

Babu Banarasi Das University Lucknow

SCHOOL OF MANAGEMENT

Course Curriculum

Bachelor of Business Administration

[Effective from Academic Batch: 2015-16]

Course Curriculum of Bachelor of Business Administration

Version Control

Version	2.0
Effective from	1 st July, 2015

Approved by Board of Studies of School of Management on 19th May 2015

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

B.B.A. is a three year course comprising of six semesters which aims at providing inputs to the students relevant to the business, industry and trade so that they can function in different organizations and face the challenges arising there from. The course not only aims at providing knowledge and skills in different areas of management, but also provides inputs necessary for the overall development of the personality of the students.

The structure of the Course is designed in a way that students have to study the core courses from different functional areas of management that are made compulsory.

Right from the beginning of the course, the focus is on providing relevant inputs through case discussion/ analysis, simulation games, note plays etc. keeping in mind the current business scenario.

Broadly, the course is of three years divided into six semesters.

A Research project has to be submitted as part of the compulsory subject of six semesters.

FIELD STUDY:

The Field Study will be based on the course content of the respective semester on a problem/topic to be assigned by the School of Management under the supervision of a core faculty member of the department. It is meant to be completed in 10-14 working days.

The student will submit three copies of the Field Study report to the Dean/Head of the BBA program. The number of pages in the report will be 50 or more. The report should be typed in A-4 size paper.

RESEARCH PROJECT REPORT:

In the 6th semester, candidates will have to submit a Research Project Report on a problem/topic assigned by the School of Management, BBD University under the supervision of a core faculty member of the department.

The student will submit three hard bound copies of the report to the Head of the BBA program or to the Dean, School of Management. The number of pages in the report will be 75 or more. The report should be hard bound and typed in A-4 size paper.

ASSESSMENT AND EVALUATION OF COURSES:

Assessment and evaluation of courses will be as per BBD University guidelines.

CREDIT SYSTEM

Credit system will be followed during the entire three year course curriculum. One credit will be equivalent to 30 learning hours.

SEMESTER WISE COURSE STRUCTURE

Semester I									
Course Category	Course Code	Course Title	Contact Hours			Evaluation Scheme			Credits
			L	T	P	CIA	ESE	Total	
Core	BBA21 01	Business Organization	4	0	0	40	60	100	4
Core	BBA21 02	Business Communication	2	2	0	40	60	100	4
Core	BBA21 03	Business Economics I	3	1	0	40	60	100	4
Core	BBA21 04	Quantitative Analysis for Management	3	1	0	40	60	100	4
Foundation	BBA21 05	Fundamentals of Accounting	3	1	0	40	60	100	4
Core	BBA21 06	Essentials of IT	3	0	1	40	60	100	4
Core	BAS21	Environmental	3	0	0	40	60	100	2

	04	Studies*						
Core	GP101	General Proficiency				100	100	1
Total							800	27

*Course Outline of Environmental Studies shall be approved by Department of Chemistry, BBD University.

Semester II									
Course Category	Course Code	Course Title	Contact Hours			Evaluation Scheme			Credits
			L	T	P	CIA	ESE	Total	
Foundation	BBA22 01	Organization Behaviour	4	0	0	40	60	100	4
Core	BBA22 02	Business Environment	4	0	0	40	60	100	4
Foundation	BBA22 03	Management Accounting	3	1	0	40	60	100	4
Core	BBA22 04	Principles of Management	4	0	0	40	60	100	4
Core	BBA22 05	Business Mathematics	3	1	0	40	60	100	4
Core	BBA22 06	Business Economics II	4	0	0	40	60	100	4
Core	GP201	General Proficiency				100		100	1
Total								700	25

Semester III									
Course Category	Course Code	Course Title	Contact Hours			Evaluation Scheme			Credits
			L	T	P	CIA	ESE	Total	
Core	BBA2301	Human Resource Management	4	0	0	40	60	100	4
Foundation	BBA2302	Marketing Management	4	0	0	40	60	100	4
Core	BBA2303	Business Law	4	0	0	40	60	100	4
Core	BBA2304	Research Methodology	4	0	0	40	60	100	4
Core	BBA2305	Production and Operations Management	3	1	0	40	60	100	4
Foundation	BBA2306	Financial Management	3	1	0	40	60	100	4
Core	BBA2307	Field Study				100		100	4
Core	GP301	General Proficiency				100		100	1
Total								800	29

Semester IV									
Course Category	Course Code	Course Title	Contact Hours			Evaluation Scheme			Credits
			L	T	P	CIA	ESE	Total	
Core	BBA2401	International Financial Management	3	1	0	40	60	100	4
Core	BBA2402	Material Management	3	1	0	40	60	100	4
Core	BBA2403	Entrepreneurship and Small Business Management	4	0	0	40	60	100	4
Core	BBA2404	Financial Analysis & Decision	3	1	0	40	60	100	4
Core	BBA2405	Human Resource Development	4	0	0	40	60	100	4
Core	BBA2406	Sales Management	4	0	0	40	60	100	4
Core	GP401	General Proficiency				100		100	1
Total								700	25

Semester V									
Course Category	Course Code	Course Title	Contact Hours			Evaluation Scheme			Credits
			L	T	P	CIA	ESE	Total	
Core	BBA2501	Corporate Strategic Management	4	0	0	40	60	100	4
Core	BBA2502	MIS & E Commerce	4	0	0	40	60	100	4
Core	BBA2503	Project Management	3	1	0	40	60	100	4
Core	BBA2504	Business Ethics	4	0	0	40	60	100	4
Generic Elective		Elective I				40	60	100	4
Generic Elective		Elective II				40	60	100	4
Core	GP501	General Proficiency				100		100	1
Total								700	25

Elective I	Code	Course Title
	BBA01	Consumer Behaviour
	BBA02	Direct & Digital Marketing
	BBA03	Advertising & Brand Management
	BBA04	Marketing of Services

Elective II	Code	Course Title
	BBA05	Data Base Management System
	BBA06	Income Tax: Law & Practices
	BBA07	Labour Laws
	BBA08	Banking and Insurance

Semester VI									
Course Category	Course Code	Course Title	Contact Hours			Evaluation Scheme			Credits
			L	T	P	CIA	ESE	Total	
Core	BBA26 01	Rural Management	4	0	0	40	60	100	4
Core	BBA26 02	International Business Management	4	0	0	40	60	100	4
Core	BBA26 03	Research Project Report				40	60	100	4
Core	BBA26 04	Comprehensive Viva				40	60	100	4
Open Elective		Elective III**				40	60	100	4
Core	GP601	General Proficiency				100		100	1
Total								600	21

**List of open electives to be prepared centrally by BBD University. Students can opt for any course from this list except those offered by School of Management, BBD University.

Course Title: Business Organization**Course Code: BBA2101****Course Credit: 4**

COURSE OBJECTIVE:	To familiarize students with: <ul style="list-style-type: none"> ❖ Management and business concepts and practices. ❖ Emerging challenges of managing resources, managing business processes and managing managers. 	No. of Hours	No. of Credits
LEARNING OUTCOMES:	The students should be able to: <ol style="list-style-type: none"> 1. Define the concept of business organization and list down forms of organization. 2. Understand the role of sole proprietorship decision-making at the level of the firm. 3. Understand the concept of Partnership firm and joint stock concerns. 4. Develop the understanding of the concepts of financial institutions like IFCI, SFC, ICICI, IDBI. 5. Understand market structure and apply it to different industries to understand the four P's of marketing structure of these industries. 6. Apply the concepts of advertisement and sales promotion to real life situations. 		
Module I: Introduction to Organization Concepts and objectives of business organization, establishment of a new business, pre-establishment considerations and social responsibility of business. Meaning, objective and principles of organization, line and staff, functional organization, concept of scalar chain.		30	1
Module II: Forms of Business Organization Sole Proprietorship: Meaning, characteristics and legal requirements. Partnership firms: Meaning, partnership deed and legal requirements as per Partnership Act 1932. Joint stock concerns: Meaning, features,		30	1

kinds of companies, legal requirements as per Companies Act 2013.		
Module III: Business Finance Business Finance: Concept, need and significance. Methods of financing: long term, medium term and short term. National finance and international finance. Financial institutions: Brief introduction to IFCI, SFC, ICICI, IDBI. Security market: An introduction to primary and secondary market.	30	1
Module IV: Marketing Marketing: Concept of marketing, four P's of Marketing. Distribution channel: Meaning, importance, and significance of middlemen. Advertisement and sales promotion: Meaning and objectives.	30	1
Suggested Readings: <ol style="list-style-type: none"> 1. Tulsian P. C. and Pandey V., Business Organization and Management, Pearson Education. 2. Bhushan Y. K., Fundamentals of Business Organization and Management, Sultan Chand and Sons. 3. Chhabra T.N., Business Organisation, Dhanpat Rai and Sons. 4. Robert., Modern Business Administration, McMillan India. 		

Course Title: Business Communication**Course Code: BBA2102****Course Credit: 4**

COURSE OBJECTIVE:	To familiarize students with: <ul style="list-style-type: none"> ❖ Professional communication: written and oral. ❖ Aspects of work team communication, electronic communication and business correspondence planning. ❖ Facets of report writing. 	No. of Hours	No. of Credits
LEARNING OUTCOMES:	The students should be able to: <ol style="list-style-type: none"> 1. Develop their ability to write and speak efficiently in the workplace. 2. Develop effective interpersonal communication skills. 3. Understand and utilize constructive negotiation and conflict management skills. 4. Use communication technology appropriately and effectively. 5. Prepare letters that meet professional standards of format, presentation and style. 6. Develop clear and meaningful understanding of business reports and its characteristics. 7. Understand how to gather and organize information for a report. 8. Plan, proof-read and edit copies of business correspondence. 		
Module I: Understanding Business Communication Communication: Concept, definition, nature, importance and components of communication. Communication process, directions of communications, networks of communication. Types of communication: formal, informal, verbal, and non-verbal. Barriers to communication. Principles of effective communication: 7C's of communication.		30	1

Module II: Work Team Communication Communication in work team: Group communication, Initial group goals, Solving group problems: negotiation and conflict, Group Decision Making. Listening skills.	30	1
Module III: Technology and Communication Accessing electronic information: internet, internet protocol, browsing and searching the internet. Sharing electronic information: Word processing, MS-Word. E-mail: Effective e-mail practices. Correspondence Planning, drafting, revising. Replies, routine claim letters, adjustment letter, goodwill messages, congratulating messages, thank-you notes, sympathy notes. Persuasive messages: Request.	30	1
Module IV: Report Writing Characteristics of business reports, types of reports, purpose of reports. Collecting and analyzing data through questionnaire & interviews. Constructing tables, preparing charts and interpreting data. Writing report: planning, drafting, revising, formatting and proof reading.	30	1
Suggested Readings: <ol style="list-style-type: none">1. Kaul A., Business Communication, PHI Learning Pvt. Ltd.2. Sharma, R.C. and Krishna Mohan, Business Correspondence and Report Writing, Tata McGraw-Hill.3. Ober Scot, Contemporary Business Communication, Cengage Learning.		

Course Title: Business Economics I**Course Code: BBA2103****Course Credit: 4**

COURSE OBJECTIVE:	<p>To familiarize students with:</p> <ul style="list-style-type: none"> ❖ Initial introduction to the topic of economics and business economics. ❖ Demand analysis, its elasticity and forecasting. ❖ Market structure and types of competition in it. ❖ Planning and policies of profit. 	No. of Hours	No. of Credits
LEARNING OUTCOMES:	<p>The students should be able to:</p> <ol style="list-style-type: none"> 1. Conceptualize the scope of economics and business economics and become familiar with objectives of firm. 2. Analyze market demand and the factors governing it. 3. Identify various methods of demand analysis and demand forecasting. 4. Analyze cost and its concepts and their classification on different basis. 5. Decide about different market structures and the pricing decisions according to them. 6. Conceptualize profit maximization and policies made and planning done to achieve the goal of profit maximization with customer satisfaction. 		
Module I: Introduction Managerial Economics: Definition, scope and relationship with other subjects. Role and responsibility of a managerial economist. Objectives of a firm.		30	1
Module II: Demand Analysis Elasticity of demand: Concepts, types, measurements of elasticity of demand, implications in decision-making. Demand forecasting: meaning and significance of demand forecasting, methods of demand forecasting, characteristics of a good demand forecasting.		30	1

Module III: Cost Analysis Cost concepts and classification of costs. Cost-output relationship: Short run and Long run. Economies and diseconomies of scale. Cost control and reduction. Pricing decision policies, Pricing Decisions under different market structures: Perfect competition, monopoly, monopolistic competition, oligopoly. Main features of each market structure, price determination and managerial implications. Pricing policies and methods.	30	1
Module IV: Profit policies and planning Concept, theories of profit, measurement of profit. Break-even analysis: Concepts, methods of estimation, application in profit planning.	30	1
Suggested Readings: <ol style="list-style-type: none"> 1. Ahuja, H. L., Business Economics, S. Chand Limited. 2. Mishra and Puri., Business Economics, Himalaya Publishing House. 3. Koutsoyianni, Modern Micro Economics, Macmillan. 		

Course Title: Quantitative Analysis for Management**Course Code: BBA2104****Course Credit: 4**

COURSE OBJECTIVE:	<p>To familiarize students with:</p> <ul style="list-style-type: none"> ❖ Quantitative information and mathematical ideas. ❖ Recognition of patterns through statistical diagrams. ❖ Formulation and solution of linear programming problems. ❖ Probability and its application in business decisions. 	No. of Hours	No. of Credits
LEARNING OUTCOMES:	<p>The students should be able to:</p> <ol style="list-style-type: none"> 1. Understand the basic concept of QAM and its implementation in various business situations. 2. Evaluate information, both quantitative and qualitative, through sets and Venn diagrams. 3. Present statistical data through diagrams and graphs. 4. Apply and relate decision making through statistical tools and techniques. 5. Recognize problems that linear programming can handle and find optimal solutions subject to some constraints. 6. Sharpen ability to make quality, reasoned business decisions through matrices and probability. 		
<p>Module I: Sets and Business Mathematics</p> <p>Set theory, form of writing a set, subset, equal set, operation on set: complement of a set, union, and intersection. Venn-diagram. Diagrammatic and graphical presentation of statistical data: bar diagram, histogram, frequency polygon, frequency curve, ogive curve.</p>		30	1

Module II: Elementary Statistics Measurement of central tendency: Mean, median, mode, quartile, deciles, and percentile. Measures of dispersion: mean deviation, standard deviation. Business application of statistical tools and techniques. Skewness and Kurtosis.	30	1
Module III: Matrices and Linear Programming Matrices: Types of matrices, algebra of matrices. Solution of equations. Linear programming: Two variables problem, formulation, solution by graphical method.	30	1
Module IV: Probability and Correlation Probability: Definition, addition and multiplication rule, conditional probability, Bayes' theorem, Binomial, Poisson and Normal distribution. Correlation and Regression: Scatter diagram, Karl Pearson's coefficient of correlation, rank correlation, simple linear regression, method of least square.	30	1
Suggested Readings: <ol style="list-style-type: none"> 1. Tulsian P.C., Business Statistics, S. Chand Publication, New Delhi. 2. Pundir, Mathematical Foundation for Business Administration, Pragati Prakashan. 3. Zameeruddin, Khanna and Bhambri, Business Mathematics, Vikas Publishing. 4. Raghavachari, Mathematics for Management, Tata McGraw Hill, 2004. 		

Note: 50% of the questions asked will be theoretical.

Course Title: Fundamentals of Accounting**Course Code: BBA2105****Course Credit: 4**

COURSE OBJECTIVE:	To familiarize students with: <ul style="list-style-type: none"> ❖ Basic concepts and standards underlying financial accounting systems. ❖ Construction of the basic financial accounting statements as well as their interpretation. ❖ Measurement and reporting of corporate performance. 	No. of Hours	No. of Credits
LEARNING OUTCOMES:	The students should be able to: <ol style="list-style-type: none"> 1. Understand and perceive the development of accounting and purpose of maintaining records. 2. Prepare financial statements of sole proprietor and explain the meaning of certain key terms. 3. Compute depreciation according to different methods of providing depreciation. 4. Explain the meaning and objective of preparing a Bank Reconciliation Statement. 5. Make appropriate accounting entries under Hire purchase and Installment payment system. 6. Understand and make appropriate accounting entries regarding issue, forfeiture, redemption of shares and debentures. 		
Module I: Introduction Meaning and concepts of financial accounting, users of accounting information, fundamental books of accounting, accounting cycle, journal entries, ledger, cash book: three column.		30	1
Module II: Financial Statements Trial Balance: need, importance, limitations. Preparation of trading and P & L Account and balance sheet with simple adjustments.		30	1
Module III: BRS, Depreciation and Hire Purchase Bank reconciliation statement. Depreciation: concept, rationale and		30	1

methods of SLM, WDV, SFM. Hire purchase and installment systems.		
Module IV: Company Accounts Issue of shares including forfeiture of shares, issue of bonus shares, issue of Preference Share. Debenture: Redemption of Debenture and its methods. Cash conversion. Sinking fund and miscellaneous Accounts.	30	1
Suggested Readings: <ol style="list-style-type: none"> 1. Chaturvedi C. L., Advanced Accountancy, Shree Mahavir Book Depot. 2. Gupta R. L. and Radha Swami M., Financial Accounting, Sultan Chand and Sons. 3. Gupta R. L., Advanced Accountancy, Sultan Chand and Sons. 4. Maheshwari S.N & Maheshwari S.K ,An Introduction to Accountancy, Vikas Publication 		

Note: 50% of the questions asked will be theoretical.

Course Title: Essentials of IT**Course Code: BBA2106****Course Credit: 4**

COURSE OBJECTIVE:	To familiarize students with: <ul style="list-style-type: none"> ❖ Fundamentals of computer hardware and software. ❖ Advanced concepts such as security, networking, and operating system. 	No. of hours	No. of Credits
LEARNING OUTCOMES:	The students should be able to: <ol style="list-style-type: none"> 1. Understand the basic concepts of computer and its evolution. 2. Identify basic input, output & memory devices and their use. 3. Develop a broad understanding of IT and its other interdisciplinary interfaces. 4. Describe the internal components of a computer and establish their working. 5. Understand the concept of operating system and GUI. 6. Understand the importance and relevance of data communication, networking & security. 7. Cater to the needs of effectively managing the business by bridging the gap between managerial practices in vogue and Information Technology. 		
Module I: Basics of Computer and evolution Evolution of computer. Data, Instruction and Information. Characteristics of computers, Various fields of application of computers. Hardware, Software, Human ware and Firmware. Advantages and Limitations of computer. Block diagram of computer, Function of different units of computer. Classification of computers viz. On the basis of technology: Digital, Analog and Hybrid, On the basis of processing speed and storage capacity: Micro, Mini, mainframe and Super, On the basis of Purpose: General and Special. Different Generation of computers from I to V. Types of software: System and Application. Compiler and Interpreter. Generation of language: Machine Level, Assembly, High Level, 4GL Data Representation: Different Number Systems like Decimal,		30	1

Binary, Octal and Hexadecimal and their inter conversion: Fixed Point Only. Binary arithmetic: Addition, Subtraction, Multiplication and Division.		
Module II: Input and Output Devices Input and Output Devices: Keyboard, Mouse, Joystick, Digitizer, Scanner, MICR, OCR, OMR, Light Pen, Touch Screen, Bar Code Reader, Voice Input Device, Monitor and its type: VGA, SVGA and XGA, Printer and its type: Impact and Non-Impact with example, Plotter. Computer Memory: Primary Memory, ROM and its types: PROM, EPROM, EEPROM, RAM. Secondary memory: SASD, DASD Concept. Magnetic Disks: Floppy disks, Hard disks, Magnetic Tape. Optical disks: CD ROM and its types: CD ROM, CD ROM-R, CD ROM-EO, DVD ROM Flash memory.	30	1
Module III: Operating System Concept and GUI Operating System Concept: Introduction to operating system, Function of OS, Types of operating systems. Booting Procedure, Start-up sequence, Details of basic system configuration. Important terms like Directory, File, Volume, Label, Drive name, etc. Introduction to GUI using Windows Operating System: All Directory Manipulation: Creating directory, Sub directory, Renaming, Copying and Deleting the directory. File Manipulation: Creating a file, Deleting, Copying and Renaming a file.	30	1
Module IV: Concept of Data Communication, Networking and Security Networking Concepts, Types of networking: LAN, MAN AND WAN. Communication Media. Mode of Transmission: Simplex, Half Duplex, Full Duplex, Analog and Digital Transmission, Synchronous and Asynchronous Transmission. Different Topologies. Introduction to Word processor and Spread Sheets. Concepts related to computer security.	30	1
Suggested Readings: 1. Leon and Leon, Introduction to Information Technology, Leon Tech World. 2. Microsoft Office-2000 Complete, BPB Publication.		

3. Sinha Kr. Pradeep, Sinha Preeti., Foundations of Computing, BPB Publication.

Course Title: Organization Behaviour**Course Code: BBA2201****Course Credit: 4**

COURSE OBJECTIVE:	<p>To familiarize students with:</p> <ul style="list-style-type: none"> ❖ Topics and concepts in the field of Organizational Behaviour. ❖ Practical implications of various theories of human behaviour at work. ❖ Specific topics such as leadership, motivation, emotions, personality, perception, etc. 	No. of Hours	No. of Credits
LEARNING OUTCOMES:	<p>The students should be able to:</p> <ol style="list-style-type: none"> 1. Understand the concept of behaviour at workplace and analyze the work values, relations between attitude and behaviour. 2. Understand the concept of personality, perception, learning and their implication on individual life as well as on workplace. 3. Devise methods to increase motivation and handle emotions in work setting. 4. Analyze the power of group and qualities of being good leader. 5. Discuss the implication of power, politics and conflict management in organizational behaviour. 6. Develop strategies to manage organizational changes. 7. Understand the culture and structure of organization. 		
Module I: Introduction Concept and nature of Organizational behaviour, Contributing disciplines to the field of O.B, O.B. Models, Need to understand human behaviour, Challenges and Opportunities.		30	1
Module II: Individual and Interpersonal Behaviour Biographical Characteristics, Ability & Values. Attitudes: Formation, Theories, Organization related attitude, Relationship between attitude and behaviour. Personality: determinants and traits. Emotions. Learning: Theories and reinforcement schedules.		30	1

Perception: Process and errors. Interpersonal Behaviour: Johari Window, Transactional Analysis: ego states, types of transactions, life positions, applications of T.A.		
Module III: Group Behaviour and Team Development Concept of Group and Group Dynamics, Types of Groups: Formal and Informal Groups, Stages of Group Development, Theories of Group Formation, Group Norms, Group Cohesiveness, Group Think and Group Shift, Group Decision Making & Inter Group Behaviour. Concept of Team Vs. Group, Types of teams, Building and managing effective teams.	30	1
Module IV: Organization Culture and Conflict Management Organizational Culture: Concept, Functions, Socialization, Creating and sustaining culture. Managing Conflict: Sources, types, process and resolution of conflict. Managing Change. Managing across Cultures. Empowerment and Participation.	30	1
Suggested Readings: <ol style="list-style-type: none"> 1. Prasad, L.M., Organizational Behaviour, Sultan Chand and Sons, 2003. 2. Stephen P. Robbins, Organizational Behaviour, Prentice Hall of India Pvt. Ltd., New Delhi, 2003. 3. Luthans Fred, Organizational Behaviour, Tata McGraw Hill, New Delhi, 2003. 4. Chhabra T.N. and Singh B.P., Organization Behaviour, Sultan Chand and Sons. 		

Course Title: Business Environment**Course Code: BBA2202****Course Credit: 4**

COURSE OBJECTIVE:	<p>To familiarize students with:</p> <ul style="list-style-type: none"> ❖ Business scenarios in today's world. ❖ Various policies, laws and their impact on the business. ❖ General issues relating to the economic and non-economic environment of the business. ❖ Global business environment and the natural environment in which the business operates. 	No. of Hours	No. of Credits
LEARNING OUTCOMES:	<p>The students should be able to:</p> <ol style="list-style-type: none"> 1. Understand and enhance their knowledge about the various types of business environment: Political, Economic, Socio-cultural, Legal, Technological and Global environment. 2. Analyze the framework of economic planning, its importance and contribution in regional, national and international context. 3. Comprehend the role of public sector along with various government regulatory acts and policies regarding business environment including industrial, monetary and fiscal policies. 4. Interpret and highlight the impact of globalization, liberalization and privatization with policies related to foreign companies. 5. Develop the understanding of concepts of financial Institutions and economic policies. 6. Get a deeper understanding towards recent economic trends. 		
Module I: Introduction Business Environment: Nature, dimensions and meaning. Components of business environment: economic, political, technological and social environment. Consumerism and consumer protection in India. A brief study of capitalism, socialism and mixed		30	1

economy.		
Module II: Industrial and Legal Environment Industrial Growth and policy, industrial licensing policy. MRTP. Economic planning: aims, objectives and framework of development planning in India. Legal Environment. India's Fiscal and Monetary Policies.	30	1
Module III: Public Sector and Economic Organizations Public Sector: Concept, Rationale, Government Programme, Role of Public Sector in India. Foreign Trade Policies. Development Banks: IFCI, IDBI, SIDBI, IIBI.	30	1
Module IV: Recent Economic Trends Economic Liberalization, Privatization and Globalization. Foreign investment policy. Export Promotion councils and boards. Import Control. EXIM policy, FEMA, IPR (International and Indian Patent Rights Acts). Anti Pollution Act. Environmental Groups and Bodies. Euro I, II and III Norms.	30	1
Suggested Readings: <ol style="list-style-type: none"> 1. Mishra S. K. and Puri V. K., Economic Environment of Business, Himalaya Publication. 2. Paul, Justin., Business Environment Text and Cases, Tata McGraw Hill. 3. Shaikh and Saleem, Business Environment, Pearson, 1st Edition. 		

Course Title: Management Accounting**Course Code: BBA2203****Course Credit: 4**

COURSE OBJECTIVE:	<p>To familiarize students with:</p> <ul style="list-style-type: none"> ❖ Management accounting concepts related to the management functions of planning, control, and decision making. ❖ Management accounting tools and quantitative techniques that can be used to analyze how business processes consume resources and create value for a firm. ❖ Management accounting data and analytical skills necessary to diagnose complex business problems in accounting context. 		
LEARNING OUTCOMES:	<p>The students should be able to:</p> <ol style="list-style-type: none"> 1. Appreciate the usefulness of management accounting in management decision making. 2. Describe the role of management accounting within an organization. 3. Identify the relevant inflows and outflows of funds in different situations and use this information to analyze and make a variety of short-term, operational decisions and long-term decisions. 4. Identify how costs behave and use this information in a range of decisions. 5. State the meaning, objectives and structure of responsibility accounting as divisional performance measurement. 6. Discuss the features of different budgeting systems and undertake budget variance analysis. 	No. of Hours	No. of Credits
Module I: Management Accounting Meaning, Nature, Scope and Function of Management Accounting, Role of Management Accounting in decision making, Management Accounting Vs Financial Accounting, Tools and Techniques of		30	1

Management Accounting.		
Module II: Financial Statements Analysis Meaning and components of financial statements. Objectives of financial statement Analysis, Methods of financial Statement Analysis: Ratio Analysis, classification of Ratios: Profitability Ratios, Turnover Ratios, Liquidity Ratios, Advantages and Limitation of Accounting Ratios. Fund flow statement, Cash Flow Statement as per Accounting Standard 3.	30	1
Module III: Marginal and Standard Costing Meaning, Advantages and Limitation, Marginal Costing as a tool for decision making: Make or Buy, Change in product Mix, Pricing Decision, Exploring a New Market, Shut Down Decision. Cost Volume Profit Analysis, Break Even Point. Meaning of Standard cost and Standard Costing, Advantages and Application. Variance Analysis: Material and Labour Variance, Responsibility Accounting.	30	1
Module IV: Budgeting for Profit Planning and Control Meaning of Budget and Budgetary control, Objectives, Merits and Limitations, Types of Budgets: Fixed and Flexible Budget, Cash Budget, Zero Base Budgeting and Performance Budgeting.	30	1
Suggested Readings: <ol style="list-style-type: none"> 1. Khan, M. Y. and Jain, P.K., Management Accounting, Tata McGraw Hill Education. 2. Maheshwari, S. N., Management Accounting, Sultan Chand and Sons. 3. Sharma, R. K., Management Accounting, Kalyani Publishers. 4. Arora, M.N. , Cost and Management Accounting, Vikas Publishing. 		

Course Title: Principles of Management**Course Code: BBA2204/BBM2101****Course Credit: 4**

COURSE OBJECTIVE:	<p>To familiarize students with:</p> <ul style="list-style-type: none"> ❖ Skills, competencies, techniques and knowledge needed to successfully manage an organization. ❖ Short and long-term perspective for forming a strategic vision, setting objectives, crafting a strategy and then implementing it. 		
LEARNING OUTCOMES:	<p>The students should be able to:</p> <ol style="list-style-type: none"> 1. Understand the management practices of business organizations in the dynamic global environment. 2. Comprehend effective management planning and organizing staff. 3. Understand contemporary management concepts and skills and put these concepts and skills into practice. 4. Get an understanding of the basic principles of staffing and leadership. 5. Investigate the ways of developing and maintaining organization's competitive advantage within a changing business environment. 6. Identify the range of controlling tools available in the management. 7. Reach a systematic understanding of management-related challenges. 8. Apply conceptual tools and techniques in analyzing, evaluating and addressing management issues. 	No. of Hours	No. of Credits

Module I: Introduction Concept, nature, process and significance of management. Managerial levels, skills, functions and roles. Management Vs. Administration. Coordination as essence of management. Development of management thought: classical, neo-classical, behavioral, systems and contingency approaches.	30	1
Module II: Planning and Organizing Planning: Nature, scope and objectives of planning, Types of plans, Planning process, Business forecasting. MBO. Decision Making: Concept, types, process and techniques. Organizing: Concept, nature, process and significance. Principles of an organization: Span of Control, Departmentation & Types of organization. Authority, Responsibility, Delegation and Decentralization, Formal and Informal Organization.	30	1
Module III: Staffing and Motivation Staffing: Concept, Nature and Importance of Staffing. Motivating and Leading: Nature and Importance of motivation, Types of motivation, Theories of motivation: Maslow, Herzberg, X, Y and Z. Leadership: meaning and importance, Traits of a leader, Leadership Styles: Likert's Systems of Management, Tannenbaum and Schmidt Model and Managerial Grid.	30	1
Module IV: Controlling Nature and Scope of control, Types of Control, Control process, Control techniques: traditional and modern, Effective Control System.	30	1
Suggested Readings: <ol style="list-style-type: none"> 1. Stoner, Freeman and Gilbert Jr., Management, Prentice Hall of India, New Delhi, 2003. 2. Gupta, C.B., Management Concepts and Practices, Sultan Chand and Sons, New Delhi, 2003. 3. Koontz. O Donnel and Weirich, Management, Tata McGraw Hill Publishing Company, New Delhi, 2001. 		

Course Title: Business Mathematics**Course Code: BBA2205****Course Credit: 4**

COURSE OBJECTIVE:	<p>To familiarize students with:</p> <ul style="list-style-type: none"> ❖ Important and growing role of Business Mathematics in modern society. ❖ Reading cum practical applications of Business Mathematics in every field of management. ❖ Working knowledge of current trends, interpretation and relation of these trends to different sectors of firms. 	No. of Hours	No. of Credits
LEARNING OUTCOMES:	<p>The students should be able to:</p> <ol style="list-style-type: none"> 1. Use the basic principles of arithmetic and apply mathematical skills to financial decisions. 2. Apply the concept of ratio and percentage on calculating cost, discount, commission and profit & loss. 3. Explain the use of interest, annuities and present value of money and apply this in risk and decision making. 4. Develop strong problem-solving skills and the ability to handle non-routine problems by applying appropriate concepts and notation. 5. Analyze the procedures for Sets, Matrices and Permutation & Combination. 6. Recognize problems that linear programming can handle and find optimal solutions subject to some constraints. 7. Solve basic differentiation and integration problems. 		

Module I: Basic Arithmetic Ratio and Percentage: its application in calculating cost and invoice price, discount, commission and brokerage, Profit & Loss. Progression: Arithmetic, Geometric and Harmonic Progression.	30	1
Module II: Mathematics of Finance Simple and Compound interest. Concept of present value and amount of money. Types of Annuities, Present value and Amount of an Annuity. Concept, calculation of Perpetuity.	30	1
Module III: Set Theory Sets Theory: Introduction, Operation on set, Application of Algebra of sets, Cartesian product of two sets, Boolean algebra. Elementary Permutation and Combination.	30	1
Module IV: Linear Programming and Calculus Linear Programming: Graphical methods of Solution, Problems relating to two variables including the case of mixed constraints, Simplex Methods. Basic operations of Differentiation and Integration.	30	1
Suggested Readings: <ol style="list-style-type: none"> 1. Zameeruddin, Khanna and Bhambri, Business Mathematics, Vikas Publishing. 2. Sharma J. K., Business Mathematics: Theory and Application, Ane Books Pvt. Ltd, 2nd Edition. 3. Shukla S. M., Business Mathematics, Sahitya Bhawan Publication, Agra. 		

Course Title: Business Economics II**Course Code: BBA2206****Course Credit: 4**

COURSE OBJECTIVE:	To familiarize students with: <ul style="list-style-type: none"> ❖ Basic concepts of macroeconomics. ❖ Preliminary concepts associated with the determination and measurement of aggregate macroeconomic variables. 	No. of Hours	No. of Credits
LEARNING OUTCOMES:	The students should be able to: <ol style="list-style-type: none"> 1. Understand and appreciate the concepts of macroeconomics in theory and practice. 2. Define and measure national income and rates of unemployment and inflation. 3. Use appropriately the marginal efficiency techniques of investment employed in macroeconomic theory. 4. Critically appraise the classical and modern theoretical models of macro market analysis. 5. Understand and apply the concept of economics in the money market. 6. Construct the IS-LM model and establish the relationship between product market and money market. 		
Module I: Concepts of Macro Economics and National Income Determination Macro Economics: Definitions, importance, growth, limitations of macro-economics, macro-economic variables. Circular flow of income in two, three, four sector economy, relation between leakages and injections in circular flow. National Income: Concepts, definition, methods of measurement. National income in India. Problems in measurement of national income and precautions in estimation of national income.		30	1
Module II: Macro Market Analysis Theory of full employment and income: classical, modern (Keynesian) approach. Consumption function, relationship between saving and consumption. Investment function, concept of marginal		30	1

efficiency of capital and marginal efficiency of investment. National income determination in two, three and four sector models. Multiplier in two, three and four sectors model.		
Module III: Money Market Functions and forms of money. Demand for money: Classical, Keynesian and Friedmanian approach. Measures of money supply. Quantity theory of money. Inflation and deflation.	30	1
Module IV: Equilibrium of Product and Money Market The IS-LM model, product market and money market, derivation, shift. Equilibrium of IS-LM curve, Application of IS-LM model in monetary and fiscal policy.	30	1
Suggested Readings: <ol style="list-style-type: none"> 1. Dwivedi, D. N., Macro Economics, Tata McGraw Hill, 2005. 2. Edward Shapiro, Macro-Economic Analysis, Tata McGraw Hill, 2003. 3. Khanna, O.P. and Jain, T.R., Macroeconomics, F.K. Publications. 		

Course Title: Human Resource Management**Course Code: BBA2301****Course Credit: 4**

COURSE OBJECTIVE:	To familiarize students with: <ul style="list-style-type: none"> ❖ Importance and function of HR department. ❖ Process of recruitment and selection. ❖ Different training methods used for employees. ❖ Wage determination and welfare activities for employees. 	No. of Hours	No. of Credits
LEARNING OUTCOMES:	The students should be able to: <ol style="list-style-type: none"> 1. Understand HRM and its objectives and identify its importance and functions in present scenario. 2. Explain manpower planning and personnel policies. 3. List the factors affecting recruitment and sources of recruitment. 4. State the objectives of promotion, demotion and transfer. 5. Describe the basic concepts of different training and development methods used for employees. 6. Understand concept of career planning and counseling. 7. Distinguish between performance appraisal techniques. 8. Identify wage determination & incentive plan and also different welfare activities for employees. 		
Module I: Introduction Concept, objectives, importance and functions of HR department. Manpower planning. Personnel policies, programs and procedures.		30	1
Module II: Internal Mobility and Staffing Recruitment: Factors affecting recruitment, sources of recruitment. Selection: Process, selection test, interview, group discussion, orientation, placement, promotion, demotion, transfer and job analysis.		30	1

Module III: Training & Development and Career Counseling Objectives and importance of training. Training methods: on the job training, vestibule training, apprenticeship. Development methods: case study, business games, in basket, role playing, sensitivity training, transactional analysis, special courses, coaching, understudy, position rotation, multiple management, selective readings, special meetings and special projects. Career planning and counseling.	30	1
Module IV: Performance appraisal, Employee Welfare and Compensation Performance appraisal: objectives, methods and job evaluation. Job analysis: job description and job specification. Welfare activities: housing facilities, canteen, fringe benefits, working environment, health and safety to workers, voluntary welfare scheme for education, social security measures. Wages and salary determination.	30	1
Suggested Readings: <ol style="list-style-type: none"> 1. Aswathappa K., Human Resource and Personnel Management, TMH, 5th Edition. 2. Rao V.S.P., Human Resource Management: Text and Cases, Excel Books, 2nd Edition. 3. Ivansevich, Human Resource Management, Tata McGraw Hill, 10th Edition. 		

Course Title: Marketing Management**Course Code: BBA2302****Course Credit: 4**

COURSE OBJECTIVE:	<p>To familiarize students with:</p> <ul style="list-style-type: none"> ❖ All aspects of marketing, including product planning & development, promotion, distribution, pricing and branding. ❖ Theories of the marketing mix variables. ❖ Practical applications of marketing theories in the context of the marketing management. 	No. of Hours	No. of Credits
LEARNING OUTCOMES:	<p>The students should be able to:</p> <ol style="list-style-type: none"> 1. Understand and appreciate the concept of marketing in theory and practice. 2. Identify different types of marketing environment and the forces which affect the working of the company in short and long run. 3. Understand segmentation and learn different ways of selecting the appropriate target and positioning the product in the market. 4. Discuss different types of product, levels of hierarchy and classification of products along with the concept of branding and its types. 5. Describe the marketing channels, channel dynamics and pricing of the products. 6. Evaluate different promotional strategies and media planning. 		
Module I: Introduction and Marketing Segmentation <p>Marketing: Nature, meaning, scope, concepts and orientation towards market. Marketing mix. Customer's value and satisfaction: concepts and delivery. Marketing environment: Needs and trends in macro environment forces. Introduction to strategic marketing. Segmentation: Concept of market Segmentation, Patterns and Process of Segmentation, Segmenting Consumer Markets. Market Targeting. Positioning concept and types.</p>		30	1
Module II: Concepts of Product and Branding		30	1

Product: Concepts, Product Level Hierarchy, Classification of Products, Product Mix, Product Line, Product Life Cycle, Product Positioning. Brand: Concept, Challenges, Brand Equity, Brand Repositioning.		
Module III: Marketing Channels and Pricing Nature of Marketing Channels, Channel functions and flows, Channel Design and Management Channel Dynamics. Pricing: objectives, factors influencing pricing, basic methods of pricing and pricing strategies.	30	1
Module IV: Promotion and Marketing Program Promotion: Promotion Mix. Managing Advertisement: Objectives, Budget, Message. Media planning and Sales Promotion Tools.	30	1
Suggested Readings: <ol style="list-style-type: none">1. Kotler Philip and Armstrong G., Principles of Marketing, Pearson.2. Sherlekar S. A., Marketing Management, Himalaya Publishing House.3. Saxena R., Marketing Management, Tata McGraw Hill.		

Course Title: Business Law**Course Code: BBA2303****Course Credit: 4**

COURSE OBJECTIVE:	To familiarize students with: <ul style="list-style-type: none"> ❖ Essential features of various business laws. ❖ Emerging legal issues in business. ❖ Ethical and logical approaches to deal with business issues and conflicts. 	No. of Hours	No. of Credits
LEARNING OUTCOMES:	The students should be able to: <ol style="list-style-type: none"> 1. Have sound knowledge of law related to Indian contract act and understand essential features of valid contract. 2. Distinguish between indemnity and guarantee, bailment and pledge and would know about the contingent contracts, remedies for breach of contacts. 3. Describe the sales of goods act with reference to formation of contract of sale and agreement to sell, conditions and warranties, sale of goods by non-owner, delivery of goods. 4. State the nature & definition of companies with their types. 5. Identify the basics of partnership and its formation. 6. Understand the kinds of negotiable instruments and their endorsements. 		
Module I: Indian Contract Act Introduction: Nature of contract offer and acceptance, consideration, capacity to contract, free consent, legality of object, agreements declared void, quasi contracts, contingent contracts. Breach of contract, remedies for breach of contract. Indemnity and guarantee. Bailment and pledge. Agency. Performance of contract.		30	1
Module II: The Sale of Goods Act Formation of contract of sale, and agreement to sell, conditions and warranties, implied conditions, caveat emptor, sale of goods by the non owners, delivery of goods, unpaid seller and his rights, remedies		30	1

for breach of contract of sale.		
Module III: The Companies Act, 2013 Essential characteristics of a company, types of companies. Memorandum and articles of association. Prospectus. Shares: kinds, allotment and transfer. Debentures. Essential conditions for a valid meeting, kinds of meetings and resolutions. Directors, Managing Directors: their appointment, qualifications, powers and limits on their remuneration, prevention of oppression and mismanagement.	30	1
Module IV: Partnership Act and Negotiable Instrument Act Nature of partnership, Registration of firm and effect of non-registration, Rights and duties of partners, Position of Minor. Dissolution of firm: Rights and liabilities of partners on dissolution. Negotiable instruments: Kinds, features, Crossing and types of crossing. Payment in due course, holder and holder in due course, privileges of holder in due course. Dishonour of negotiable instrument, discharge of negotiable instruments, banker and customer.	30	1
Suggested Readings: <ol style="list-style-type: none"> 1. Kuchhal M. C., Business Law, Vikas Publishing House, New Delhi, 2004. 2. Kapoor N. D., Elements of Mercantile Law, Sultan Chand and Sons, New Delhi, 2003. 3. Gulshan J.J. , Business Law Including Company Law, 13th Edition, New Age International Publisher. 4. Avtar Singh, Principles of Mercantile Law, 7th Edition, Eastern Book Company. 		

Course Title: Research Methodology**Course Code: BBA2304****Course Credit: 4**

COURSE OBJECTIVE:	<p>To familiarize students with:</p> <ul style="list-style-type: none"> ❖ Core concepts, frameworks, and techniques of Research Methodology. ❖ Methods of data collection, data analysis and report writing. 	No. of Hours	No. of Credits
LEARNING OUTCOMES:	<p>The students should be able to:</p> <ol style="list-style-type: none"> 1. Understand the basic concept of Research methodology and its implementation in various business situations. 2. Apply and relate decisions to formulate a good hypothesis. 3. Understand variables establishing cause and effect relationship. 4. Enhance understanding of the impact of sampling and its techniques. 5. Examine the sources of data collection. 6. Develop clear and meaningful understanding of business reports and its characteristics. 		
Module I: Introduction to Research Meaning, Objectives, types and Importance of Research. Research Process and criteria of good research. Research problem, techniques involved in defining a problem.		30	1
Module II: Hypothesis and Research Design Hypothesis: Meaning, sources, need, importance and characteristics of a good hypothesis. Research Design: meaning and significance, criteria of a good Research Design.		30	1
Module III: Sampling Meaning and Types, Steps in sampling design. Characteristics of a good sample design. Measurement scales: Nominal, Ordinal, Interval and Ratio scales. Important scaling techniques.		30	1

Module IV: Method of Data Collection and Report Writing Secondary data, Primary data: Survey, Observation, Experimentation, Case-Study method, criteria for constructing Questionnaires or Schedules. Guidelines for successful interviewing. Testing of hypothesis. Importance of Report Writing, steps in report writing. Layout of the research report, Precautions for writing research report. Application of research in business management.	30	1
Suggested Readings: <ol style="list-style-type: none">1. Kothari C.R., Research Methodology, New Age International Publishers.2. Saunders, Research Methods for Business Students, Prentice hall, 2nd Edition, 2007.3. Murthy C., Research Methodology, Vrinda Publications.4. Bhattacharyya, Research Methodology, Excel Books.5. Naresh Malhotra, Market Research, Pearson Education.		

Course Title: Production and Operations Management**Course Code: BBA2305****Course Credit: 4**

COURSE OBJECTIVE:	<p>To familiarize students with:</p> <ul style="list-style-type: none"> ❖ Different types of Production. ❖ Plant decisions and inventory management. ❖ Appropriate tools and techniques of quality management and control. ❖ Essentials of logistics management. 	No. of Hours	No. of Credits
LEARNING OUTCOMES:	<p>The students should be able to:</p> <ol style="list-style-type: none"> 1. Explain the strategic role of Production and Operations Management and its competitive advantage for the growth and survival of organizations. 2. Demonstrate the understanding of the facility layouts and location decisions in production system. 3. Identify and forecast the problems involved in inventory management. 4. Implement and use the principles of Material Requirement Planning. 5. Understand the various types of production systems. 6. Apply quantitative techniques to control the quality in organizations. 7. Apply the knowledge of Just-In-Time in production systems. 8. Apply the concepts of operations research in scarce resource allocations. 		
<p>Module I: Operations Management, Layout and Location decisions</p> <p>Definition and criteria of performance for the production and operations management system. Jobs or decisions of production and operations management. Classification of decision areas. Brief history of the production and operation management function.</p>		30	1

Layout: Features, basic principles, types, merit and demerits. Optimization in a product/line layout, optimization in a process layout. Application in service industries. Location decision, Behavioral aspects in location planning.		
Module II: Material Management Inventory Control: EOQ, Simple Deterministic Models, ABC analysis, Value analysis/ value engineering. Purchasing research, vendor relations and selection of vendors. Material Requirement Planning (MRP): An overview.	30	1
Module III: Production Planning and Control, Quality Management Production planning and control: Concept. Assembly line balancing, types of production and production system, maintenance management. Work-study and work design. Productivity and methods of improvement. Quality management as a corporate strategy. Statistical methods and process controls. Control charts, acceptance sampling. Total quality management (TQM): motivation in quality management. ISO 9000 and 14000 series. Just in Time production.	30	1
Module IV: Introduction to Operation Research Linear programming, Simplex method, Big-M Method, Two Phase Method. Definitions and distinctions between CPM and PERT, Network Diagram and Time Calculations.	30	1
Suggested Readings: <ol style="list-style-type: none"> 1. N.J. Aquilano, R.B. Chase and F.R. Jacob, Operation Management for Competitive Advantage, Tata McGraw Hill, 9th Edition. 2. Chary S.N., Production and Operation Management, Tata McGraw Hill, 4th Edition. 3. Manocha R.C., Production and Operation Management, Latest Edition. 4. Gupta S.P., Statistical Method, Sultan Chand, Latest Edition. 		

Course Title: Financial Management**Course Code: BBA2306****Course Credit: 4**

COURSE OBJECTIVE:	To familiarize students with: <ul style="list-style-type: none"> ❖ Financial decisions made by financial managers. ❖ Theories of finance. ❖ Techniques which assist in the decision making process. ❖ Capital Structure for the value maximization of the firm. 	No. of Hours	No. of Credits
LEARNING OUTCOMES:	The students should be able to: <ol style="list-style-type: none"> 1. Identify financial management techniques with their implications in business. 2. Understand investment and financial decisions to maximize the value of the firm and Shareholder's wealth maximization. 3. Evaluate and make capital budgeting decisions based on NPV, IRR and PI concepts. 4. Understand the relevance of Cost of capital and weighted average cost of capital. 5. Prepare the working capital requirements of different projects and firms. 6. Understand how specific techniques and decision rules can be used to develop Capital structure for an organization. 7. Reconcile the leverage effect of capital mix and impact of leverage. 		
Module I: Introduction Nature and scope of financial management, finance function, profit/wealth maximization. Functions of financial managers. Concept of time value of money. Sources of finance: Short Term sources, Long term sources and shares debentures, term loans, GDR, mutual funds, venture capital financing.		30	1
Module II: Capital Budgeting Meaning, objectives, nature of investment decisions. Pay back methods, net present value method, profitability index, and internal		30	1

rate of return method.		
Module III: Cost of Capital and Management of Working Capital Introduction, significance, concept, components of cost of capital. Capital Asset Pricing Model. Weighted Average Cost of Capital. Working capital management: meaning, scope, Importance, determinants and sources. Approaches of working Capital Management of Cash, inventories and receivables.	30	1
Module IV: Capital Structure Capitalization: meaning, importance, Over Capitalization, under capitalization and optimum Capitalization. Capital Structure: meaning, forms and determinants of capital structure, operating and financial leverage, planning the capital structure by EBIT-EPS Analysis.	30	1
Suggested Readings: <ol style="list-style-type: none"> 1. Maheshwari S.N., Financial Management, Principles and Practice, Sultan Chand and Sons, 9th Edition 2004. 2. Khan M.Y and Jain P.K., Financial Management, Tata McGraw Hill, 2001, 3rd Edition. 3. Pandey I. M., Financial Management, Vikas Publishing House, Revised Ed., 2003 		

Course Title: International Financial Management**Course Code: BBA2401****Course Credit: 4**

COURSE OBJECTIVE:	<p>To familiarize students with:</p> <ul style="list-style-type: none"> ❖ International financial management and international trade. ❖ Foreign exchange rate fluctuations and political risk that have a basic bearing on management of global investment and financing decisions. ❖ Institutions of international financial markets, instruments, trade modalities. ❖ Impacts and responses of governments, markets, and firms to various international situations. 		
LEARNING OUTCOMES:	<p>The students should be able to:</p> <ol style="list-style-type: none"> 1. Understand the globalised and integrated economic environment of international trade. 2. Comprehend the fundamental concepts of International Finance and Exchange Rate Systems. 3. Determine the role of International Institutions and risk management in International Trade. 4. Understand the existence of various currency and negotiable instruments in international market. 5. Analyze and use the tools, techniques and strategies to make International finance related decisions. 6. Discuss issues involved in international investment and financing alternatives, international trade financing, and international working capital management. 	No. of Hours	No. of Credits
Module I: International Financial Environment International economic environment: Issue and dimensions. International financial flow: Comparative Cost Advantage Theory and Balance of payment framework. Indian Experiences in International Capital Market. Instruments of Sources of Finance in		30	1

International Financial Market: ADR, GDR, EURO BOND etc.		
Module II: Foreign Exchange Risk Management Foreign exchange markets and instruments. Exchange rate determination and Factors forecasting: Foreign exchange risk, Management of Risk, Currency Risk Management, Country Risk Management.	30	1
Module III: International WCM and Export & Import Financing International Working Capital Management: Concept and financing foreign trade. International financing systems and institutions. International Cash Management, International Receivables and Inventory Management. Export Financing and Import Financing, Modes of Payment: DA/DP, L/C, and consignment basis.	30	1
Module IV: Multinational Business Financing Project Appraisal: An International Context. Multinational business finance: trends towards international operations, changing Organization and structure of multinational business. Reason for foreign investment: benefits and risks. Accounting treatment of foreign subsidiaries. International capital budgeting: evolution, investment opportunities, financing the project, strategic tie-up mergers and takeovers.	30	1
Suggested Readings: <ol style="list-style-type: none"> 1. Apte P.G., International Financial Management, Tata McGraw Hill. 2. Somnath V.G., International Financial Management, I. K. International Pvt. Ltd. 3. Jain P.K., International Financial Management, Macmillan India Limited, 1st Edition. 4. Cheol S. Eun and Bruce G. Resnick, International Financial Management, Tata McGraw Hill. 		

Course Title: Material Management**Course Code: BBA2402****Course Credit: 4**

COURSE OBJECTIVE:	<p>To familiarize students with:</p> <ul style="list-style-type: none"> ❖ Material management as practiced in manufacturing industries and the service sector. ❖ Make or buy decisions and Purchasing functions. ❖ Inventory control and Issue of Material. 	No. of Hours	No. of Credits
LEARNING OUTCOMES:	<p>The students should be able to:</p> <ol style="list-style-type: none"> 1. Grasp the concept of Material Management, its terminologies and its association with different subjects. 2. Work on make or buy decisions and various material production issues in the organization. 3. Conceptualize the principles underlying materials requirements planning and purchasing. 4. Identify the principles of Material Handling and concept of value analysis that help to add value to the productivity and minimize the wastage in the organization. 5. Understand the tools and techniques of Inventory control and their usage to ensure lower inventory cost. 6. Critically analyze and discuss the issues regarding Material Variances and Material Productivity. 		
Module I: Material Management Meaning, objectives, functions and importance of material management. Planning and budgeting of materials. Types of organizational structure for material management department.		30	1
Module II: Procurement of Materials Make or buy decisions. Purchasing functions: Meaning, objectives and principles, purchasing process and purchase price analysis. Selection of supplier and computation of Material Turnover Ratio.		30	1

Procedure of receiving, checking and inspection of materials. Material handling: Meaning, objectives and principles. Value analysis: Concept, objectives and utility.		
Module III: Modification of Materials Inventory control: Meaning, objectives, importance and techniques, ABC analysis, calculation of safety stocks, determination of carrying cost, ordering cost and EOQ. Stores Management: meaning, importance and stores department organization.	30	1
Module IV: Issue of Materials Printing or receipts and issues of materials. Material Productivity: meaning, factors and measures. Material variances: meaning and simple numerical problems.	30	1
Suggested Readings: <ol style="list-style-type: none"> 1. Gopalakrishnan P. and Sundaresan M., Material Management: An Integrated Approach, PHI Learning Pvt. Ltd. 2. Chitale A.K. and Gupta R.C., Material Management: Text and Cases, PHI Learning Pvt. Ltd. 3. McDonald Stan C., Material Management, Wiley. 		

Course Title: Entrepreneurship and Small Business Management**Course Code: BBA2403****Course Credit: 4**

COURSE OBJECTIVE:	<p>To familiarize students with:</p> <ul style="list-style-type: none"> ❖ Knowledge needed to work in, manage or own a business. ❖ Varied aspects of small scale industries and entrepreneurship. 	No. of Hours	No. of Credits
LEARNING OUTCOMES:	<p>The students should be able to:</p> <ol style="list-style-type: none"> 1. Explain the various entrepreneurial skills, functions as well as entrepreneurial development programs. 2. Effectively generate and communicate business ideas in a structured environment. 3. Identify the opportunities available for the small scale enterprise and selection of suitable site and technology. 4. Describe the role of Financial Institutions in the development of small scale business. 5. Prepare project report for the financial feasibility of small business. 6. Correlate the importance of management fields namely marketing, finance and operations in the context of small business development. 		
Module I: Introduction <p>The New concept of entrepreneur. Entrepreneurial function, entrepreneurial skills. Entrepreneur development programme. Motivation for entrepreneurs.</p>		30	1
Module II: Small Scale Enterprise <p>Establishing small scale enterprise: opportunities scanning, market, and assessment for small scale enterprise, selection of site and choice of technology.</p>		30	1

Module III: Project Planning and Institutional Arrangements Analysis for financial feasibility, Project report preparation. Institutions for entrepreneurial development, state incentives, role of financial institutions.	30	1
Module IV: Management of Small Business Operating the small-scale enterprises. Issues in financial management, operations management, marketing management, organizational relations, and performance assessment.	30	1
Suggested Readings: <ol style="list-style-type: none">1. Lall and Sahai, Entrepreneurship, Excel Books, 2nd Edition.2. Couger C, Creativity and Innovation, IPP, 1999.3. Kakkar D. N., Entrepreneurship Development, Wiley Dreamtech.4. Rai A.K., Entrepreneurship Development, Vikas Publishing.5. Sehgal and Chaturvedi, Entrepreneurship Development, UDH Publishing, 2013.		

Course Title: Financial Analysis & Decision**Course Code: BBA2404****Course Credit: 4**

COURSE OBJECTIVE:	To familiarize students with: <ul style="list-style-type: none"> ❖ Knowledge of Financial Decisions and Statement Analysis. ❖ Aspects of Project Financing. ❖ Dividend Decision and its Theories. ❖ Merchant Banking and Venture Capital. 	No. of Hours	No. of Credits
LEARNING OUTCOMES:	The students should be able to: <ol style="list-style-type: none"> 1. Develop pragmatic approach to concept of capital and financial markets and its operation. 2. Conceptualize a project and conduct feasibility study. 3. Analyze risk and uncertainty aspects of a project. 4. Comprehend the essential aspects of dividend decisions and policies. 5. Analyze recent issues in finance and financial services like merchant banking and venture capital. 6. Understand the concepts of factoring and commercial papers. 		
Module I: Financial Statement Analysis and Financial Markets Meaning, objectives, scope, calculation of Ratio analysis, fund flow analysis, cash flow analysis. Meaning, Types, importance of financial markets. Types of securities, marketing of Securities. Underwriting of Capital issues.		30	1
Module II: Project Appraisal Project finance, project feasibility study, capital investment decision, risk and uncertainty analysis through sensitivity analysis. Non-financial aspects of projects.		30	1
Module III: Dividend Decisions Dividend policies and decisions: introduction, issues in dividend policy, Walters and Gordon's model, Modigliani and Miller approaches, determinants and types of dividend policy, practical		30	1

consideration in dividend policy and forms of dividends.		
Module IV: Financial Service and Recent Issues in Finance Merchant Banking: Introduction, functions of merchant bankers. Venture Capital. Factoring. Commercial Papers.	30	1
Suggested Readings: <ol style="list-style-type: none"> 1. Pandey I. M., Financial Management, Vikas, 2004, 10th Ed. 2. Van Horne, Financial Management and Policy, Prentice Hall, 2003, 12th Ed. 3. Shapiro, Multinational Financial Management, Wiley Dreamtech. 4. Sheeba Kapil, Fundamental of Financial Management, Pearson. 5. Khan and Jain, Financial Management, Tata McGraw Hill, 3rd Ed. 		

Course Title: Human Resource Development**Course Code: BBA2405****Course Credit: 4**

COURSE OBJECTIVE:	<p>To familiarize students with:</p> <ul style="list-style-type: none"> ❖ Key concepts and issues within the field of HRD. ❖ Interventions like training and development, organizational development, counseling, mentoring etc. in improving individual, group and organizational effectiveness. 	No. of Hours	No. of Credits
LEARNING OUTCOMES:	<p>The students should be able to:</p> <ol style="list-style-type: none"> 1. Understand the concept, scope and functions of HRD and develop a greater realization about its contribution to the value chain. 2. Understand that HRD interventions are effective in the creation of positive organizational and learning cultures and in the inculcation of organizational norms and values. 3. Identify the different forms and essential components of HRD department. 4. Identify the need of collaboration between HRD personnel and line managers for effective implementation of HRD and the role of Task Analysis as a potential HRD tool. 5. Describe how the HRD interventions relate to the broader performance management process and concerns of individuals and organizations. 6. Understand the role of personality, team effectiveness, counseling and mentoring in HRD. 		
Module I: Introduction Meaning need, mechanism, processes and outcomes of HRD. HRD strategies. HRD areas, individual employee, the role, the team, the Organization. HRM matrix.		30	1
Module II: Organizing HRD Role of line manager in HRD. Various forms of HRD Organization, HRD departments and their tasks. Trends of issues relating to HRD		30	1

functions.		
Module III: Task Analysis Task Analysis: Meaning & Uses. Steps in Task Analysis: Contextual analysis, activity analysis, task delineation, competency analysis, performance analysis and discrepancy analysis.	30	1
Module IV: Personality Development and Group Behaviour Determinants of personality, type and trait approach to personality. Stress and coping. Improving group performance and effectiveness, building effective team, managing dissatisfaction and frustration, counseling and mentoring.	30	1
Suggested Readings: <ol style="list-style-type: none"> 1. Aswathappa K., Human Resource Management, Tata McGraw Hill, 5th Ed. 2. Rao V.S.P., Human Resource Management, Excel Books, 2nd Ed. 3. Haldar, Uday Kumar., Human Resource Development, Oxford University Presss, 1st Ed. 4. Tripathi, P.C., Human Resource Development, Sultan Chand and Sons, 1st Ed. 		

Course Title: Sales Management**Course Code: BBA2406****Course Credit: 4**

COURSE OBJECTIVE:	<p>To familiarize students with:</p> <ul style="list-style-type: none"> ❖ Basic elements of sales function. ❖ Skills associated with the job of professional selling and role of the sales manager. ❖ Fundamentals of sales management, its structured theories and practical knowledge. ❖ Elements that enable a sales force to be an effective component of an organization's overall strategy. 	No. of Hours	No. of Credits
LEARNING OUTCOMES:	<p>The students should be able to:</p> <ol style="list-style-type: none"> 1. Comprehend the role of selling in today's highly competitive, dynamics and global market. 2. Develop an understanding of the difference between sales and marketing strategies. 3. Illustrate the role, qualities, duties and function of sales manager. 4. Apply their knowledge to supervise sales force along with selection, training and remuneration of sales force. 5. Develop an understanding of sales force evaluation and describe the concept of sales territories, quotas, reports and sales conferences. 6. Illustrate different types of sales promotion and also explain the integrated approaches to sales promotion and sales demonstration. 7. Identify the buying behaviour pattern of prospective customers and apply this knowledge in handling objections and closing of sales. 		
Module I: Introduction		30	1

Meaning, concept and principles of Sales. Distinction between marketing, selling and retailing. Sales organization: its forms and its relationship with other functionaries of sales department.		
Module II: Sales Force Management Sales Manager: role, qualities, duties and function. Sales force: Types of salesman, Qualities of a good salesman, duties and responsibilities of salesman. Selection and training and remuneration of salesman.	30	1
Module III: Supervision of Sales Force and Sales Promotion Motivation and evaluation of the sales force, sales territories, quotas and reports, sales conferences and conventions. Sales promotion: Concept, importance, Types of sales promotion, factors influencing sales promotion, integrated approaches to sales promotion. Sales demonstration: its techniques and advantages.	30	1
Module IV: Sales Prospecting Meaning, characteristics and types of prospects. Buying behaviour and pattern, buyers' motivation and meeting buyers' resistance. Methods of handling objections of the prospects: closing a sale and its techniques, after sale service.	30	1
Suggested Readings: <ol style="list-style-type: none"> 1. Donaldson B., Sales Management: Theory and Practice, Palgrave. 2. Jobber David and Lancaster Geoff, Selling and Sales Management, Pearson Education India. 3. Gupta, S.L., Sales and Distribution Management, Excel Books India. 		

Course Title: Corporate Strategic Management**Course Code: BBA2501****Course Credit: 4**

COURSE OBJECTIVE:	<p>To familiarize students with:</p> <ul style="list-style-type: none"> ❖ The core concepts, frameworks, and techniques of strategic management. ❖ The major initiatives taken by a company's top management involving resources and performance in internal and external environments. 	No. of Hours	No. of Credits
LEARNING OUTCOMES:	<p>The students should be able to:</p> <ol style="list-style-type: none"> 1. Understand the basic concept of strategy and its implementation in various business situations. 2. Understand the relevance of business policy and corporate governance. 3. Develop ways to improve a firm's competitive advantage and integrate key functional areas into a unified strategic plan. 4. Enhance understanding of the impact of changes in the external environments on executive decisions. 5. Learn the importance of changes in economic, technological, government, political and social forces on the formulation of a firm's strategy. 6. Understand the intricacies involved in developing different strategies and their impact on various organizations. 7. Develop skills in analyzing corporate portfolio through different techniques. 		
Module I: Introduction Business Policy and strategy: Overview, concept & nature of business policy and concept of corporate strategies. Decision levels of strategies: nature and elements. Concept of corporate governance.		30	1

Module II: Strategic Planning and Management Strategic Planning: Process, importance and 7S framework. Strategic planning for: Multinationals, small businesses, nonprofit organizations and public sector.	30	1
Module III: Strategy Formulation, Strategic Analysis and Choice Objectives and goals of the organization. ETOP. Competitive analysis. Internal environment, scanning, mission and vision statement, SAP and KSF. Choice of strategy. Business level strategies: generic, cost leadership, differentiation and focus. Multi business strategies: coordination, diversification, venturing and restructuring for national and international companies. Evaluation of alternatives and selection of strategies.	30	1
Module IV: Corporate Portfolio Analysis and Implementation BCG, Ansoff model, Gap Analysis, GE model. Implementing strategy through business function, implementing strategy through structure. Leadership and Culture.	30	1
Suggested Readings: <ol style="list-style-type: none"> 1. Lawrence R.Jauch. and Glueck William F., Business Policy and Strategic Management ,Frank Brothers. 2. Kazmi, Azhar, Business Policy, Tata McGraw-Hill, New Delhi, 2000. 3. Pearce II John A. and Robinson J.R. and Richard B., Strategic Management, AITBS. 4. Wheelen Thomas L., Hunger J. David. and Rangaragjan Krish. , Concepts in Strategic Management and Business Policy ,Pearson Education, 1st Ed. 		

Course Title: MIS & E-Commerce**Course Code: BBA2502****Course Credit: 4**

COURSE OBJECTIVE:	To familiarize students with: <ul style="list-style-type: none"> ❖ The information systems and information technologies that help in taking right decisions for betterment of an organization. ❖ The concepts of E-Commerce, Networking and Data Communication. ❖ The latest trends of IT and security issues. 	No. of Hours	No. of Credits
LEARNING OUTCOMES:	The students should be able to: <ol style="list-style-type: none"> 1. Understand the role of information system in an organization. 2. Design the physical and information systems according to organizational requirement. 3. Understand the concept of system and design for developing managerial perspective and an informed decision-making ability. 4. Develop an understanding of the concept of data communication and the requirement of hardware & software systems. 5. Understand the recent trends of networking, E-Commerce and security issues. 6. Identify the emerging trends in IT. 		
Module I: MIS and Decision Making Information System: Foundation of Information System, Operating elements of Information System, Structure of Information System, Evaluation of Information System, Typical Information Systems including MIS and DSS. Types of Information. Structured and Unstructured decisions.		30	1
Module II: System Analysis and Design System: Concept, system concepts applied to MIS, Distinction between physical system and information system. Multiprogramming, Multiprocessing, Real Time systems. Online and distributed		30	1

environments. Design considerations.		
Module III : Data Communication and Networking Data Communication: Fundamental communication concepts, Hardware and Software requirements, Simplex, Duplex, Half-Duplex. Communication Medium: Wired and Wireless. Networking: Concept, LAN, MAN and WAN, Topologies, Types of switching.	30	1
Module IV: E-Commerce and Recent Trends in IT E-Commerce: Concept, importance, recent trends, problems, internet tools and techniques, legal & security issues of E-Commerce. Emerging trends in IT including ERP and Business Process Re-engineering.	30	1
Suggested Readings: <ol style="list-style-type: none"> 1. Agarwala, Kamlesh. N. and Agarwala ,Deeksha., Macmillan, India, New Delhi. 2. Diwan, Parag. and Sharma, Sunil. , E-commerce- A Managers Guide to E-Business, Excel. 3. Javadekar, W.S.(2003),Management Information System, Tata MacGraw Hill Publication. 		

Course Title: Project Management**Course Code: BBA2503****Course Credit: 4**

COURSE OBJECTIVE:	<p>To familiarize students with:</p> <ul style="list-style-type: none"> ❖ The concepts, processes, methods, techniques and tools required for the proper selection and management of each stage of the project. ❖ Techniques of project appraisal and risk control, needed for meeting stakeholder expectations. 	No. of Hours	No. of Credits
LEARNING OUTCOMES:	<p>The students should be able to:</p> <ol style="list-style-type: none"> 1. Examine the tools and techniques of project management to ensure successful delivery of projects with available resources. 2. Explore the use of Feasibility study and its implications in the selection of best available project. 3. Develop an understanding of technological, financial, Environmental and marketing appraisal of a project. 4. Identify various types of costs involved in the project. 5. Understand the principles of the project lifecycle. 6. Identify different kinds of risk associated with project and use of risk minimization techniques in projects. 7. Critically discuss the issues pertaining to projects and project management and its application in the real world. 		
Module I: Introduction to Project Management <p>Introduction to project management, starting a new venture, concept of projects. Characteristics, need and scope of project management. Project financing. Identification of investment opportunities. Preliminary screening and Project formulation. Feasibility study: Pre feasibility and project feasibility. Life cycle phases of project.</p>		30	1

Module II: Marketing and Technological Appraisal Market and demand appraisal of the projects. Technical analysis of projects: objectives and essentials.	30	1
Module III: Financial and Socio-Economic Appraisal Financial analysis of projects. Discount rates as project appraisal criteria. Social cost-benefit analysis. Environmental appraisal of projects.	30	1
Module IV: Risk and Cost Control Project risks: Types of Project risks and measures of Project risks. Cost control.	30	1
Suggested Readings: <ol style="list-style-type: none"> 1. Marwah., Project Management, Wiley Dreamtech. 2. Chaturvedi and Jauhari., Project Management, Himalaya Publishing. 3. Chandra, Prasanna. , Project: Preparation, Appraisal, Budgeting and Implementation, TMH, 5th Ed. 4. Mishra - Project Management, Excel Books. 5. Goyal, B.B., Project Management: A Development Perspective, Deep and Deep. 6. Gopalan., Project Management Core Text Book ,Wiley. 		

Course Title: Business Ethics**Course Code: BBA2504****Course Credit: 4**

COURSE OBJECTIVE:	<p>To familiarize students with:</p> <ul style="list-style-type: none"> ❖ The ethical issues and dilemmas faced by the managers in most business organizations. ❖ The concepts of CSR, Consumer Protection, Success, Dharma, Karma, etc. 	No. of Hours	No. of Credits
LEARNING OUTCOMES:	<p>The students should be able to:</p> <ol style="list-style-type: none"> 1. Understand the relevance of ethics and values in business. 2. Identify the ethical dimensions of common business practices. 3. Develop Ethical and Value Based thought process for future managerial performance. 4. Gain knowledge of corporate social responsibility and consumer protection. 5. Understand the concept of corporate governance and its relevance in present scenario. 6. Understand progress and interpret result in managing transformation. 7. Illustrate the concept of Dharma and Yoga not only from personal but also from professional viewpoint. 		
Module I: Introduction Values: Concept, types and formation of values. Relationship between ethics, values and behaviour, Values of Indian Managers. Ethics: development of ethics, ethical decision making and decision making process, relevance of ethics and values in business. Management of Ethics: Management process and ethics, managerial performance, ethical issues, ethos of Vedanta in management, Hierarchism as an organizational value.		30	1
Module II: Corporate Social Responsibility and Consumer Protection Corporate responsibility of business towards employees, consumers		30	1

and community. Corporate Governance & Code of Corporate Governance. Consumerism. Unethical issues in sales, marketing and technology.		
Module III: Understanding Progress & Results, Managing Transformation and Success Progress & Results: Definition and functions of progress. Transformation: Need for transformation, process and challenges of transformation. Understanding Success: Definitions of success, Principles for competitive success, prerequisites to create blue print for success. Successful stories of business Gurus.	30	1
Module IV: Knowledge, Wisdom, Stress Management, Dharma & Karma Yoga and TQM Knowledge and Wisdom: Meaning of knowledge and wisdom, difference between knowledge and wisdom, knowledge worker versus wisdom worker, concept of knowledge management and wisdom management, wisdom based management. Stress Management: Meaning, sources and consequences of stress, stress management and detached involvement. Dharma & Karma Yoga: Concept of Dharma and Karama. Kinds of Karma Yoga: Nishkam Karma and Sakam Karma. Total quality management, Quality of life and quality of work life.	30	1
Suggested Readings: <ol style="list-style-type: none"> 1. Chakraborty, S.K., Human values for Managers. 2. Chakraborty, S.K., Ethics in Management: A Vedantic Perspective, Oxford University Press. 3. Gaur, R.R., Sangal, R. and Bagaria, G.P., A Foundation Course in Human Values and Professional Ethics, Excel Books Private Limited, New Delhi. 		

Course Title: Consumer Behaviour**Course Code: BBA01/ BBM01****Course Credit: 4**

COURSE OBJECTIVE:	<p>To familiarize students with:</p> <ul style="list-style-type: none"> ❖ The process of consumer decision making and its determinants. ❖ The concepts and theories essential for consumer analysis and the development of effective marketing strategies. ❖ The psychological sides of the marketplace to better understand the why behind the buy. 	No. of Hours	No. of Credits
LEARNING OUTCOMES:	<p>The students should be able to:</p> <ol style="list-style-type: none"> 1. Take a holistic view of the buyer. 2. Understand the mental processes that guide consumer perceptions, attitudes, memory and choices. 3. Analyze the differences in these processes as a consequence of social, cultural and group influences. 4. Exhibit the knowledge of opinion leadership, innovation diffusion and various models to help understand buyer behaviour. 5. Understand the intricacies involved in organizational buying process. 6. Distinguish between consumer behaviour in domestic and global perspective. 		
Module I : Introduction Defining Consumer Behaviour. Scope and Application of Consumer Behaviour. Evolution of Consumer Behaviour as a Field Of Study and its relationship with Marketing: Behavioural Dimension. The interdisciplinary nature of Consumer Behaviour. Profiling the consumer and understanding their needs. Relevance of Market Research with Consumer Behaviour. Approaches to Consumer Behaviour Research.		30	1
Module II : Consumer Behaviour Theory, Application and its Determinants		30	1

<p>Consumer Behaviour Theory and Its Application to Marketing Strategy: Consumer Buying Process, Extensive, Limited and Routine Problems-solving Behaviour.</p> <p>Internal Determinants of Consumer Behaviour: Needs, Motivation and Involvement, Information Processing and Consumer Perception, Learning, Attitude and Attitude Change, Personality, Psychograph, Values and Lifestyle.</p> <p>External Determinants to Buying Behaviour: Family and House Hold influences, Reference Groups and Social Class, Influence of Culture and Sub-culture.</p>		
<p>Module III: Opinion Leadership, Innovation & Diffusion and CB Models</p> <p>Opinion Leadership, Innovation & Diffusion: Opinion Leadership Process, Measurement and Profile, Opinion Leadership and Firms' Promotional Strategy, Innovation, Diffusion and Adaptation Process, Innovator as Opinion Leader.</p> <p>Models of Consumer and Individual Buying Behaviour. Models of Consumers Decision Making.</p> <p>Marketing, consumer behaviour and society. Consumption and persuasion: Issues of manipulation and long term impacts on society and children. Consumer materialism.</p>	30	1
<p>Module IV : Organizational Buying</p> <p>Differences between: Industrial Markets & Consumer Market and Organizational & Consumer Buying. Buying Decisions in Organizational Buying Process: Types of Decision Making. Organization Buyer's Decision Making Process. Factors influencing Organizational Buying Behaviour. Decision Makers in Organizational Buying.</p> <p>Webster and Wind model of Organizational buying behaviour. The Sheth model of Industrial buying.</p> <p>Cross-cultural Consumer and Individual Buying Behaviour: Globalization of Consumer Markets and Market Implications, Impact of Information Technology on Consumer Behaviour.</p>	30	1
Suggested Readings:		

1. Schiffman and Kanuk, Consumer Behaviour, Prentice hall.
2. Loudon, D.A., Consumer Behaviour, Concepts and Application, Tata McGraw Hill.
3. Howard, John A., (1989).Consumer Behaviour in marketing Englewood Cliffs, New Jersey, Prentice Hall Inc.
4. Hawkins, D. I.,(1995). Consumer Behaviour Implications for Marketing Strategy, Texas, Business.

Course Title: Direct & Digital Marketing**Course Code: BBA02/ BBM02****Course Credit: 4**

COURSE OBJECTIVE:	To familiarize students with: <ul style="list-style-type: none"> ❖ The scope of online and offline marketing. ❖ The business and marketing objectives in today's challenging environment. ❖ The effective and emerging trends of digital marketing and online advertising. 	No. of Hours	No. of Credits
LEARNING OUTCOMES:	The students should be able to: <ol style="list-style-type: none"> 1. Understand direct and digital marketing strategies and its underpinning principles and concepts. 2. Examine role and applications of marketing research, and the concept and practice of profiling, segmentation and targeting. 3. Discuss multichannel marketing, customer behaviour, brands and integrated marketing communications. 4. Develop the strategy, plan, implement and evaluate effective, integrated direct and digital marketing programmes. 5. Examine ROI driven customer acquisition campaigns and key metrics. 6. Gain a thorough understanding of the creative process from proposition to promotional delivery. 7. Explore the direct & digital future and looking at trends that shape the use of technology. 		
Module I: Direct Marketing Direct Marketing: Introduction, Definition, Scope, Objectives, Growth and Benefits of Direct Marketing. Benefits to Buyers, Benefits to Sellers, New Direct Marketing approaches, Integrating the communication, Direct Marketing Media, Developing a positioning strategy, Managing the creative process, Copy appeals, Guidelines to create good copy, Improving the mailing package.		30	1
Module II : Direct-Mail Marketing		30	1

Forms of Direct Marketing: Direct-Mail Marketing, Catalog Marketing, Telephone Marketing, Direct-Response Television Marketing, Direct Response Radio marketing, Kiosk Marketing, Direct Response in print media, B2B Direct Marketing. New Digital Direct Marketing Technologies, Managing the lead generation program, Direct Marketing profitability, Direct Marketing testing and experimentation, Direct Marketing research and its future.		
Module III : Introduction to Digital Marketing Introduction to Digital marketing and its Evolution, digital marketing for the 21st century, Importance and scope of digital marketing. Working of websites: dynamic, static, blogs. Search engine optimization marketing. Introduction to Search Engines: Google guidelines, Best Practices, Quality guidelines, Design guidelines, Search engine page results, familiarizing Google results. Working of Google: Search engine ranking methods, Techniques to get on top of Google, Meta tags best practices. Social media: Examples, Uses, Impact and benefits of social media. Analytics.	30	1
Module IV: Digital Marketing Management Online Ads, Working of online ads: Interactive ads, Creative ads, Google Ad words, Online ad methods. Types of online advertisements: Face book ads, LinkedIn ads, Video ads, Text ads, Image ads, Local ads, Content network ads. Best practices, Campaign set up, Billing, Budget, Segment, Audience Effective Ads. Calculating ROI, Budget, Choosing ad partner. Digital Marketing Management: Role of web marketing manager, Web marketing department structure, Roles and responsibilities, Job description, Targets and goals. Digital Marketing Plan: Goals, objectives, KPI's, Market research, Value creation process.	30	1
Suggested Readings: <ol style="list-style-type: none"> 1. McDonald, William. J., (1998), Direct Marketing: An integrated approach , McGraw Hill, Singapore, 1st Edition, 2. Stone, Bob., (1995), Successful Direct Marketing Methods, NTC Business BOOK, USA, 5th Ed. 3. Chaffey, Dave. and Chadwick, Fiona Ellis., (2012), Digital Marketing: Strategy, Implementation and Practice, Pearson Education. 		

Course Title: Advertising and Brand Management**Course Code: BBA03 / BBM03****Course Credit: 4**

COURSE OBJECTIVE:	<p>To familiarize students with:</p> <ul style="list-style-type: none"> ❖ The use of advertising and branding tools in marketing. ❖ The advertising and branding policies from development and execution perspectives. ❖ The marketing communications in the contexts of classic and new media to develop integrated communication strategies. 		
LEARNING OUTCOMES:	<p>The students should be able to:</p> <ol style="list-style-type: none"> 1. Identify advertising decision areas. 2. Understand the implications of current trends in advertising and promotion. 3. Examine critical marketing factors that influence advertising decisions. 4. Develop an advertising campaign plan that reflects an integrated marketing communications (IMC) perspective. 5. Understand key issues in crafting and evaluating brand strategies. 6. Discuss theories, models, and other analytical tools to make better branding decisions. 	No. of Hours	No. of Credits
Module I : Introduction to Advertising <p>Introduction: Definition, nature and evolution of advertising. Functions, role and criticism of advertising. Social, economic and legal aspects of advertising. Advertising and Marketing Mix. Indian advertising industry.</p> <p>Creative aspects of advertising: copy writing, advertising artwork, copy in conventional media and Cyberspace.</p>		30	1
Module II : Advertising Message, Objectives and Effectiveness <p>Advertising message: Message objectives, recall, attitude, emotions and feelings, Message tactics.</p> <p>Advertising Objectives: Goals and objectives, DAGMAR. Media strategy: budgeting, approaches and allocation. Media planning types,</p>		30	1

class, vehicle, scheduling and new media forms. Advertising effectiveness: Pre and post launch research. Advertising in the evolving marketing environment.		
Module III : Brand Concept Brand concept: Nature and Importance of Brand, Types of brands , Strategic Brand Management Process, Brand Identity perspectives, Brand identity prism and Identity levels. Concepts and Measures of Brand Equity, Brand Loyalty and Measures of Loyalty. Branding strategies: product, line, range and umbrella branding. Brand Image Dimensions.	30	1
Module IV: Brand Positioning Brand Positioning: Concepts and Definitions, 3 Cs of positioning, Brand positioning and differentiation strategies, Repositioning, Celebrity Endorsements. Brand Extension, Managing brands over time, Brand reinforcement, brand revitalization, managing global brands, Branding in different sectors.	30	1
Suggested Readings: <ol style="list-style-type: none"> 1. Wells W., Burnet J. and Moriarty S. (2007), Advertising: Principles & Practice, Pearson Education. 2. Keller K. L., (2008), Strategic Brand Management, Pearson Education. 3. Belch, G. E. & Belch, M. A., (2001), Advertising and Promotion, Tata McGraw Hill. 		

Course Title: Marketing of Services**Course Code: BBA04/ BBM04****Course Credit: 4**

COURSE OBJECTIVE:	<p>To familiarize students with:</p> <ul style="list-style-type: none"> ❖ The understanding of foundation of marketing of services, bank marketing and its marketing mix. ❖ A comprehensive description of hotel and tourism industry, its marketing and marketing of some selected services. 	No. of Hours	No. of Credits
LEARNING OUTCOMES:	<p>The students should be able to:</p> <ol style="list-style-type: none"> 1. Understand the basic concept of service marketing. 2. Illustrate the difference between marketing of goods and services. 3. Explain the marketing mix for services. 4. Determine the significance of service quality and its measurement. 5. Understand the impact of technology in service marketing. 6. Identify the marketing mix of banking services. 7. Identify and formulate the marketing strategies for Hotel and Tourism industry. 8. Discuss the marketing tools and strategies of various other services. 		
<p>Module I : Introduction</p> <p>Basics of Service Marketing, Nature and Types of Services, Difference between Service and Goods, Unique Characteristics of Services, Importance of Service Quality and Service Components, Framework for Marketing of Service, Improving Services, Relationship Marketing.</p> <p>Environment for Service Marketing: Macro and Micro Environment, Understanding Service Customer- model of Service, Consumer Behaviour.</p> <p>Market Segmentation and Selection: Service Marketing Segmentation, targeting and Positioning.</p>		30	1

<p>Module II: Service Marketing Mix and International MOS</p> <p>Service Marketing Mix: Need for Expanded Marketing Mix, Planning for Service Offer, Pricing, Promotion and Distribution of Services, Management of People, Process and Physical Evidence, Matching Demand and Supply of Services, Service Marketing Triangle.</p> <p>International Marketing of Services and GATT.</p> <p>The Service Based Business Plan. The Future of Marketing of Services. Technological Changes and The Services.</p>	30	1
<p>Module III: Banking and Tourism Marketing</p> <p>Bank Marketing: The Concept, Users of Banking Services, Structure of Bank Product, The Marketing Mix of Banking Services.</p> <p>Tourism Marketing: Introduction, Tourism Product, Salient Features of Tourism Product, Market Segmentation of Tourism, Formulation of Marketing Mix for Tourism Industry.</p>	30	1
<p>Module IV : Marketing of Selected Services</p> <p>Marketing of Selected Services: Personal Care Service, Hospital Marketing, International Services, Education, Consultancy Services, Transportation Services and Communication Services.</p> <p>Hotel Marketing: The Concept, Hotel and Its Topology, Hotel Product, Market Segmentation of Hotel Industry, Formulation of Marketing Mix of Hotel Industry.</p>	30	1
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Donald, Cowell., Marketing of Service, Heinemann, London. 2. Lovelock, C.H., Services Marketing, Prentice Hall, London. 3. Jha, S.M., Services Marketing, Himalaya Publishing House, New Delhi. 4. Akhtar, J., Management of Tourism in India, Ashish Publishing House, New Delhi. 		

Course Title: Data Base Management Systems**Course Code: BBA05****Course Credit: 4**

COURSE OBJECTIVE:	<p>To familiarize students with:</p> <ul style="list-style-type: none"> ❖ The evolution of Database Management system. ❖ The importance of database technology in today's environment and to use this technology to manage their own data requirements. ❖ The know-how of database design and their applications. 		
LEARNING OUTCOMES:	<p>The students should able to :</p> <ol style="list-style-type: none"> 1. Understand the role of Database management system applicable in an organization. 2. Analyze the role of keys in designing the database. 3. Interpret languages of data and architecture of DBMS. 4. Know the handling of file and normalization of data. 5. Understand and construct the security system relevant to database management system. 6. Categorize the various system devices that apply to database management system. 	No. of Hours	No. of Credits
Module I : Introduction Data Base Management System: Introduction, Advantages and Disadvantages. Data Models: Network data model, Hierarchical data model, Relational data model. Keys: Primary Key, Foreign Key and Candidate Key. Referential Integrity.		30	1
Module II : Languages of Data and DBMS Architecture DDL and DML. E-R Diagram. Architecture of DBMS. Data Independence. Schema and Subschema. Functions of DBA.		30	1

Module III : File Handling Types of files: Sequential files, Random files and Indexed Sequential files. Functional Dependency. Normalization: INF, 2NF, 3NF, BCNF.	30	1
Module IV: System Devices and Security System Input and Output devices, off-line storage devices, Tapes, Disks, Drums Information System and their Application. Programme Files, Security Consideration in Data Base Management System and performance improvements in Data Base.	30	1
Suggested Readings: <ol style="list-style-type: none">1. Leon, Alexis. and Leon ,Matthews., Data Base Management System ,Leon Vikas Publishing.2. Ramakrishnan, R. and J. Gehrke., (2000), Database Management Systems, Mc GrawHill, Company, Higher Education.3. Elmasri, R. and S B Navathe.,(2000), Fundamentals of Database Systems, Addison Wesley.		

Course Title: Income Tax Law & Practices**Course Code: BBA06****Course Credit: 4**

COURSE OBJECTIVE:	To familiarize students with: <ul style="list-style-type: none"> ❖ The fundamental concepts in income tax. ❖ The practical aspect of computing taxable income. 	No. of Hours	No. of Credits
LEARNING OUTCOMES:	The students should be able to : <ol style="list-style-type: none"> 1. Understand the important terms of income tax. 2. Gain an insight to the direct and indirect tax laws in India. 3. Understand about the concept of residential status and the types of residents like individual, HUF, firms and companies. 4. Calculate the income under different heads- Salary, House property, Business & Profession, Capital Gains, Other sources. 5. Identify the deductions available under different sections. 6. Determine the amount of income on which tax has to be calculated. 		
Module I: Introduction to Income Tax and Residential status Definition of important terms used in Income Tax, Agricultural Income, Gross Total Income, Total Income, Assessee, Assessment year, Previous year. Residential status & Tax liability. Types of Residents: Individual, HUF, Firm & Other Association of Persons & Companies.		30	1
Module II : Income from Salary Income from salary, meaning of salary, allowances, perquisites, valuation of perquisites, profit in lieu of salary, deductions u/s 16 (i & ii), provident fund and classification of provident fund, taxable income from salary.		30	1

Module III: Income from House Property, Business & Profession Income from house property: rules regarding computing taxable income from house property, annual value, deduction u/s 24 and calculation of income from house property. Income from business and profession: expenses expressly allowed, expenses expressly disallowed, expenses under certain circumstances, determination of income from business and profession.	30	1
Module IV: Income from Capital gains and other sources Income from capital gains: meaning, kinds of capital assessed, meaning of transfer, exempted capital gains, calculation of capital gains. Income from Other Sources: Provisions regarding dividend and interest and interest on securities, determination of income from other sources. Assessment of individual, clubbing of income, set off and carry forward of losses, deduction from gross total income (u/s 80c-80u), determination of taxable income.	30	1
Suggested Readings: <ol style="list-style-type: none">1. Ahuja & Gupta., Systematic Approach to Income Tax.2. Agarwal, B. K., Ayakar Vidhan Avam Lekhe.3. Agarwal, B. K., Income Tax Law and Practice.4. Chandra, Girish., Income Tax.		

Course Title: Labour Laws**Course Code: BBA07****Course Credit: 4**

COURSE OBJECTIVE:	<p>To familiarize students with:</p> <ul style="list-style-type: none"> ❖ The legal relationship between an employed person, employers and the government, most commonly through a contract of employment. ❖ The major Acts and regulations pertaining to employment practices in India. ❖ The analysis and interpretation of the role of various labor laws. 	No. of Hours	No. of Credits
LEARNING OUTCOMES:	<p>The students should be able to :</p> <ol style="list-style-type: none"> 1. Interpret the labor laws in the right perspective with a special reference to the provisions of the constitution of India. 2. Understand various parties involved and affected by the labour laws in India. 3. Have a broad understanding of the legal principles governing the employment relationship at the individual and collective level. 4. Understand the practical problems inherent in the implementation of labour laws. 5. Examine and interpret decisions of labor boards, grievance arbitrators and the courts. 6. Understand the factual contexts in which legal issues arise and their resolution. 		
Module I : The Factories Act 1948 Definition, Scope, approval of licensing and registration of factories, the inspection staff, health safety, welfare, working-hours of adults, employment of women and young persons, leave with wages, penalties and procedure.		30	1
Module II : The Payment of Wages Act, 1936 Object, definition, application of the act, deductions, maintenance of registers and authorities, claims.		30	1

Module III : The Workmen Compensation Act, 1923 Object, definition, employer's liabilities for compensation, amount of compensation, appeals. The Trade Union Act, 1926: Object, definitions, registration, right and liabilities of office bearers, change of name, amalgamation, discussion and returns.	30	1
Module IV : The Industrial Disputes Act, 1947 Scope and object, definition, authority, notice of change, reference settlement of industrial disputes, strikes and lockouts, lay-off and retrenchment. Miscellaneous. Industrial relations: definition and approaches of industrial relations. Industrial conflicts: types and causes of industrial conflicts. Industrial relations policy. Industrial disputes: Preventive measures-bipartite and tripartite bodies, ethical codes, standing orders, grievance procedure, collective bargaining, workers participation in management, settlement machinery.	30	1
Suggested Readings: <ol style="list-style-type: none"> 1. Mamoria C.B, Industrial Relation, Himalaya Publication. 2. Sinha ., Industrial Relations, Trade Unions and Labour Legislation ,Pearson Ed. 3. Srivastava, S.C., (2000), Industrial Relations and Labour Laws ,Vikas, 4th Ed. 4. Singh B.D. ,Industrial Relations & Labour Laws, Excel, 1st Ed. 5. Kogent ., Industrial Relations & Labour Laws ,Wiley Dreamtech. 		

Course Title: Banking & Insurance**Course Code: BBA08****Course Credit: 4**

COURSE OBJECTIVE:	<p>To familiarize students with:</p> <ul style="list-style-type: none"> ❖ The relevant legal banking practices and insurance that can be used to manage the non-speculative risks of individuals and businesses. ❖ The contemporary banking instruments, transactions and various types of insurance products including life, health, property and liability insurance contracts. ❖ The working of insurance industry, its management of markets, and underwriting of contracts in a complex economic and regulatory environment. 		
LEARNING OUTCOMES:	<p>The students should be able to:</p> <ol style="list-style-type: none"> 1. Understand the basics of banking law, key statutory provisions and practical understanding of banking laws and policies. 2. Identify the legal issues which arise in large financing transactions. 3. Identify commercial banking and its operations. 4. Understand the concept of insurance, its characteristics, nature, functions and principles. 5. Explain life insurance, its policies & policy conditions, features, legal aspects, methods and procedures of life insurance. 6. Analyze the general insurance organization and marketing of general insurance & its forms. 	No. of Hours	No. of Credits
Module I: Indian Financial System Structure of India Financial System, Major issues in Indian		30	1

Financial System, Financial Sector reforms in India, RBI, Monetary Policy, Credit Control.		
Module II: Commercial Banking Commercial Banking, Management of assets and liabilities of Commercial Banking, Regulatory Environment for Commercial Banking in India, Operating Aspects of Commercial Banking.	30	1
Module III : Life Insurance Organizations Life Insurance Organizations, Regulatory framework, Management of Life insurance business, Nature and types of Life Insurance Policies, Operating Aspects of Life Insurance Companies.	30	1
Module IV : General Insurance Organizations General Insurance Organizations, Regulatory Framework , Management of General Insurance Business, Nature and types of General Insurance Policies, Operating Aspects of General Insurance Companies.	30	1
Suggested Readings: <ol style="list-style-type: none"> 1. Sethi, Jyotsna., and Bhatia, Nishwan., Elements of Banking and Insurance, PHI Learning Pvt. Ltd. 2. Jain, J.N. and Jain, R.K., Modern Banking and Insurance , Regal Publications. 		

Course Title: Rural Management**Course Code: BBA2601****Course Credit: 4**

COURSE OBJECTIVE:	<p>To familiarize students with:</p> <ul style="list-style-type: none"> ❖ The role of rural sector in the development of the country's economy in recent years. ❖ The rural market, consumers and marketing strategies for the rural sector. ❖ The working of Co-operative Credit Societies and various financial schemes for rural development. 	No. of Hours	No. of Credits
LEARNING OUTCOMES:	<p>The students should be able to:</p> <ol style="list-style-type: none"> 1. Discuss rural management, its scope and the rural problems & their remedies. 2. Identify the characteristics of rural consumers, their sources and structure of income. 3. Understand the rural financial environment for rural development. 4. Explain the Credit policies, deposits schemes and various credit programmes for rural development. 5. Explain various marketing strategies adopted by rural industry for seeds, fertilizers and other rural products. 6. Understand the working of Co-Operative Credit societies. 7. Illustrate some successful co-operative organizations. 		
Module I : Introduction Definition, Scope and Importance of Rural Management. Agriculture and Non-Agriculture sections of Economy. Rural Development problems and Remedies.		30	1
Module II: Rural Consumer and Rural Finance Consumption theory and Characteristics of Rural Consumers. Village Economy sources and structure of Income. Rural Financial Environment: Organization of rural Credit supply, Credit Planning and Implementation of Credit Programmers for Rural		30	1

Development, Saving and Deposits. Mobilization in Rural India.		
Module III : Rural Marketing Marketing: Meaning, principles and practice. Rural marketing for Seed, Fertilizers, Pesticides Machinery and other inputs of Rural Industry. Marketing Strategies for rural industry.	30	1
Module IV: Co-operative Management Co-operation: Meaning, Objectives and Scope. Development of Co-operatives in Rural Area: Co-operative Credit Societies & Co-operative Marketing. Some successful Co-operative organization.	30	1
Suggested Readings: <ol style="list-style-type: none"> 1. Kashyap ,Pradeep., Raut, Siddhartha. and Biztantra ., Rural Marketing. 2. Gopal Swamy, T.P. , Rural Marketing, Vikas Publishing House, 2/e 3. Barkar, J.W., Agricultural Marketing, Oxford University Press, New York. 4. Mathur., Rural Marketing ,Excel Books. 		

Course Title: International Business Management**Course Code: BBA2602****Course Credit: 4**

COURSE OBJECTIVE:	<p>To familiarize students with:</p> <ul style="list-style-type: none"> ❖ The theories of international dimensions of Business and external influences affecting the international business organization. ❖ The design and structure of International Organizations. ❖ Labor market differences and labor compensations and international business strategies. ❖ The role of strategies and different policies on the way a business is conducted in international context. 		
LEARNING OUTCOMES:	<p>The students should be able to:</p> <ol style="list-style-type: none"> 1. Identify the role of external influences on international business scenario. 2. Demonstrate the concept of International Corporations by their organizational design, structure, attitude and strength. 3. Describe the role of Human Resources in the international development of managers. 4. Identify labor market differences and compensation worldwide. 5. Illustrate the functionality of global financial markets, foreign exchange market, exchange rate methods and different international business strategies. 6. Develop international business strategies in the global competitive environment. 	No. of Hours	No. of Credits
Module I : Dimensions of International Business The field of international business, means of engaging in international business, external influences on international business.		30	1
Module II : International Corporations Design and Structure: Organizational design and structure, forms of organizational structure, their attitudes and strengths. Functional		30	1

based, area based and matrix structure. Methods of entry.		
Module III : Management of Human Resources Manager's qualifications and characteristics, international development of Manager, labour market differences, labour compensation.	30	1
Module IV: International Finance and Strategies Balance of Payment, Global financial market, foreign exchange market. Exchange rate determination methods. Global competitiveness and international business strategies. International strategic alliances.	30	1
Suggested Readings: <ol style="list-style-type: none"> 1. Agarwal, Raj .,International Trade, Excel, 1st Ed. 2. Albaum, Duerr., International Marketing and Export management ,Pearson, 7th Ed. 3. Cherunilam,F.(2007), International Trade and Export Management ,Himalaya. 4. Hill C.W. , International Business ,TMH, 5th Ed. 		