oxford University Press, 2011.

CO-PO & PSO Correlation

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

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

Program:	BBA	Semester:	I
Name of the Course:	Fundamentals of Computer	Course Code:	BBA 106
Credits:	3	No of Hours:	45
Max Marks:	100	L-T-P	2-0-2

Course Description: This course is designed to provide students with a working knowledge of computer concepts and essential skills necessary for work and communication in today's society.

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

CO Number	Course Outcomes
CO1	Understand the Computer Hardware and Software Fundamentals
CO2	Describe briefly some of the technologies that are used to support online applications
CO3	Identify some of the problems that are encountered when developing documents and worksheets
CO4	Draft Document, Worksheet, and Presentation

Syllabus:

Unit I: Introduction to Computer

Introduction, Definition, Characteristics of computer, Evolution of Computer, Generations of Computer, Classification, and Applications of Computer, Capabilities, and limitations of computer. Number System: Positional & Non-Positional, Binary, Octal, Decimal, Hexadecimal. Conversion from one number system to another. Role of I/O devices in a computer system, Input Units, Output Units.

Unit II: Storage Fundamentals & Software

Storage: Primary Vs Secondary Storage, Data storage & retrieval methods, Primary Storage, Secondary Storage. Software and its needs, Types of Software. System Software: Operating System, Utility Programs. Programming Language: Machine Language, Assembly Language, High-Level Language their advantages & disadvantages. Application Software and its types. Assemblers, Compilers, and Interpreters. Types of Operating System: Batch Processing, Multiprogramming. Multi-Tasking, Multiprocessing, Time Sharing, DOS, Windows, Unix/Linux.

Unit III: Data Communication

Communication Process, Data Transmission speed, Communication Types (modes), Data Transmission Medias, MODEM, and its working, characteristics, Types of Networks, LAN Topologies, Computer Protocols, Concepts relating to networking.

Unit IV: Introduction to MS-Office

MS-Word: Overview, Page Setup, Margins, Tabs, Header, and Footer. MS-Powerpoint: Overview, Working with themes, Charts, Graphics and Tables. MS-Excel: Overview, Working with the spreadsheet, Formatting Cells, Formulas and Functions, Graphs, Conditional Formatting, Sorting and Filtering Data.

Text Books:

1. Introduction to Information Technology, RAJARAMAN, V, PHI Learning
2. Computer Fundamentals, P.K. Sinha, Priti Sinha, BPB Publications, Fourth Edition.

Reference Books:

1. Leon & Leon Introduction to Computers, Vikas publishing House, New Delhi.
2. June Jamrich Parsons, Computer Concepts 7th Edition, Thomson Learning, Bombay.
3. White, Data Communications & Computers Network, Thomson Learning Bombay.

CO-PO & PSO Correlation

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

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

Programme:	BBA	Semester:	I
Name of the Course:	Human Values and Professional Ethics	Course Code:	BBA 107
Credits:	2	No of Hours:	30
Max Marks:	50	L-T-P	2-0-0

Course Description: This course is to provide basic knowledge, concepts, and principles of Human value, further, it helps students to distinguish between values and skills, and understand the need, basic guidelines, content, and process of value education.

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

CO Numbers	Course Outcomes
CO1	Understand the significance of value inputs in a classroom and start applying them in their life and profession
CO2	Evaluate the role of a human being in ensuring harmony in society and nature.
CO3	Distinguish between ethical and unethical practices, and start working out the strategy to actualize a harmonious environment.
CO4	Apply the human values and professional ethics practices in day-to-day life

Syllabus:

Unit I: Introduction to Value Education

Value Education, Definition, Concept and Need for Value Education. The Content and Process of Value Education. Basic Guidelines for Value Education. Self-exploration as a means of Value Education. Happiness and Prosperity as parts of Value Education.

Unit II: Harmony in the Human Being, Family & Society and Harmony in the Nature

Human Being is more than just the Body. Harmony of the Self ('I') with the Body. Understanding Myself as Co-existence of the Self and the Body. Family as a basic unit of Human Interaction and Values in Relationships. Comprehensive Human Goal: The Five Dimensions of Human Endeavour. Harmony in Nature: The Four Orders in Nature.

Unit III: Social Ethics

The Basics for Ethical Human Conduct. Universal Human Order and Ethical Conduct. Human Rights violation and Social Disparities.

Unit IV: Professional Ethics

Value based Life and Profession. Professional Ethics and Right Understanding.
Issues in Professional Ethics – The Current Scenario.

Text Books:

1. A.N Tripathy, New Age International Publishers, 2003.
2. Bajpai. B. L, New Royal Book Co, Lucknow, Reprinted, 2004
3. Bertrand Russell Human Society in Ethics & Politics.

Reference Books:

1. Corliss Lamont, Philosophy of Humanism
2. Gaur. R.R., Sangal. R, Bagaria. G.P, A Foundation Course in Value Education, Excel Books, 2009.
3. Gaur. R.R., Sangal. R, Bagaria. G.P, Teachers Manual Excel Books, 2009.
4. I.C. Sharma. Ethical Philosophy of India Nagin & co Julundhar
5. Mortimer. J. Adler, – Whatman has made of man
6. William Lilly Introduction to Ethic Allied Publisher

CO-PO & PSO Correlation

Course Name: Human Values and Professional Ethics												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2		2					1	2		3	2
CO2:	1				2					2		3
CO3:	2			2		1		2	3		3	2
CO4:		2					1	1		3	2	

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

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	BBA 201	Organizational Behaviour	3	1	-	20	30	50	100	4
2	BBA 202	Financial Management	3	1	-	20	30	50	100	4
3	BBA 203	Business Statistics	3	1	-	20	30	50	100	4
4	BBA 204	Management Information System	3	1	-	20	30	50	100	4
5	BBA 205	Business Environment & Sustainability	3	1	-	20	30	50	100	4
6	BBA 206	IT Skill Lab	-	-	4		25	25	50	2
7	BBA 207	Managerial Skill Development	2	-	-	10	15	25	50	2
			17	5	4	110	190	300	600	24

Programme:	BBA	Semester:	II
Name of the Course:	Organizational Behaviour	Course Code:	BBA 201
Credits:	4	No of Hours:	60
Max Marks:	100	L-T-P	3-1-0

Course Description: The aim of this course is to enhance students' understanding of the scope of OB as a field of study and its potential value in today's professional life. It focuses on three levels of analysis: the individual, group, and organization. Topics selected will help students to assess how basic theories of human behaviour may be applied to organizational settings.

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

CO Number	Course Outcomes
CO1	Demonstrate a thorough knowledge and understanding of organizational behavior at individual, group, and organizational level.
CO2	Collaboratively and autonomously research, analyze and evaluate information from a wide variety of sources.
CO3	Apply relevant contemporary theories, concepts, and models in order to analyze organizational environments, cases and issues.
CO4	Relate real work life organizational behaviour issues & concerns.

Syllabus:

Unit I: Introduction to OB

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

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.

Unit IV: Organizational Dynamics

Organizational Culture & Climate, Organizational Structure, Conflict, Power & Politics, Organizational Change.

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.

CO-PO & PSO Correlation

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

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

Programme:	BBA	Semester:	II
Name of the Course:	Financial Management	Course Code:	BBA 202
Credits:	4	No of Hours:	60
Max Marks:	100	L-T-P	3-1-0

Course Description: This course helps students to learn the core concepts of corporate finance. It deals with important topics like cost of capital, capital budgeting, capital structure, etc. It deals with financial decision-making and financial analysis.

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

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

Syllabus:

Unit I: Financial Management Introduction

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

Unit II: Valuation of Securities

Valuation of securities, Bond valuation, yield to maturity, valuation of equity share. Risk and return, Capital gain yield, dividend yield, holding period return, average returns, measures of risk, Portfolio return and risk, systematic risk, unsystematic risk, optimal portfolio, efficient frontier, capital allocation line, Beta, Expected return of a security and cost of capital, Market risk premium.

Unit III: Cost of Capital

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, weighted average cost of capital.

Unit IV: Capital Budgeting

Capital Budgeting, Capital Budgeting methods: Net present value method, Internal rate of return method, Profitability index method, Payback period method, what can be the discounting rate? Advantages and disadvantages of each method, hurdle rate, and multiple IRRs.

Text Books:

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

Reference Book:

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

CO-PO & PSO Correlation

Course Name: Financial Management												
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		3
CO2:	3	2			1	1		1	3		3	2
CO3:	3	2	1			2	2	2		2	2	
CO4:	3	2		1		2		1	3	2	2	2

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

Programme:	BBA	Semester:	II
Name of the Course:	Business Statistics	Course Code:	BBA 203
Credits:	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-1-0

Course Description: The course will enable the students in terms of understanding the statistical aspects related to business thereby enhancing their skills in this regard. To make the students understand the concepts of statistics and probability. To understand quantitative methods and statistical tools to business problems which would enable to take decisions, and quantify various business plans.

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

CO Number	Course Outcomes
CO1	Understand the importance of statistics in applied form. Distinguish between inferential and descriptive statistics.
CO2	Use the concepts of frequency distribution to summarize the statistical data and present in appropriate form with the help of graphical tools.
CO3	Apply various measure of central tendency and dispersion, and identify the advantage & disadvantages of various measures.
CO4	Anticipate and device the concept of probability. Identify and execute experimental Outcomes, Events and Their Probabilities.

Syllabus:

Unit I: Introduction of Statistics

Explain why knowledge of statistics is important. Define statistics and provide an example of how statistics is applied. Different elements of Statistics, Characteristics of Statistics, Functions of Statistics, Limitations of Statistics, Statistics in Business and Management, Distrust of Statistics, Differentiate between descriptive and inferential statistics. Classify variables as qualitative or quantitative, and discrete or continuous. Distinguish between nominal, ordinal, interval, and ratio levels of measurement. List the values associated with the practice of statistics.

Unit II: Collection, Classification, and Presentation of Data

Data Collection, Data Classification & Data Gathering, Data Presentation- Summarize qualitative variables with frequency and relative frequency tables. Display a frequency table using a bar or pie chart. Summarize quantitative variables with frequency and relative frequency distributions. Display a frequency distribution using a histogram or frequency polygon. Problems.

Unit III: Measure of Central Tendency and Dispersion

Compute and interpret the mean, the median, and the mode. Compute a weighted mean. Compute and interpret the geometric mean. Compute and interpret the range, variance, and standard deviation. Explain and apply Chebyshev's theorem and the Empirical Rule. Compute the mean and standard deviation of grouped data. Problems.

Unit IV: Simple Correlation-Regression and Probability

Correlation Analysis- Measures of variations, The Scatter diagram, Karl Pearson coefficient of correlation coefficient, Properties of correlation coefficient, Regression Analysis- The linear regression equation, Standard error of the estimate. Probability -Experiments and the Sample Space, Assigning Probabilities to Experimental Outcomes, Events and Their Probabilities, Events and Their Probabilities, Bayes' Theorem, Conditional probability. 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: Business statistics												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	1	2				1				3	2	2
CO2:			2					2	2			2
CO3:	2	2					1	2		2	2	
CO4:	1	2		2	1		2		2			3

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

Program:	BBA	Semester:	II
Name of the Course:	Management Information System	Course Code:	BBA 204
Credits:	4	No of Hours:	60
Max Marks:	100	L-T-P	3-1-0

Course Description: This course is designed to make students understand and assess the importance of information and its role in business and develop data analysis skills in students to evaluate information and the tools used for information processing.

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

CO Number	Course Outcomes
CO1	Understand the information needs of an organization and a business function
CO2	Understand DSS techniques for making effective decisions
CO3	Evaluate effectiveness of decision-making process and identify its tools
CO4	Design parameters for MIS application, for data analysis uses

Syllabus:

Unit I: Introduction to Information Technology

Introduction to Information Technology (IT), Advantages /Disadvantages of IT, How Business use Information Systems, 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 II: Management Information Systems

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

Unit III: Decision Support System

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

Unit IV: Designing MIS

Designing MIS with software solutions, Simon's Model for decision making.

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
2. W.S. Jawadekar, Management Information System, Tata McGraw Hill

Reference Books:

1. Laudon & Laudon, Management information Systems, Pearson Education, 10th Edition (2007)
2. C.S.V. Murthy, Management Information System, Himalaya Publishing House

CO-PO & PSO Correlation

Course Name: Management Information System												
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	3			2		2		2			3
CO3:	3		1		2	3	2	2		2	3	
CO4:		3			2	3	3			2	3	2

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

Programme:	BBA	Semester:	II
Name of the Course:	Business Environment & Sustainability	Course Code:	BBA 205
Credits	4	No of Hours:	60
Max Marks:	100	L-T-P	3-1-0

Course Description: A sound understanding of economic environment is essential for the long-term success of any business. In today 's fast changing and dynamic business environment and it is essential for students to relate the factors (internal/external) and gain better exposure in view of the changes.

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

CO Numbers	Course Outcomes
CO1	Understand the meaning, and concepts of the business environment.
CO2	Analyse various factors of Indian economy.
CO3	Recognise India's economic planning and policies.
CO4	Acknowledge the paradigm shift in the socio-cultural dynamics of business environment in India.

Syllabus:

Unit I: Introduction to Business Environment

Meaning and characteristics of Business Environment, Micro-environment: Value premises, Macro Business Environment: Domestic and Global macroeconomic environment.

Unit II: Economic environment

Nature of Economic environment, Structure of economy, changes in the sectoral composition of GDP and Occupation structure. Economic policies, Economic stability and instability, Economic opportunities and threats. Determinants of Technological Environment, Indicators of Technological progress, Technology and Economic Growth.

Unit III: India's Economic System and Planning

India's Economic system, India's Development strategies- Objectives and assessment of Indian economic planning, Industrial development policy, New economic policy – Liberalization, Privatization, Globalization.

Unit IV: Society, Business, Culture

Society and Business, Social class structure, Social mobility, Types of society. Meaning of Culture, Factors influencing culture, Culture gaps and international business, Demographic characteristics and business, Demographic transition and Business decisions. Meaning of sustainable development and economic growth.

Text Books:

1. B. N. Ghosh-Business Environment, Oxford Higher Education.
2. Paul, Justin-Business Environment, Tata McGraw Hill Company.

Reference Book:

1. Shaikh, Salim, Business Environment, Pearson, New Delhi.

CO-PO & PSO Correlation

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

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

Program:	BBA	Semester:	II
Name of the Course:	IT Skill Lab	Course Code:	BBA 206
Credits:	2	No of Hours:	30
Max Marks:	50	L-T-P	0-0-4

Course Description: The objective of this course includes developing familiarity with different software and hardware systems available in the industry and developing experience in using computers for various tasks involved in businesses.

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

CO Number	Course Outcomes
CO1	Gain in depth knowledge about the functioning of computers and its uses
CO2	Use Internet and its applications
CO3	Analyze Data Using MS Excel
CO4	Draft Document and Presentation

Syllabus:

1. Conceptual Framework of Computers, Hardware Fundamentals, Operating System and Internet.
2. MS Excel.
3. MS Word & Power point.
4. Application of Computers in Business: E-Commerce, Digital Marketing, Accounting and Finance, M-Commerce etc.
5. Online Learning Platforms.

Text Books:

1. Summer M., Computers Concepts and Uses, 2nd ed. Englewood Cliffs, PHI Publication
2. Joan Lambert, Curtis Frye, Microsoft Office Step by Step (Office 2021 and Microsoft 365), Pearson Education

Reference Books:

1. Computer Fundamentals, P.K. Sinha, Priti Sinha, BPB Publications, Fourth Edition
2. White, Data Communications & Computers Network, Thomson Learning Bombay.

CO-PO & PSO Correlation

Course Name: IT Skill Lab												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:			2		2				3		2	
CO2:		2				1				2		2
CO3:	3	2		2	2			2		3		2
CO4:	2	3		2	2		1	2	3		2	

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

Programme:	BBA	Semester:	II
Name of the Course:	Managerial Skill Development	Course Code:	BBA 207
Credits:	2	No of Hours:	30
Max Marks:	50	L-T-P:	2-0-0

Course Description: The main objective of this course is to improve Managerial Skills, to know Build Positive Attitude, to experience Self-assessment, to have clarity on goal setting, to learn and manage Impression Management, to learn Managerial Communication.

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

CO Number	Course Outcomes
CO1	Understand theories & styles of Leadership.
CO2	Acquire greater understanding of their own personal identities, & how Leadership Models are put into practice personally, locally & globally.
CO3	Understand different Management Development & Organizational Strategies and be able to use a process for decision making.
CO4	Communicate effectively to develop relationships, manage conflicts & work across differences.

Syllabus:

Unit I: Professional & Public Speaking

Introduction, speaking: An Overview, Art of Persuasion, Platform Behaviour, Stage Fright, Describing Objects/Situations/People, Delivering Just-a-minute Sessions, The art of Public Speaking- Model Speeches, Guidelines for effective Speeches, Types of Speeches.

Unit II: Positive Thinking, Motivation & Attitude

Positive Thinking, Motivation, Needs and Motivation, Maslow's Hierarchy of Needs, Understanding Attitude, Facts about Attitude, Types of Attitude, how to develop Positive thinking and Attitude, how to drive out negative thinking and attitude.

Unit III: Self-Discovery & Goal Setting

Self- Discovery, SWOT analysis, Importance of Goal setting, SMART Goals, Types of Goals (long term goal, short term Goal, personal & professional Goal) Activities based on goal setting.

Unit IV: Personality & Impression Management

Personality, Determiners of personality, Characteristics of personality, Stages of personality development, developing a Powerful Personality, Importance of Impression, Self-Presentation, Impression construction, self-presentation and social behavior, Impressive Resume Building for different jobs, Activities on Impression Management.

Text Books:

1. B. N. Ghosh, Managing Soft Skills for Personality Development, Tata McGraw Hill, 2014
2. Jeff Davidson, The Complete Guide to Public Speaking, Manjul Books PVT. Bhopal, 2006

Reference Books:

1. K. Alex, Managerial Skills, S. Chand
2. Jeff Butterfield, Soft Skills for Everyone, CENAGE LEARNING, Delhi

CO-PO & PSO Correlation

Course Name: Managerial Skill Development												
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		1			2	2		
CO3:		2	1		1		1			2		3
CO4:			2	2				2		2	3	

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

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	BBA 301	Business Law	3	1	-	20	30	50	100	4
2	BBA 302	Cost & Management Accounting	3	1	-	20	30	50	100	4
3	BBA 303	Marketing Management	3	1	-	20	30	50	100	4
4	BBA 304	Human Resource Management	3	1	-	20	30	50	100	4
5	BBA 305	Environmental Science & Disaster Management	3	1	-	20	30	50	100	4
6	BBA 306	One Thing & Extreme Ownership	1	1	-	10	15	25	50	2
7	BBA 307	Business Etiquette and Corporate Grooming	1	1	-	10	15	25	50	2
			17	7	0	120	180	300	600	24

Programme:	BBA	Semester:	III
Name of the Course:	Business Law	Course Code:	BBA 301
Credits:	4	No of Hours:	60
Max Marks:	100	L-T-P	3-1-0

Course Description: This course helps to understanding the legal environment which is essential for the long-term success of any business. This course aims to develop an understanding of significant provision of select Business Law to acquire the ability to address the application-oriented issues.

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

CO Numbers	Course Outcomes
CO1	Understand the general legal boundaries that define the regulation of business, including the general parameters of commercial AND Mercantile Law.
CO2	Recognize the most common forms of business associations, including partnerships & limited liability Partnership.
CO3	Understand the rules governing formation, management and dissolution of the most common forms of business associations, as well as the implications of choosing one form of association over others.
CO4	Engage critical thinking to predict outcomes and recommend appropriate action on issues relating to Contract, Consumer Protection, Partnership, LLP and Negotiable Instrument

Syllabus:

Unit I: The Indian Contract Act, 1872

General nature of contract, consideration, other essential elements of a valid contract, performance of contract, breach of contract, Contingent and Quasi Contract, Contract of Indemnity and Guarantee, Bailment and Pledge, Contract of Agency.

Unit II: The Sale of Goods Act, 1930

Goods & Their classification, Formation of the contract of sale, Conditions and Warranties. Transfer of ownership and delivery of goods, unpaid seller and his rights, Performance of a contract of sales, Buyers right.

Unit III: The Indian Partnership Act, 1932

The Indian Partnership Act, 1932, General Nature of Partnership, Types of Partners, Rights and duties of partners Reconstitution of firms, Registration and dissolution of a firm, The Limited Liability Partnership Act, 2008: Introduction-covering nature

and scope, Essential features, characteristics of LLP, Incorporation and differences with other forms of organizations.

Unit IV: The Consumer Protection Act, 2019 and Negotiable Instrument Act

Important Definition, Consumer Protection Council, consumer disputes redressal commission (District, State, National). The Negotiable Instrument Act: Promissory Notes, Bills and Cheque, Parties to Negotiable Instrument, Negotiation, Presentment and Discharge, Notice of Dishonour, Noting and Protest, penalties in case of dishonour of certain cheques for insufficiency of funds in the accounts.

Note: If new legislations are enacted in place of the existing legislations, the syllabus would include the corresponding provisions of such new legislations with effect from dates notified by the University.

Text Book:

1. Kapoor N D.- Elements of Mercantile Law (Sultan Chand & Sons).

Reference Books:

1. Kuchhal M.C. - Business Law (Vikas Publication)
2. Gulshan S.S. - Business Law Including Company Law (Excel Books)

CO-PO & PSO Correlation

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

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

Programme:	BBA	Semester:	III
Name of the Course:	Cost & Management Accounting	Course Code:	BBA 302
Credits:	4	No of Hours:	60
Max Marks:	100	L-T-P	3-1-0

Course Description: The basic objective of this course is to acquaint students with basic concepts and tools of Cost and Management Accounting and its applications for decision making.

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

CO Numbers	Course Outcomes
CO1	Understand the basics concepts of management and cost accounting.
CO2	Analyse the elements of Cost and Cost Sheet
CO3	Recognising various cost control management techniques
CO4	Prepare and analyse the cost statements and cost volume-profit analysis

Syllabus:

Unit I: Introduction of Cost Accounting

Meaning, Definition, Objectives, Advantages of Cost accounting, classifications of cost, Methods of Costing, Cost units, Cost centre, Comparison between Cost Control, and Cost Reduction.

Unit II Elements of Cost and Cost Sheet

Elements of cost, Meaning and definition of cost sheet, objectives of cost sheet and methods of cost sheet preparation, Components of total Cost, Conversion Cost, Cost Ascertainment, Preparation of Cost Sheet- Practical Problems.

Unit III: Cost Control

Material- Meaning and types, Computation of Stock levels- EOQ - Pricing of Issue of materials -FIFO, LIFO, Simple and Weighted Average methods. Labour: Computation of Labour cost - Time rate and piece rate system. Practical Problems.

Unit IV: Management Accounting

Management Accounting: Meaning, nature, functions, Objectives, Comparison of Management Accounting with Cost Accounting and Financial Accounting, Cost volume-profit analysis, Break-even analysis. Decisions regarding sales-mix make or buy decisions and discontinuation of a product line, material and labour and overhead variance. - Practical Problems.

Text Books:

1. Cost Accounting – Theory and Problems Maheshwari, S. N. and Mittal, S. N. (2019), 22nd Revised Edition, Shri Mahavir Book Depot.
2. Cost Accounting, Rajasekaran, (2018), 1st edition, Pearson Education.
3. Cost Accounting - Principle Practices Dutta, Mahesh, (2016), 1st edition, Pearson Education.

Reference Books:

1. Ravi M Kishore: Cost and Management accounting, Taxmann's Publications
2. Debarshi Bhattacharyya, Cost and Management, Pearson
3. Dr. S.N. Maheswari: Management Accounting, Vikash Publishing
4. S.P.Jain , K.L.Narang : Cost Accounting, Kalyani Publishers
5. Sharma and Shahi K Gupta: Management Accounting, Kalyani Publishers.

CO-PO & PSO Correlation

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

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

Programme:	BBA	Semester:	III
Name of the Course:	Marketing Management	Course Code:	BBA 303
Credits	4	No of Hours:	60
Max Marks:	100	L-T-P	3-1-0

Course Description: The course aims to provide basic knowledge, concepts, principles, tools and techniques of marketing. This course enables a student to understand the fundamentals of marketing concept and the role marketing plays in business.

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

CO Numbers	Course Outcomes
CO1	Remember and comprehend basic marketing concepts.
CO2	Understand marketing Insights on application of basic marketing concepts.
CO3	Analysing Business/ Consumer Markets and ability Identify & evaluate Market Segments and Targeting
CO4	Apply and develop Marketing Strategies and Plans

Syllabus:

Unit I: Introduction

Overview of Marketing, Origin of Marketing, Definition, nature & scope of Marketing. Need for marketing. Evolution of marketing concepts; Marketing mix, Marketing environment.

Unit II: Market segmentation

Concept, bases; Target market selection; Positioning concept, Branding, packaging and labelling.

Unit III: Product and Pricing

Product concept. Types of products, Product levels, PLC – Product life cycle, New Product Development. Pricing: Concept, Factors influencing pricing, Process and methods of pricing.

Unit IV: Distribution Channels and Promotion Mix

Concept, Importance, Marketing flows in marketing channels, Selection and management of distribution channels. *Wholesaling and Retailing*: Concept, Functions and types. Promotion Mix: Advertising, Sales promotion, Personal selling, Publicity and Public relation, Direct marketing.

Text Books:

1. Marketing Management: A South Asian Perspective - Kotler, Keller, Kevin 15/e, Pearson Education,2016.
2. Marketing Management - Ramaswamy V. S. & Namakumari S, 6/e, Sage Publication India Pvt Ltd.,2018.

Reference Books:

1. Marketing Management - Tapan Panda, 5/e, Excel Publication, 2007.
2. Fundamentals of Marketing Management - Etzel M. J, B J Walker & William J. Stanton, 14/e, McGraw Hill Education Publishers, 2015.
3. Marketing: Asian Edition Paul Bainies, Chris Fill Kelly Page third edition, Oxford.

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

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

Programme	BBA	Semester:	III
Name of the Course:	Human Resource Management	Course Code:	BBA 304
Credits:	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-1-0

Course Description: The objective of this course is to help the students develop an understanding of the dimensions of the management of human resources, with particular reference to HRM policies and practices in India.

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

CO Number	Course Outcome
CO1	Understand the concepts and functions of HRM
CO2	Implement the methods of recruit, train, and appraise the performance of employees
CO3	Prepare the rational design of compensation and salary administration
CO4	Review the 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: Recruitment, Training & Development

Human Resource Planning, Job Analysis, Recruitment, Selection, Placement and Socialization. Training and Development, Performance Appraisal, Career Planning & Development, Succession Planning, Job Evaluation & Compensation Management.

Unit III: Maintenance & Integration

Employee Welfare, Industrial Relations, Conflicts & Grievances, Trade Unions, Collective Bargaining, Workers Participation in Management.

Unit IV: Emerging Trends in HRM

Work Life Balance, Work Stress & Counseling, Employee Empowerment, Human Resource Information System (HRIS), Strategic HRM.

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												
	Program Outcomes								PSOs			
Course Outcomes	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			2			3			2
CO4:		2	3		1		3	2		3		2

Note: 1: Low 2: Moderate 3: High

Programme:	BBA	Semester:	III
Name of the Course:	Environmental Science & Disaster Management	Course Code:	BBA 305
Credits:	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-1-0

Course Description: This course offers lecture and case studies to impart teaching and learning to develop environmental problem-solving issues, general concept of disaster both natural and man-made. The objective of this course is to make the students understand the element of environment, how does environment shape human society, impact of modern industrialization on environment, how Indian and global societies are dealing with environmental challenges etc. It defines human responsibilities within the framework of an understanding of development, with vulnerability and disaster risk reduction as an integral part of development.

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

CO Number	Course Outcomes
CO1	Understand the environmental elements & Disasters in detail.
CO2	Plan for optimum use of resources and sustainable development thinking.
CO3	Analyze various types of disasters, their preparedness and mitigation measures.
CO4	Apply the knowledge to encourages and pursue healthy lifestyle.

Syllabus:

Unit I: Nature of Environmental Studies & Natural Resources

Definition, Scope and Importance. Need for Public Awareness – Institutions in Environment, People in Environment. 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 II: Environmental Pollution & Management

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

Unit III: Introduction to Disaster

Hazards and Disasters, Risk and Vulnerability in Disasters, Natural Disasters, Man Made Disasters, Slow Disasters and Rapid Onset Disasters, Difference between Accidents and Disasters, Global trends in disasters, urban disasters, pandemics, complex emergencies, Climate change.

Unit IV: Mitigation and Management Techniques of Disaster

Basic principles of disasters management, Disaster Management cycle, Disaster Mitigation, Disaster management policy, National and State Bodies for Disaster Management, Early Warning Systems, Disaster Preparedness, Capacity Building, Community based Disaster Preparedness Plan, Technologies for Disaster Management, Disaster Resilience.

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. M. M. Sulphrey, Disaster Management, PHI Learning
4. Dr. S. Arulsamy & J. JEYA DEVI, Disaster Management, Neel Kamal

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. William L. Waugh, Handbook of Disaster Management, Crest Publishing House
4. B. K. Singh, Handbook of Disaster Management: Techniques and Guidelines, Rajat Publications

CO-PO & PSO Correlation

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

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

Programme:	BBA	Semester:	III
Name of the Course:	One Thing & Extreme Ownership	Course Code:	BBA 306
Credits:	2	No of Hours:	30
Max Marks:	50	L-T-P:	1-1-0

Course Objectives: The objective of this course is to make the students understand the tools and techniques of personal effectiveness that produces extraordinary results and extreme ownership, so essential for corporate leaders of today. It will also help to understand how the habit to succeed can be incorporated in one's life to overcome the hurdles.

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

CO Number	Course Outcomes
CO1	Understand the tools and techniques of personal effectiveness
CO2	Learn the habit to succeed can be incorporated in one's life to overcome the hurdles.
CO3	Analyse the concepts of one thing and extreme ownership
CO4	Create extraordinary results and extreme ownership

Syllabus:

Unit I: The ONE Thing - The Lies and the Truths

The ONE Thing, The Domino Effect. The Lies: Everything Matters Equally, Multitasking, A Disciplined Life, Will power is always on Will-call, A balanced life, Big is bad The Truth: The focusing question, The Success Habits, The Path to Great Answers.

Unit II: The ONE Thing - Extraordinary Results

Extraordinary Results: Live with purpose, Live by priority, Live for productivity, The Three Commitments, The Four Thieves, Putting the ONE Thing to work: GPS and 411.

Unit III: Extreme Ownership - Winning the War Within

Extreme Ownership, No Bad Teams Only Bad Leaders, Believe, Check the Ego, The Laws of Combat, Cover and Move, Simple, Prioritize and Execute, Decentralized Command.

Unit IV: Extreme Ownership - Sustaining Victory

Plan, Leading up and down the chain of command, Decisiveness amid uncertainty, Discipline Equals Freedom - The Dichotomy of Leadership.

Text Books:

1. Gary Keller and Jay Papasan: The ONE Thing, John Murray publishers
2. Jocko Willink and Leif Babin: Extreme Ownership,

Reference Books:

1. Grant Cardone: The 10X Rule: The Only Difference Between Success and Failure, Wiley
2. Chris Lambertsen: Navy SEAL Mental Toughness: A Guide To Developing An Unbeatable Mind,
3. Field Manual & Jocko Willink: Leadership Strategy and Tactics

CO-PO & PSO Correlation

Course Name: One Thing & Extreme Ownership												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	3		2	2	3						2	3
CO2:		3		1		1	3	2	3	2		
CO3:	2	2	1			2			2			2
CO4:					2		1	2		3	3	

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

Programme:	BBA	Semester:	III
Name of the Course:	Business Etiquette and Corporate Grooming	Course Code:	BBA 307
Credits:	2	No of Hours:	30
Max Marks:	50	L-T-P:	1-1-0

Course Objectives: The course in business etiquette and corporate grooming introduces concepts related to business etiquette and corporate grooming and its applications in the contemporary context.

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

CO Number	Course Outcome
CO1	Understand the concepts in the context of effective corporate etiquette
CO2	Identify basic concepts related to business etiquette and corporate grooming
CO3	Develop skills which required for corporate
CO4	Apply the various skills in different settings and appreciate the key minimum standards required by etiquette practice

Syllabus:

Unit I: Introduction to Business Etiquette

Understanding business etiquette, Minimum standards required by etiquette practice, Example of organizational culture, Knowledge and appreciation of courtesy and good manners at work.

Unit II: Professional and Cultural Expectations

The values and expectations of different cultures, determining which etiquette style is best suited to particular cultures, Effective polite verbal communication, Professional phone, letter and email etiquette, and Phone etiquette.

Unit III: Acting in a Professional Manner

The importance of how to behave in a professional manner, Meeting protocol, preparation and attendance, Chairing and setting out a meeting agenda, Example of an agenda, Example of minutes from a meeting, Appreciate the issues involved with regard to disability in the workplace, General disability etiquette.

Text Book:

1. Lillian H. Chaney, Jeanette S. Martin. *The Essential Guide to Business Etiquette*

Reference Books:

1. Sarvesh Gulati (2012), Corporate Grooming and Etiquette, Rupa Publications India Pvt. Ltd.
2. Thomas Means (2009), Business Communication.

CO-PO & PSO Correlation

Course Name: Business Etiquette and Corporate Grooming												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	3		2		3						2	3
CO2:		3						2	3	2		
CO3:	2					2			2			2
CO4:					2		1	2		3	3	

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

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	BBA 401	Innovation & Entrepreneurship	3	1	-	20	30	50	100	4
2	BBA 402	Business Research Methods	3	1	-	20	30	50	100	4
3	BBA 403	Indian Financial System	3	1	-	20	30	50	100	4
4	BBA 404	Production and Operations Management	3	1	-	20	30	50	100	4
5	BBA 405	Digital & Social Media Marketing	2	1	2	20	30	50	100	4
6	BBA 406	Business Research Lab	-	1	2	-	25	25	50	2
7	BBA 407	Managing Self (MS)	2	-	-	-	25	25	50	2
			15	7	4	110	190	300	600	24

Programme:	BBA	Semester:	IV
Name of the Course:	Innovation & Entrepreneurship	Course Code:	BBA 401
Credits:	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-1-0

Course Description: Entrepreneurship has become one of the most powerful and influential forces of change in the world. Technological innovation driven by scientific research has led to radical social and economic changes. This subject expose student to the objectives, challenges, and requirements for effectively managing own business and enhance entrepreneurial skills.

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

CO Number	Course Outcomes
CO1	Understand the concept of entrepreneurship, Identify the characteristics and skills required to become successful entrepreneur.
CO2	Understand and execute the Innovation and creativity by proper application of entrepreneurial processes.
CO3	Estimate the required resources through Industry & competition analysis, environment analysis and financial feasibility analysis.
CO4	Create and start the business plan in synchronization with Marketing, Organizational, Financial and Operations Plans.

Syllabus:

Unit I: Innovation and Creativity

Analysing the Current Business Scenario, Innovation and Creativity- An Introduction, Innovation in Current Environment, Types of Innovation, Challenges of Innovation, Steps of Innovation Management, Idea Management System, Divergent V/s Convergent Thinking.

Unit II: Introduction to Entrepreneurship

Definition and concept of entrepreneur, characteristics of an entrepreneur, classification of entrepreneurs, women entrepreneurs, nature and importance of entrepreneurs. Entrepreneurship, 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, The Marketing Plan, The Organizational Plan, The Financial Plan, and The Operations Plan. Business Models and value proposition, Business Model Failure: Reasons and Remedies, Incubators-Business Vs Technology, Managing Investor for Innovation, Future markets and Innovation needs for India.

Text Books:

1. Vasant Desai, The Dynamic of Entrepreneurial Development and Management, Himalaya Publishing House, 2017 Edition.
2. 8 Steps To Innovation: Going From Jugaad To Excellence- Book by Rishikesh T. Krishnan and Vinay Dabholkar

Reference Book:

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

CO-PO & PSO Correlation

Course Name: Innovation & 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:	2		1	2	2			2		3		2
CO3:		2					2			2		3
CO4:	2	1					2	2	2		2	

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

Programme:	BBA	Semester:	IV
Name of the Course:	Business Research Methods	Course Code:	BBA 402
Credits:	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-1-0

Course Description: The basic aim of this course is to equip the students with the required knowledge about the ethical issues related to research, to conduct simple research, to analyze the data with the help of statistical tools and to derive conclusions.

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

CO Numbers	Course Outcomes
CO1	Understand the fundamentals of business research and evaluate the various research design
CO2	Identify relevant scaling & measurement techniques and should use appropriate sampling techniques
CO3	Synthesize different techniques of coding, editing, tabulation and analysis in doing research.
CO4	Evaluate and apply statistical techniques for drawing inferences and preparing research reports.

Syllabus:

Unit I: Introduction to Research

Meaning, Objectives, Types of Research; Significance of Research, Research Process, Ethics in Research. Classification of Research Designs; Exploratory, Descriptive and Conclusive Research Designs

Unit II: Data Collection and Sampling Procedure

Primary and Secondary data, Observation and Survey (Structured & Unstructured), Methods of Survey: Interviews, Schedule, Questionnaire method. Sampling Techniques and Procedures: sampling procedure, types/methods of sampling, sample size determination.

Unit III: Measurement & Scaling Techniques

Types of Scales: Ratio, Interval, Ordinal and Nominal, Comparative and Non-Comparative scales, characteristics of a good measurement, sources of error in measurement. Processing data for analysis: editing, coding, classification & tabulations. Hypothesis & Testing of Hypothesis. Analysis of Data (Statistical Tools).

Unit IV: Descriptive Statistics

Statistical applications: T-test, ANOVA, Correlation, Regression. Practical application of all tests in SPSS. Preparation of Research Report – Meaning of Research Report – Types of Report – Steps in Preparing Research Report – Format of the Report.

Text Books:

1. Cooper Donald, Schindler Pamela, Business Research Methods, MCG raw Hill, 2015
2. Marketing Research: An Applied Orientation, Naresh K. Malhotra and Satyabushan Dash, Pearson Education, India.

Reference Books:

1. R Panneerselvam – Research Methodology – Prentice Hall India.
2. 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: Business Research Methods												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	3		2	2					2	3	2	
CO2:	2			3	2			1	2		3	2
CO3:		2				1	2	2		2		3
CO4:	2		1		2		2	1	2	3		

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

Programme:	BBA	Semester:	IV
Name of the Course:	Indian Financial Systems	Course Code:	BBA 403
Credits:	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-1-0

Course Description: This course offers lectures and case studies to impart teaching and learning to develop understanding about Indian Financial structure. Along with the basic understanding about institutions and related regulations for public and institutions.

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

CO Number	Course Outcomes
CO1	Understand recall and relate money market instrument, underwriting of shares, Government Securities, Leasing, Credit Rating, and Hire Purchase.
CO2	Describe and relate various instrument of Financial Market, Mutual Fund and distinguish between hire purchase and leasing.
CO3	Apply purchasing and dealing in stock market.
CO4	Design and develop to act as a Venture Capitalist and Maximize their return.

Syllabus:

Unit I: Introducing of Indian financial system

Introducing various components of the Indian financial system: financial markets, financial institutions, and 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..

Unit II: Stock Exchange

What is a stock exchange? recognition of stock exchanges, listing of stocks, registration of brokers, online trading system, demutualization of stock exchanges. stock market trading, requirements for a retail investor to trade in stock market. Government Securities Market, features of government securities, terms and conditions applicable to government securities, types of government securities, repos, Primary Dealers, Retail Debt Market.

Unit III: Credit Rating

Credit Rating, Importance of credit rating, factors affecting rating, instruments for rating, creditrating agencies and ratings, emerging avenues of rating services, 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 and Venture Capital

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, 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 Book:

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

CO-PO & PSO Correlation

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

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

Program:	BBA	Semester:	IV
Name of the Course:	Production and Operations Management	Course Code:	BBA 404
Credits:	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-1-0

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 Outcomes
CO1	Understand the fundamental concepts of production and operations management applied in the field of manufacturing and service organizations.
CO2	Plan and analyze the production and operations activities in short, medium and long-term planning of manufacturing or services organizations.
CO3	Apply the world-class manufacturing techniques in the operation environment.
CO4	Develop the 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 Book:

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

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

Programme:	BBA	Semester:	IV
Name of the Course:	Digital & Social Media Marketing	Course Code:	BBA 405
Credits:	4	No of Hours:	60
Max Marks:	100	L-T-P:	2-1-2

Course Description: This course is meant to understand the concept of online medium of marketing. In addition to that it will explain about the application of all the elements of digital marketing.

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

CO Number	Course Outcomes
CO1	Understand the concept of Digital Marketing
CO2	Develop and define Search Engine Advertising, AD Ranking.
CO3	Apply the concepts of Social Media Marketing,
CO4	Adapt and build Mobile Marketing.

Syllabus:

Unit I: Introduction to Digital Marketing

Origin of digital marketing, traditional versus digital marketing, digital marketing strategy, digital marketing plans, skills required for digital marketing

Unit II: Search Engine Advertising

Concept of Display advertising, types of display advertising, buying models, understanding ad placement, understanding Adrank, Search engine, SEO phases, On Page-Off page optimization.

Unit III: Social Media Marketing

Concept of Social media marketing, how to build a successful social media strategy, Facebook marketing, LinkedIn marketing, Twitter marketing, Instagram marketing

Unit IV: Mobile Marketing

Mobile marketing, mobile usage, mobile advertising, mobile marketing toolkit, mobile marketing features, mobile analytics, E-Wallet

Text Book:

1. Seema Gupta, Digital Marketing, McGraw Hill Publication, New Delhi.

Reference Books:

1. Mouty Maiti: Internet Marketing, Oxford University Press India
2. Ryan, Damian; Understanding Digital Marketing: marketing strategies for engaging the digital generation; Kogan Page (3rd Edition, 2014).

CO-PO & PSO Correlation

Course Name: Digital & Social Media Marketing												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	1	1	2	2			3		2	3	2	
CO2:	1			3	2			1	2		3	2
CO3:		2				2	2	2	2	2		3
CO4:	2	2	2	2	2		2	1	2		3	2

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

Programme:	BBA	Semester:	IV
Name of the Course:	Business Research Lab	Course Code:	BBA 406
Credits:	2	No of Hours:	60
Max Marks:	50	L-T-P:	0-1-2

Course Description: This course focuses on the development and implementation of research skills as well as the tactical aspects of research for business decisions. Business research lab is designed to provide you with an opportunity for integrating the various business research concepts in the development and solving the various business problems.

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

CO Number	Course Outcomes
CO1	Identify and formulate the research problems for any business-related aspects
CO2	Apply the research and sampling design to solve the problems
CO3	Analyse and draw the inferences from the data collected for solution of the problem
CO4	Prepare the business research report related to selected research problem

Syllabus:

1. Conceptual Framework of Business research process
2. Primary and Secondary Data Collection Exercise
3. Questionnaire preparation Exercise
4. Hands on training to use MS Excel and SPSS to analyse the data.
5. Report formulation Exercise.
6. Report has to be submitted based on the above exercises.

Text Books:

1. Cooper Donald, Schindler Pamela, Business Research Methods, MCG raw Hill, 2015
2. Marketing Research: An Applied Orientation, Naresh K. Malhotra and Satyabushan Dash, Pearson Education, India.

Reference Books:

1. Huizingh, E. (2007). *Applied statistics with SPSS*. Sage.
2. Cronk, B. C. (2017). *How to use SPSS®: A step-by-step guide to analysis and interpretation*. Routledge.

CO-PO & PSO Correlation

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

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

Program:	BBA	Semester:	IV
Name of the Course:	Managing Self	Course Code:	BBA 407
Credits:	2	No of Hours:	30
Max Marks:	50	L-T-P:	2-0-0

Course Description: This course will focus on concepts of 'Managing Self' like perception, positive attitude, right value and vision. Students will also learn goal setting, action planning, self-motivation and confidence building. Students will also be taught methods of becoming good and assertive communicators. This will enable them to perform better during job interviews and group discussions.

This course will also concentrate on techniques of Facing Interviews, Group Discussion and Resume building, etc.

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

COs	Course Outcomes
CO1	Utilizing effective verbal and non-verbal communication techniques in formal and informal settings.
CO2	Understanding and analyzing self and devising a strategy for self-growth and development.
CO3	Adapting a positive mindset conducive to growth through optimism and constructive thinking.
CO4	Making appropriate and responsible decisions through various techniques like SWOT, Simulation and Decision Tree.
CO5	Formulating strategies of avoiding time wasters and preparing a to-do list to manage priorities and achieve SMART goals.

Syllabus:

Unit I:

Personal growth and improvement in personality, Perception, Positive attitude, Values and Morals, High self-motivation and confidence Grooming.

Unit II:

Goal setting and action planning, Effective and assertive communication, Decision making, Time management, Presentation Skills, Happiness, risk-taking and facing unknown.

Unit III:

Resume Building/ Cover Letter, Occupational Research, Group discussion (GD) and Personal Interviews Concept and Practice.

Text Book:

1. Robbins, Stephen P., Judge, Timothy A., Vohra, Neharika, Organizational Behaviour (2018), 18th ed., Pearson Education
2. Tracy, Brian, Time Management (2018), Manjul Publishing House
3. Hill, Napoleon, Think and grow rich (2014), Amazing Reads
4. Scott, S.J., SMART goals made simple (2014), Createspace Independent Pub

Reference Books:

1. <https://www.hloom.com/resumes/creative-templates/>
2. <https://www.mbauniverse.com/group-discussion/topic.php>
3. Rathgeber, Holger, Kotter, John, Our Iceberg is melting (2017), Macmillan
4. Burne, Eric, Games People Play (2010), Penguin UK
5. <https://www.indeed.com/career-advice/interviewing/job-interview-tips-how-to-make-a-great-impression>

CO-PO & PSO Correlation

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

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

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	BBA 501	Strategic Management	3	1	-	20	30	50	100	4
2	BBA 502	Fundamental of Business Analytics	3	1	-	20	30	50	100	4
3	BBA 503	Summer Internship Project	-	4	-	-	50	50	100	4
4		Elective 1 (Major)	3	1	-	20	30	50	100	4
5		Elective 2 (Major)	3	1	-	20	30	50	100	4
6		Elective 3 (Minor)	3	1	-	20	30	50	100	4
			15	9	0	100	200	300	600	24

FIFTH SEMESTER ELECTIVES

Course Code	Specialization	Course Title
MKT 501	Marketing	Sales & Distribution Management
MKT 502	Marketing	Advertising and Brand Management
FM 501	Finance	Investment Management
FM 502	Finance	Working Capital Management
HRM 501	HR	Performance & Compensation Management
HRM 502	HR	Industrial Relations & Labour Laws
FBM 501	Family Business Management	Management of Family-owned Business
FBM 502	Family Business Management	Managing People in Family Business

Programme:	BBA	Semester:	V
Name of the Course:	Strategic Management	Course Code:	BBA 501
Credits:	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-1-0

Course Description: This course is to make the students understand how managers coordinate different functional areas, resources, and systems inside a company and align them with the external environment to enhance overall performance. The students will gain knowledge of strategic management tools and frameworks and apply them to real business.

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

CO Numbers	Course Outcomes
CO1	Understand the concepts of various schools of thought for the formulation of strategies and their importance in the corporate world.
CO2	Analyse the process of strategy formulation by applying various tools of strategy making.
CO3	Demonstrate how to pursue strategies.
CO4	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: Environmental Analysis

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

Unit III: Model & Strategies for Growth

Five Forces that Shape Strategy, Generic Strategies, Generic Strategies and the Value Chain, The Motive for Diversification, Related and Unrelated Diversification, Business Portfolio Analysis.

Unit IV: Strategic Analysis & Evaluation

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

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.

Reference Books:

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

CO-PO & PSO Correlation

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

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

Program:	BBA	Semester:	V
Name of the Course:	Fundamentals of Business Analytics	Course Code:	BBA 502
Credits:	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-1-0

Course Description: This course will present basic concepts of data analytics techniques as applied to business. It also focuses on learning practical business analysis skills that can be used in the workplace. This course attempts to add value in terms of specific use of statistical analysis packages in business analysis.

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

CO Number	Course Outcomes
CO1	Understand the basic concepts of business analytics
CO2	Develop skills for framing the business problems
CO3	Develop an analytical mind-set to solve business problems
CO4	Create viable solutions to decision making problems

Syllabus:

Unit I: Introduction

Introduction to Business Analytics, Why Analytics, Business Analytics: The Science of Data Driven Decision making, Concept of Descriptive, Predictive and Prescriptive Analytics, Big Data Analytics, Web and Social Media Analytics, Framework, Challenges and Future of Data Driven Decision Making.

Unit II: Descriptive analytics

Introduction to Descriptive Analytics, Data Types and Scales, Types of Data Measurement Scales, Population and Samples, Measures of Central Tendency, Percentile, Decile and Quartile; Measures of Variation: Range, IQD, Variance and SD, Measures of Shapes. Data Visualization: Histogram, Bar Chart, Pie Chart, Scatter Plot, Coxcomb Chart, Box Plot.

Unit III: Regression Analysis

Simple Regression Analysis (SLR): Introduction, SLR Model Building, Estimation of parameters using Ordinary Least Squares. Multiples Linear Regression (MLR): Introduction, Ordinary Least Squares Estimation of MLR, MLR Model Building, Part Correlation and Regression Model Building, Interpretation of MLR Coefficients, Standardised Regression Co-efficients. Logistics Regression (LR): Introduction-Classification Problems, Introduction to Binary LR, Estimation and Interpretation of

Parameters of LR, LR Model Diagnostics: Omnibus Test, Wald's Test, Hosmer-Lemeshow Test, Psedo R Square.

Unit IV: Probability and Prescriptive Analytics

Probability: Probability Theory, Terminology, Fundamental Concepts of Probability, Random Variable, Probability Distributions: Binomial, Poisson, Normal. Introduction to Prescriptive Analytics, Linear Programming (LP), LP Model Building, LPP Terminologies, Assumptions of LP, Sensitivity Analysis in LPP, Solving LPP by Graphical Method, Range of Optimality, Range of Shadow Price, Linear Integer Programming.

Text Books:

1. R.N. Prasad & Seema Acharya, Fundamentals of Business Analytics, Wiley
2. U.D. Kumar, Business Analytics: The Science of Data-driven Decision Making, Wiley India

Reference Books:

1. Essentials of Business Analytics: An Introduction to the methodology and its application, Bhima sankaram Pochiraju, Sridhar Seshadri, Springer.
2. An Introduction to Business Analytics, Ger Koole, Lulu.com, 2019.

CO-PO & PSO Correlation

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

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

Programme:	BBA	Semester:	V
Name of the Course:	Summer Internship Project	Course Code:	BBA 503
Credits:	4	No of Hours:	60
Max Marks:	100	L-T-P:	0-4-0

Course Description: The objective of the summer internship is to equip the students with the knowledge of actual functioning of an organization and problems faced by them for exploring feasible solutions.

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

CO Number	Course Outcomes
CO1	Identify the problems in the organisation.
CO2	Analyze and suggest solutions to a live problem
CO3	Implement the theoretical knowledge in practical field
CO4	Create a report based on research findings in an effective manner.

Guidelines:

- At the end of the fourth semester examination, it is mandatory for every student of BBA to undergo on-the-job practical training in any manufacturing, service or financial organization. The training will be of 6 to 8 weeks duration.
- During the training, the student is expected to learn about the organization and analyze and suggest solutions to a live problem.
- During the course of training, the organization (where the student is undergoing training) will assign a problem/project to the student.
- The student, after the completion of training will present the work to his / her faculty guide / mentor. Guide will assess student's contribution and will award internal marks out of 50. Thereafter students will submit a report to the department head which will form part of the fifth semester examination.

CO-PO & PSO Correlation

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

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

Programme:	BBA	Semester:	V
Name of the Course:	Sales & Distribution Management	Course Code:	MKT 501
Credits:	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-1-0

Course Description: The aims of this course are 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 the students will be able to:

CO Numbers	Course Outcomes
CO1	Understand the concepts, objectives of sales management.
CO2	Analyze the functions and performance of sales forces.
CO3	Comprehend the distribution channels and its concepts.
CO4	Plan, design and manage distribution channels.

Syllabus:

Unit I: Introduction to Sales Management

Concept of sales, evolution of sales department, objectives of sales management, selling process, Organising sales effort, sales territories, management of sales Quota.

Unit II: Sales Force Management

Recruitment and selection of sales force, training the sales force, sales forces motivation, sales force compensation, evaluating and controlling sales force.

Unit III: Introduction to Distribution Channel

Distribution channel management, evolution of marketing channels, Retailing, wholesaling, measuring wholesale performance.

Unit IV: Channel Management

Channel design and planning, channel management, channel information system, logistics and SCM.

Text Books:

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

2. T. K. Panda & S. Sahadev, Sales and Distribution Management, Oxford, 2nd Edition, 2014.

Reference Book:

1. K. Havaldar & V. Cavale, Sales and Distribution Management, McGrawHill, 2011.

CO-PO & PSO Correlation

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

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

Programme:	BBA	Semester:	V
Name of the Course:	Advertising and Brand Management	Course Code:	MKT 502
Credits:	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-1-0

Course Description: This paper appraises the students about the concepts, techniques for developing an effective advertising and sales promotion program keeping pace with the ever-changing consumer behavior.

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

CO Number	Course Outcomes
CO1	Understand the concept of. Advertising Agency: Developing skills required for the structure of modern agency,
CO2	Develop and define Advertising as communication.
CO3	Apply the concepts of product planning and development: New Product Development process, Research techniques used in the process,
CO4	Adapt and build Product lifecycle Management, Product Portfolio Analysis and Management.

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: Brand Concept

Brand Hierarchy, Brand Personality, Brand Image, Brand Identity, Brand Positioning; Brand Equity, Value addition from Branding - Brand - customer Relationships, Brand Loyalty and Customer Loyalty.

Unit IV: Brand Positioning

Brand positioning concepts, Brand positioning and differential strategies, Brand repositioning, Celebrity endorsement, Brand extension strategies, Managing global brand.

Text Books:

1. Kazmi & Batra, - Advertising and Sales Promotion, Excel Books
2. Varma Harsh. V, Brand Management, Excel Books.

Reference Books:

1. T. K. Panda-Building Brands in Indian Market-Excel
2. Batra, Myers & Aaker, - Advertising Management, Pearson education/PHI
3. Sengupta, Subroto, Brand Positioning-Strategies for Competitive Advantage, Tata McGraw

CO-PO & PSO Correlation

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

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

Programme:	BBA	Semester:	V
Name of the Course:	Investment Management	Course Code:	FM 501
Credits:	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-1-0

Course Description: This course is to make the students understand the concepts of investment management and acquaint them to managing a portfolio.

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

CO Number	Course Outcomes
CO1	Understand basics of investment management-risk and return.
CO2	Understand risk and its measures.
CO3	Create own optimal portfolio.
CO4	Using asset pricing models to generate returns.

Unit I: Introduction to Risk and Return

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, measures of risk.

Unit II: Types of Risk

Risk premium, risk aversion, investor's degree of risk aversion, Sharpe ratio, 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.

Unit III: Managing Portfolio

Efficient frontier, optimal portfolio with a risk-free asset, the preferred complete portfolio and the separation property, security characteristic line. Capital asset pricing model, assumptions, implications of assumptions, market portfolio, market risk premium, beta.

Unit IV: Investment Decision

Security market line, alpha stock, 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.

Text Books:

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

Reference Books:

1. Sharpe, Alexander & Bailey–Investments-Prentice Hall of India.
2. Markowitz, H. (1952). Portfolio selection. The journal of finance, 7(1),77-91.
3. 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												
Course Outcomes	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	2	
CO2:	2				1			1	3		3	2
CO3:		2	1			2	2	2	3	2	2	3
CO4:	3	3		1		2		1		3		

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

Programme:	BBA	Semester:	V
Name of the Course:	Working Capital Management	Course Code:	FM 502
Credits	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-1-0

Course Description: This course provides an understanding on how to manage Current Assets, working capital financing policies, increasing profits through working capital management and how to properly fund working capital. The course also discusses the cash conversion cycle, Cash budgeting and credit policy and credit variables. Students are expected to be familiar with the Current Asset Management policy of any Organisation. They are expected to get hands on experience on any Organisation.

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

CO Numbers	Course Outcomes
CO1	Develop basic understanding of a company's working capital structure and how proper management of working capital increase profits.
CO2	Establish knowledge of working capital in the budgeting process and credit policy.
CO3	Compare and contrast the relative merits of alternative working capital policies and the likely short-term and long-term impact on the firm.
CO4	Formulate appropriate working capital management policies to achieve corporate objectives and apply corporate cash management, accounts receivable management, bank relations, and inventory management techniques to maximize the share holders' value.

Syllabus:

Unit I: Introduction to working capital management

Meaning and Concept of Working, Significance of Working Capital, Determinants of Working Capital, Management of Working Capital, Estimating Working Capital Needs, Operating or Working Capital Cycle.

Unit II: Cash and inventory management

Management of Cash, Methods of Cash Flow Budgeting, Cash Management Models, Recent developments in Cash Management, Management of inventory.

Unit III: Management of receivables

Meaning and Objective, Aspects of Management of Debtors, Factors Determining Credit Policy, Factors under the Control of the Finance Manager, Approaches to Evaluation of Credit Policies, Financing Receivables, Innovations in Receivable Management, Monitoring of Receivables, Cost and Benefits of Trade Credit, Computation of Cost of Payables.

Unit IV: Financing of working capital

Introduction, Sources of Finance. Working Capital Finance from Bank, Forms of Bank Credit, Maximum Permissible Bank Finance (MPBF) - Tandon Committee.

Text Book:

1. Working Capital Management & Finance : A Hand Book For Bankers And Finance Managers Kindle Edition By Himanshu Gupta R.K.Gupta (Author).

Reference Book:

1. Working Capital Management: Strategies and Techniques by H Bhattacharya.

CO-PO & PSO Correlation

Course Name: Working Capital 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	3		
CO2:	2				3			2			2	2
CO3:			3	2			3		2	2		
CO4:	3					2					3	

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

Programme:	BBA	Semester:	V
Name of the Course:	Performance & Compensation Management	Course Code:	HRM 501
Credits:	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-1-0

Course Description: This course is designed to promote understanding of issues related to the performance management & compensation of human resources in the organizations and to impart skills in designing, analyzing and restructuring the performance & reward management systems, policies and strategies.

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

CO Number	Course Outcomes
CO1	Understand Performance & Compensation System and its designing
CO2	Understand the strategic performance & 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 performance & compensation system

Syllabus:

Unit I: Overview of Performance

Concept, characteristic, role and significance of performance; performance appraisal vis- à-vis performance management, process of performance management; performance management and strategic planning linkages.

Unit II: 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; Differentials; Internal and External Equity in Compensation system Compensation Philosophies, Conceptual and theoretical understanding of economic theory.

Unit III: Performance and compensation Management Framework

Definition and coverage, reason for undertaking PM, PM Process, Diagnosis and Benchmarking, 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: Performance Appraisal and Management Techniques

Performance Planning and goal setting, performance and training, performance feedback coaching and counselling. Guiding, Coaching, Counselling, Balanced Scorecard, Pay for performance, Training & Development, Mentoring.

Text Books:

1. Bhattacharya, Compensation Management, ISBN: 9780195698374, Oxford University Press.
2. Kanchan Bhatia, Compensation Management, Himalaya Publication House.
3. Dr. Surbhi Jain, Performance & Compensation Management, Arcler Education Inc

Reference Books:

1. Performance Appraisal and Compensation Management: A Modern Approach, Dewakar Goel, PHI.
2. Strategic Compensation: A Human Resource Management Approach, 6/e, Joe Martocchio, Pearson Education.
3. Compensation Management in a Knowledge - based World, 10/e, Richard I. Henderson, Pearson Education.

CO-PO & PSO Correlation

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

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

Program:	BBA	Semester:	V
Name of the Course:	Industrial Relations & Labour Laws	Course Code:	HRM 502
Credits:	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-1-0

Course Description: This course is to enable students appreciate the conceptual and practical aspects of Industrial Relations and Labour Laws at the macro and micro levels.

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

CO Number	Course Outcomes
CO1	Understand the conceptual knowledge of Industrial Relations & Labour Laws
CO2	Appraise the extent to which the workers can participate in management
CO3	Interpret the mechanism for resolving industrial disputes
CO4	Realize the provision for payment of wages

Syllabus:

Unit I: Industrial Relations

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

Unit II: Worker's participation in Management

Worker's participation in Management: Meaning, objectives, Essential Conditions, forms, Reasons for limited success and suggestions for improvement, WPM in India, Collective Bargaining: Meaning, Functions, Process and Prerequisites. Grievance: Definition, and Grievance Handling, Disciplinary procedures- Meaning, Need and Procedure.

Unit III: Law relating to Employee benefit

Law relating to Employee benefit: Factories Act 1948, Employee State Insurance Act, Payment of Gratuity Act, Maternity Benefit act, Child Labor Abolition Act.

Unit IV: Act Related to Industrial Relation

Industrial Relation act, Industrial Dispute Act, Employment Standing Order Act.
Trade Union Act.

Text Books:

1. C.B. Mamoria, Mamoria & Gankar, Dynamics of Industrial Relations, Himalaya Publishing House Pvt Ltd.
2. C.S. Venkat Rathnam, Industrial Relations, Oxford University Press, New Delhi

Reference Books:

1. Arun Monappa, Industrial Relations, Tata McGraw Hill Publishing Company Limited
2. T N Chhabra, Industrial Relations and Labour Laws, Dhanpat Rai Publishing House

CO-PO & PSO Correlation

Course Name: Industrial Relations & Labour Laws												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	3	2	2		2	2			3			2
CO2:	2	2	2	2	3	2		2	2	3	2	
CO3:		3	2		3	2	2		2	2	3	
CO4:	2	3	2		2	2	2	2		3		2

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

Programme:	BBA	Semester:	V
Name of the Course:	Management of Family-owned Business	Course Code:	FBM 501
Credits:	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-1-0

Course Description: This course zeroes in on the distinctive culture, the unique strengths, and the complexities and challenges of the family-controlled business. This course provides a wealth of insight into the generational vicissitudes of the survival and growth of the family businesses.

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

CO Number	Course Outcomes
CO1	Understand the models of family firms.
CO2	Identify the dimensions of a three dimensional developmental Model.
CO3	Analyze the structures and plans for guiding development of family businesses.
CO4	Evaluate the different types of family businesses

Syllabus:

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 Books:

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

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

Programme:	BBA	Semester:	V
Name of the Course:	Managing People in Family Business	Course Code:	FBM 502
Credits:	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-1-0

Course Description: The objective of this course is to acquire an insight into the role and responsibilities of the people function, learn about the different systems within people management recognize their strategic contribution to business and organizations; Identify the necessary managerial skills and competencies required for people management and work on an action plan to develop these.

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

CO Number	Course Outcome
CO1	Develop the understanding of the concept of Family Business Management
CO2	Identify and describe key elements of entrepreneurship in relation to family business organizations
CO3	Develop understanding of the distinctive advantages & unique challenges faced by the family businesses
CO4	Apply your business skills to address issues or problems facing existing family firms

Syllabus:

Unit I: Introduction to family business

Nature, Importance, and Uniqueness of Family Business; Building Trust and Commitment; Ownership of an Enterprise.

Unit II: Leading the family business - succession and transition

Succession – Continuing Entrepreneurship and the Next Generation; Succession and the Transfer of Power; Key Nonfamily Management.

Unit III: Managing the family business - Best Practices

Family Business Governance; Family Communication; Change, Adaptation and Innovation – The Future of Family Business; Compensation and Benefits.

Unit IV: Negotiation and Dispute Resolution

Understanding concept of conflict, dispute and negotiation, Types of Negotiations, Mechanism of Resolving disputes.

Text Books:

1. Mukesh Bhatia, Family Business Management, Regal Publication
2. Peter Leach, Family Businesses – The Essentials, Profile Books

Reference Book:

1. Managing the Family Business: Theory and Practice, Thomas Zellweger, Edward Elgar Pub

CO-PO & PSO Correlation

Course Name: Managing People in Family Business												
	Program Outcomes								PSOs			
Course Outcomes	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2					2			2	3		
CO2:	2			3				2			2	3
CO3:		1	2						3		2	
CO4:		1			2		2			2		3

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

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	BBA 601	Corporate Governance & Corporate Social Responsibility	3	1	-	20	30	50	100	4
2	BBA 602	International Business Management	3	1	-	20	30	50	100	4
	BBA 603	Managing Work and Others	2							2
3	BBA 604	Dissertation	-	4	-	-	-	100	100	4
4		Elective 1 (Major)	3	1	-	20	30	50	100	4
5		Elective 2 (Major)	3	1	-	20	30	50	100	4
6		Elective 3 (Minor)	3	1	-	20	30	50	100	4
			15	9		100	150	350	600	24

SIXTH SEMESTER ELECTIVES

Course Code	Specialization	Course Title
MKT 601	Marketing	Services Marketing
MKT 602	Marketing	Consumer Behaviour
FM 601	Finance	International Financial Management
FM 602	Finance	Financial Derivatives
HRM 601	HR	Strategic Human Resource Management
HRM 602	HR	International Human Resource Management
FBM 601	Family Business Management	Entrepreneurial Marketing
FBM 602	Family Business Management	Managing Finance in Family Businesses

Programme:	BBA	Semester:	VI
Name of the Course:	Corporate Governance & Corporate Social Responsibility	Course Code:	BBA 601
Credits:	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-1-0

Course Description: The course aims to develop an understanding of the underlying concepts of Corporate Governance and Corporate Social Responsibility which are relevant to the contemporary business environment. Further, students will develop an understanding of best practices of CSR in its entire breadth within an organization as well as delve into economic structures designed to foster more responsibility and accountability.

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

CO Number	Course Outcomes
CO1	Understand the concepts of Corporate Governance & Corporate Social Responsibility
CO2	Explore the emergence of corporate governance and identify the issues related to corporate governance
CO3	Create the linkage between CSR and corporate governance
CO4	Evaluate the global aspects of CSR

Syllabus:

Unit I: Introduction to Corporate Governance

Evolution - Meaning of Corporate Governance – Corporate Governance systems – obligations to society, investors, employees, customers and managerial obligation. – history of Corporate Governance.

Unit II: Emergence of Corporate Governance

CG committees and guidelines – working group on Company's Act 1996 – Naresh Chandra committee report – Narayanamurthy Committee report – Irani Committee report., Rights and privileges of shareholders, Governance issues relating to the Board, Independent Audit Committee.

Unit III: Introduction to CSR

Meaning & Definition of CSR, History & evolution of CSR. Concept of Charity, Corporate philanthropy, CSR through triple bottom line and Sustainable Business; relation between CSR and Corporate governance.

Unit IV: Globalisation and CSR

International framework for corporate social Responsibility, Millennium Development goals, Sustainable development goals, Relationship between CSR and MDGs, government programs that encourage voluntary responsible action of corporations. Role of Non-profit & Local Self-governance in implementing CSR; Contemporary issues in CSR & MDGs.

Text Books:

1. Prakash Pandya & R. Balakrishnan, Compliance Guide to Corporate Governance, Taxmann's Allied Services Ltd, 2010.
2. Sanjay Agarwal K., Corporate Social Responsibility in India, Response Books, 2008

Reference Books:

1. Joshi Vasudha, Corporate Governance, The Indian Scenerio, Foundation Books, 2004.
2. Wiliam D. Werther & David Chandeler, Strategic Corporate Social Responsibility, Sage Publication, 2010.

CO-PO & PSO Correlation

Course Name: Corporate Governance & Corporate Social Responsibility												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2	3			2						3	
CO2:				2			3		2	2		
CO3:		3				1		1		3		3
CO4:			2		3					3	2	

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

Programme:	BBA	Semester:	VI
Name of the Course:	International Business Management	Course Code:	BBA 602
Credits:	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-1-0

Course Description: An understanding of international business is essential for students in today's interdependent global world. This course will provide students with the knowledge, skills, and abilities to understand the global economic, political, cultural and social environment within which firms operate. It will examine the strategies and structures of international business and assess the special roles of an international business's various functions.

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

Reference Books:

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

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

Programme:	BBA	Semester:	VI
Name of the Course:	Dissertation work	Course Code:	BBA 603
Credits:	4	No of Hours:	60
Max Marks:	100	L-T-P:	0-4-0

Course Description: The aim of this course is to conduct field research by students on diversified topics in management which will enrich their research acumen.

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

CO Number	Course Outcomes
CO1	Identify areas of interlink between theoretical and practical knowledge.
CO2	Analyse the research problems and suggest the effective solution.
CO3	Implement the theoretical knowledge in practical field
CO4	Create a report based on the finding of research work in an effective manner.

Guidelines:

- In the six semester every student shall carry out dissertation work under the overall supervision of a supervisor (allotted).
- Each student has also to prepare a report on the topic related to management under guidance of a faculty by collecting data from primary or secondary sources and submit two copies of the dissertation to the department at the end of the six semester.
- The evaluation of the dissertation and viva voce will be conducted by a panel consisting of internal faculties and external subject experts appointed by the University.

Text Book:

1. C. R. Kothari, Research Methodology, New Age International, New Delhi

Reference Book:

1. Malhotra, Naresh; Market Research, Prentice Hall of India

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

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

Programme:	BBA	Semester:	VI
Name of the Course:	Services Marketing	Course Code:	MKT 601
Credits	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-1-0

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

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

CO Numbers	Course Outcomes
CO1	Understand and nature of services marketing
CO2	Identify critical issues related to service design, such as identifying and managing customer service experience, expectations, perceptions and outcomes.
CO3	Apply knowledge of various aspects of managerial decision making related to service marketing strategy and tactics.
CO4	Use critical analysis to perceive service shortcomings in reference to ingredients to create service excellence.

Syllabus:

Unit I: Introduction to Services Marketing

Understanding Services, Differences in Goods versus Services, Characteristics of Services, Classification of Services, Service Marketing Mix- 7Ps.

Unit II: Service Market Segmentation, Targeting & Positioning

Process of market segmentation, Targeting and Positioning service, value addition to the service product. The three-stage model of service consumption and The Consumer Decision Process.

Unit III: Designing and Managing Service Processes

Customer service process, Employees' role in service delivery, Service Triangle, Consumers' role in service delivery. Managing Relationships and building Loyalty: Relationship Marketing, The Wheel of Loyalty, Building foundation for Loyalty.

Unit IV: Focus on Consumer

Service Expectations: Types and Factors influencing Expectations and The Zone of Tolerance. Customer Perceptions: Defining and Measuring Service Quality (Servqual) GAPs Model of service quality, Defining and Measuring Customer Satisfaction, Service Encounters and Complaint Handling and Service Recovery.

Text Book:

1. Valarie A. Zeithaml & Mary Jo Bitner et.al. - Services Marketing: Integrating Customer Focus across the Firm, Tata McGraw-Hill Publishing Company Ltd, 6th Edition, 2017.

Reference Book:

1. Christopher H. Lovelock, Jochen Wirtz, Jayanta Chatterjee, Services Marketing: People, Technology, Strategy (A South Asian Perspective) 7th Edition; Pearson Education, Latest.

CO-PO & PSO Correlation

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

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

Programme:	BBA	Semester:	VI
Name of the Course:	Consumer Behaviour	Course Code:	MKT 602
Credits	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-1-0

Course Description: The course will also bring forth the parameters, process and conflicts while considering family as decision-making unit. The course will sensitize the participants about how the aforesaid concepts will help them in designing appropriate marketing mix and the overall marketing strategy.

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

CO Numbers	Course Outcomes
CO1	Understand the basics concepts of Consumer Behavior and demonstrate the Indian consumer characteristics and strategic marketing.
CO2	Describe and analyze the various field of studies in contemporary business environment.
CO3	Develop managerial skills to understand and evaluate the contemporary issues in the field of Market positioning and consumer learning.
CO4	Apply the various principles and theories to solve the complex marketing problems about influential factors of CB.

Syllabus:

Unit I: Introduction to Consumer Behaviour

Nature & Scope of Consumer Behaviour, Application of Consumer Behaviour principles to strategic marketing, Characteristics of worldwide customers, Special characteristics of Indian Consumers, Distinctive Characteristics of rural consumers, five stage decision making process

Unit II: Consumer Behaviour Research

Application of Consumer Behavior, Evolution of Consumer Behavior as a Field of Study, its relationship with Marketing Behavioral Dimension, Interdisciplinary Nature of Consumer Behavior, Relevance of Market Research with Consumer Behavior, Approaches to Consumer Behavior Research, Research Perspectives on Consumer Behavior Research Paradigms in Consumer Behavior.

Unit III: Models of Consumer Behaviour

Market Segmentation and Positioning, The Consumer Decision Making Process, Models of Consumers, Psychological Influences on Consumer Decision Making, Consumer's Needs & Motivation, Emotions and Mood, Consumer Involvement, Consumers Learning, Personality, Self-Concept and Self Image Consumer Perception, Risk and Imagery, Consumer Attitudes.

Unit IV: Consumer Behaviours Influencing Factors

Consumer Communication, Sociological Influences on Consumer Decision Making, Consumer Groups, Consumer Reference Groups Family and Family Life Cycle, Social Class and Mobility, Lifestyle Analysis, Culture, Sub-Culture and Cross Culture Consumer Behavior, Psychological influences, Sociological influences, Consumer Decision Making, Opinion Leadership, Diffusion of Innovation.

Text Books:

1. Engel, James F.; Blackwell, Roger D.; Miniard, Paul W., Consumer Behavior, 6th ed. Chicago.
2. Loudon, D.L. and Bitta A.J. Della, Consumer Behavior, Fourth Edition, 2002, Tata McGraw-Hill, New Delhi.

Reference Books:

1. Peter, P.J. and Olson, J.C., Consumer Behavior and Marketing Strategy, Seventh Edition, 2005, McGraw-Hill Higher Education.
2. Schiffman, L.G. and Kanuk, L.L., Consumer Behavior, Eight Edition, 2004, Prentice Hall, India.
3. Wells W.D. and Prenskey, D., Consumer Behavior, 1996, John Wiley & sons, Inc.

CO-PO & PSO Correlation

Course Name: Consumer Behaviour												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	2			1			1		3		2	
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

Programme:	BBA	Semester:	VI
Name of the Course:	International Financial Management	Course Code:	FIN 601
Credits:	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-1-0

Course Description: Students will learn, through hands-on case studies and empirical evidence how to manage multinational companies' investment and financing activities. The relevance of country risk and international corporate governance in cross-border investments will also be examined.

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

CO Number	Course Outcomes
CO1	Understand international capital and foreign exchange market
CO2	Identify and appraise investment opportunities in the international environment.
CO3	Identify risk relating to exchange rate fluctuations and develop strategies to deal with them.
CO4	Undertake an in-depth examination of international financial markets and instruments, foreign exchange regimes and exchange.

Syllabus:

Unit I: Financial Institution Overview

The Importance, rewards & risk of international finance- Goals of MNC- International Business methods – Exposure to international risk- International Monetary system- Multilateral financial institution.

Unit II: International Monetary System

International Flow of Funds: Balance of Payments (BoP), Fundamentals of BoP, Accounting components of BOP, Factors affecting International Trade and capital flows, Agencies that facilitate international flows. BOP, Equilibrium & Disequilibrium. Trade deficits. Capital account convertibility (problems on BOP) International Monetary System: Evolution, Gold Standard, Bretton Woods system, the flexible exchange rate regime, the current exchange rate arrangements, the Economic and Monetary Union (EMU).

Unit III: Forex Markets

Function and Structure of the Forex markets, foreign exchange market participants, Types of transactions and Settlements Dates, Exchange rate quotations, Nominal, Real and Effective exchange rates, Determination of Exchange rates in Spot markets.

Measuring exchange rate movements-Exchange rate equilibrium – Factors effecting foreign exchange rate- Forecasting foreign exchange rates. Interest Rate Parity, Purchasing Power Parity & International Fisher effect. Covered Interest Arbitrage.

Unit IV: International Financial Instruments

Foreign Portfolio Investment. International Bond & Equity market. GDR, ADR, Cross listing of shares Global registered shares. International Financial Instruments: Foreign Bonds & Eurobonds, Global Bonds. Floating rate Notes, Zero coupon Bonds, International Money Markets International Banking services –Correspondent Bank, Representative offices, Foreign Branches. Forward Rate Agreements.

Text Books:

1. International Financial Management - Jeff Madura, Cengage Learning 2008. International Finance Management – Eun & Resnick, 4/e, Tata McGraw Hill.
2. International Financial Management – Madhu Vij, Excel BOOKS, 2010.
3. International Financial Management – Apte P. G, 6/e, TMH, 2011

Reference Books:

1. International Financial Management – Siddaiah T, 1/e, Pearson, 2011.
2. International Finance – Imad Moosa, 3/e, Tata McGraw Hill, 2011.
3. International Financial Management – Vyuptakesh Sharan, 6/e, PHI, 2011.
4. International Financial Management – Jain, Peyrard & Yadav, Macmillan 2010.
5. International Finance – Thomas O’Brien, Oxford University Press, 2010.

CO-PO & PSO Correlation

Course Name: International Financial Management												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
C01:	1		1		2		1	2	2	3		2
C02:		1				2				2	3	
C03:	1	2			1		1			2		3
C04:	2		3		2			3	3			2

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

Programme:	BBA	Semester:	VI
Name of the Course:	Financial Derivatives	Course Code:	FM 602
Credits:	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-1-0

Course Description: This course offers lectures and case studies to impart teaching and learning to familiarize the students on various tools and techniques of risk management through financial derivatives instruments.

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

CO Number	Course Outcomes
CO1	Understand the use of financial derivatives instruments to reduce the risk.
CO2	Determine and apply the concepts of options trading strategies in the derivatives market.
CO3	Analyze the option pricing model to calculate the real option upfront premium.
CO4	Evaluate the hedging schemes prevailing in the derivative market.

Syllabus:

Unit I: Introduction

Meaning and purpose of derivatives. Forward contracts, future contracts, options, swaps and other derivatives, Types of traders, Trading future contracts, specification of the future contracts, operation of margins, settlement and regulations. Source of Financial Risk: Credit vs market, default risk, foreign exchange risk, interest rate risk, purchasing power risk, etc; Systematic and non-systematic risk.

Unit II: Future and Forward

Hedgers and speculation: Future contracts: Future markets-cleaning house, margins, trading future positions and taxation; Future prices; and spot prices. Forward; prices vs.; future prices. Future vs. options.

Unit III: Basics of Options trading

Options: Types of options, option trading, margins, Index options, option market-exchange traded options, over and counter options, quotes, trading, margins, clearing, regulation. Time value and Intrinsic value of option, Binomial Option Pricing Modal: Risk neutral theory of option pricing, delta hedging theory of option pricing, Black Scholes model for options pricing.

Unit IV: Managing Market Risk

Hedging Schemes- delta hedging, theta, gamma, relationship in delta, theta and gamma, vega and Roth, Mechanics of interest rate swaps, Currency swaps, Credit risk and swaps.

Text Books:

1. Rajiv Srivastava: Derivatives and Risk Management, Oxford University Press
2. Financial Derivatives: S. L. Gupta, PHI

Reference Books:

1. Marshall John F and V.K.Bansal: Financial Engineering- A complete guide to Financial innovation, Prentice hall inc. New Delhi.
2. Chance.Don M. An introduction to Derivatives, Dryden Press. International Edition.

CO-PO & PSO Correlation

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

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

Programme:	BBA	Semester:	VI
Name of the Course:	Strategic Human Resource Management	Course Code:	HRM 601
Credits:	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-1-0

Course Description: This subject provides an understanding of the strategic contribution of the Human Resource Management (HRM) function. This course will place previous studies of human resource management within a strategic dimension so as to illustrate the concept of competitive advantage applied to human resources.

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

CO Number	Course Outcomes
CO1	Define next-gen talent management strategy to enable business transformation
CO2	Discover leadership approaches to drive inclusive, evidence-based, technologically-forward HR strategy
CO3	Design business strategies that drive those, measure financial impact, communicate insights
CO4	Create a path of transition from employee engagement (EE) to employee experience (EX)

Syllabus:

Unit I: Introduction to Strategic HRM

Definition, need and importance; Introduction to business and corporate strategies; Integrating HR strategies with business strategies; Developing Strategic HR plans and policies, Strategic Human Resource Environment.

Unit II: Recruitment, Training and Development Strategies

Flexi Work Arrangements; Quality of work life; Work – life balance; Employee empowerment; Employee involvement; Virtual Organization, Creating a learning organization; Competency mapping; Multi-Skilling Succession planning; Cross cultural training.

Unit III: Performance & Compensation Management Strategies

Defining key result areas (KRA); Result based performance Linking performance to pay; Merit based promotions; Performance based pay; Skill based pay; Team based pay, Broad banding; Profit sharing; Executive Compensation; Variable pay.

Unit IV Retrenchment Strategies

Downsizing; Voluntary retirement schemes (VRS) HR outsourcing; Early retirement plans; Project based employment.

Text Books:

1. Agarawala Tanuja, Strategic Human Resource Management Oxford University Press.
2. Armstrong Michael, Strategic Human Resource Management: Strategy and Action, Kogan Page

Reference Books:

1. Mahey C and Salman G., Strategic Human Resource Management, Oxford Blackwell.
2. Mello Jeffrey A., Strategic Human Resource Management, Thompson Press Publishing.
3. Srinivas R. Kandula, Strategic Human Resource Development, Prentice Hall of India.

CO-PO & PSO Correlation

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

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

Program:	BBA	Semester:	VI
Name of the Course:	International Human Resource Management	Course Code:	HRM 602
Credits:	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-1-0

Course Description: The objective of this paper is to enable students to develop a conceptual as well as practical understanding of Human Resources Management in a Global Environment.

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

CO Number	Course Outcomes
CO1	Understand the concepts of International Human Resource Management
CO2	Describe various human resource activities in an International Context
CO3	Explain the importance of cultural sensitivity in an international assignment
CO4	Critically appraise the impact of cultural and contextual factors in shaping human resource practices in MNCs

Syllabus:

Unit I: Introduction to International HR

Concepts of International Management, Defining International HRM, Issues in International HRM, Barriers to effective International HRM, Expanding the role of HRM in International Firms. Early stages of Internationalization, New Types of Multinational Structure.

Unit II: International Staffing, Compensation & Benefits

Nature of International HRM, Net HR requirements, International Labour Market, Executive Nationality Staffing Policy. Designing Compensation Program, Approaches to International Compensation, Incentives & Corporate Commitment, Performance Management in International Organization.

Unit III: Understanding Culture

Organisation culture & National culture, Cross culture Theories, Cross Culture Business Communication & Behaviour, Cross Cultural Organizations, Cross Cultural Training & its types, Cultural Assimilators, Transferability across Cultures.

Unit IV: Sustaining International Business Operations & Managing People

Transferring Staff for International Business Activities, Role of Corporate HR Function, International Joint Ventures, Managing People in International Context.

Text Books:

1. P. L. Rao, International Human Resource Management – Text and Cases, Excel Books.
2. Peter Dowling and Denice Welch, International Human Resource Management, Cengage Learning.

Reference Books:

1. Gary. P. Ferraro, The Cultural Dimension of International Business, Pearson Education.
2. Arvind. V. Phatak, Pabi. S. Bhagat and Roger. J. Kashlak, International Management, TMH.

CO-PO & PSO Correlation

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

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

Programme:	BBA	Semester:	VI
Name of the Course:	Entrepreneurial Marketing	Course Code:	FBM 601
Credits:	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-1-0

Course Description: This course aims to introduce the students to the concepts, strategies and contemporary issues involved in the marketing of products and services, to apply marketing theory and concepts to family businesses, to use marketing concepts to make a Business Decision and to improve familiarity with current challenges and issues in marketing.

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

CO Number	Course Outcomes
CO1	Understand the basics of entrepreneurship marketing and using marketing to create a new business.
CO2	Identify the application of various marketing techniques to enhance entrepreneurial marketing.
CO3	Explain the importance of segmentation, targeting and positioning for creating the competitive market and customer development.
CO4	Evaluate the entrepreneurial marketing mix for developing the new firm's marketing and sales capabilities.

Syllabus:

Unit I: Introduction to Entrepreneurial Marketing

Using marketing to create a new business with radically new product ideas, developing your business model, Products don't sell, solutions do, beyond stereotypes.

Unit II: Identifying an application and market

Using Marketing Research to ensure Entrepreneurial success, Identifying Entrepreneurial Opportunities, Innovation and Technology, Viral Marketing, Ambush Marketing, Guerilla Marketing, Digital Marketing, Search Engine Marketing, Mobile Marketing and Database Marketing.

Unit III: Entrepreneurial Market Development Strategies

Positioning, Segmentation, targeting, entrepreneurial communication strategy, entrepreneurial pricing strategy, entrepreneurial distribution strategy, building customer relationships, marketing plans.

Unit IV: Entrepreneurial Service Marketing

Entrepreneurial Service Marketing, B2B Marketing, Small firm Entrepreneurship. The role of sales in customer development, developing the new firm's marketing and sales capabilities.

Text Books:

1. Entrepreneurial Marketing by E.J. Nijssen, Routledge
2. Marketing by Grewal and Levy, 4th Edition, Mc Graw Hill Education.

Reference Book:

1. Philip Kotler and Kevin Lane Keller, "Marketing Management", 15th Edition, Pearson Education.

CO-PO & PSO Correlation

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

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

Programme:	BBA	Semester:	VI
Name of the Course:	Managing Finance in Family Businesses	Course Code:	FBM 602
Credits:	4	No of Hours:	60
Max Marks:	100	L-T-P:	3-1-0

Course Description: This course will introduce the students to manage the finance of their business through cash management techniques, tax planning and current asset management.

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

CO Number	Course Outcomes
CO1	Understand the basic concepts and compute the Income Tax.
CO2	Understand the nature of working capital management and discover the optimal working capital mix.
CO3	Evaluate the different sources of short term and long-term finance with along with the cost capital.
CO4	Evaluate the market risks and understand the Inventory management process.

Syllabus:

Unit I: Introduction

Sources of finance, long term and short-term finance, Cost of financing, Preparation of subsidiary books, cash book, Petty cash book, Preparation of bank reconciliation statement.

Unit II: Income Tax

Basic concepts: income, Agricultural income, person, assessee, assessment year, previous year, gross total income, total income, maximum marginal rate of tax. Residential status of all person, and its effect on tax incidence. Exempted income under section 10 (in relation to individuals). Computation of income under the heads: Salaries, Income from house property. Income from capital gains.

Unit III: Working Capital Management

Working Capital Management: Management of Cash -Preparation of Cash Budgets (Receipts and Payment Method only); cash management technique (Lock box, concentration banking), Determination of Working Capital. Determining Financing Mix of Working Capital.

Unit IV: Managing Market Risk

Receivables Management –Objectives; Credit Policy, Cash Discount, Ageing Analysis; Costs -Collection Cost, Capital Cost, Default Cost, Delinquency Cost, Inventory Management (Very Briefly) -ABC Analysis; Minimum Level; Maximum Level; Reorder Level; Safety Stock; EOQ (Basic Model).

Text Books:

1. Dr. Vinod K. Singhania and Dr. Monica Singhania; Students guide to Income Tax, Taxmann Publications.
2. M.Y. Khan and P.K. Jain (2014). Financial Management: Text Problem and Cases, (7th edition). Tata McGraw Hill Publishing Co. Ltd.

Reference Books:

1. J.V. Horne and J. M. Wachowicz, Fundamentals of Financial Management, Prentice Hal.
2. Girish Ahuja and Ravi Gupta; Systematic Approach to Income Tax: Bharat Law House.

CO-PO & PSO Correlation

Course Name: Managing Finance in Family Businesses												
Course Outcomes	Program Outcomes								PSOs			
	1	2	3	4	5	6	7	8	1	2	3	4
CO1:	1				2		1			2		3
CO2:			3	3		3			2		3	
CO3:	3	2							3		3	
CO4:						2		3		2		2

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