Syllabus

Ordinance No. V-4(B)

BACHELOR OF BUSINESS ADMINISTRATION

Date of Academic Council Meeting: 06/05/2025

Date of Executive Council Meeting: 28/06/2025

Swami Vivekanand Subharti University, Meerut, UP

(Established by Govt. of U.P. vide U.P Act No. 32 of 2016)

Approved by UGC

Where Education is a Passion...

Acharya Vishnu Gupt Subharti College of Management & Commerce

Faculty of Management & Commerce

Dean, Faculty of Management & Commerce

Curriculum

Four Year Degree Programme - FYDP

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Ordinance No. V-4(B)

BACHELOR OF BUSINESS ADMINISTRATION
Four Year Degree Programme - FYDP

PROGRAMME OBJECTIVES:

1. To develop the ability among students for analysing business-related problems.
2. To provide opportunity for students to work as part of teams on multidisciplinary projects.
3. To provide students with a sound foundation in the management fundamentals leading to application.
4. To promote student awareness of the life-long learning and to introduce them to professional ethics and codes of professional practice

Specifically, the objectives of the BBA Programme are:

1. To provide basic understanding of Management Education to students.
2. To develop skills in students for self employment.
3. To stimulate in students an interest in research and initiate them into research methodologies.
4. To foster thinking minds that are sensitive to societal needs and issues thus making them good human beings and responsible members of the society.
5. To prepare students for successful careers in industry that meet the needs of Indian and multinational companies.

PROGRAMME OUTCOME:

After successful completion of the programme, an individual will be able:

1. To apply knowledge of management theories and practices to solve business problems.
2. To Foster Analytical and critical thinking abilities for data-based decision making.
3. To be abreast with the e-business solutions in the current environment led by technology disruptions.
4. To develop ethical and value-based leadership ability.
5. To understand, analyse and communicate regional, national, global economic, legal, and ethical aspects of business.
6. To lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.
7. To foster Work ethics for the good of others and translate into a good citizen.
8. To become environment caring, good and responsible member of society.

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Course Structure for Four Year Undergraduate Programme under CBCS System (2025-2026)

BBA

Semester I

Name of Course	Type of Course	Paper Code	Course Name	L	T	P	Credit	Marks		Marks
								CCA	ESE	
Major Course-1	MJC-1	BBA-101A	Business Economics	5	1	0	6	30	70	100
		BBA-101B	Basic Accounting							
Minor Course-1	MIC-1	BBA-102A	Business Statistics	3	1	0	4	30	70	100
		BBA-102B	Principles of Management							
Minor Course-2	MIC-2	BBA-103	Green Marketing Management	3	1	0	4	30	70	100
Multidisciplinary Course-1	MDC-1	BBA-104	Computer Applications	3	1	0	4	30	70	100
Ability Enhancement Course-1	Theory	AEC-1	English Communication	1	0	0	2	15	35	100
	Practical	AEC-1-P		0	0	2		15	35	
Skill Enhancement Course-1	SEC-1	Z010101T	First Aid and Basic Health	2	0	2	3	30	70	100
Total				**17**	**4**	**4**	**23**	**180**	**420**	**600**

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SEMESTER-II

Name of Course	Type of Course	Paper Code	Course Name	L	T	P	Credit	Marks		Marks
								CCA	ESE	
Major Course-2	MJC-2	BBA-201A	Organisational Behavior	5	0	0	5	30	70	100
		BBA-201B	Business Finance							
Minor Course-3	MIC-3	BBA-202A	Human Resource Development	3	1	0	4	30	70	100
		BBA-202B	Marketing Theory and Practices							
Minor Course-4	MIC-4	BBA-203	Talent Management	3	1	0	4	30	70	100
Multidisciplinary Course-2	MDC-2	BBA-204	Advertising Management	3	1	0	4	30	70	100
Ability Enhancement Course-2	AEC-2	AEC-2	Environmental Science	2	0	0	2	30	70	100
Skill Enhancement Course-2	SEC-2	Z020201	Food, Nutrition and Hygiene	2	0	2	3	30	70	100
Total							22	180	420	600

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SEMESTER-IV

Name of Course	Type of Course	Paper Code	Course Name	L	T	P	Credit	Marks		Marks
								CCA	ESE	
Major Course-5	MJC-5	BBA-401A	Supply Chain Management	5	0	0	5	30	70	100
		BBA-401B	Research Methodology							
Major Course-6	MJC-6	BbA-402A	Specialised Accounting	5	0	0	5	30	70	100
		BBA-402B	Consumer Behaviour							
Major Course-7	MJC-7	BBA-403A	Investment Analysis& Portfolio Management	5	0	0	5	30	70	100
		BBA-403B	Banking and Insurance							
MajorCourse-8	MJC-8	BBA-404A	Business Policy	5	0	0	5	30	70	100
		BBA-404B	Global HRM							
Minor Course-6	MIC-6	BBA-405A	Computer Application Analysis with Excel & SPSS	3	0	0	3	30	70	100
		BBA-405B	Business Ethics and Governance							
Ability Enhancement Course-4	AEC-4	AEC-4	NCC/NSS/MOOC*	2	0	0	2	30	70	100
TOTAL							**25**	**180**	**420**	**600**

*** Communication Skills & Personality Development(BBA-406) can be opted by CDOE in place of NCC/NSS/MOOC.**

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SEMESTER-V

me of Course	Type of Course	Paper Code	Course Name	L	T	P	Credit	Marks		Marks
								CCA	ESE	
ajor Course-9	MJC-9	BBA-501A	Income Tax	5	0	0	5	30	70	100
		BBA-501-B	Marketing Communication							
ajor Course-10	MJC-10	BBA-502A	Entrepreneurship and small business management	5	0	0	5	30	70	100
		BBA-502B	Sales management							
ajor Course-11	MJC-11	BBA-503A	Digital Marketing	5	0	0	5	30	70	100
		BBA-503B	E- Commerce							
Major Course-12	MJC-12	BBA-504A	Industrial Relations & Labour Laws	5	0	0	5	30	70	100
		BBA-504B	Company Accounts							
Minor Course-7	MIC-7	BBA-505A	Personal Selling and Salesmanship	3	0	0	3	30	70	100
		BBA-505B	Business Mathematics							
ummer Training	INT-1	BBA-506	Internship**	0	0	8	4	0	100	100
			Total	**23**	**0**	**8**	**27**	**150**	**310**	**600**

****Principles and Practices of Insurance (BBA 507)can be opted by CDOE in place of Internship**

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SEMESTER-VI

Name of Course	Type of Course	Paper Code	Course Name	L	T	P	Credit	Marks		Marks
								CCA	ESE	
Major Course-13	MJC-13	BBA-601A	Project Management	5	0	0	5	30	70	100
		BBA-601B	Goods & Service Tax							
Major Course-14	MJC-14	BBA-602A	Auditing	5	0	0	5	30	70	100
		BBA-602B	International Trade							
Major Course-15	MJC-15	BBA-603A	Strategic Management	5	0	0	5	30	70	100
		BBA-603B	Training and Development							
Major Course-16	MJC-16	BBA-604A	Soft Skill & Personality Development	5	0	0	5	30	70	100
		BBA-604B	Negotiation & Counseling							
Minor Course-8	MIC-8	BBA-605A	Corporate Financial Restructuring	3	0	0	3	30	70	100
		BBA-605B	Social Responsibility & Community Engagement							
Minor Course-9	MIC-9	BBA-606A	Corporate Accounting	3	0	0	3	30	70	100
		BBA-606B	Monetary Theory and Banking in India							
TOTAL				**26**	**0**	**0**	**26**	**180**	**420**	**600**

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SEMESTER-VII

me of Course	Type of Course	Paper Code	Course Name	L	T	P	Credit	Marks		Marks
								CCA	ESE	
Major Course-17	MJC-17	BBA-701A	Advanced Research	5	0	0	5	30	70	100
		BBA-701B	Innovation and creativity							
Major Course-18	MJC-18	BBA-702A	Social Entrepreneurship	5	0	0	5	30	70	100
		BBA-702B	Entrepreneurial Promotions							
Major Course-19	MJC-19	BBA-703A	E- Marketing	5	0	0	5	30	70	100
		BBA-703B	Company Account							
Major Course-20	MJC-20	BBA-704A	Family Business Management	5	0	0	5	30	70	100
		BBA-704B	Marketing of Services							
Minor Course-9	MIC-10	BBA-705A	Operation Research	4	0	0	4	30	70	100
		BBA-705B	Information System for Managers							
Total				24	0	0	24	150	350	500

SEMESTER-VIII

Name of Course	Type of Course	Paper Code	Course Name	L	T	P	Credit	Marks		Marks
								CCA	EFE	
Major Course-21	MJC-20	BBA-801A	International Business	4	0	0	4	30	70	100
		BBA-801B	Business Intelligence							
Minor Course -10	MJC-10	BBA-802A	Retail Management	4	0	0	4	30	70	100
		BBA-802B	Brand Management							
Research Project/Dissertation	RP-1	BBA-803	Dissertation	-			12	-	-	100
							20	60	140	300

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BBA –FYDP Summary

Year	Semester	Credit	Marks	Total Credit	Total Marks	Completion on Exit
BBA 1st Year	I	23	600	45	1200	Certificate
	II	22	600			
BBA 2nd Year	III	22	600	92	2400	Diploma
	IV	25	600			
BBA 3rd Year	V	27	600	145	3600	Degree
	VI	26	600			
BBA 4th Year	VII	24	500	189	4400	UG degree with Honours
	VIII	20	300			

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List of all Courses under different categories for B.B.A Programme

Course Type	Type of Course	Course Code	Course Name
Major	MJC- 1	BBA-101A	Business Economics
		BBA-101B	Basic Accounting
	MJC- 2	BBA-201A	Organisational Behavior
		BBA-201B	Business Finance
	MJC- 3	BBA-301A	Management & Cost Accounting
		BBA-301B	Business Environment
	MJC- 4	BBA-302A	Production Management
		BBA-302B	Fundamentals of Business Analytics
	MJC- 5	BBA-401A	Supply Chain Management
		BBA-401B	Research Methodology
	MJC- 6	BBA-402A	Specialised Accounting
		BBA-402B	Consumer Behaviour
	MJC- 7	BBA-403A	Investment Analysis& Portfolio Management
		BBA-403B	Banking and Insurance
	MJC- 8	BBA-404A	Business Policy
		BBA-404B	Global HRM
	MJC- 9	BBA-501A	Income Tax
		BBA-501-B	Marketing Communication
	MJC- 10	BBA-502A	Entrepreneurship and small business management
		BBA-502B	Sales management
	MJC- 11	BBA-503A	Digital Marketing
		BBA-503B	E- Commerce
	MJC- 12	BBA-504A	Industrial Relations & Labour Laws
		BBA-504B	Company Accounts
	MJC- 13	BBA-601A	Project Management
		BBA-601B	Goods & Service Tax
	MJC- 14	BBA-602A	Auditing
		BBA-602B	International Trade
	MJC- 15	BBA-603A	Strategic Management
		BBA-603B	Training and Development
	MJC- 16	BBA-604A	Soft Skill & Personality Development
		BBA-604B	Negotiation & Counselling

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	MJC- 17	BBA-701A	Advanced Research
		BBA-701B	Innovation and creativity
	MJC- 18	BBA-702A	Social Entrepreneurship
		BBA-702B	Entrepreneurial Promotions
	MJC- 19	BBA-703A	E- Marketing
		BBA-703B	Company Account
	MJC- 20	BBA-704A	Family Business Management
		BBA-704B	Marketing of Services
	MJC- 21	BBA-801A	International Business
		BBA-801B	Business Intelligence
Minor	MIC- 1	BBA-102A	Business Statistics
		BBA-102B	Principles of Management
	MIC- 2	BBA-103	Green Marketing Management
	MIC- 3	BBA-202A	Human Resource Development
		BBA-202B	Marketing Theory and Practices
	MIC- 4	BBA-203	Talent Management
	MIC- 5	BBA-303A	Business Communication
		BBA-303B	Tourism and Travel Management
	MIC- 6	BBA-405A	Computer Application Analysis with Excel & SPSS
		BBA-404B	Business Ethics and Governance
	MIC- 7	BBA-505A	Personal Selling and Salesmanship
		BBA-505B	Business Mathematics
	MIC- 8	BBA-605A	Corporate Financial Restructuring
		BBA-605B	Social Responsibility & Community Engagement
	MIC- 9	BBA-606A	Corporate Accounting
		BBA-606B	Monetary Theory and Banking in India
	MIC- 10	BBA-705A	Operation Research
		BBA-705B	Information System for Managers
	MIC- 11	BBA-802A	Retail Management
		BBA-802B	Brand Management

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Multidisciplinary Course - 1	MDC- 1	BBA-104	Computer Applications
	MDC- 2	BBA-204	Advertising Management
	MDC- 3	BBA-304	Business Law
Ability Enhancement Course- 1	Theory	AEC-1	English Communication
	Practical	AEC-1-P	
	AEC-2	AEC-2	Environmental Science
	AEC-3	AEC-3	Disaster Risk Management
	AEC-4	AEC-4	NCC/NSS/MOOC
Skill Enhancement Course- 1	SEC- 1	Z010101T	First Aid and Basic Health
	SEC- 2	Z020201	Food, Nutrition and Hygiene
	SEC- 3	Z030301	Human Values and Environmental Studies
Summer Training	INT- 1	BBA-506	Internship
Research Project/ Dissertation	RP- 1	BBA- 803	Dissertation

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BBA Ist YEAR
SEMESTER - Ist

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Business Economics

Programme:BBA	Year: First	Semester: First
Course Code: BBA-101A	Course Title: Business Economics	
Credits: 6	Major Course -1	
Max. Marks: 30+70	Min. Passing Marks: 12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 5-1-0		

Course Objective

To provide students with a basic understanding of business economics and its application in managerial decision-making related to demand, production, cost, pricing, and profit analysis.

Unit	Topics	Hours-75
I	Introduction to Business Economics: Nature and Scope of Business Economics, its relationship with other subjects. Fundamental Economic Tools-Opportunity cost concept, Incremental concept, Principle of time perspective, discounting principle and Equi-marginal principle.	17
II	Demand Analysis: Concept of Demand andits determinants, Price, Income ,Substitution effects, Elasticity of demand: meaning, types, measurement and significance in managerial decisions, Revenue concepts Concept of demand forecasting and methods of demand forecasting.	18
III	Production and Cost Analysis: Meaning, Production function, Law of variable proportion and laws of return to scale, Various cost concepts and classification, Cost output relationship in short run & long run, Cost curves, Economics and diseconomies of scale.	20
IV	Pricing: Nature of market, Types of markets and their characteristics, Pricing under different market structures ± Perfect, Monopoly, Oligopoly and Monopolistic competition, Price discrimination under monopoly competition. Profit Management & Inflation: Profit, Functions of profit, Profit maximization, Break even analysis. Elementary idea of Inflation	20

Course Outcomes

On the successful completion of the course, student will be able to:

CO1: Understand the **nature, scope, and importance of Business Economics** and its relationship with other disciplines.

CO2: Apply **basic economic tools** such as opportunity cost, incremental analysis, discounting, time perspective, and equi-marginal principle in business decision-making.

CO3: Analyze **demand concepts**, elasticity, revenue, and use **demand forecasting methods** for managerial planning.

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CO4: Explain **production and cost concepts**, cost-output relationships, and economies and diseconomies of scale in the short run and long run.

CO5: Understand **pricing decisions under different market structures**, profit management, break-even analysis, and the **basic concept of inflation**.

Suggested Readings:

1. Dwivedi, D. N. (2018). Managerial Economics (8th ed.). New Delhi: Vikas Publishing House Pvt. Ltd.
2. Chopra, P. N. (2017). Business Economics. New Delhi: Sultan Chand & Sons.
3. Varshney, R. L., & Maheshwari, K. L. (2019). Managerial Economics. New Delhi: Sultan Chand & Sons.
4. Ahuja, H. L. (2020). Managerial Economics: Analysis of Managerial Decision-Making (19th ed.). New Delhi: S. Chand Publishing.
5. Keat, P. G., Young, P. K. Y., & Erfle, S. (2014). Managerial Economics: Economic Tools for Today's Decision Makers (7th ed.). Pearson Education.
6. Samuelson, W. F., & Marks, S. G. (2015). Managerial Economics (8th ed.). Wiley India.

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Basic Accounting

Programme :BBA	Year: First	Semester: First
Course Code: BBA-101B	Course Title: Basic Accounting	
Credits: 6	Major Course -1	
Max. Marks: 30+70	Min. Passing Marks: 12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 5-1-0		

Course Objective

To provide students with fundamental knowledge of accounting principles and practices, including recording of transactions, preparation of accounts, financial statements, and corporate accounting concepts.

Unit	Topics	Hours-75
I	Introduction: Meaning and process of accounting, Basic terminology of accounting, Difference between accounting & book keeping. Importance & limitations of accounting, Various users of accounting information, Accounting Principles: Conventions & Concepts.	17
II	Accounting equation, Dual aspect of accounting, Types of accounts, Rules of debit & credit, Preparation of Journal and Cash book including banking transactions, Ledger and Trial balance, Subsidiary books of accounts. Rectification of errors, Preparation of bank reconciliation statement, Bills of exchange and promissory notes.	18
III	Valuation of stocks, Accounting treatment of depreciation, Reserves and provisions, Preparation of final accounts along with adjustment entries.	20
IV	Issue of shares and debentures, Issue of bonus shares and right issue, Redemption of preference shares and debentures.	20

Course Outcomes

On the successful completion of the course, student will be able to:

CO1: Understand the **meaning, process, importance, and limitations of accounting**, basic accounting terms, and the difference between accounting and bookkeeping.

CO2: Apply **accounting principles, concepts, and conventions**, and use the **accounting equation, dual aspect, and rules of debit and credit** in recording transactions.

CO3: Prepare **journal entries, cash book (including bank transactions), ledger accounts, trial balance, and subsidiary books.**

CO4: Rectify **accounting errors**, prepare **bank reconciliation statements**, and understand **bills of exchange and promissory notes.**

CO5: Prepare **final accounts with adjustments**, and understand **valuation of stock, depreciation, reserves and provisions, and accounting for shares and debentures.**

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Suggested Readings:

1. Grewal, T. S. (2019). *Financial Accounting*. New Delhi: S. Chand Publishing.
2. Gupta, R. L., & Gupta, V. K. (2018). *Financial Accounting*. New Delhi: Sultan Chand & Sons.
3. Horngren, C. T., Sundem, G. L., Elliott, J. A., & Philbrick, D. R. (2017). *Introduction to Financial Accounting*. Pearson Education.
4. Weygandt, J. J., Kimmel, P. D., & Kieso, D. E. (2016). *Financial Accounting*. Wiley.
5. Maheshwari, S. N., & Maheshwari, S. K. (2018). *Financial Accounting*. New Delhi: Vikas Publishing House.
6. Shukla, M. C., Grewal, T. S., & Gupta, S. C. (2019). *Advanced Accounts (Volume I)*. New Delhi: S. Chand Publishing.
7. Paul, S. K. (2018). *Fundamentals of Accounting*. New Delhi: PHI Learning.

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Business Statistics

Programme: BBA	Year: First	Semester: First
Course Code: BBA-102A	Course Title: Business Statistics	
Credits: 4	Major Course -1	
Max. Marks: 30+70	Min. Passing Marks: 12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0		
Course Objective:To provide students with a basic understanding of statistical concepts and techniques for data analysis, interpretation, probability, correlation, regression, and hypothesis testing for businessdecision-making.		

Unit	Topics	Hours-45
I	Introduction: Concept, features, significance & limitations of statistics, Types of data, Classification & Tabulation, Frequency distribution & graphical representation.	10
II	Measures of Central Tendency (Mean, Median, Mode), Measures of Variation (Range, Quartile Deviation, Mean Deviation and Standard Deviation), Significance & properties of a good measure of variation, Measures of Skewness & Kurtosis.	10
III	Correlation and Regression: Meaning and types of correlation, Simple correlation, Scatter diagram method, Karl Pearson's Coefficient of correlation, Significance of correlation, Regression concept, Regression lines, Regression equations and Regression coefficient.	10
IV	Probability: Concept, Events, Addition Law, Conditional Probability, Multiplication Law & Baye's theorem [Simple numerical]. Probability Distribution: Binomial, Poisson and Normal. Sampling: Method of sampling, Sampling and non-sampling errors, Test of hypothesis, Type-I and Type-II Errors, Large sample tests.	15

Course Outcomes

On the successful completion of the course, student will be able to:

CO1: Understand the **basic concepts, features, significance, and limitations of statistics**, and learn to classify, tabulate, and represent data graphically.

CO2: Apply **measures of central tendency** (mean, median, mode) and **measures of variation** (range, quartile deviation, mean deviation, standard deviation), including **skewness and kurtosis** in analyzing data.

CO3: Analyze **correlation and regression**, including methods of calculation, regression equations, and interpretation for business decision-making.

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CO4: Understand the **concept of probability**, probability laws, and apply **probability distributions** such as Binomial, Poisson, and Normal distributions.

CO5: Learn **sampling methods, hypothesis testing, and errors** (Type-I and Type-II), and perform **large sample tests** for statistical inference.

Suggested Readings:

1. Gupta, S. P. (2020). *Statistical Methods* (45th ed.). New Delhi: Sultan Chand & Sons.
2. Levin, R. I., & Rubin, D. S. (2019). *Statistics for Management* (8th ed.). Pearson Education.
3. Beri, G. C. (2018). *Business Statistics* (5th ed.). New Delhi: Tata McGraw-Hill Education.
4. Anderson, D. R., Sweeney, D. J., Williams, T. A., Camm, J. D., & Cochran, J. J. (2018). *Statistics for Business and Economics* (13th ed.). Cengage Learning.
5. Sharma, J. K. (2017). *Business Statistics* (2nd ed.). New Delhi: Pearson Education.
6. Hooda, R. P. (2019). *Statistics for Business and Economics* (6th ed.). Macmillan Publishers India.
7. Spiegel, M. R., & Stephens, L. J. (2017). *Schaum's Outline of Probability and Statistics* (4th ed.). McGraw-Hill Education.

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Principles of Management

Programme: BBA	Year: First	Semester: First
Course Code: BBA-102B	Course Title: Principles of Management	
Credits: 4		Major Course -1
Max. Marks: 30+70		Min. Passing Marks: 12+28
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0		

Course Objective

To provide students with an understanding of management principles and functions—planning, organizing, directing, and controlling—for effective decision-making and organizational performance.

Unit	Topics	Hours -45
I	Introduction: Concepts, objectives, nature, scope and significance of management, Contribution of Taylor, Weber and Fayol in management, Management Vs. administration..	10
II	Planning: Concept, objectives, nature, importance and limitations of planning, planning process Concept of Decision Making and its Importance, forms, techniques and process.	10
III	Organizing: Concept, objectives, nature of organizing, Types of Organization, Delegation of authority, Authority and responsibility, Centralization and Decentralization Span of Control.	10
IV	Directing: Concept, principles & aspects of directing, Concept and types of Coordination, Concept of leadership, Supervision, Motivation and Communication. Controlling: Concept, Principles, Process and Techniques of Controlling, Relationship between planning and controlling	15

Course Outcomes

On the successful completion of the course, student will be able to:

CO1: Understand the **fundamental concepts, objectives, nature, scope, and significance of management**, including the difference between management and administration, and the contributions of Taylor, Weber, and Fayol.

CO2: Develop the ability to **plan effectively**, including understanding objectives, nature, importance, limitations, decision-making process, and techniques for business decision-making.

CO3: Apply **organizing principles**, including types of organizations, delegation of authority, authority and responsibility, centralization vs. decentralization, and span of control.

CO4: Understand and implement **directing functions**, including leadership, supervision, motivation, communication, coordination, and the principles and aspects of effective direction.

CO5: Comprehend the **controlling process**, including its principles, techniques, and the relationship between planning and controlling for effective management.

Suggested Readings:

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1. Chandan, J. S. (2024). *Principles of Management: Text & Cases* (3rd ed.). Vikas Publishing House.
2. Prasad, L. M. (2025). *Principles and Practice of Management* (11th ed.). Sultan Chand & Sons.
3. Tripathi, P. C., Reddy, P. N., & Bajpai, A. (2022). *Principles of Management* (7th ed.). McGraw Hill Education.
4. Singh, C., & Khatri, A. (2024). *Principles and Practices of Management and Organizational Behavior*. Routledge India.
5. Kumar, N. (2023). *Principles of Management*. Atlantic Publishers & Distributors.
6. OpenStax (Bright & Cortes). (2019/updated 2024). *Principles of Management* [Free textbook]. OpenStax.
7. Koontz, H., Weihrich, H., & Cannice, M. V. (2020). *Essentials of Management: An International Perspective* (11th ed.). McGraw-Hill Education.

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Green Marketing Management

Programme: BBA	Year: First	Semester: First
Course Code: BBA-103	Course Title: Green Marketing Management	
Credits: 4	Minor Course -2	
Max. Marks: 30+70	Min. Passing Marks: 12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0		

Course Objective: To provide students with an understanding of green marketing concepts, sustainable development, green consumer behavior, strategic green marketing practices, and the role of CSR, policy, and communication in promoting environmental sustainability.

Unit	Topics	HRS=30
I	• Introduction to Green Marketing • Definition of Green Marketing • Importance of Green Marketing • Evolution of Green Marketing • Environmental Issues • Sustainable Development • Definition of Sustainable Development • The Three Pillars of Sustainable Development • Sustainable Development Goals (SDGs) • Sustainable Product Design • How to design products with sustainability in mind • Use of eco-friendly materials • Designing for durability and reparability • Importance of packaging design	12
II	• Strategic management related to Green Marketing • Green Marketing Mix • Product • Price • Place • Promotion • Green Consumer Behavior • Factors Influencing Green Consumer Behavior • Green Consumer Segmentation • Barriers to Green Consumption • Strategies for Encouraging Green Consumption	12

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111	• Green Communication • Communication Strategies • Green Advertising • Green Public Relations & Green Social Media • Green Supply Chain Management • Definition & Importance of Green Supply Chain Management • of Green Supply Chain Management • Green Procurement &Best practices in green procurement • Green Logistics and transportation	11
I V	Corporate Social Responsibility (CSR) • Definition of CSR • CSR and Sustainable Development • CSR and Green Environmental Policy and Regulation • Understanding environmental policies and regulations • The impact of policy and regulation on green marketing Green marketing and WTO Case Studies • Green Marketing Success Stories • Green Washing Scandals	10

Course Outcomes

On the successful completion of the course, student will be able to:

CO1: Understand the **concept, definition, importance, and evolution of Green Marketing**, and its connection with environmental issues and sustainable development, including SDGs and the three pillars of sustainability.

CO2: Apply principles of **sustainable product design**, including eco-friendly materials, durability, reparability, and packaging considerations in marketing decisions.

CO3: Develop knowledge of **strategic management in Green Marketing**, including the Green Marketing Mix (Product, Price, Place, Promotion), green consumer behavior, segmentation, and strategies to promote sustainable consumption.

CO4: Understand and implement **Green Communication and Green Supply Chain Management**, including advertising, public relations, social media, procurement, logistics, and best practices in environmental sustainability.

CO5: Analyze **Corporate Social Responsibility (CSR), environmental policies, regulations, and WTO guidelines** in the context of green marketing, and evaluate real-world examples through **case studies on green marketing success stories and greenwashing incidents.**

Suggested Readings:

1. Osman, I., Majeed, M., Asiedu, E., Yomboi, J., & Malcalm, E. (2025). *Green Marketing: A Comprehensive Guide*. Bentham Science Publishers.

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2. Karunakaran, K. (2025). *Green Marketing*. Himalaya Publishing House.
3. Shams, S. M. R., Brown, D. M., & Hardcastle, K. (2025). *Sustainable Marketing: Strategic Marketing for People, Planet and Profit*. Springer.
4. Hinson, R. E., Adeola, O., & Adisa, I. (2021). *Green Marketing and Management in Emerging Markets*. Palgrave Macmillan.

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Programme:BBA	Year: First	Semester: First
Course Code: BBA-104	Course Title: Computer Applications	
Credits: 4	Multidisciplinary Course-1	
Max. Marks: 30+70	Min. Passing Marks: 12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0		

Course Objective

To provide students with fundamental knowledge of computers, software applications, data management, and networking concepts for effective use of information technology in business organizations.

Unit	Topics	Hours-45
I	Computer: An Introduction, Computers in Business. Elements of Computer system, Indian computing Environment, Management of data processing systems in Business organizations, Programmes development cycle, flow charting, Input Output analysis	8
II	Components of a computer system, Generation of computer and computer languages, personal computers in Business, PC-software Packages, An Introduction to Disk. Operating system and windows,	12
III	Text Processing, software, Introduction to spreadsheet software, creation of spreadsheet application, Range, formulas, function data base functions in spreadsheet, Graphics on spreadsheet, modes of data processing, Report generation, Presentation graphics, Creating a presentation.	12
IV	Computer software system, software development process, files design & Report design, Data files types, Master & Transaction file. Data Hierarchy & data file structure, Use of files in Programming. Relevance of Data base management system, data base manager, data Communication, networking, LAN & WAN, Real Time Sharing, On line & off line processing.	13

Course Outcomes

On the successful completion of the course, student will be able to:

CO1: Understand the **fundamentals of computers**, including elements of a computer system, generations, languages, Indian computing environment, and their role in business organizations.

CO2: Learn the **program development process**, including programming concepts, software development cycle, flowcharting, and input-output analysis.

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CO3: Develop practical skills in **personal computer applications**, including operating systems, GUI, text processing, spreadsheet software, presentation graphics, formulas, functions, and report generation.

CO4: Understand **data management and file organization**, including file types, data hierarchy, master and transaction files, file structures, and the use of files in programming and database management systems.

CO5: Understand **computer networking and communication**, including LAN, WAN, real-time sharing, online/offline processing, and their application in business environments.

Suggested Readings:

1. **Team T. Balaji** (2025). *Computer Fundamental & Office Automation* (Revised Edition). T Balaji Publication.
2. Divya, C., Reddy, E. M. M., Rao, K. V. V. M. S., & Ramireddi, N. (2025). *Computer Fundamentals and Office Tools*. Himalaya Publishing House.
3. Gupta, C. P., & Goyal, K. K. (2024). *Computer Concepts and Management Information Systems*. Mercury Learning & Information / Packt Publishing.
4. Shelly, G. B., Cashman, T. J., & Vermaat, M. E. (2021). *Microsoft Office 365 & Office 2019: Introductory*. Cengage Learning.
5. Alexix, K. (2022). *Computer Fundamentals*. New Delhi: PHI Learning.
6. Leon, A., & Leon, M. (2020). *Introduction to Computers*. New Delhi: Vikas Publishing House.
7. Norton, P. (2019). *Introduction to Computers*. McGraw-Hill Education.
8. Peter, D. (2020). *Fundamentals of Information Technology*. New Delhi: BPB Publications.
9. Turban, E., & Volonino, L. (2021). *Information Technology for Management* (11th ed.). Wiley.
10. Pradeep, K. S. (2022). *Computer Applications in Business*. New Delhi: Sultan Chand & Sons.

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English Communication

Ability Enhancement Compulsory Course,

Course Code – AEC- 1

Credits: 2

Objective

The purpose of commencingEnglish communication skills course is to develop in students fundamental communication skills being integral to personal, social and professional interactions. One of the significant associations among human beings is the ability to share thoughts, emotions and ideas through various means of communication: both verbal and non-verbal. The present course hopes to address most of these aspects through an interactive approach of teaching learning process; focusing on various dimensions of communication skills. The course also focuses on enhancing the ability to handle casual and formed satiations in terms of personal and intellectual grooming.

Syllabus Modules:

Module 01 – Self Introduction

- Introducing self
- Speaking about achievements
- Voicing future aspects

Module 02 – Non verbal Communication

- Body Language
- Paralanguage skills

Module 03 – Manners and Etiquettes

- Personal grooming
- Dress code
- Telephone etiquettes
- Intellectual grooming

Module 04 – Conversation in Real life situations

- Meeting people,
- Traveling
- Visiting Places
- Shopping

Module 05 – Public Speaking skills

- Extempore
- Role Play
- Group Discussion

Module 06 – Practical Assessment

- Presentations

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Learning Outcomes:

1. Projecting the first impression

2. Use simple forms of polite expressions to establish basic social contact and to perform everyday functions including making requests and offers, conducting simple phone conversations, asking and telling time, giving simple directions, asking about price, ordering a meal, etc.
3. Students learn to use general, social and professional language.
4. Polishing manners to behave appropriately in social and professional circles.
5. Handling difficulty situations with grace style and professionalism.

Books Recommended:

1. An introduction to Professional English and Soft Skills by B. K. Das et al., Cambridge University Press
2. Technical Communication: Principles and Practice, Second Edition by Meenakshi Raman and Sangeeta Sharma, Oxford Publications.
3. Effective Technical Communication by M Ashraf Rizvi, The McGraw-Hill companies.
4. Understanding Body Language by Alan Pease.
5. Communicative Grammar of English by Geoffrey Leech and Ian Svartik.
6. Better English Pronunciation by J.D.O'Connor.
7. English Grammar by Wren and Martin.
8. Strengthen Your English, M. Bhaskaran and D. Horsburgh, Oxford University Press, Delhi 1973

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First Aid and Basic Health

Programme: BBA	Year: First	Semester: First
Course Code: Z010101T	Course Title: First Aid and Basic Health	
Credits: 3	Skill Enhancement Course-I	
Max. Marks: 30+70	Min. Passing Marks: 12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-2		

Unit	Topics	HRS=45
I	***ABasic First Aid*** • Aims of first aid & First aid and the law. • Dealing with an emergency, Resuscitation (basic CPR). • Recovery position, Initial top to toe assessment. • Hand washing and Hygiene • Types and Content of a First aid Kit B.***First AID Technique*** • Dressings and Bandages. • Fast evacuation techniques (single rescuer). • Transport techniques. C.***First aid related with respiratory system*** • Basics of Respiration.	10

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	•No breathing or difficult breathing, Drowning, Choking, Strangulation and hanging. • Swelling within the throat, Suffocation by smoke or gases and Asthma. *DFirst aid related with Heart, Blood and Circulation* • Basics of The heart and the blood circulation. • Chest discomfort, bleeding. *DFirst aid related with Wounds and Injuries* • Type of wounds, Small cuts and abrasions • Head, Chest, Abdominal injuries • Amputation, Crush injuries, Shock *EFirst aid related with Bones, Joints Muscle related injuries* • Basics of The skeleton, Joints and Muscles. • Fractures (injuries to bones). *F. First aid related with Nervous system and Unconsciousness* • Basics of the nervous system. • Unconsciousness, Stroke, Fits – convulsions – seizures, Epilepsy. G. *First aid related with Gastrointestinal Tract* • Basics of The gastrointestinal systein. • Diarrhea, Food poisoning. H. *First aid related with Skin, Burns* • Basics of The skin. • Burn wounds, Dry burns and scalds (burns from fire, heat and steam). • Electrical and Chemical burns, Sun burns, heat exhaustion and heatstroke. • Frost bites (cold burns), Prevention of burns, Fever and Hypothermia. *I. First aid related with Poisoning* • Poisoning by swallowing, Gases, Injection, Skin	15

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II	*J. First aid related with Bites and Stings* • **Animal bites, Snake bites, Insect stings and bites** *IL First aid related with Sense organs* • **Basic of Sense organ.** • **Foreign objects in the eye, ear, nose or skin.** • **Swallowed foreign objects.** *L. Specific emergency satiation and disaster management* • **Emergencies at educational institutes and work** • **Road and traffic accidents.** • **Emergencies in rural areas.** • **Disasters and multiple casualty accidents.** • **Triage.** *M. Emergency Child birth*	
111	*Basic Sex Education* • **Overview, ground rules, and a pre-test** • **Basics of Urinary system and Reproductive system.** • **Male puberty — physical and emotional changes** • **Female puberty — physical and emotional changes** • **Male-female similarities and differences** • **Sexual intercourse, pregnancy, and childbirth** • **Facts, attitudes, and myths about LGBTQ+ issues and identities** • **Birth control and abortion** • **Sex without love — harassment, sexual abuse, and rape** • **Prevention of sexually transmitted diseases.**	10
I V	**Mental Health and Psychological First Aid** • **What is Mental Health First Aid?** • **Mental Health Problems in the India** • **The Mental Health First Aid Action Plan** • **Understanding Depression and Anxiety Disorders** • **Crisis First Aid for Suicidal Behavior & Depressive symptoms** • **What is Non-Suicidal Self-Injury?** • **Non-crisis First Aid for Depression and Anxiety** • **Crisis First Aid for Panic Attacks, Traumatic events** • **Understanding Disorders in Which Psychosis** may Occur • **Crisis First Aid for Acute Psychosis** • Understanding Substance Use Disorder • Crisis First Aid for Overdose, Withdrawal • Using Mental Health First Aid	10

Suggested Readings:

- **Indian** First Aid Mannual-https://www.indianredcross.org/publications/FA-manual.pdf
- Red Cross First Aid/CPRJAED Instructor Manual
- https://mhfa.com.au/courses/public/types/youthedition4

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H	*J. First aid related with Bites and Stings* • **Animal bites, Snake bites, Insect stings and bites** *IL First aid related with Sense organs* • **Basic of Sense organ.** • **Foreign objects in the eye, ear, nose or skin.** • **Swallowed foreign objects.** *L. Specific emergency satiation and disaster management* • **Emergencies at educational institutes and work** • **Road and traffic accidents.** • **Emergencies in rural areas.** • **Disasters and multiple casualty accidents.** • **Triage.** *M. Emergency Child birth*	
111	*Basic Sex Education* • **Overview, ground rules, and a pre-test** • **Basics of Urinary system and Reproductive system.** • **Male puberty — physical and emotional changes** • **Female puberty — physical and emotional changes** • **Male-female similarities and differences** • **Sexual intercourse, pregnancy, and childbirth** • **Facts, attitudes, and myths about LGBTQ+ issues and identities** • **Birth control and abortion** • **Sex without love — harassment, sexual abuse, and rape** • **Prevention of sexually transmitted diseases.**	10
I V	**Mental Health and Psychological First Aid** • **What is Mental Health First Aid?** • **Mental Health Problems in the India** • **The Mental Health First Aid Action Plan** • **Understanding Depression and Anxiety Disorders** • **Crisis First Aid for Suicidal Behavior & Depressive symptoms** • **What is Non-Suicidal Self-Injury?** • **Non-crisis First Aid for Depression and Anxiety** • **Crisis First Aid for Panic Attacks, Traumatic events** • **Understanding Disorders in Which Psychosis** may Occur • **Crisis First Aid for Acute Psychosis** • Understanding Substance Use Disorder • Crisis First Aid for Overdose, Withdrawal • Using Mental Health First Aid	**10**

Suggested Readings:

- **Indian** First Aid Mannual-https://www.indianredcross.org/publications/FA-manual.pdf
- Red Cross First Aid/CPRJAED Instructor Manual
- https://mhfa.com.au/courses/public/types/youthedition4

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- Finkelhor, D. (2009). The prevention of childhood sexual abuse. Durham, NH: Crimes Against Children Research Center. www.unh.edu/ccrc/pdf/CV192. pdf
- Kantor L. & Levitz N. (2017). Parents' views on sex education in schools: How much do Democrats and Republicans agree? PLoS ONE, 12 (7): e0180250.
- Orenstein, P. (2016). Girls and sex: Navigating the complicated new landscape. New York, NY: Harper.
- Schwiegershausen, E. (2015, May 28). The Cut. www.thecut.com/2015/05/most-women-are-catcalled-before-they-turn-17.html
- Wiggins, G. & McTighe, J. (2008). Understanding by design. Alexandra, VA: ASCD.

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BBA Ist Year
Semester - IInd

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Commerce

Organisational Behavior

Programme: BBA	Year: First	Semester: Second
Course Code: BBA-201A	Course Title: Organisational Behavior	
Credits: 5	Major Course -2	
Max. Marks: 30+70	Min. Passing Marks: 12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0		

Unit	Topics	No. of Lectures Total=90
I	Introduction: Nature and scope of OB, Challenges and opportunities	20
II	Individual Behavior: concept, Personality, Perception and its role in individual decision making, Learning, Motivation, Hierarchy of needs theory, Theory X and Y, Motivation-Hygine theory, Vroom's expectancy theory.	25
III	Behavior Dynamics: Interpersonal behavior, Communication, Transaction Analysis, The Johari Window, Leadership, Its Theories and prevailing leadership styles in Indian Organisations. Group Behavior: Definition and classification of Groups, Types of Group Structures, Group decision making, Teams Vs Groups, Contemporary issues in managing teams, Inter-group problems in organizational group dynamics, Management of conflict.	25
IV	Management of Change: Change and Organisational development, Resistance to change, Approaches to managing organizational change, Organisational effectiveness, Organisational culture, Power and Politics in Organisation, Quality of work life, Recent advances in OB.	20

Suggested Readings:

1. Bennis, W.G., Organisation Development
2. Breech Islwar, Oragnaistion-The Framework of Management
3. Dayal, Keith, Organisational Development
4. Sharma, R.A., Organisational Theory and Behavior
5. Prasad, L.M., Organisational Behavior

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Business Finance

Programme: BBA	Year: Second	Semester: Second
Course Code: BBA-201B	Course Title: Business Finance	
Credits: 5	Major Course-2	
Max. Marks: 30+70	Min. Passing Marks: 12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0		

Unit	Topics	No. of Lectures Total=90
I	Introduction to Business Finance: Concept of Business Finance and Financial management, Finance functions, objectives of financial management- Profitability vs. Shareholder wealth maximization. Time Value of Money - Compounding & Discounting. Investment Decisions: Capital Budgeting-Payback, NPV, IRR and ARR methods and their practical applications.	30
II	Financing Decision: Capitalization Concept, Basis of Capitalization, consequences and remedies of over and under capitalization, Cost of Capital, WACC, Determinants of Capital structure, Capital structure theories.	21
III	Dividend Decision: Concept & relevance of dividend decision, Dividend Models-Walter's, Gordon's and MM Hypothesis, Dividend policy-determinants of dividend policy..	21
IV	Management of Working Capital: Concepts of working capital, Approaches to the financing of current Assets, Management of different components of working capital.	18

Suggested Readings:

1. Maheshwari S.N., Financial Management
2. Khan and Jain, Financial Management
3. Singh H.K., Business Finance

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Human Resource Development

Programme: BBA	Year: Year: First	Semester: Second
Course Code: BBA-202A	Course Title: Human Resource Development	
Credits: 4	Minor Course-3	
Max. Marks: 30+70	Min. Passing Marks: 12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0		

Unit	Topics	No. of Total=45
I	HRD: Concept, importance, benefits and its distinction from HRM, focus of HRD System, Structure of HRD System, Role of HRD manpower. Management Development: Concept, need, management development methods.	10
II	Potential Appraisal: Concept, need, objectives, methods and Obstacles. Training: Meaning, role, assessing needs for training, organizing training programmes, training methods, evaluation of Training.	10
III	Job Enrichment: Concept, Principles, steps for job enrichment, hurdles in job enrichment, making job enrichment effective, job and work redesign. Quality Circles: Concept, structure, training in quality circle, problem solving techniques, role of management, trade union and workers, quality circles in India.	15
IV	HRA: Introduction, scope, limitations, methods. Management of careers. Stress Management: Definition, potential, sources of stress, consequences of stress, managing stress.	10

Suggested Readings:

1. Dipak Kumar Bhattacharya, Human Resource Management
2. Arun Monappa, Managing Human Resource
3. P.Subba Rao, Essential of HRM and Industrial Relations
4. C.B. Memoria, Personnel Management

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Marketing Theory and Practices

Programme: BBA	Year: Year: First	Semester: Second
Course Code: BBA-202B	Course Title: Marketing Theory and Practices	
Credits: 4	Minor Course-3	
Max. Marks: 30+70	Min. Passing Marks: 12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0		

Unit	Topics	No. of Lectures Total=45
I	Introduction to Marketing: Definition, nature, scope & importance of Marketing Management, Core concepts of marketing: selling concept, production concept, modern marketing concept, societal marketing.	10
II	Market segmentation: Concept, basis of segmentation, its Importance in marketing; Targeting: Concept, Types, Importance; Positioning: Concept, Importance, Brand positioning, Repositioning.	10
III	Marketing Mix: Product – Product Mix, New Product development, types of product, Product life cycle, Branding and packaging. Distribution – Concept, importance, different types of distribution Channels. Marketing Mix: Price – Meaning, objective, factors influencing pricing, methods of pricing Promotion – Promotional mix, tools, objectives, media selection & management	15
IV	Marketing Research: Importance, Process & Scope. Marketing Information System: Meaning, Importance and Scope. Consumer Behaviour: Concept, Importance and factors influencing consumer Behaviour.	10

Suggested Readings:

1. Philip Kotlar, Marketing Mgt. (PHI)
2. Etzet, Walker, Stanton, Marketing
3. Rajan Saxena, Marketing Management

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TALENT MANAGEMENT

Programme: BBA	Year: Year: First	Semester: Second
Course Code: BBA-203	Course Title: Talent Management	
Credits: 4	Minor Course-4	
Max. Marks: 30+70	Min. Passing Marks: 12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0		

UNIT	Course Content	Hours= 36
I	**Introduction to Talent Management:** Introduction, Talent Management – Overview, Talent Management – History, the Scope of Talent Management, Need of Talent Management, Key Processes of Talent Management, Talent vs knowledge people, Source of Talent Management, Consequences of Failure in Managing Talent, Tools for Managing Talent.	8
II	**Building Blocks for Talent Management:** Introduction, Effective Talent Management System, Building Blocks of Effective Talent Management System. **Talent Management System:** Introduction, Talent Management System, Critical Success FactorstoCreateTalentManagementSystem,Someothercriticalsuccessfactors of best practice Talent Management System, Factors of unique talent management approach, Key Elements of Talent Management System.	8
III	**Life Cycle of Talent Management:** Introduction, Linkage between Talent Management Process and Workforce, Importance of Talent Management Process, Important Steps to Assess Talent Management Process, Stages of Talent Management, Essentials of Talent Management Process. **Approaches to Talent Management:** Talent Management Approaches, Developing a Talent Management Strategy, Mapping Business Strategies and Talent Management Strategies, Post Recession Challenges of Talent Management.	8
IV	**Talent Management and Organizational Environment:** Introduction, Talent Management and Organisational Environment- An Overview, Shaping Talent Planning and Developing Values, Promoting Ethical Behaviour. **Talent Planning:** Talent Planning, Objectives of Talent Planning, Steps in	8

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	Strategic Talent Planning, Succession Planning Program, Innovative talent planning, Current Industry Practices for Strategic Talent Planning, Ensuring Leadership.	
V	**Talent Engagement and Retention:** Introduction, Concept of Talent Engagement, Retention, Employee Engagement and Retention, the Race for Talent: Retaining and Engaging Workers, Best Practices for Talent Engagement, Improving Employee Retention. **Role of HR in Talent Management:** Introduction, Overview of Human Resource Management, and Role of HR in Talent Management, Role of the HR Manager.	8

Text and Reference Books

1. Strategic Talent Management: Contemporary Issues in International Context; Edited by Paul Sparrow, Hugh Scullion and Ibraiz Tarique; Cambridge University Press.

2. A Conceptual Approach to Strategic Talent Management; Tapomoy Deb; Indus Publishing Company.

3. Strategic – Driven Talent Management: A Leadership Imperative; Editors Rob Silzer & Ben E. Dowell; Jossey-Bass A Wiley Imprint.

4. Effective Talent Management – Aligning Strategy, People and Performance; Mark Wilcox; A Gower Book.

5.Talent Management Systems; Allan Schweyer; John Wiley & Sons Canada, Ltd

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Advertising Management

Programme: BBA	Year: Year: First	Semester: Second
Course Code: BBA-204	Course Title: Advertising Management	
Credits: 4	Multidisciplinary Course-2	
Max. Marks: 30+70	Min. Passing Marks: 12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0		

Unit	Topics	No. of Lectures Total=45
I	Advertising: Introduction, Scope, importance in business : Role of advertising in social and economic development of India: Ethics and truths in Indian Advertising.	10
II	Integrated Communication Mix (IMC)-meaning, importance; Communication meaning, importance, process, communication mix-components, role in marketing, Branding-meaning, importance in advertising.	10
III	Promotional objectives – importance determination of promotional objectives, setting objective DAGMAR; Advertising Budget importance, establishing the budget- approaches allocation of budget.	10
IV	Advertising Copy-meaning components types of advertising copy, importance of creativity in advertising; Media planning-importance, strategies, media mix. Advertising research –importance, testing advertising effectiveness market testing for ads; International Advertising-importance, international Vs local advertising.	15

Suggested Readings:

1. Advertising and Promotion George E. Beich & Michael A. Belch. T.M.H.
2. Advertising Management, Concept and Cases Manendra Mohan,TMH
3. Advertising Management Rajeev Batra, PHI

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Environmental Science

Programme: BBA	Year: Year: First	Semester: Second
Course Code: AEC-2	Course Title: Environmental Science	
Credits: 2	Ability Enhancement	
Max. Marks: 30+70	Min. Passing Marks: 12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-2		

Course Objective:

- To gain the knowledge of current status of environment and develop an attitude of concern for the environment.
- Motivating students to participate in environment protection and environment improvement.

UNIT	Content	Hours
I	Definition, Components of Environment, scope and importance	2
II	Renewable and non-renewable resources: Natural resources and associated problems. a) Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forest and tribal people. b) Water resources: Use and over-utilization of surface and ground water, floods, drought, dams-benefits and problems. c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources. d) Food resources: World food problems, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies. Energy resources: Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources. Case studies. f) Land resources : Land as a resource, land degradation, man induced landslides, soil erosion and desertification. • Role of an individual in conservation of natural resources.	7
III	**Ecosystems** • Concept of an ecosystem. • Structure and function of an ecosystem. • Producers, consumers and decomposers. • Energy flow in the ecosystem. • Ecological succession. • Food chains, food webs and ecological pyramids. • Introduction, types, characteristic	7

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	features, structure and function of the following ecosystem :- a. Forest ecosystem b. Grassland ecosystem c. Desert ecosystem **Biodiversity and its conservation** • Introduction – Definition : genetic, species and ecosystem diversity. • Biogeographical classification of India • Value of biodiversity consumptive use, productive use, social, ethical, aesthetic and option values • Biodiversity at global, National and local levels. • India as a mega-diversity nation Hot-spots of biodiversity. • Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts. • Conservation of biodiversity : In-situ and Ex-situ conservation of biodiversity.	
IV	Environmental Pollution Definition • Source, effects and control measures of :- a. Air pollution b. Water pollution c. Soil pollution d. Noise pollution e. Thermal pollution f. Nuclear hazards • Solid waste Management : Causes, effects and control measures • Role of an individual in prevention of pollution. • Pollution case studies. • Diaster management	7
V	**Social Issues and the Environment** • From Unsustainable to Sustainable development • Urban problems related to energy • Water conservation, rain water harvesting, • Environmental ethics : Issues and possible solutions. • Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case Studies. • Environment Protection Act. • Air (Prevention and Control of Pollution) Act. • Water (Prevention and control of Pollution) Act • Wildlife Protection Act • Forest Conservation Act • Public awareness. **Human Population and the Environment** • Population growth • Population explosion –Environment and human health. • Value Education. • Role of Information Technology in Environment and human health.	7

Reference and Text Books

- Jadhav, H. & Bhosale, V.M. 1995.Environmental Protection and Laws. Himalaya Pub. House, Delhi 284p.
- Mckinney, M.L. & Schoch, R.M. 1996. Environmental Science System & Solutions, Web enhanced edition. 639p.
- Miller T.G. Jr., Environmental Science, Wadsworth Publishing Co. (TB).
- Trivedi R.K., Handbook of Envirpnmental Laws, Rules, Guidelines, Compliances and Standards, Vol I and II, Enviro Media (R).
- Trivedi R.K. and P.K. Goel, Introduction to air pollution, Techno -Science Publications (TB)

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Food, Nutrition and Hygiene

Programme/Class: Degree	Year: First	Semester: Second
Course Code: Z020201	Course Title: **Food, Nutrition and Hygiene**	
Credits: 3	Skill Enhancement Course-2	
Max. Marks: 30+70	Min. Passing Marks: 12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-2		

Unit	Topics	No. of Lectures Total=45
I	Concept of Food and Nutrition a. Definition of Food, Nutrients, Nutrition, Health, balanced Diet b. Types of Nutrition- Optimum Nutrition, under Nutrition, Over Nutrition c. Meal planning- Concept and factors affecting Meal Planning d. Food groups and functions of food (a) Carbohydrate (b) Fats	10
II	Nutrients: Macro and Micro RDA, Sources, Functions, Deficiency and excess of a) Carbohydrates b) Fats c) Protein d) Minerals Major: Calcium, Phosphorus, Sodium, Potassium Trace: Iron, Iodine, Fluorine, Zinc e) Vitamins Water soluble vitamins: Vitamin B, C Fat soluble vitamins: Vitamin A, D, E, K f) Water g) Dietary Fiber	10
III	1000 days Nutrition a) Concept, Requirement, Factors affecting growth of child b) Prenatal Nutrition (0 - 280 days): Additional Nutrients' Requirement and risk factors during pregnancy c) Breast / Formula Feeding (Birth — 6 months of age)	10

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IV	Community Health Concept a) Causes of common diseases prevalent in the society and Nutrition requirement in the following: Diabetes Hypertension (High Blood Pressure) Obesity Constipation Diarrhea Typhoid b) National and International Program and Policies for improving Dietary Nutrition c) Immunity Boosting Food	15

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BBA IInd Year

Semester - III

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Management & Cost Accounting

Programme/Class: BBA	Year: Second	Semester: Third
Course Code: BBA-301A	Course Title: Management & Cost Accounting	
Credits: 5	Major Course-3	
Max. Marks: 30+70	Min. Passing Marks: 12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0		

Unit	Topics	No. of Lectures Total=75
I	Introduction: Meaning, Nature and Scope of Management Accounting, Functions Relationship of Management Accounting, Financial Accounting and Cost Accounting	15
II	Cost Accounting: Nature and Scope of Cost Accounting, Cost concepts and classifications, Methods and Techniques, Installation of a Costing System; Accounting for Material, Labour and Overheads	20
III	Product Costing: Single unit costing-preparation of cost sheet, Process costing, Contract costing (Elementary numerical problems)	20
IV	Marginal Costing and Absorption Costing, Break-even analysis,	20

Suggested Readings:

1. Maheshwari S.N., Advanced Problem and Solutions in Cost Accounting
2. Khan & Jain, Management Accounting
3. Gupta, S.P., Management Accounting

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Business Environment

Programme/Class: BBA	Year: Second	Semester: Third
Course Code: BBA-301B	Course Title: Business Environment	
Credits: 5	Major Course-3	
Max. Marks: 30+70	Min. Passing Marks: 12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0		

Unit	Topics	No. of Lectures Total=75
I	Introduction: Concept, Significance and Components of Business environment, Factor affecting Business Environment, Micro and Macro environment.	15
II	Economic Systems: Capitalism, Socialism, Communism, Mixed Economy- Public Sector & Private Sector	20
III	Industrial Policy-Brief historical perspective; New industrial policy of India, Socio-economic implications of Liberalization, Privatization and Globalization	20
IV	Role of Government in Regulation and Development of Business; Monetary and Fiscal Policy; EXIM Policy, FEMA; Overview of International Business Environment, Trends in World Trade: WTO-Objectives and role in international trade.	20

Suggested Readings:

1. Francis Cherunilum, Business Environment
2. K. Aswathapa, Business Environment

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Production Management

Programme/Class: BBA	Year: Second	Semester: Third
Course Code: BBA-302A	Course Title: Production Management	
Credits: 4	Major Course-4	
Max. Marks: 30+70	Min. Passing Marks: 12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0		

Unit	Topics	No. of Lectures Total=60
I	Introduction to Production Management: History of Production Management; Definitions of Production Management; Production Process; Production: The Heart of an Organization; Objectives of Production Management; Scope of Production Management; Importance of Technology in Production	15
II	Concept of Forecasting: Purpose of Sales Forecasting, Basic Elements of Forecasting, Importance of Forecasting, Objectives of Forecasting, Classification of Forecasting ; Qualitative and Quantitative Techniques of Forecasting	15
III	Product Selection; Definitions of Product Design and Development: Need for Product Design and Development, Origin of the Product Idea and Selection from Various Alternatives, Choosing among Alternative Products, Modifying the Existing Products, Sources of Product	15
IV	Nature of Production Planning and Control (PPC): Types of Plans, Elements of Production Planning, Strategy of Production Planning, Aggregate Planning; Main Functions of Production Planning and Control (PPC)	15

Suggested Readings:

1.Production Management by Telsang Martand S Chand Publication

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Programme/Class: BBA	Year: Second	Semester: Third
Course Code: BBA-302B	Course Title: Fundamentals of Business Analytics	
Credits: 4	Major Course -4	
Max. Marks: 30+70	Min. Passing Marks: 12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0		

Fundamentals of Business Analytics

UNIT	Course Content	Hours=60
I	Introduction to the BA Role: Business Analysis -Business Analyst - The evolving role of the Business Analyst - The BA roadmap: different levels of business analysis - The basic rules of Business & Business Analysis - Classical Requirements and Tasks performed by Business Analysts. Project Definition and Scoping: Aspects - Projects phases - Project approaches (Waterfall, Agile, Iterative, Incremental) - The role of the BA across the project lifecycle.	15
II	Business view of Information Technology Applications: Core business process – Baldrige Business Excellence framework - Key purpose of using IT in business - Enterprise Applications - Information users and their requirements. Data Definition: Types of Data – Attributes and Measurement – Types of data sets – Data quality – Types of Digital Data.	15
III	Introduction to OLTP and OLAP – OLTP – OLAP – Different OLAP Architectures – OLTP and OLAP – Data models for OLTP and OLAP – Role of OLAP Tools in BI Architecture. Business Intelligence – Business Intelligence defined – Evolution of BI and Role of DSS, EIS, MIS and Digital Dashboards – Need for BI – BI value chain – Introduction to Business Analytics. BI Definitions and Concepts – BI Component Framework – Need for BI – BI Users – Business Intelligence applications – BI roles and responsibilities.	15
IV	Data Integration – Data Warehouse – Goals – Data sources – Extract – Transform, Load – Data Integration – Technologies – Data Quality maintenance – Data profiling. Data Modeling – Basics – Types – Techniques – Fact table – Dimension Table – Typical Dimensional Models – Dimensional modeling life cycle – Designing the Dimensional Model.	15
V	Measures, Metrics, KPIs and Performance Management – Definition - Measurement system terminology – Role of Metrics and metrics supply chain – fact based decision making and KPIS use of KPIs – potential source for metrics. Enterprise Reporting – Report standardization – Balanced score card – dashboards – scoreboards vs. dashboards. BI in Real world – BI and mobility – BI and cloud computing – BI for ERP systems –Social CRM and BI.	15

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Text Books

- RN Prasad, Seema Acharaya - Fundamentals of Business Analytics – Wiley – Revised Edition 2015.
- Pang-Ning Tan, Michael Steinbach, Vipin Kumar – Introduction to Data Mining – Pearson Education - Revised Edition 2015.

Reference Books

Haydn Thomas – Demonoid – Business Analysis Fundamentals – Pearson Education – 2015 Revised Edition

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Business Communication

Programme/Class: BBA	Year: Second	Semester: Third
Course Code: BBA-303A	Course Title: Business Communication	
Credits: 4	Minor Course-5	
Max. Marks: 30+70	Min. Passing Marks: 12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0		

Unit	Topics	No. of Lectures Total=45
I	Introduction: Meaning and objective of Business communication, Forms of Communication, Communication model and process, Principles of Effective Communication	10
II	Corporate Communication: Formal and Informal Communication, Networks, Grapevine, Barriers in Communication, Groups discussion, Mock Interviews, Seminars, Individual and Group Presentations	10
III	Essential of effective Business letters, Writing Important Business letters including correspondence with Bank and Insurance companies; Oral & Non- verbal communication: Principles of Oral Presentation, Factors affecting Presentation, effective Presentation skills, conducting Surveys; Body Language, Para Language, Effective Listening, Interviewing skill, Writing Resume, Letter and Application;	15
IV	Modern forms of communication, International communication, Cultural sensitiveness and cultural context, Writing and presenting in international situations	10

Suggested Readings:

1. Bapat & Davar, A Text book of Business Correspondence
2. Bhende D.S., Business Communication
3. David Berio, The Process of Communication
4. Gowd & Dixit, Advance Commercial Correspondence
5. Gurky J.M., A Reader in Human Communication

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Tourism and Travel Management

Programme: BBA	Year: Second	Semester: Third
Course Code: BBA-303B	Course Title: Tourism and Travel Management	
Credits: 4	Minor Course-5	
Max. Marks: 30+70	Min. Passing Marks: 12+28	
Total No.of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0		

Unit	Topics	No. of Lectures
I	Introduction to Travel: Meaning and definitions of tourism, traveler, excursionist, tourists- objectives, nature and classification of tourism and tourists, Growth and Development of Tourism, Forms of Tourism: Inbound Outbound, Domestic and International.	10
II	The Modern Tour Industry: Package Tours- Custom Tours- Tour wholesalers- Types of Package tours: Independent Package, Hosted Tour, Escorted Tour, Sightseeing Tour Group, Incentive and Convention Tour-Man Market Package Holidays- Types of Tour Operations: Specialist Tour Operators: Specialist Tour Operators, Tour Operators reliance on other organization.	15
III	Tour Operations and Documentation: Functions- Sources of Income, How to set up a Travel Agency: Procedures for approval of a Travel Agency and Tour Operator, Travel Documentation: Passports- various types and requirements- Procedure to apply for Passports: VISA- various types and requirements- Documents required for Foreigners to visit India, Health Check Documents and Process for Encashment of Foreign Currency.	10
IV	Impact of Tourism and Tourism Organizations: Tourism Impacts: Economic impact, Social Impact, Cultural Impact and Environmental Impact- Strategies to overcome or reduce the negative Impact of Tourism. Objectives, Functions of- United Nations World Tourism Organization (UNWTO), World Travel and Tourism Council (WTC), Pacific Asia Travel Association (PATA), International Air Transport Association (IATA), Travel Agents Association of India (TAAI), Indian Association of Tour Operators (IATO) and Federation of Hotel and Restaurant Associations of India (FHRAI).	10

Suggested Readings:

1. Bhatia A.K (2003) International Tourism, Sterling Publishers Pvt Ltd, New Delhi.
2. Pran Nath Seth(1997),Successful Tourism Management, Sterling Publishers Pvt Ltd, New Delhi.

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3. Ghosh Bishwanth (2000), Tourism & Travel Management, Second Revised Edition Vikas Publishing House Pvt Ltd, New Delhi.

Note- **Latest edition of the text books should be used.**

Business Law

Programme/Class: BBA	Year: Second	Semester: Third
Course Code: BBA-304	Course Title: Business Law	
Credits: 4	Multidisciplinary Course-3	
Max. Marks: 30+70	Min. Passing Marks: 12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0		

Unit	Topics	No. of Lectures Total=45
I	The Indian Contract Act 1872: Scope of the Act, Essential of A Valid Contract, Agreement, Performance of Contracts, Breach of Contract & Remedies, Quasi-Contracts	10
II	The Sale of Good Act, 1930: Formation of Contract, Conditions & Warranties, Rights of an Unpaid Seller, Performance of the Contract of Sale	10
III	The Negotiable Instruments Act, 1881: Nature and Types of negotiable instruments, Negotiation and Assignment, Holder-in-Due Course, Dishonour and Discharge of Negotiable Instrument; Arbitration	15
IV	The Companies Act, 1956: Nature and Type of Companies, Formation of Companies, Memorandum and Articles of Association, Prospectus, Share capital, Membership, Meetings and Winding-Up	10

Suggested Readings:

1. Avatar Singh, Company Law
2. Khergamwalla, JS, The Negotiable Instrument Act
3. Ramaya A, A Guide to Companies Act
4. Tuteja SK, Business Law for Managers

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STRUCTURE OF MODEL CURRICULUM

Course type: Ability Enhancement Course ---Disaster Risk Management

Unit I: Understanding Disaster Risk Management
Unit II: Preparedness, Mitigation and Response Planning
Unit III: Life Saving Skills
Unit IV: Field Exposure and Community Engagement

Name of Course	Type of Course	Paper Code	Course Name	L	T	P	Credit	Marks		Marks
								CCA	ESE	
Ability Enhancement Course-3	AEC-3	AEC-3	Disaster Risk Management	1	0	2	2	30	70	100

Total Hours: 45 (15 hours lecture and 30 hours practical)
Assessment Criteria:100 (30 Marks Continuous Assessment and 70 Marks End Semester Examination)

Course Objective:

To equip students with the knowledge, skills and competencies to identify, assess, mitigate disasters and design effective disaster management plans and strategies at individual, institutional and community levels, aligning with national and global frame works.

Learning Outcome:

By the end of this course, students will be able to:

1. Identify hazards, vulnerabilities and risks at individual, institutional and community levels.
2. Outline the legal and institutional frame works of DRR in India and globally.
3. Demonstrate life-saving skills, emergency communication, disaster response and risk mitigation techniques.
4. Utilize and implement basic tools and technologies for risk assessment, preparedness and resilience-building.
5. Prepare disaster management plans and design community awareness activities, or prototypes in regional/local contexts.

Unit:1 Understanding Disaster Risk Managements

- Basic concepts and terminology: Hazard, Vulnerability, Capacity, Exposure, Disaster, Risk, Disaster Management & Disaster Risk Reduction.
- Hazard profile of India: Regional profile.
- Disaster Management Cycle: Mitigation, preparedness, response, relief, recovery, rehabilitation.
- Policy and legal frameworks :DM Act 2005,DM Amendment Act 2025,National Policy, State-specific Acts; PM10 Points agenda.
- International Frameworks: Sendai Frame work, Paris Agreement, SDGs. Role of Institutions in DRR(over view only):NDMA, NIDM, IMO, CWC, GSI, BIS, ISRO, INCOIS, SDMA, DDMA, NDRF.
- Case studies of different disasters in India: Lessons learned (minimum2).

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Unit:2 Preparedness, Mitigation and Response Planning

- Frame work for Developing Disaster Management Plans.
- Hazard, Vulnerability, Capacity and Risk (HVCR) Assessment tools and techniques: Transect walk, Hazard mapping, Problem tree, Chapatti diagram etc.
- Mitigation and Preparedness: Evacuation planning, mock drills, tabletop exercises; disaster- specific mitigation, Crowd Management techniques.
- Basics of Incident Response System (IRS).
- Role of emergency forces: NDRF, SDRF, police, fire services, armed forces, NCC, NSS.
- Planning for more vulnerable groups.
- Emerging technologies: Drones, digital literacy, mobile apps (GIRI tool, SAFAR, Meghdoot, UMANG, Sachet, CWC Flood Alerts, IMD, BIS, IHIP), social media for DRR.
- Basics of safe construction and structural & non structural audit exercise (safety of home/ college buildings).
- Funding mechanisms for disasters in India.
- Emergency Communication Network.

Unit:3 Life-Saving Skills

- First Aid in disasters: Golden hour concept, CPR, wounds, choking, burns, fractures, animal bites(snake/dog/rabid),heat-related illnesses, triaging, stampede.
- Household and personal preparedness and protection: 72-hour emergency kit, safe food storage, water purification, ORS use, water sanitation and hygiene (WASH) and Infection Prevention Control(IPC) practices, Basic Sign Language.
- Search and Rescue methods.
- Fire safety and electrical/gas/LPG safety: Causes, prevention, fire extinguisher demonstration, indigenous methods (Natural first-aid remedies- aloe vera, turmeric, coconut oil, salt solution); traditional risk-reduction practices.
- Disaster-specific response:Floods, landslides,earthquakes, CBRN emergencies, pandemics, drowning, lightning, gas leakage, cyclone, heat wave, cold wave.
- Psycho social support in DRR; Steps for implementing psychological first aid and its importance.
- Public health preparedness: Public health impacts of various disasters, Prevention of post-disaster water-borne and vector-borne diseases.

Unit:4 Field Exposure and Community Engagement

- Field visits: District Emergency Operations Centre, State Disaster Response Force/ National Disaster Response Force units, firestations, State Emergency Operations Center, hazard- prone communities, heat- prone areas (flood-prone village, fire-vulnerable urban slum).
- Practical exposure: Mock drills, demonstrations and simulations(multi-hazard, evacuation, earthquake, flood); interaction with responders and officials (Aapda Mitras, National Cadet Corps/ National Service Scheme/Nehru Yuva Kendra Sangathan, Red Cross).
- Community Engagement projects: Street plays (nukkad natak), awareness campaigns, DRR clubs (institute and community level clubs),Information, Education and Communication material (podcasts, videos, comics, photo essays, posters, Knowledge exchange webinars).
- Environmental hazards:Youth /community participation(tree plantation, soil conservation).
- Project/assignment: Preparation of institutional/household DM plan in local

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language; budget-friendly multi-disaster survival kit prototype; reflective field report, youth-led community engagement projects and creation of IEC/digital communication materials.

- Multidisciplinary integration: Links with local governments, HEIs, youth/adolescent networks.
- Activities for mitigating disaster risks: Increasing green cover, plantation and knowledge of human anatomy.
- Interaction with: State, district, gram panchayat level officials, DRR help line numbers, and knowledge of physical resources required and available locally; interview /session with disaster survivors.

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Human Values and Environment studies

Programme : BBA	Year: Second	Semester: Third
Course Code: Z030301	Course Title: Human Values and Environment Studies	
Credits: 3	Skill Enhancement Course-3	
Max. Marks: 30+70	Min. Passing Marks: 12+28	

Unit	Topics	No. of Lectures Total=75
I	**Human Values** Introduction- Values, Characteristics, Types ,Developing Value system in Indian Organisation , Values in Business Management , value based Organisation , Trans —cultural Human values in Management. Swami Vivekananda's philosophy of Character Building, Gandhi's concept of Seven Sins, APJ Abdul Kalam view on role of parents and Teachers. **Human Values and Present Practices** - Issues : Corruption and Bribe , Privacy Policy in Web and Social Media, Cyber threats ,Online Shopping etc. Remedies **UK Bribery Act, Introduction to sustainable policies and practices in Indian Economy.** **Principles of Ethics** **Secular and Spiritual Values in Management- Introduction-** Secular and Spiritual values, features , Levels of value Implementation. Features of spiritual Values , **Corporate Social Responsibility** Nature, Levels ,Phases and Models of CSR, Corporate Governance. CSR and Modern Business Tycoons Ratan Tata, Azim Premji and Bill Gates.	10
II	**Holistic Approach in Decision making** Decision making, the decision making process , The Bhagavad Gita: Techniques in Management , Dharma and Holistic Management. **Discussion through Dilemmas** - Dilemmas in Marketing and Pharma Organisations, moving from Public to Private — monopoly context , Dilemma of privatisation, Dilemma on liberalization, Dilemma on social media and cyber security , Dilemma on Organic food , Dilemma on standardization ,Dilemma on Quality standards. Case **Studies**	15

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III	Ecosystem: Concept, structure & functions of ecosystem : producer, consumer, decomposer, foodweb, food chain, energy flow, Ecological pyramids Conservation of Biodiversity- In-situ & Ex-situ conservation of biodiversity Role of individual in Pollution control Human Population & Environment Sustainable Development India and UN Sustainable Development Goals Concept of circular economy and entrepreneurship	10
IV	Environmental Laws? International Advancements in Environmental Conservation Role of National Green Tribunal Air Quality Index	10

Suggested Readings:

1. A foundation course in Human Values and Professional Ethics by RR. Gaur, R. Sangal et.al
2. JUSTICE: What's the Right Thing to Do? Michael J. Sandel.
3. Human Values by A. N. Tripathi New Age International
4. Environmental Management by N.K. Uberoi
5. haps://www.un.org/sustainabledevelopment/sustainable-development-goals/
6. https://www.india.gov.in/my-government/schemes
7. https://www.legislation.gov.uk/ukpga/2010/23/contents
8. Daniel Kahneman, Thinking, Fast and Slow; Allen Lane Nov 2011 ISBN: 9780141918921

Suggested Continuous Evaluation Methods

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BBA IInd Year

Semester - IV

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Supply Chain Management

Programme/Class: BBA	Year: Second	Semester: Fourth
Course Code: BBA-401A	Course Title: Supply Chain Management	
Credits: 5	Major Course-5	
Max. Marks: 30+70	Min. Passing Marks: 12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0		

Unit	Topics	No. of Lectures Total=75
I	Introduction, Definition of Supply Chain Management, Evolution of the Concept of Supply Chain Management, Key Drivers of Supply Chain Management, Typology of Supply Chains, Cycle View of Supply Chain, Problems in SCM and Suggested Solutions	20
II	Introduction, Three Components of SCM, Demand Management, Demand Forecasting; Introduction, Supply Management, Evolution of ERP, Concept of ERP in SCM, Quick Response and Accurate Response System in SCM, Use of Other Planning Strategies	20
III	Introduction, Understanding the Benchmarking Concept, Benchmarking Process, Benchmarking Procedure	15
IV	Introduction,New Developmentsin Supply Chain Management, Outsourcing Supply Chain Operations, Co-Maker ship, The Role of E- Commerce in Supply Chain Management, Green Supply Chain Management, Distribution Resource Planning, World Class Supply Chain Management	20

Suggested Readings:

1. Supply Chain Management by Michel H Hungo
2. Supply Chain Management by Sunil Chopra

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Research Methodology

Programme/Class: BBA	Year: Second	Semester: Fourth
Course Code: BBA-401B	Course Title: Research Methodology	
Credits: 5	Major Course-5	
Max. Marks: 30+70	Min. Passing Marks: 12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0		

Unit	Topics	No. of Lectures Total=75
I	Introduction: Meaning of Research, Objectives of Research, Types of Research, Research Process, Research Problem formulation; Research Design: Features of a good research design; Different Research Designs; Measurement in Research; Data types; Sources of Error	20
II	Sampling Design: Census & Sample Surveys; Steps in Sampling Design; Types of Sample designs-Probability & Non Probability sampling.	20
III	Processing & Analysis of Data: Processing operations; problems in processing; types of analysis, Hypothesis Testing: Chi-square test, Z-test, t-test, F-test.	20
IV	Presentation: Diagrams; graphs; chars. Report writing; Layout of Research report; Types of Reports; Mechanism of writing a Research report; Precautions for writing report.	15

Suggested Readings:

1. C.R. Kothari, Research Methodology
2. Banerjee S. and Roy Ramendu, Fundamentals of Research Methodology

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Specialised Accounting

Programme/Class: BBA	Year: Second	Semester: Fourth
Course Code: BBA-402A	Course Title: Specialised Accounting	
Credits: 5	Major Course-6	
Max. Marks: 30+70	Min. Passing Marks: 12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0		

Unit	Topics	No. of Lectures Total=75
I	Accounting of Non-trading Institutions, Joint Venture and Consignment	20
II	Accounts of Banking companies and General Insurance companies	15
III	Department account and Branch account.Accounts related to Hire Purchase and Installment payment transactions, Royalty Accounts	20
IV	Partnership Accounts: Final Account, Reconstitution of Partnership firms: admission, retirement and death of a partner, Dissolution of Partnership (Excluding insolvency of Partner)	20

Suggested Readings:

1. Agarwal, B.D., Advanced Accounting
2. Chawla & Jain, Financial Accounting
3. Chakrawarti, K.S., Advanced Accounts
4. Shukla, M.B., Financial Analysis and Business Forecasting
5. Jain & Naranag, Advanced Accounts

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Consumer Behaviour

Programme/Class: BBA	Year: Second	Semester: Fourth
Course Code: BBA-402B	Course Title: Consumer Behaviour	
Credits: 5	Major Course-6	
Max. Marks: 30+70	Min. Passing Marks: 12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0		

Unit	Topics	No. of Lectures Total=75
I	CB, Consumer research process.CB models: Economic model, Psycho- analytic model, Sociological model, Howard & Seth model, Nicosia model, Engel-Kollat-Blackwell model.	20
II	Individual determinants: Perceptual process, consumer learning process Introduction: Concept, importance and scope of CB, need for studying, consumer attitude formation, attitude measurement, meaning and nature of personality, self concept.	20
III	Influences & Consumer Decision making: Family, reference group, personal, social and cultural influence on CB, Consumer Decision making process, Consumer Communication process, consumer satisfaction.	20
IV	Industrial Buying Behaviour: Participants, characteristics of industrial markets, factors influencing industrial markets, stages of industrial buying process, Customer and marketing of services.	15

Suggested Readings:

1. Suja. R. Nair, Consumer Behaviour in Indian Perspective
2. Schifman & Kanuk, Consumer Behaviour
3. Louden & Bitta, Consumer Behaviour
4. Bennet & Kasarji, Consumer Behaviour

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Investment Analysis & Portfolio Management

Programme/Class: BBA	Year: Second	Semester: Fourth
Course Code: BBA-403A	Course Title: Investment Analysis & Portfolio Management	
Credits: 5	Major Course-7	
Max. Marks: 30+70	Min. Passing Marks: 12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0		

Unit	Topics	No. of Lectures Total=75
I	Investments: Nature, scope, objective and Process of investments analysis, concept of return and risk analysis, measurement of return and risk: Systematic and Unsystematic Risk.	15
II	Investment Alternatives: Investment instrument of Capital Market and Money Market, Valuation of Fixed and Variable securities Non Security forms of Investment, Government Securities, Mutual Fund, Real Estate and Gold.	20
III	Fundamental Analysis: Economic analysis industry analysis and company analysis Technical Analysis: Trends, indicators, indices and moving average applied in technical analysis. Efficient Market Hypothesis: weak, semi-strong and strong market and its testing techniques	20
IV	Portfolio Management: Meaning, importance and objectives of portfolio and portfolio management, Risk and Return- Definition types and importance. Portfolio Analysis: Risk Measurement; Estimating rate of return and standard deviation of portfolio returns; Effects of Combining securities;	20

Suggested Readings:

1. Security analysis and Portfolio Management by Punithavathy Pandian

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Banking and Insurance

Programme/Class: BBA	Year: Second	Semester: Fourth
Course Code: BBA-403B	Course Title: Banking and Insurance	
Credits: 5	Major Course-7	
Max. Marks: 30+70	Min. Passing Marks: 12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0		

UNIT	Content	Hours
I	Introduction - Origin of banking: definition, banker and customer relationship, General and special types of customers, Types and opening of bank accounts, Origin and growth of commercial banks in India. Functions of commercial banks, changing role of commercial banks.	15
II	**Cheques and Paying Banker** Crossing and endorsement - meaning, definitions, types and rules of crossing. Duties, Statutory protection in due course, collecting bankers: duties, statutory protection for holder in due course, Concept of negligence.	15
III	**Banking Lending** Principles of sound lending, Secured vs. unsecured advances, Types of advances, Advances against various securities.	15
IV	**Internet Banking** Meaning, Benefits, Home banking, Mobile banking, Virtual banking, E-payments, ATM Card/Biometric card, Debit/Credit card, Smart card, NEFT, RTGS, ECS (credit/debit), E-money, Electronic purse, Digital cash.	15
V	**Insurance**: The fundamentals of insurance business, types of insurance products and services, role of insurance in the financial system, insurance business as social security measure. Re-insurance, online insurance Basic concept of risk, Types of business risk, Risk and return relationship, Need for coordination Basic principles of utmost goodfaith, Indemnity, Proximate cause, Subrogation and contribution, Power, functions and Role of IRDA.	15

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Text Books:

1. Agarwal, O.P., *Banking and Insurance*, Himalaya Publishing House 2017

2. Satyadevi, C., *Financial Services Banking and Insurance*, S.Chand 2009

Reference Books:

1. Suneja, H.R., *Practical and Law of Banking*, Himalya Publishing House 2000

2. Chabra, T.N., *Elements of Banking Law*, Dhanpat Rai and Sons 2008

3. Arthur, C. and C. William Jr., *Risk Management and Insurance*, McGraw Hill 8th revised edition

4. Varshney, P.N., *Banking Law and Practice*, Sultan Chand and Sons 2018

5. Jyotsna Sethi and Nishwan Bhatia, *Elements of Banking and Insurance,* PHI Learning 2012

Weblinks

Websites- SEBI, RBI and IRDA

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Business Policy

Programme/Class: BBA	Year: Second	Semester: Fourth
Course Code: BBA-404A	Course Title: Business Policy	
Credits: 5	Major Course-8	
Max. Marks: 30+70	Min. Passing Marks: 12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0		

Unit	Topics	No. of Lectures Total=75
I	Introduction: Nature & importance of Business Policy, Development & Classification of Business Policy; Mechanism of policy making	20
II	Responsibilities & Tasks of Top Management: Objectives of Business, Characteristics, Classification, Types of objectives and their overall Hierarchy, Setting of objectives, Key areas involved; Corporate Planning; Concept of long term planning, Strategic Planning, Nature, Process & Importance	20
III	Corporate Strategy Concept, Components, Importance, and Strategy Formulation: Concept, Process & Affecting Factors. Strategy Evaluation: Process, Criteria, Environmental Analysis, Resource Analysis	20
IV	Concept of Synergy: Types, Evaluation of Synergy, Capability Profiles, Synergy as a Component of Strategy & its relevance	15

Suggested Readings:

1. Gluek & Jaunch, Corporate Strategy
2. Hatton & Hatton, Strategic Management
3. Christian, Anderson, Bower Business Policy
4. McCarthy, IninChiello, Curran Business Policy & Strategy
5. Azhar Kazmi, Business Policy

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GLOBAL HRM

Programme/Class: BBA	Year: Second	Semester: Fourth
Course Code: BBA-404B	Course Title: Global HRM	
Credits: 5	Major Course-8	
Max. Marks: 30+70	Min. Passing Marks: 12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0		

UNIT	Course Content	Hours
I	Introduction: Defining international HR, difference between domestic and international HR, Variables determining difference between domestic and international HR, The path to global status, Talent management, International business ethics and HRM	15
II	Managing and supporting international assignments: Linking international assignments with organizational strategy, Staffing for international assignments, Issues in staff selection, selection criterion, The role of expatriate, the role of non-expatriate, dual career couples, are female expatriate different? role of the corporate HR function.	15
III	International HR: Importance of pre departure training, programs, the effectiveness of pre departure training, developing staff through international assignments. Objectives of international compensation, key components of international compensation program, approaches to international compensation. Performance management in multinational, PM of international employees, Appraisal of international employees.	15
IV	Key issues in international HR : Trade unions and international HR , the response of trade unions to multi nationals, the issue of social dumping, the impact of digital economy	15
V	Virtual Organization study: Field Study/ Desk Research Students to be divided in a group of 5 each. Each group to identify two organizations having presence in other country/countries and study their HR practices in the light of the above topics. This may be desk research or field visit. The groups will give hard copy of the work and also presentation.	15

Text and Reference Books

1. International Human Resource Management by Peter j Dowling, Device E Welch, 4th Edition.
2. International Human Resource Management by Hilary Harris, Chris Brewster and Paul Sparrow, VMP Publishers and Distributors

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3. International Human Resource Management by K Aswathappa and SadhnaDash , TMGH

Weblinks

http://ddceutkal.ac.in/Syllabus/IHRM_BOOK.pdf

http://crectirupati.com/sites/default/files/lecture_notes/GHRM-notes.pdf

https://examupdates.in/mba-global-hr-practices/

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Computer Application Analysis with Excel & SPSS

Programme/Class: BBA	Year: Second	Semester: Fourth
Course Code: BBA-405A	Course Title: Computer Application Analysis with Excel & SPSS	
Credits: 3	Minor Course-6	
Max. Marks: 30+70	Min. Passing Marks: 12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0		

Unit	Topic	Hrs.
I	Introduction to Computer Applications in Business. Business Analytics. Data-Driven Decision Making. Data Visualization and Reporting	5
II	Data Analysis using Excel- Use of Built in data form in excel, Correlation and Regression, Introduction to Database Creating, editing and sorting database	10
	Advanced Excel Functions (e.g., INDEX/MATCH, PivotTables, Power Query). Data Analysis and Visualization (e.g., charts, graphs, dashboards).Data Management and Modeling (e.g., data validation, forecasting)	10
III	Introduction to SPSS and Data Management. Descriptive Statistics and Data Visualization. Inferential Statistics (e.g., hypothesis testing, confidence intervals). Advanced Statistical Analysis (e.g., regression, ANOVA, non-parametric tests)	10
IV	Gain familiarity with the concepts and terminology used in the development, implementation and operation of business computer applications.	5
V	Investigate emerging technology in shaping new processes, strategies and business models.	5

Text book :

- Jain & Tiwari, Fundamentals of Computer Applications in Business, Taxman.

Reference books :

- ShusilKumar & Bansal,Computer Application in Business,Taxman
- P.Mohan,Fundamental of Computer
- R Parmeshwaram, Computer Applications in business, Sultan Chand
- Anthony Raj, Computer Applications in Business, Himalaya Publication House.

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Business Ethics and Governance

Programme/Class: Degree	Year: Second	Semester: Fourth
Course Code: BBA-404B	Course Title: Business Ethics and Governance	
Credits: 3	Minor Course-6	
Max. Marks: 30+70	Min. Passing Marks: 12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0		

Unit	Topics	No. of Lectures Total=45
I	Introduction: Concept and nature of ethics; ethics, values and behaviour; development of ethics, relevance of ethics and values in business, Arguments against business ethics.	10
II	Work life in Indian Philosophy: Indian ethos for work life, Indian values for the work place, Work-life balance, Ethos of Vedanta in management, Hierarchism as an organizational value.	10
III	Relationship between Ethics & Corporate Excellence, Corporate Mission Statement, Code of Ethics, Organizational Culture, TQM. Gandhian Philosophy of Wealth Management, Philosophy of Trusteeship, Gandhiji's Seven Greatest Social Sins, Concept of knowledge management and wisdom management.	15
IV	Corporate Social Responsibility-Social Responsibility of business with respect to different stakeholders, Arguments for and against Social responsibility of business, Social Audit.	10

Suggested Readings:

1. Kaur Tripat, Values & Ethics in Management, Galgotia Publishers.
2. Chakraborty S.K., Human values for Managers
3. McCarthy, F.J., Basic Marketing
4. Chakraborty S.K., Ethics in Management: A Vedantic Perspective, Oxford University Press.

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NCC/ NSS/ MOOC

Provide by University

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Commerce

BBA IIIrd Year

Semester - V

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Income Tax

Programme: BBA	Year: Third	Semester: Fifth
Course Code: BBA-501A	Course Title: Income Tax	
Credits: 5	Major Course-9	
Max. Marks: 30+70	Min. Passing Marks: 12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0		

Unit	Topics	No. of Lectures Total = 75
I	Indian Income Tax Act, 1961: Basic Concepts - Income, Agriculture Income, Casual Income, Assessment Year, Previous Year, Gross Total Income, Total Income, Person, Tax Evasion, Tax Avoidance.	15
II	Basis of Charge: Scope of Total Income, Residence and Tax Liability, Income which does not form part of Total Income.	20
III	Heads of Income: Income from Salaries, Income from House Property. Profit and Gains of Business or Profession, Capital Gains, Income from other sources.	20
IV	Aggregation of Income, Set off and Carry forward of losses, deductions from gross total Income, Computation of total Income and Tax liability.	20

Suggested Readings:

1. Mehrotra, H.C., Income Tax Law and Account
2. Prasad, Bhagwati, Income Tax Law and Practice
3. Chandra Mahesh and Shukla D.C., Income Tax Law and Practice
4. Agarwal, B.K., Income Tax
5. Jain, R.K., Income Tax

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Marketing Communication

Programme: BBA	Year: Third	Semester: Fifth
Course Code: BBA-501B	Course Title: Marketing Communication	
Credits: 5	Major Course-9	
Max. Marks: 30+70	Min. Passing Marks: 12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0		

Unit	Topics	No. of Lectures Total=75
I	Marketing Communication: Meaning and its objectives, Integrated Marketing Communication (IMC): concepts and process, IMC promotion Mix, Advertising - Meaning, objectives its role and functions, Classification of advertising, economic, social and ethical issues in advertising, DAGMAR approach, STP strategies in advertising, Advertising Agencies,	15
II	Process in Advertising: Consumer and mental process in buying, AIDA model, Hierarchy of effects model, Information processing model, Advertising Budget – Top down and Build up approach, methods of advertising – Affordable method, arbitrary allocation method, percentage of sales method, competitive parity method, Objective and Task method.	20
III	Advertising Creativity: Meaning of creativity, Creative strategy, Creative tactics, Advertising Appeals, USP theory of creativity, Copywriting: Meaning and Definition of Copywriting, The Copywriter, Copywriting for Print, Copywriting guidelines, Radio Copywriting, TV Copywriting, Writing for the Web, Tips for writing good web content	20
IV	Media Planning and Strategy: Media Types and their characteristics; Setting Media objectives; Steps involved in media planning, evaluation of media, media scheduling strategy, Evaluation of advertising effectiveness – need and purpose of evaluation, pre-testing and post testing techniques, Advertising research, decision areas in international advertising.	20

Suggested Readings:

1. George E Belch & Michael A Belch: Advertising and promotion- An integrated
2. Marketing Communication Perspective-McGraw Hill Education
3. Chunawala & Sethia : Foundations of Advertising Theory & Practice; Himalaya Publishing House

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4. Copley Paul: Marketing Communications Management Concepts & theories, Cases and Practices; Butterworth Heinemann Publication.

5. Aaker, David A. et al., Advertising Management, PHI.

Suggested Readings:

1. Entrepreneurship 10th Ed (Indian Edition) 2016 by Robert Hisrich Michael Peters Dean Shepherd, McGraw Hill

Entrepreneurship and small business management		
Programme: BBA	Year: Third	Semester: Fifth
Course Code: BBA-502A	Course Title: Entrepreneurship and small business management	
Credits: 5	Major Course-10	
Max. Marks: 30+70	Min. Passing Marks: 12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 5-1-0		

Unit	Topics	No. of Lectures Total=75
I	Entrepreneurship: Concept, Role & Importance in Indian Economy, Theories of Entrepreneurship, Entrepreneurs – Evolution of concept, Types of entrepreneurs, traits of entrepreneur, entrepreneurs Vs managers, Entrapreneurs, problems faced by entrepreneurs, Women Entrepreneurs, Rural Entrepreneurs	20
II	Entrepreneurial Development and Institutional Support System: Entrepreneurship development, Concept and Significance, Entrepreneurial Development Programmes (EDP), problems of EDP, Institutional support to entrepreneurs, Arrangement of finance and support from financial institutions	20
III	Business Idea: Environmental analysis, Search for business idea, Identification of projects, Selection of project, Project formulation, Project report, project appraisal.	20
IV	Small Business: Definitions, MSMED Act 2006, Strategic Planning and its steps for small business, Incentives and subsidies available to small business, forms of ownership, Registration as SSI	15

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Sales Management

Programme: BBA	Year: Third	Semester: Fifth
Course Code: BBA-502B	Course Title: Sales management	
Credits: 5	Major Course-10	
Max. Marks: 30+70	Min. Passing Marks: 12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0		

Unit	Topics	No. of Lectures Total=75
I	Introduction to Sales Management: Concept, Evolution of sales function, Objectives of sales management positions, Functions of Sales manager and their relation with other executives.	20
II	Salesmanship: Theories of personal selling, Types of Sales executives, Qualities of sales executives, Personal selling process, Showroom & exhibition,	20
III	Sales Organization and Relationship: Purpose of sales organization, Types of sales organization structures, Sales department external relations, Distributive network relations. Sales Force Management: Recruitment and Selection, Sales Training, Sales Compensation.	20
IV	Distribution Network Management: Types of Marketing Channels, Factors affecting the choice of channel, Types of middleman and their characteristics, Concept of physical distribution system.	15

Suggested Readings:

1. Cundiff, Still, Govoni, Sales Management
2. Pradhan, Jakate, Mali, Salesmanship & Publicity
3. S.A. Chunawalla, Sales Management

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E-Commerce		
Programme: BBA	Year: Third	Semester: Fifth
Course Code: BBA-503B	Course Title: E-commerce	
Credits: 5	Major Course-11	
Max. Marks: 30+70	Min. Passing Marks: 12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0		

Unit	Topics	No. of Lectures
I	Internet and Commerce: Business Operations in Commerce Practices Vs Traditional Business Practices; Benefits of E-Commerce to Organization, Consumers, And Society; Limitation of E-Commerce.	20
II	Application in B2C: Consumers Shopping Procedure on The Internet; Products in B2C Model; E-Brokers; Broker- Based Service Online; Online Travel Tourism Services; Benefits and Impact of E-Commerce on Travel Industry, Online Stock Trading and Its Benefits; Online Banking and Its Benefit; Online Financial Services and its Future.	25
III	Application in B2B: Applications of B2B; Key Technologies for B2B, Characteristics of The Supplier Oriented Marketplace, Buyer Oriented Marketplace and Intermediate Oriented Marketplace; Just in Time Delivery in B2B.	20
IV	Applications in Governance: EDI In Governance; E Government; E Governance Applications Of The Internet, Concept Of Government-To-Business, Business-To-Government And Citizen-To Government; E-Governance Models; Private Sector Interface In E Governance.	10

Suggested Readings:

- Pt Joseph Of E-Commerce Are Indian Perspective Php Learning Private Limited
- Nidhi Dhawan Introduction To E-Commerce International Book House Private Limited
- Agarwal Kamlesh And And Agarwal Diksha Bridge To The Online To A Front New Delhi India Macmillan India (Hindi and English)
- Manali- Danielle Internet And Internet Engineering Tata Mcgraw-Hill New Delhi

Dean, Faculty of Management & Commerce

Industrial Relations & Labour Laws

Programme: BBA	Year: Third	Semester: Fifth
Course Code: BBA-504A	Course Title: Industrial Relations & Labour Laws	
Credits: 5	Major Course-11	
Max. Marks: 30+70	Min. Passing Marks: 12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0		

Unit	Topics	No. of Lectures Total=45
I	Industrial Relations: Role - Importance - Trade Unions Industrial disputes and their Resolutions.	10
II	Participative Management: Structure - Scope - Collective Bargaining - Works Committee - Joint Management Councils - Pre-Requisite for successful participation - Role of Government in Collective Bargaining.	10
III	Industrial unrest: Employee dissatisfaction - Grievances - Disciplinary Action - Domestic Enquiry - Strikes - lockout - Prevention of Strikes - Lockouts. Discipline: Positive, negative discipline, disciplinary procedure, Absenteeism, Turnover, Dismissal and Discharge.	15
IV	Factories Act: Meaning, Definition – Welfare – Safety – Health Measures. Workmen's Compensation Act and International Labor Organization - Role and Function, General provisions of Bonus Act and Gratuity Act	10

Suggested Readings:

1.Sreenivasan M.R - Industrial Relations & Labor legislations.

2.Aswathappa K - Human Resource and Personnel Management.

3.Subba Rao P - Human Resource Management and Industrial Relations.

4.Monoppa - Industrial Relations. 5. S.C. Srivastava, Industrial Relation of Labour Laws.

Dean, Faculty of Manage... & Commerce

Company Accounts

Programme: BBA	Year: Third	Semester: Fifth
Course Code: BBA-504B	Course Title: Company Accounts	
Credits: 5	Major Course-11	
Max. Marks: 30+70	Min. Passing Marks: 12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0		

Unit	Topics	No. of Lectures Total=45
I	Joint Stock Companies: Its types and share capital, Issue, Forfeiture and Re-issue of shares, Redemption of preference shares, Issue and Redemption of Debenture.	10
II	Final Accounts: Including Computation of managerial Remuneration and disposal of profit.	10
III	Accounting for Amalgamation of companies as per Accounting Standard 14, Accounting for Internal reconstruction, Liquidation of Company.	10
IV	Consolidated Balance Sheet of Holding Companies with one Subsidiary only, Statement of Affairs and Deficiency/Surplus, Receivers Receipt and Payment A/c.	15

Suggested Readings:

1. Gupta R.L. Radhaswamy M, Company Accounts
2. Maheshwari, S.N., Corporate Accounting
3. Monga J.R., Ahuja, Girish, and Sehgal Ashok, Financial Accounting
4. Shukla, M.C., Grewal T.s. and Gupta, S.C. Advanced Accounts

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Personal Selling and Salesmanship

Programme: BBA	Year: Third	Semester: Fifth
Course Code: BBA-505A	Course Title: Personal Selling and Salesmanship	
Credits: 3	Minor Course-7	
Max. Marks: 30+70	Min. Passing Marks: 12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0		

UNIT	Course Content	Hours
I	**Introduction to Personal Selling:** Nature and importance of personal selling, myths of selling, Difference between Personal Selling, Salesmanship and Sales Management, Characteristics of a good salesman, types of selling situations, types of salespersons, Career opportunities in selling, Measures for making selling an attractive career	10
II	**Theories of Selling** Traditional and Modern: AIDAS Model of Selling, Problem Solving Approach, Right Set of Circumstances Theory and Modern Sales Approaches.	10
II	**Buying Motives:** Concept of motivation, Maslow's theory of need hierarchy; Dynamic nature of motivation; Buying motives and their uses in personal selling	10
III	**Selling Process:** Prospecting and qualifying; Pre-approach; Approach; Presentation and demonstration; handling of objections; Closing the sale; Post sales activities.	8
IV	**Sales Reports:** Sales Forecasting, Sales Budget, Sales Territories, Sales quota,reports and documents; sales manual, Order Book, Cash Memo; Tour Diary, Daily and Periodical Reports; Ethical aspects of Selling	7

Suggested Readings:

1. *Spiro,* Stanton, *and Rich, Management of the Sales force,* McGraw Hill 2007.
2. Rusell, F. A. Beach and Richard H. Buskirk, *Selling: Principles and Practices,* McGraw Hill 12TH Edition 2008
4. Still, Richard R., Edward W. Cundiff and Norman A. P. Govoni, *Sales Management: Decision Strategies and Cases,* Prentice Hall of India Ltd.5thedition,Deep&Deep publication 2002 New Delhi,
5. Johnson, Kurtz and Schueing, *Sales Management,* McGraw Hill 2nd revised edition
6. Pedesson, Charles A. Wright, Milburn d. And Weitz, Barton A., *Selling: Principles and Methods,* Richard, Irvin 4th edition New Delhi 2000

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7. Kapoor Neeru, *Advertising and personal Selling,* Pinnacle,2014 New Delhi.

Business Mathematics

Programme : BBA	Year: Third	Semester: V
Course Code: BBA-505B	Course Title: Business Mathematics	
Credits: 3	Minor Course-7	
Max. Marks: 30+70	Min. Passing Marks: 12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0		

Unit	Topics	No. of Lectures Total=45
I	Matrix: Introduction, Square Matrix, Row Matrix, Column Matrix, Diagonal Matrix, Identity Matrix, Addition, Subtraction & Multiplication of Matrix, Use of Matrix in Business, Mathematical Induction. Inverse of Matrix, Rank of Matrix, Solution to a system of equation by the ad-joint matrix methods & Guassian Elimination Method.	10
II	Percentage, Ratio and Proportion, Average, Mathematical Series-Arithmetic, Geometric & Harmonic, Simple Interest & Compound Interest	10
III	Set theory: Notation of Sets, Singleton Set, Finite Set, Infinite Set, Equal Set Null Set, Subset, Proper Subset, Universal Set, Union of Sets, Intersection of Sets, Use of set theory in business, Permutation & Combination.	15
IV	Concept of Differentiation and Integration, Maxima and Minima in Differentiation, Application of Differentiation & Integration in Business (No proof of theorems, etc.)	10

Suggested Readings:

1. Mehta & Madnani, Mathematics for Economics
2. Mongia, Mathematics for Economics
3. Zamiruddin, Business Mathematics
4. Raghavachari, Mathematics for Management

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Internship

Programme : BBA	Year: Third	Semester: V
Course Code: BBA-506		Course Title: Internship
Credits: 4		Summer Training
Max. Marks: 100		Min. Passing Marks: 40
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 0-0-8		

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Internship**

**Principles and Practices of Insurance (BBA 507)can be opted by CDOE in place of Internship

Programme: BBA	Year: Third	Semester: Fifth
Subject: Management		
Course Code: B.Com- 507	**Course Title: Principles and Practices of Insurance**	

Course outcomes: After completing this course a student will have:

- Ability to understand the concept of Insurance along with the basic laws and practices of Insurance.
- Ability to understand the terminologies associated with the field of Insurance and control along with their relevance.
- Ability to identify the appropriate method and types of Insurance for solving different problems.
- Ability to apply basic Insurance principles to solve business and industry related problems.
- Ability to understand the concept of Life, Marine and Fire Insurance.

Credits: 5	Core Compulsory / Elective: Elective
Max. Marks: 30+70	Min. Passing Marks: 12+28
Total No. of Lectures: 75	

Unit	Topics	No. of Lectures
I	Risk: Meaning, Types, Causes, Methods of Handling Risks. Insurance: Meaning, Origin & Development, Functions, Types, Principles, Advantages, Reinsurance, Double Insurance.	17
II	Life Insurance: Meaning, Importance, Essentials of Life Insurance Contract, Procedure of Life Insurance. Life Insurance Policies, Nomination & Assignment, Surrender Value. Life Insurance Corporation: Functions & Organization.	20
III	Marine Insurance: Meaning, Significance, Scope and Insurable Risk, Characteristics of Marine Insurance, Contract, Types of Marine Policies, Main Clauses in Marine Policies and Marine Losses.	18

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IV	Fire Insurance: Meaning, Hazards in Fire Insurance, Scope, importance, Fire Insurance Contract, Conditions of Fire Insurance Policy & Procedure. Miscellaneous Insurance: Motor Insurance, Burglary, Live-stock, Crop and Health Insurance.	20

Suggested Readings:

1-Mishra M.N., Insurance- Principles & Practice.

- Gupta O.S., Life Insurance.
- Vinayakam, M. Radhaswami &Vasudevam, Insurance- Principles & Practice.
- Kothari &Bhall, Principles & Practice of Insurance.

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BBA 3rd Year
Semester- VI

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Project Management

Programme : BBA	Year: Third	Semester: Sixth
Course Code: BBA-601A	Course Title: Project Management	
Credits: 5	Major Course-13	
Max. Marks: 30+70	Min. Passing Marks: 12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0		

Unit	Topics	No. of Lectures Total=60
I	Definitions & Characteristics of Project, Types of Projects, Project Life Cycle, Project Management Process: Introduction, Tools & Techniques of Project Management. Project Team and Scope of Project Management, Project Organization.	15
II	Project Identification & Selection: Identification, Generation of ideas, Approaches to Project Screening and Selection, Project Rating Index. Market & Demand Analysis Techniques: Survey & Trend Projection Methods. Project Risk Management	15
III	Project Costing: Fundamental components of Project Cost, Types of Costs: Direct, Indirect, Recurring, Non-Recurring, Fixed, Variable, Normal, Expedite costs. Project Financing and Budgeting: Sources of Finance, Social Cost Benefit Analysis (SCBA) of Project, Project Scheduling and Network Analysis: Steps in Project Scheduling and Network design, Introduction to CPM and PERT,	15
IV	Monitoring and Control: Planning- Monitoring and Control Cycle. Project Management Information System. Milestone Analysis and Tracking Gantt chart. Earned Value Analysis (EVA): Planned Value (PV), Earned Value (EV), Cost Variance (CV), Schedule Variance (SV), Cost performance Index (CPI), Schedule performance Index (SPI). Project Termination: Types of Terminations, Project Termination Process	15

Suggested Readings:

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1. Project Management- A Managerial Approach: Jack R. Meredith Broyhill Samuel J. Mantel, Jr (John Wiley & Sons)
2. Project Management : Mr. Sanjiv Marwah- (Wiley Dreamtech)
3. Project- Preparation, Appraisal, Budgeting and Implementation: Chandra Prasanna - (TMH)
4. Project Management Core Text Book : M R Gopalan (Wiley)
5. Quantitative Techniques in Management : N D Vohra (TMH)
6. Entrepreneurship and Small Business Management : M B Shukla

Goods & Service Tax

Programme : BBA	Year: Third	Semester: Sixth
Course Code: BBA-601B	Course Title: Goods & Service Tax	
Credits: 5	Major Course-13	
Max. Marks: 30+70	Min. Passing Marks: 12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0		

Unit	Topics	No. of Lectures Total=60
I	**Introduction :** Constitutional framework of Indirect Taxes before GST (Taxation Powers of Union & State Government); Concept of VAT: Meaning, Variants and Methods; Major Defects in the structure of Indirect Taxes prior to GST; Overview of GST ; Structure of GST (SGST, CGST, UTGST & IGST); GST Council.	15
II	**Supply of Goods and Services** - Definition of supply; Place of Supply: Intra-State and Inter-State supply; Composite and Mixed supply; Import and Export; Supplies of goods and services liable to be reverse charged; Time of supply; Nil rated supplies, Zero rated supplies, Exempted supplies & Non-GST supplies.	15
III	**Registration and Documentation: (A)** Registration-Persons liable to registration; Compulsory registration; Procedure of Registration; Exemption from Registration; Composition Scheme. **(B)** Documentation- Tax Invoice; Bill of Supply; Receipt Voucher; Payment Voucher; Refund Voucher; Debit Note; Credit Note. **Returns:** GSTR 1 and GSTR 2, Monthly / Quarterly Return, Annual Return; Time and procedure of filing of Returns.	15

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IV	**Input Tax Credit:** Introduction, Concept of Input Service Distributor, Legal Formalities for an ISD, Distribution of Credit, Claiming Input Tax Credit for inputs goods, Claiming Input Tax Credit for Capital Goods **Payment of Tax-** (a) Through Input Tax Credit (b) By cash / bank after generation of online Challan. **E-Way Bill:** Introduction, Preparation of E-Way Bill, Important Points for Transporter **GST Portal:** Introduction, GST Eco-system, GST Suvidha Provider (GSP), Uploading Invoices	15

Suggested Readings:

1. Anandaday Mishra, GST Law & Procedure, Taxman.
2. Goods and Service Tax Acts.
3. Relevant Goods and Services Tax Rules. *Nitya*
4. Publication on GST by the Institute of Chartered
5. Publication on GST by the Central Board of Excise
6. Nitya Tax Associates Basics of GST Taxman

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Auditing

Programme : BBA	Year: Third	Semester: Sixth
Course Code: BBA-602A	Course Title: Auditing	
Credits: 5	Major Course-14	
Max. Marks: 30+70	Min. Passing Marks: 12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0		

Unit	Topics	No. of Lectures Total=75
I	Introduction: Meaning and objectives of Auditing, Types of Audit, Internal Audit, Audit Programme, Audit Notebook, Routine Checking and Test Checking	15
II	Internal Check System: Internal Control, Audit Procedure: Vouching, Verification of Assets and Liabilities.	20
III	Audit of Limited Companies: Company Auditor - Appointment, Powers, Duties and Liabilities. Auditor's Report and Audit Certificate.	20
IV	Special Audit: Audit of Banking Companies, Audit of Insurance Companies, Audits of Educational Institutions, Audit of Cooperative Societies, Efficiency Audit, Social Audit etc. Recent trends in Auditing: Nature and Significance of Cost Audit, Tax Audit, Management Audit	20

Suggested Readings:

1. Basu B.K., An insight with Auditing
2. Gupta Kamal, Contemporary Auditing

International Trade

Programme : BBA	Year: Third	Semester: Sixth
Course Code: BBA-602B	Course Title: International Trade	
Credits: 5	Major Course-14	
Max. Marks: 30+70	Min. Passing Marks: 12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0		

Unit	Topics	No. of Lectures Total=75
I	Introduction: Basics of international trade, international trade theories, drivers of international trade, restraining forces, recent trends in world trade.	15
II	Foreign trade: Foreign trade & economic growth, balance of trade, balance of payments, free trade, forms and restrictions.	20
III	International economic institutions: IMF, World Bank, WTO (in brief), Regional economic groupings - NAFTA, EU, ASEAN, SAARC.	20
IV	India's foreign trade: Recent trends in India's foreign trade, institutional infrastructure for export promotion in India, projects & consultancy exports. Trade Policy: India's Trade policy, export assistance, marketing plan for exports.	20

Suggested Readings:

1. Varshney & Bhattacharya, International Marketing

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Strategic Management

Programme : BBA	Year: Third	Semester: Sixth
Course Code: BBA-603A	Course Title: Strategic Management	
Credits: 5	Major Course-15	
Max. Marks: 30+70	Min. Passing Marks: 12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0		

Unit	Topics	No. of Lectures Total=75
I	What is Strategy? What are Strategic Intent; Mission; Objectives and Goals; Policies; Program; Budget; Process of strategic management, Levels of strategy	15
II	Identifying strategic alternatives of business; Environmental appraisal – Internal environment; Key Success Factors; Role of Resources, Capabilities and Core Competencies; Competitive Advantage to Competitive Strategies; VRIO Model, External environmental analysis – PESTEL.	20
III	Concept of Value Chain, SWOT Analysis; Tools and Techniques for Strategic Analysis – TOWS Matrix; Generic Strategies; Competitive Strategies - Porter's 5 Forces Model; The Experience Curve, Grand Strategy, BCG Matrix; Functional Strategies, Global entry strategies.	20
IV	Organization Structure; Resource Allocation; Projects and Procedural issues. Integration of Functional Plans. Leadership and corporate culture; Evaluation and Control: Organizational Systems and Techniques of Strategic Evaluation and Control of Performance and Feedback.	20

Suggested Readings:

1. Lawrence, R. Jauch and William F. Glueck; Strategic Management and Business Policy, - McGraw – Hill
2. Wheelen & Hunger, Concepts in Strategic Management and Business Policy, 12th edition, Pearson Education.
3. Kazmi, Azhar, (2008), Strategic Management and Business Policy, 3rd Edition, McGraw Hill Education
4. R. Srinivasan, Strategic Management the Indian context, Prentice Hall of India
5. L. M. Prasad – Strategic Management – Sultan Chand

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Training and Development

Programme : BBA	Year: Third	Semester: Sixth
Course Code: BBA-603B	Course Title: Training and Development	
Credits: 5	Major Course-15	
Max. Marks: 30+70	Min. Passing Marks:12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0		

Unit	Topics	No. of Lectures Total=75
1.	Introduction: Concepts and Rationale of Training and Development; Difference between Training, Development & Education, overview of training and development systems; organizing training department; training and development policies; Requisites of Effective Training.	15
2.	Training Needs Assessment (TNA): Meaning of TNA, Purpose and Methods of TNA, the Need Assessment Process – Organizational Analysis, Person Analysis, Task Analysis, Output of TNA. Learning Theories.	20
3.	Designing, Conducting & Evaluation of Training Program: Areas of training, Types of training, System's Approach to Training, Training Methods, Designing a training program, contents & scheduling, study material, selecting a trainer, deciding method of training, Types of Teaching Aids in Training, Training Evaluation & Methods of Training Evaluation, Training Effectiveness Models - Kirkpatrick Model of Training Effectiveness, CIRO Model.	20
4.	Executive Development: Importance of Executive Development, Steps in the organization of a management Development Program/ Executive Development Program, Methods/ Techniques of Management Development Program, Special Issues in Training & Development – Legal Issues, Cross Cultural Preparation, Managing Workforce Diversity, Sensitivity Training, Succession Planning.	20

Suggested Readings:

1. Noe, Raymond A., and Amitabh Deo Kodwani, Employee Training and Development, Tata McGraw Hill, 5th Edition, 2012.
2. Rao VSP, Human Resourse Management, Excel Books Publication, 3rd Edition. 2013.
3. Rolf, P., and Udai Pareek, Training for Development, Sage Publications Pvt. Ltd.
4. Jack J. Phillips, Hand book of Training Evaluation and Measurement Methods, Routledge.

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5.Dayal, Ishwar, Management Training in Organisations, Prentice Hal

Soft Skills & Personality Development

Programme : BBA	Year: Third	Semester: Sixth
Course Code: BBA-604A	Course Title: Soft Skills & Personality Development	
Credits: 5	Major Course-16	
Max. Marks: 30+70	Min. Passing Marks:12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0		

Objective:

- To develop the skills of the professional undergraduate students for proper self expression, social communication, spoken English, correct pronunciation, voice modulation and business etiquettes.
- The students should improve their personality, communication skills and enhance their self-confidence.

UNIT	Content	Hours
I	Fundamental of Grammar and their Usage: How To Improve Command Over Spoken and Written English with Stress on Noun, Verb, Tense and Adjective. Sentence Errors, Punctuation, Vocabulary Building to Encourage the Individual to Communicate Effectively, Common Errors in Business Writing.	15
II	Introduction to Business Communication: Basic Forms of Communication, Process of Communication, Principles of Effective Business Communication, 7Cs; Media of Communication: Types of Communication: Barriers of Communication (Practical exercise in communication)	20
III	Business letter writing: Need, Functions and Kinds, Layout of Letter Writing, Types of Letter Writing: Persuasive Letters, Request Letters, Sales Letters, Complaints and Adjustments; Departmental Communication: Meaning, Need and Types: Interview Letters, Promotion. Letters, Resignation Letters, News Letters, Circulars, Agenda, Notice, Office Memorandums, Office Orders, Press Release.	20
IV	Business Etiquettes and Public Speaking: Business Manners. Body Language Gestures, Email and Net Etiquettes, Etiquette of the Written Word, Etiquettes on the Telephone, Handling Business Meetings; Introducing Characteristic, Model Speeches, Role Play on Selected Topics with Case Analysis and Real Life Experiences.	20

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Reference Books:

- ITL, ESL, (2005), Introduction to Infotech, 1st edition, Pearson Education. Krizan, A. C. Buddy, and Merrier, Patricia (2008) Effective Business Communication, 7th Edition, Cengage Learning.
- Lesikar, (2009), Business Communication: Making Connections in a Digital World, McGraw Hill Education.
- McGraw, S. J., (2008) Basic Managerial Skills for All, 8th edition, Prentice Hall of India.
- Wren & Martin, (2008), English Grammar and Composition, Sultan chand& Sons.

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NEGOTIATION & COUNSELLING

Programme : BBA	Year: Third	Semester: Sixth
Course Code: BBA-604B	Course Title: Negotiation & Counselling	
Credits: 5	Major Course-16	
Max. Marks: 30+70	Min. Passing Marks:12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0		

UNIT	Course Content	Hours
I	Negotiation: Nature, Characteristics, Strategy and Tactics of Distributive Bargaining, Strategy and Tactics of Integrative Negotiation; Strategy and Planning for Negotiation.	8
II	Negotiation Sub processes: Perception, Cognition and Emotion Communication: What is communicated during negotiation and how people communicate in Negotiation.	10
III	Best Practices in Negotiation – Fundamental Structure of negotiation and BATNA. Case I - Role Negotiation at Bokaro Steel Plant (Understanding Organizational Behaviour. By Udai Pareek, Oxford, Second Edition Page 410-415) case study (practical aspects)	10
IV	International and Cross Cultural Negotiation: Context and Concept, Influence of Culture on Negotiation: Case II - The Dabhol Debacle (Negotiation Made Simple, SL Rao, Excel Books pp.30-35 and pp. 196-197).	10
V	Emergence & Growth of Counselling: Factors contributing to the emergence, Approaches to Counselling: Behaviouristic, Humanistic Approaches and Rogers Self Theory Counselling Process : Steps in Counselling Process. Modern Trends in Counselling – Trends, Role of a Counsellor and Model of Conselling.	7

Text and Reference Books

1. Lewicki, Saunders & Barry - Netgotiation (Tata Mc Graw Hill, 5th Ed.)
2. B.D.Singh - Negotiation Made Simple (Excel Books, 1st Ed.)
3. Rao S N - Counseling and Guidance (Tata Mc Graw Hill, 2nd Ed.)
4. Singh Kavita - Counselling Skills for Managers (PHI, 1st Ed.)
5. Welfel, Patternson - The Counselling Process, A Multi theoretical Integrative Approach. (Thomson India, 6th Ed.)
6. Pareek Udai - Understanding OrganisationalBehaviour (Oxford)

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Corporate Financial Restructuring

Programme : BBA	Year: Third	Semester: Sixth
Course Code: BBA-605A	Course Title: Corporate Financial Restructuring	
Credits: 3	Minor Course-8	
Max. Marks: 30+70	Min. Passing Marks:12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0		

UNIT	Course Content	Hours
I	Basics: Concept of Internal & External Restructuring, Financial perspective in restructuring, Reorganization strategies in corporate organizations, Financial Distress & Bankruptcy, Liquidation, Net Operating Losses, Sources of Funding & Problem of changing Capital Structure, Strategic and Financial Sponsors, Pros and Cons of different Sponsors, Capital Cash Flows Vs. Equity Cash Flows.	10
II	Mergers & Acquisitions: Difference and commonalities of the concepts, differentiation with regard to Take Over, Strategic & Financial Aspects, Hostile vs. Friendly Takeovers, Defense Tactics, Structural Defenses Vs. Non Structural Defenses, Contribution Analysis, Duties of Board of Directors, Market for Corporate Control.	10
III	Risk Management in Mergers & Acquisitions: Collars, Role of Arbitragers in Mergers & Acquisitions, Interpretation of Arbitrage Spreads, Earn Out and CVRs, Pre Closing & Post Closing M&A Risks, Management of M&A Risk with the help of Collars, Fixed Collar Offers Vs. Floating Collar Offers.	10
IV	Methods of Enterprise Valuation: Weighted Average Cost of Capital, Discounted Cash Flows Model, Equity/Residual Cash Flows, Adjusted Present Value, Capital / Leveraged Cash Flows, Relative Valuation Analysis, Sensitivity Analysis, Tables, Developing Break Up Analysis.	8
V	Corporate Governance: Significance in the Indian context, Reference of CG in Indian Companies Act (Amended) 2013, Role of Board of Directors, Disclosures and Clarifications on the part of Board of Directors and Inclusion in the Auditors' Report.	7

Text and Reference Books

1. Business Environment, Justin Paul, Tata McGraw Hill,
2. Business Environment, A.C. Fernando, Pearson Education
3. Corporate Restructuring: Lessons from experience, Michael. Pomerleano, William Shaw

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4. Creating Value Through Corporate Restructuring: Case Studies in Bankruptcies, Buyouts, and Breakups (Wiley Finance) - Stuart C. Gilson, Edward I. Altman
5. Valuation: Mergers, Buyouts and Restructuring (Wiley Finance) - Enrique R. Arzac

(UGC Mandated Swayam Course)

Social Responsibility & Community Engagement

Programme : BBA	Year: Third	Semester: Sixth
Course Code: BBA-605B	Course Title: Social Responsibility & Community Engagement	
Credits: 3		Minor Course-8
Max. Marks: 30+70		Min. Passing Marks: 12+28
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0		

1. Estimated work load: Online module classes of approximately 1 hour along with field work for 3 hours in a week is expected from the students.

2. Pre – requisites for the course – Students must be willing to learn and understand:

a. The role of community engagement in national development.

b. The responsibility of Indian citizens towards community development.

3. Scheduled assignments: Total 5 assignments will be given to students. One assignment after every two modules will be conducted at the end of each unit.

4. Week wise schedule:

Week 1 – Module 1 - Concept, Ethics and Spectrum of Community engagement

Week 2 – Module 2 – Local community, Rural culture and Practice of community engagement

Week 3 – Module 3 – Stages, Components and Principles of community development, Utility of public resources.

Week 4 – Module 4 – Contributions of self-help groups

Week 5 – Module 5 - Rural Development Programs and Rural institutions

Week 6 – Module 6 - Local Administration and Community Involvement

Week 7 – Module 7 – Social contribution of community networking, Various government schemes.

Week 8 – Module 8 – Programmes of community engagement and their evaluation.

Week 9 – Module 9 - Community Engaged Research and Ethics in Community Engaged Research

Week 10 – Module 10 - Rural Distress, Rural Poverty, Impact of COVID-19 on Migrant Laborers, Mitigation of Disaster

Books and references

Books and References: -

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•Principles of Community Engagement, 2nd Edition, NIH Publication No. 11-7782, Printed June 2011.

•https://youtu.be/-SQK9RGBt7o

•https://www.uvm.edu/sites/default/files/community_engagement_handout.pdf (Community Engagement)

•https://www.atsdr.cdc.gov/communityengagement/pce_concepts.html (Perspectives of Community)

•https://egyankosh.ac.in/bitstream/123456789/59002/1/Unit1.pdf (community concepts)

•https://sustainingcommunity.wordpress.com/2013/07/09/ethics-and-community-engagement/(Ethics of community engagement)

•https://www.preservearticles.com/sociology/what-are-the-essential-elements-of-community/4558(Elementsof Community)

•https://www.yourarticlelibrary.com/sociology/rural-sociology/rural-community-top-10-characteristics-of-the-rural-community-explained/34968 (features of rural community)

•https://www.mapsofindia.com/my-india/government/schemes-for-rural-development-launched-by-government-of-india (government programmes for rural development)

•https://www.yourarticlelibrary.com/sociology/rural-sociology/rural-community-top-10-characteristics-of-the-rural-community-explained/34968 (rural lifestyle)

•https://www.insightsonindia.com/social-justice/issues-related-to-rural-development/government-schemes-for-rural-development-in-india/ (schemes for rural development)

•https://www.mpgkpdf.com/2021/09/community-development-plan-in-hindi.html?m=1

•https://images.app.goo.gl/sNF2HMWCuCfkqYz56

•https://images.app.goo.gl/VaMNNMEs77XyPMrP7

•Lando, Lily Ann & Aktar, Shamima & JM, Apgar & Attwood, Simon & J, Brown & Chisonga, Nixon & Chea, Siek & A, Choudhery & Cole, Steven & Clayton, Terry & Crissman, Charles & Douthwaite, Boru & B, Downing & F, Golam & S, Hak & Gareth, Johnstone & Kabir, Kazi Ahmed & K, Kamp & Karim, Manjurul & Waters-Bayer, Ann. (2015). Research in development: Learning from the CGIAR Research Program on Aquatic Agricultural Systems.

•https://hi.nhp.gov.in/[illegible]-( )_pg

•https://www.mpgkpdf.com/2021/09/community-development-plan-in- hindi.html

•https://www.businessmanagementideas.com/hi/entrepreneurship-2/entrepreneurship-development-in-india/19998,

•https://youtu.be/bcFe0cj8kUw

•https://youtu.be/LhaQUb0hX1g

•https://youtu.be/8lJODTdrKus

•https://youtu.be/s5LDXYdopyA

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•https://images.app.goo.gl/VaMNNMEs77XyPMrP7

•https://navbharattimes.indiatimes.com/business/business-news/rural-agriculture-crisis-needs-more-attention-gadkari/articleshow/91968714.cms

•https://www.un.org/en/chronicle/article/participation-consultation-and-engagement-critical-elements-effective-implementation-2030-agenda.

•https://www.nabard.org/auth/writereaddata/tender/2405224430rural-distress-causes-consequences-and-cures-antifragility.pdf

•https://agricoop.nic.in/sites/default/files/State_of_Indian_Agriculture%2C2015-16.pdf

Book : Modern-Day Strategies for Community Engagement (Link: - https://amzn.to/3XadIXO)

•https://www.imf.org/external/pubs/ft/issues/issues26/

•Participatory Rural Appraisal, PRA Application in Rural Development Planning, R Ramesh

•Introduction to Community Development, Theory, Practice, and Service-Learning, Gary Paul Green, Jerry W. Robinson, Jr, 2011, SAGE Publications

•https://unnatbharatabhiyan.gov.in › presentations

•https://www.wellawareworld.org/

•https://imhcn.org › bibliography › transforming-services

•Israel BA, Coombe CM, Cheezum RR, Schulz AJ, McGranaghan RJ, Lichtenstein R, Reyes AG, Clement J, Burris A. Community-based participatory research: a capacity-building approach for policy advocacy aimed at eliminating health disparities. Am J Public Health. 2010 Nov;100(11):2094-102. doi: 10.2105/AJPH.2009.170506. Epub 2010 Sep 23. PMID: 20864728; PMCID: PMC2951933.

•https://www.sewa.org

•https://myrada.org

•https://www.cmnty.com/blog/community-engagement-strategies/

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Corporate Accounting

Programme : BBA	Year: Third	Semester: Sixth
Course Code: BBA-606A	Course Title: Corporate Accounting	
Credits: 3	Minor Course-9	
Max. Marks: 30+70	Min. Passing Marks:12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0		

Course Objective:

This course covers the characteristics of the Indian accounting environment and its financial reporting requirements for companies, and expands on advanced financial accounting issues, such as, accounting for non-current assets, accounting for intangible assets, accounting for liabilities and owners' equity, and provides a comprehensive coverage of consolidation issues and equity investments. The main objective is to Impact Company Accounts to understand and appreciate the Provisions of the companies act 1956 & 2013. To give them an exposure to calculate the value of Goodwill and shares.

UNIT	Content	Hours
I	**ACCOUNTING FOR SHARE CAPITAL & DEBENTURES** Meaning of share Capital, Types-Types of shares, Equity share U/s preferences shanks, - share capital v/s debentures. Issue, forfeiture and reissue of forfeited shares- meaning of share Redemption of preference shares. Issue and Redemption of Debentures.	7
II	**FINAL ACCOUNTS** Preparation of profit and loss account and balance sheet of corporate entities, excluding calculation of managerial remuneration. Disposal of company profits. *Valuation of goodwill and valuation of shares*: Concepts and calculation - simple problem only.	8
III	**AMALGAMATION OF COMPANIES** Concepts and accounting treatment as per Accounting Standard: (excluding inter company holdings). Internal reconstruction: concepts and accounting treatment, excluding scheme of reconstruction.	10
IV	**ACCOUNTS OF HOLDING COMPANIES/PARENT COMPANIES** Preparation of consolidated balance sheet with one subsidiary company. Relevant provisions of Accounting Standard: 21 (ICAI).	10
V	**LIQUIDATION OF COMPANY** Liquidation of Company, Statement of Affairs and Deficiency/Surplus, Liquid for final statement of A/c Receivers Receipt and Payment A/c.	10

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Reference Books:

1. **Fundamentals of Corporate Accounting, by :**CA.(Dr.) K.M Bansal, **Published By :**Taxmann Publications Pvt Ltd.(2016-17 edition)
2. **Basic Corporate Accounting B.Com.(Set of 2 Volumes), Written By :**CA.(Dr.) K.M Bansal **,Published By :**Taxmann Publications Pvt Ltd
3. CoA by V.K Goel Ruchi Goel (2016-17 Edition)
4. CoA by CA (Dr.) P.C. Tulsian.CA BhartTulsionS.Chand- Tulsian Publication (2017-18) Edition.

Websites:

gurukpo.com/corporate-accounting/

wiki.svtuition.org/2009/03/corporate-accounting-notes.html

https://easynotes4u.com › Finance

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Monetary Theory and Banking in India

Programme : BBA	Year: Third	Semester: Sixth
Course Code: BBA-606B	Course Title: Monetary Theory and Banking in India	
Credits: 3	Minor Course-9	
Max. Marks: 30+70	Min. Passing Marks:12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0		

Unit	Topics	No. of Lectures
I	Money: Functions, Alternative Measures To Money Supply In India And Their Different Components, Meaning And Changing Relative Importance Of Each Component, High Powered Money- Meaning And Uses, Sources Of Changes In High Powered Money. Financial System: Components, Financial Intermediaries.	10
II	Indian Banking System: DefinitionOf Bank, Commercial Banks, Importance And Functions, Structure Of Commercial Banking System In India. Regional Rural Banks, Cooperative Bank In India. Process Of Credit Creation By Banks; Determination Of Money Supply And Total Bank Credit.	10
III	Development Banks And Other Non-Banking Financial Institution: Main Features, Problems And Policies For Allocation Of Institutional Credit, Problem Between The Government And The Commercial Sector, Inter-Sectoral And Inter-Regional Problems, Problem Between Large And Small Borrowers.	15
IV	The Reserve Bank of India: Functions, Instruments Of Monetary And Credit Control; Main Features Of Monetary Policy Since Independence, Interest Rates; Various Rates In India (As Bond Rate, Bill Rate, Deposit Rate, etc.) Impact Of Inflation And Inflationary Expectations.	10

Suggested Readings:

1. Saha SK Indian Banking System SBPD Publication (Hindi and English)
2. Deshmukh And Indian Banking System Chandralok Prakashan(Hindi and English)
3. Gupta SB Monetary Planning Of India
4. Khan M Y Indian Financial System Theory And Practice
5. Sengupta A K & Agarwal K Money Market Operations In India

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BBA 4th Year
Semester- VII

Advanced Research

Programme : BBA	Year: 4th	Semester: VII
Course Code: BBA-701A	Course Title: Advanced Research	
Credits: 5	Major Course-17	
Max. Marks: 30+70	Min. Passing Marks:12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0		

Unit – 1: Introduction: Concept of Research and Its Application in Various Functions of Management, Research at different levels of Business Administration, Types of Research, Types of Business Problems Encountered by the Researcher, Problems and Precautions to the Researchers

Problem Definition, Components of Problem, Types of Problem in Research, Process of Research, Research Design: Exploratory, Descriptive and Conclusive or Experimental Research Design.

Unit – 2: Sampling: Concept, Sample Size and Sampling Procedure, Probability and Non-Probability Sampling Techniques, Determination and Selection of Sample Member, Data Collection: Secondary and Primary Data, Advantages & Disadvantages, Methods of Data Collection: Observation, Interview, Questionnaire & Schedule, Procedure of Questionnaire and Schedule construction, Types of Questions, Sequencing of Questions, Check Questions, Length of Questionnaire, Precautions in Preparation of Questionnaire, Difference between Questionnaire & Schedule.

Unit – 3: Measurement and Scaling: Types of Scales, Difficulty of Measurement, Sources of Error, Criteria for a Good Scale, Attitude Scales: The Concept of Attitude, Component of Attitude, General Procedure in Attitude Scaling, Selected Attitude Scales, Rating Methods, Limitations of Attitude Measurement, Likert & Thurston Scales.

Unit – 4: Analysis of Data: Coding, Editing and Tabulation of Data, Various Kinds of Charts and Diagrams Used in Data Analysis: Bar and Pie Diagrams and their Significance. Measurement and Central Tendency, Measure of Dispersion and their Advantages. Hypothesis Testing, Bi-variate Analysis: Chi square, Correlation, Rank Correlation, Regression Analysis, Analysis of Variance (ANOVA). Overview of Factor and Cluster Analysis, Use of SPSS in Data Analysis

Unit- 5: Report Preparation: Types and Layout of Research Report, Precautions in Preparing the Research Report. Bibliography, References and Annexure in the Report, Drawing Conclusions, Suggestions and Recommendations to the Concerned Persons, Plagiarism and IPR issues in Research

References:

1. Research Methodology by C. R. Kothari. – New Age
2. Business Research Methods by Donald C Cooper and Pamela S. Schindler, Tata Mcgraw Hill.
3. Marketing Research Rajendra Nargundkar. – TMH
4. Marketing Research by N. K. Malhotra.- Pearson
5. Research Methodology by Ranjeet Kumar. – Pearson
6. Marketing Research by Beri. – TMH

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INNOVATION AND CREATIVITY

Programme : BBA	Year: 4th	Semester: VII
Course Code: BBA-701B	Course Title: Innovation and Creativity	
Credits: 5	Major Course-17	
Max. Marks: 30+70	Min. Passing Marks:12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0		

OBJECTIVE

1. Know what creativity and innovation is, dimensions of innovation and the innovation arena
2. Learn about the searching and selecting of business idea
3. Study the various creativity enhancing methods
4. Analyze the NPD and NBD processes, innovation networks and supply chain

Unit – I

Principles of Technology-Innovation – Management, Creativity and innovation – meaning – Process – Components: Intrinsic motivation, Task skills, creative thinking. Creative Enterprises – Innovation and entrepreneurship linkage – Dimensions of innovation and the innovation arena.

Unit – II

Research Methods- Data, Models & Decisions, Enterprise Development, management, negotiation, marketing & Research. Lean Start –up Models etc. as guided by Faculty Coordinator, Searching and selecting business ideas – methods of generating new ideas – dynamics of project identification – matching products and entrepreneurs.

Unit – III

Opportunities Mapping – Sector & Competitive Analysis of Start-up Ecosystem of Region & Nation. (Focus on Sector), Start up Law, Company Act and Sector Regulatory Environment (Focus on Sector), Creativity enhancement methods– Brainstorming, Lateral thinking, mind mapping, random stimulation. New product development and new business development – Co – evolution of technology – products, markets and organizations.

Unit – IV

Learn Start-up, Venture Planning & Management, Operation Management, Performance Management etc., The innovation arena and technical business systems – Analysis of external position and internal analysis of resources and assets. Internal and external stakeholders – predicting stakeholders' behavior and its effects on NPD and NBD processes.

Unit – V

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Start-up Ecosystem Management II: Concept and Best Practices of Incubation & Acceleration Services management for Start-ups. Building and implementing competitive capabilities and developing high performance organizations, Analysis of NPD and NBD – non-linear mechanisms – computer modeling – validation and calibration of the model – sensitivity analysis. Benchmarking – Improving internal processes and extra-company processes. Innovation strategies – Innovation networks and supply chains.

References:

1. Felix Janson , Age of Innovation , Prentice Hall India, 2000

2. Jacob Goldenberg, Creativity in product Innovation , Cambridge University Press,2002

3. Tom Burns & G.M.Stalker, The management of Innovation – Oxford,Dec 2000

4. Satish Taneja, S.L.Gupta, Entrepreneurship Development – New venture creation, Galgotia Publishing company,1999

5. Nino S.Levy, Managing High technology and Innovation, Prentice Hall,1998

6. V.K.Narayanan, "Managing Technology and innovation for competitive advantage", Prentice Hall India,2001

7. Shirur.S.Sherwani, " Creativity in management", Deep & Deep Publications, 2004

8. Drucker, "Innovation and Entrepreneurship", Harper and Row Publishers, 1997.

9. Jane Henry, "Creativity and Perception in Management",Sage Publications,2001.

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Social Entrepreneurship

Programme : BBA	Year: 4th	Semester: VII
Course Code: BBA-702A	Course Title: Social Entrepreneurship	
Credits: 5	Major Course-18	
Max. Marks: 30+70	Min. Passing Marks:12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0		

Unit – 1: Introduction to Social Entrepreneurship: Meaning, definition, Social entrepreneur, Characteristics of Social Entrepreneurship, Characteristics of Social Entrepreneur, Differences between Business and Social entrepreneur, Entrepreneurship and Social Entrepreneur ship, Social Entrepreneurship in developing countries and in India, The Timmons Model of the Entrepreneurship Process, The PCDO (The People, Context, Deal, and opportunity) frame work, The Case Model, The Social Entrepreneurship Frame work, Sources of Social Entrepreneurship - Public Sector, Private Sector, Voluntary Sector

Unit – 2: Social Innovation & Entrepreneurship: Concept of Social Innovation, Strategic Approaches to Social Innovation, different Ways of Supporting Social Innovation: In the Public Sector –In the Third Sector –In the Market Economy –In the Household Economy, different ways to get funding :Business plan competitions, challenges and winning awards- Seed stage and angel funding-Grants and donations-Crowd funding-Social enterprise incubators-Social Venture Capital firms-Debt Financing –Loan Guarantees – Pooling –Social Impact Bonds – Micro Finance – Others, Social Innovative projects in Foreign Countries.-Social Innovative projects in India-Humanitarian Innovation.

Unit – 3: Ethical Entrepreneurship and Challenges in Social Entrepreneurship: Ethical entrepreneurship: Meaning. Empirical ethics, eternal ethics, Entrepreneur and customer, Entrepreneur and employee, Entrepreneur and Government, Challenges in Social Entrepreneurship, Social Entrepreneurship in Practice: The Self Employment Women's Association (SEWA)

Unit- 4: Legal Framework of Social Enterprises: Brief study of Acts :- Indian Trust Act (1882), Societies Act (1860), Companies Act (1956), Foreign Contribution and Regulation Act (2010), Income Tax Act (1961), Employee State Insurance Act 1948 & Right to information Act (2005)

References:

1. Brendan Galbraith, Francesco Molinari, Social Innovation and Entrepreneurship Case Studies, Practices and Perspectives Paperback – September 8, 2014,

2. Stephen Goldsmith, the Power of Social Innovation: How Civic Entrepreneurs Ignite Community Networks for Good, 1st Edition, 2010,

3. Robert A. Philips Margret Bonefiel Ritesh Sharma, Social entrepreneurship, the next big business opportunity Global Vision Publishing House, New Delhi, 2011,

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4. S. S. Khanka, Entrepreneurship in India, perspective and practice, Akansha publishing house. New Delhi, 2009.

5. Jill Kickul and Thomas S.Lyons, Routledge. Understanding social entrepreneurship, the relentless pursuit of mission in an ever changing world, New York, 2012

6. Vasanth Desai, Entrepreneurial development, Himalaya Publishing House, 2008. web resources

7. Kapoor N.D. Hand book of Industrial Law,Sultan Chand & Sons.New Delhi, 2011.

8. Justice Subhro Kamal Mukherjee, , S.P.Sen Gupta Indian Trust Act 1882,Kamala Law book house 5th Edition, 2015.

9. Lal &Rajesh Gupta Commentary on Socieites Registration Act with State Amendment Rules, Kamala Law Book house, 2016

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ENTREPRENEURIAL PROMOTIONS

Programme : BBA	Year: 4th	Semester: VII
Course Code: BBA-702B	Course Title: Entrepreneurial Promotions	
Credits: 5	Major Course-18	
Max. Marks: 30+70	Min. Passing Marks:12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0		

Course Objectives:

1. Define the importance of small business organization
2. Know the market survey and opportunity for small business
3. Identify a feasible location
4. Learn the intellectual property and the entrepreneurship patents
5. Study the small entrepreneurship in international business

Unit I

Definition- Importance- Opportunities for an Entrepreneurial Career-Forms of Small Business Organizations-SSI Registration benefits – Subsidies and Incentives – Export possibilities.

Unit II

Market survey and Opportunity-Business planning- start up strategies for Small Business. Preparation of the parts of the Business plan: Choosing a product or service-Criteria- Evaluating an existing business-Buyout Vs. New Venture Decisions-Understanding the legalities of Buyouts-Government Regulation and necessary paper work for Business start –ups & Digital Marketing

Unit III

Identification of a feasible location-Importance of location for small business-marketing research for site selection-Locating a manufacturing plant-Site criteria used by the high- Technology companies-the influence role off Industrial parks.

Unit IV

Intellectual property and the Entrepreneur- Patents- Patent process- Copyrights- Trademarks. Support systems-District Industry centers, SFC's, SISI, NABARD, National Small Industries Corporation and other relevant institutions/organizations at the state level.

Unit V

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Small Enterprise in International Business- Export potentials of small units- Major constraints - Strategies for growth in Small Business-Managing growth and Transition.

References:

1. Colin Barrow, "The Essence of Small Business", Prentice Hall, 1993

2. Joseph R. Manauso, "How to start, finance and manage your small business", Prentice Hall

3. C.B.Gupta & N.P.Srinivasan, "Entrepreneurship Development" Sultan Chand & Sons, 1992

4. David H. Holt, "Entreprenuership – New Venture Creation", Prentice Hall, 1992

5. K.C.Nanda, "Credit and Banking", Response Books, 1999

6. S.S.Khanka, "Entrepreneurial Development", Sultan Chand & Sons, 1999

7. Nicholas Siropolis, "Entrepreneurship and Small Business Management", Houghton Mifflin Co., 1998

8. Justin G. Longecker et al, "Small Business Management", South Western College Publication, 1999

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E-MARKETING

Programme : BBA	Year: 4th	Semester: VII
Course Code: BBA-703A	Course Title: E-Marketing	
Credits: 5	Major Course-19	
Max. Marks: 30+70	Min. Passing Marks:12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0		

Course Objective:

1 To make the students understand the concept and techniques of international marketing.

2 To train the students to develop plans and marketing strategies for entering into international markets and managing overseas operations.

UNIT	Course Content	Hours
I	E-Marketing: Concept & scope, E-Marketing and E-Business interrelationship, Marketing implications of Internet technologies and convergence, Convergence and M commerce. E-Marketing 7 Step Plan: Situation Analysis, E – Marketing Strategic Planning, Objectives, E- Marketing Strategies, Implementation Plan, Budget, Evaluation Plan	15
II	E -Marketing Environment: Global markets, Emerging Economies, Technological readiness, Ethical &Legal issues: Privacy and Security Concerns, Electronic Payment System - Different types of payment modes, ecash, e-check, e-money - E-Security Firewalls The Virtual Value Chain: Marketplace vs. Market space - Visibility, Mirroring capability, The network economy - "Moore's Law" and "Gilder's Law" , E-Marketplaces and Economic Impacts	15
III	Consumer Behavior: Social & cultural context, Individual characteristics and Resources, Motivations for shopping on the net, attributes of online shopping. Segmenting and Targeting Online Customers: Business – Government and Customer Markets, Important geographic segments for E-Marketing, Demographic segments, Psychographic segments, Behavior segments, Targeting online customers.	15
IV	Differentiation and Positioning Strategies: Product – Service – Personnel – Channel and Image differentiation. Differentiation Strategies – site atmospherics, making the intangible tangible, building trust, efficient and timely order processing, pricing, CRM, Enhancing the customer experience.	15

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V	Marketing Strategies for BOP Markets: Four elements of BOP strategy - creating buying power, shaping aspirations, improving access, and tailoring local solutions. C K Prahalad's 12 principles, BOP Protocol Criticism of Marketing to BOP & Alternate Perspectives	15

Text and Reference Books

1. The Fortune at the Bottom of the Pyramid, Prahalad, C.K., Pearson –Singapore.
2. We are like that only, Bijapurkar, R. (2007), New Delhi: Penguin Portfolio.
3. Internet Marketing: Strategy, Implementation and Practice, 3/e, Dave Chaffey, Pearson
4. Marketing Analytics: A Practical Guide to Improving Consumer Insights Using Data Techniquesby Mike Grigsby, Kogan page, 2018
5. Business Analytics: Applications To Consumer Marketingby Sandhya Kuruganti and HindolBasu, TMH, 2015

Weblinks

https://www.coursera.org/learn/uva-darden-market-analytics

https://www.classcentral.com/course/coursera-marketing-analytics-4868

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Company Account

Programme : BBA	Year: 4th	Semester: VII
Course Code: BBA-703B	Course Title: Company Account	
Credits: 5	Major Course-19	
Max. Marks: 30+70	Min. Passing Marks:12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0		

Unit	Topics	No. of Lectures Total=75
I	Joint Stock Companies: Its types and share capital, Issue, Forfeiture and Re-issue of shares, Redemption of preference shares, Issue and Redemption of Debenture.	15
II	Final Accounts: Including Computation of managerial Remuneration and disposal of profit.	20
III	Accounting for Amalgamation of companies as per Accounting Standard 14, Accounting for Internal reconstruction, Liquidation of Company.	20
IV	Consolidated Balance Sheet of Holding Companies with one Subsidiary only, Statement of Affairs and Deficiency/Surplus, Receivers Receipt and Payment A/c.	20

Suggested Readings:

5. Gupta R.L. Radhaswamy M, Company Accounts
6. Maheshwari, S.N., Corporate Accounting
7. Monga J.R., Ahuja, Girish, and Sehgal Ashok, Financial Accounting
8. Shukla, M.C., Grewal T.s. and Gupta, S.C. Advanced Accounts

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Family Business Management

Programme : BBA	Year: 4th	Semester: VII
Course Code: BBA-704A	Course Title: Family Business Management	
Credits: 5	Major Course-20	
Max. Marks: 30+70	Min. Passing Marks:12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0		

Unit- 1: Concept of Family Business: Importance and Characteristics of Family Business, Uniqueness of Family Business- what makes the family enterprise so successful? Difference between family-owned firm and family controlled firm, Family Business v/s Non family Business, Advantages of Family Business

Unit- 2: Family Business Dimensions & Understanding Family Business Dynamics: Ownership, business and family dimension, Systems theory perspective, 3 Circle Model of Family Business, Life cycle of Family Business, key challenges facing the family businesses in India.

The Family Systems theory, Role of Genograms in family system- Family and ownership of business dichotomy- Responsibilities and rights of a shareholder of a family business, effective governance, Family Constitution, Planning for Succession in law, Conflicts in the family, Resolving the conflicts, Stages of Conflict.

Unit – 3: Family Businesses and Governance: Meaning and challenges to family governance, Advisory board and board of directors- Responsibilities, Family meetings and Family Councils– Role and benefits, Family offices, Board and Family Council- how they work together, professional management, effective outside boards.

Unit – 4: Leadership and the imperatives for family business: Succession and Continuity, Succession- importance, Family leaders-roles and responsibilities. Succession- importance, succession planning and continuity planning mindset, CEO exit styles, next generation leader characteristics, steps in succession planning and transfer of power

References:

Ernesto J. Poza and Mary S. Duagherty, Family Business, Cengagae Learning. New Delhi, 2015
Gersick, K.E., Davis, J.A., Hampton, M.M. & Lansberg, I., Generation to Generation: Life Cycles of the Family Business. Harvard Business School Press, 1997

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MARKETING OF SERVICES

Programme : BBA	Year: 4th	Semester: VII
Course Code: BBA-704B	Course Title: Marketing of Services	
Credits: 5	Major Course-20	
Max. Marks: 30+70	Min. Passing Marks:12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 5-0-0		

UNIT	Course Content	Hours
I	Introduction: Definition, Differences between Services and Goods, Tangibility Spectrum, Distinctive Characteristics of Services, Categories of Service Providers, STP for services. Services Marketing Mix - People, Physical Evidence & Process.	4
II	The Gap Model of Service Quality: The Customer Gap, The Provider Gap, The Customer Expectations of Service, The Zone of Tolerance, Customers Perception of Quality and Customer Satisfaction, SERVQUAL. Consumer Behaviour in Service Context. Understanding Customer Requirements, Listening to Customers through Research, Building Customer Relationship, Service Recovery, Factors Necessary for Appropriate Service Standards, Types of Customer -Defined Service Standards.	8
III	Developing Service Products: Core and Supplementary, Services Pricing Strategies, Logistics & Distribution of Services, Physical and Electronic Channels, Role of retailing in service distribution. Promoting Services and Educating Customers, People and Internal Communication, Managing Marketing Communications.	6
IV	Physical Evidence and Servicescape: Meaning, Types of Servicescapes, Strategic Roles of Servicescape, Guidelines for Physical Evidence Strategy, Strategic Roles of Servicescape, Role of Technology in Services Marketing. People in Services: Role, Importance and Training. Designing and Managing Service Processes: Forecasting, Managing Demand and Capacity Capacity Constraints, Demand Patterns, Strategies for matching Capacity and Demand., Process of Operations and Delivery of Services.	6

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V	Marketing in various services: Fast food chains, Hospitality Services, Travel and Tourism services, Financial Services, Banking Services, Insurance Services, Telecom Services, Retailing Services (Brick & mortar, Online), Transportation & Logistics Services, Consultancy Services, Educational Services, Payment Bank Services, Entertainment & Public Utility information services. International marketing of services: challenges, recent trends, Principal Driving Force for globalization of services.	6

Text and Reference Books

1. Marketing Channels by Louis W. Stern, Adel I. El-Ansary & Anne T. Coughlan (to be given as text book).
2. Marketing Channel Management by Pingali & Venugopal.
3. Sales Management by Richard R. Still, Edward W. Cundiff & Norman A.P. Govoni.
4. Sales and Distribution Management: An Indian Perspective, Pingali & Venugopal, SAGE Publications, 2008
5. Field Sales Management –Principles & Practices by S.Ramachandran, Allied Publications
6. Marketing & Sales Management by Acharya & Govekar – HPH (1985 Edition)
7. Sales Management Decisions, Strategies and Cases, 5th edition by Still, Richard R et al. Prentice-Hall, India
8. Sales and Distribution Management–Text & Cases by Havaldar and Cavale Tata McGraw-Hill, 2007.
9. Confectionery sales and distribution, United States. Business and Defense Services Administration. Food Industries Division.

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OPERATIONS RESEARCH

Programme : BBA	Year: 4th	Semester: VII
Course Code: BBA-705A	Course Title: Operations Research	
Credits: 4	Minor Course-9	
Max. Marks: 30+70	Min. Passing Marks:12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0		

Course Objective: The purpose of this course is to provide the participants with a sound conceptual understanding and application of various scientific methods and techniques for business decision making in an efficient and effective way.

UNIT	Course Content	Hours
I	Operations Research:- Uses, Scope and Applications of Operation Research in managerial decision-making. Decision-making environments:-Decision-making under certainty, uncertainty and risk situations; Decision tree approach and its applications.	10
II	Linear programming: Mathematical formulations of LP Models for product-mix problems; graphical and simplex method of solving LP problems; sensitivity analysis; duality. Transportation problem: Various methods of finding Initial basic feasible solution and optimal solution. Assignment Problem.	10
III	Game Theory: Concept of game; Two-person zero-sum game; Pure and Mixed Strategy Games; Saddle Point; Odds Method; Dominance Method. Mixed Strategy Game.	10
IV	Queuing Theory: Characteristics of M/M/I Queue model; Application of Poisson and Exponential distribution in estimating arrival rate and service rate; Models of Inventory.	15
V	Project Management: Rules for drawing the network diagram, Applications of CPM and PERT techniques in Project planning and control; Crashing of operations.	15

Text and Reference Books

1. Operations Research : Theory, Methods & Applications, SD Sharma
2. Operations Research: An Introduction, Hamdy A. Taha (Prentice Hall of India Private Ltd., New Delhi, 1998)

Weblinks

https://www.edx.org/course/operations-management-iimbx-om101

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xhttp://nptel.ac.in/courses/112106134/1

https://onlinecourses.nptel.ac.in/noc18_mg41/preview

http://nptel.ac.in/courses/110106062/

http://nptel.ac.in/courses/112106131/1

https://www.edx.org/learn/operations-management

https://ocw.mit.edu/courses/sloan-school-of-management/15-761-introduction-to-operations-management-spring-2013/

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Information Systems for Managers

Programme : BBA	Year: 4th	Semester: VII
Course Code: BBA-705B	Course Title:	Information Systems for Managers
Credits: 4		Minor Course-9
Max. Marks: 30+70		Min. Passing Marks: 12+28
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0		

Course Objective: This course focuses on the critical personal and organizational issues of the management information systems (MIS) function. Exposure is provided to important technical topics related to computer hardware and software.

UNIT	Course Content	Hours
I	Basic Concepts of Computers: Definition, characteristics, advantages and limitations of a computer; Essential Components of computer: Hardware-Input, output devices, Storage Devices; Software: Types of software. Use of compiler, interpreter and assembler; Operating System: Definition, Functions, Types Classification, Elements of GUI based operating system, Overview of Windows 10, Linux, etc.	10
II	Computer Networks: Overview of Computer Network, Types of computer networks (LAN, WAN and MAN), Network topologies, Components of computer networks. Internet: Concept, Internet terminology (IP addresses, ISPs, URL, Domain names, Web Browsers, Search engines) ; E-commerce: Introduction, Advantages &Disadvantages, E-commerce Models; Issues in Implementing Electronic Commerce; Applications of Information Technology.	10
III	Introduction to Information System (IS): Concept of Data and Information, Components, resources, Trends in IS, Classification of IS (TPS, OAS, MIS, DSS, GDSS, ES, EIS or ESS), Parameters for selecting a suitable IS.: Applications of Artificial Intelligence(AI): Neural Networks, Fuzzy Logical Control System, Virtual Reality , Expert System(ES), Executive Information System(EIS), Cross Functional Information Systems	10
IV	Role of MIS: Strategic Advantage with MIS, Managing Knowledge; Applications: Enterprise Resource Planning (ERP), Customer Relationship Management (CRM), Security and Ethical Challenges Of IT, Cyber Crime and Privacy Issues.	15
V	Developing MIS Systems: System Development Life Cycle, Investigation Phase, Prototyping, Feasibility Analysis, System Analysis (DFD and ER Diagram), System Design, Implementing Business Systems, Testing, Documenting, Training, Conversion and Maintenance: Rapid Application Development Models.	15

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Text and Reference Books

1. Management Information Systems: Managing the Digital Firm -
2. Loudon, Kenneth C., and Jane P. Loudon. 10/e, Prentice-Hall, 2007.
3. Managing Information Technology, 6th edition 2008, Carol V. Brown, Daniel W. DeHayes, Jeffrey A. Hoffer, Martin, E. Wainright, and William C. Perkins, Prentice-Hall, Incorporated.
4. Management Information Systems: Text & Cases – Jawadekar W. S, 4/e, Tata McGraw Hill, 2010.
5. Computer Application in Business – Sudalaimuthu, Anthony Raj, HPH.
6. MIS Managing Information Systems in Business, Government and Society - Rahul De ,1/e, Wiley India, 2012.
7. Information Technology for Management: Transforming Organizations in the Digital Economy - Efraim Turban, & Linda Volonino. 7/e, Wiley India. 2007.
8. Management Information Systems – Nirmalyabagchi, Vikas Publishing House, 2011.

Weblinks

http://mbaexamnotes.com/management-information-system-notes.html

https://www.edx.org/course/introduction-to-management-information-systems-mis-a-survival-guide

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BBA 4th Year
SEMESTER- VIII

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International Business

Programme : BBA	Year: 4th	Semester: VIII
Course Code: BBA-801A	Course Title: International Business	
Credits: 4	Major Course-21	
Max. Marks: 30+70	Min. Passing Marks: 12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0		

Course Objective: This paper deals with a broad conceptual focus on the marketing management problems, techniques and strategies necessary to incorporate the marketing concept into the framework of the world market place. The purpose of the course is to familiarize students with various environmental factors and forces that affect a firm's overseas operations and learn to manage international business

UNIT	Course Content	Hours
I	**Introduction, Importance and Challenges** – Nature, Importance and scope of International Marketing, Domestic marketing vs. International marketing. International market entry– Export, Licensing , Franchise, Joint Venture.	10
II	International market segmentation, international marketing research, screening and selection of markets.	10
III	International Product Policies – Major product decisions – product features and quality, product design, labeling, packaging, branding and product support services; strategies in multinational product planning, international product life cycle, New product development, International Trade	8
IV	International Pricing Decisions – international Price determination international pricing process and policies, delivery terms and currency for export price quotations, international transfer pricing, methods of determining transfer pricing, Differential Pricing. International Distribution and logistics.	7
V	**Global Trading Environment and International Economic Institutions:** Liberalization of World Trade. FDI and their Impact on the Economy.IMF, World Bank, UNCTAD and WTO, NAFTA, ASEAN, SAFTA	10

Text and Reference Books

1. Nargundkar- InternationalMarketing (Excel Books)
2. Czinkota - International Marketing (Thompson, 8th Ed.)

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3. Cateora Graham - International Marketing (TMH, 10th Ed.)

4. Siddiqui- InternationalMarketing (Wiley Dreamtech)

5. Cherunilam F - International Trade and Export Management (Himalaya, 2007)

6. Varshney R.L, Bhattacharya B - International Marketing Management (Sultan Chand & Sons, 9th Ed.)

Jain S. – International Marketing (Thomson)

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Business Intelligence

Programme : BBA	Year: 4th	Semester: VIII
Course Code: BBA-801B	Course Title: Business Intelligence	
Credits: 4	Major Course-21	
Max. Marks: 30+70	Min. Passing Marks:12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0		

Course Objective:

The main objectives of this course are to:
To equip knowledge on technical components of Business Intelligence.

UNIT	Course Content	Hours
I	Introduction to Business Intelligence: Framework for Business Intelligence– Intelligence Creation– Transaction Processing Versus Analytic Processing–Major Tools and Techniques of BI.	10
II	Business Performance Management – Strategize–Plan–Monitor–Performance Measurement– BPM Methodologies–Performance Dashboards and Scorecards.	10
III	Text and web mining – text mining concepts and definitions – natural language processing – text mining applications – text mining process – text mining tools – web mining overview – web content mining and web structure mining – web usage mining – web mining success stories.	10
IV	Business Intelligence Implementation: Integration and Emerging Trends– Implement BI– BI and Integration implementation –Connecting BI systems to Databases and other enterprise systems.	15
V	On-Demand BI–Issues of Legality, Privacy and Ethics–Emerging Topics in BI – the web2.0 revolution – online social networking – virtual worlds – social networks and BI: collaborative decision making – RFID and new BI application opportunities – reality mining.	15

Text and Reference Books

Text Book(s) :

- Efraim Turban, Ramesh Sharda, Dursun Delen and David King – Business Intelligence – A Managerial Approach, Pearson, 2012, 2nd Edition.
- Stuart Russel and Peter Norvi, Artificial Intelligence: A Modern Approach, Prentice Hall,
- 2009, 3rd Edition.

Reference Books :

- Galit Shmueli, Nitin R. Patel and Peter C. Bruce – Data Mining for Business Intelligence, Prentice Hall, 2009, 3rd Edition.

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RETAIL MANAGEMENT

Programme : BBA	Year: 4th	Semester: VIII
Course Code: BBA-802A	Course Title: Retail Management	
Credits: 4	Minor Course-10	
Max. Marks: 30+70	Min. Passing Marks:12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0		

Course Objective: This course is aimed at providing students with a comprehensive understanding of the theoretical and applied aspects of retail management.

UNIT	Course Content	Hours
I	**An Overview of Strategic Retail Management:** Definition, Importance, Scope and Functions of Retailing; Evolution of Retail Competition,- The Wheel of Retailing, the Accordion, the Retail Life Cycle; Service characteristics of retailing; Emerging Trends in Retailing; Building and Sustaining Relationships in Retailing, Strategic Planning in Retailing.	10
II	**Situation Analysis**: Retail Institutions by Ownership, Retail Institutions by Store-Based Strategy, Web, Nonstore-Based, and Other Forms of Nontraditional Retailing. The Retail Scenario in India, Retail Formats in India. **Targeting Customers and Gathering Information:** Identifying and Understanding Consumers, Information Gathering and Processing in Retailing.	10
III	**Choosing a Store Location:** Trading-Area Analysis, Site Selection, Store Design and Layout, The Store and its Image, The External Store, Internal Store, Display, Visual Merchandising and Atmospherics. **Managing a Retail Business:** Retail Organization and Human Resource Management, Operations Management-Financial & Operational Dimensions, Logistics and Supply Chain Management in Traditional Retailing and Online Retailing.	15
IV	**Merchandise Management and Pricing:** Developing Merchandise Plans, Implementing Merchandise, Financial Merchandise Management, Pricing in Retailing. **Communicating with the Customer:** Establishing and Maintaining a Retail Image, Promotional Strategy, Customer Service, The GAPs Model,	15

	Customer Relationship Management, Know Your Customer(KYC).	
V	Integrating and Controlling the Retail Strategy. Governments policy for single and multi-brand retailing. Retail Management Information Systems; Retail Audits; Online Retailing; Global Retailing; Legal and Ethical Issues in Retailing.	10

Text and Reference Books

1. Levy IM. And Weitz B.A (2004), Retailing Management, 5th ed., Tata McGraw Hill.
2. Berman B. Evans J. R. (2004), Retail Management, 9th Edition, Pearson Education.
3. Bajaj C; Tuli R., Srivanstava N.V. (2005), Retail Management, Oxford University Press, Delhi.
4. Dunne P.M, Lusch R.F. and David A. (2002), Retailing, 4th ed., South-Western, Thomson Learning Inc.
5. Retail Marketing Management by Gilbert, David, Pearson Education
6. Retail Marketing by Pradhan, Swapna ,TMH, 3rd edition, 2010
7. Managing Retailing Sinha by Piyush Kumar, Uniyal Dwarika Prasad, Oxford Univ. Press. 2007
8. Retail Franchising by Manish Sidhpuria, McGraw Hill 2009
9. Visual Merchandising by Bhalla, S. Anurag, McGraw Hill, 2010
10. Supply Chain Management by Ray, McGraw Hill, 2010

Brand Management

Programme : BBA	Year: 4th	Semester: VIII
Course Code: BBA-802B	Course Title: Brand Management	
Credits: 4	Minor Course-10	
Max. Marks: 30+70	Min. Passing Marks: 12+28	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-0		

OBJECTIVE

- To help the students appreciate the relationship between Corporate Strategy and Product and Brand Management
- To provide a framework to understand the new product development process, the organizational structures for new product development and product management functions within an organization
- To explore the various issues related to Brand Management and to enhance the understanding and appreciation of this important intangible strategic asset, including brand associations, brand identity, brand architecture, leveraging brand assets, brand portfolio management etc.

Unit	Topics	Hrs.
I	Management of New Product Development Process - Managing Product Life cycle -Brands and Branding- Introduction to Brand Management -Brand Management Process - Brand Choice Decisions and Models.	10
II	Product Plans-Elements of Branding- Brand Identity -Brand Communication - Brand Positioning -Brand Image and Personality - Valuation of Brands- Brand Valuation -Brand Tracking and Monitoring	10
III	Marketing Mix Factors and Products-Managing Brand Over Time- Building Brands in Indian Market - Launching a New Brand -Revitalizing Brands - Branding Strategies- Brand Extension Strategies - Brand Portfolio Management- Managing Brands Across Geographical Borders	10
IV	Managing Brand Experience - Digital Branding-Employment Branding - Co-branding- Brand extension scorecard-Culture and branding-Brand flashbacks- Future brand priorities	15
V	Advertising -Brand Name Plan- Pricing Systems -Product Distribution Systems -Advertising and Sales Promotion - Product Sales Management -Product and Public Relations Service Product Marketing - Industrial Product Marketing Product Exports and International Marketing -Critical Success Factors in Brand Management	15

REFERENCES:

- Strategic Brand Management: Building, Measuring, and Managing Brand Equity, by Kevin lane Keller; Ambi M. G. Parameswaran; Issac Jacob; Fourth edition: Pearson Education India

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- Product and Brand Management Tapan K. Panda Paperback: 888 pages Publisher: Oxford University Press; First edition
- Product and brand management by U C Mathur; Publisher: Excel Books

Dissertation

Programme : BBA	Year: 4th	Semester: VIII
Course Code: BBA-803		Course Title: Dissertation
Credits: 12		Research Project/ Dissertation
Max. Marks: 100		Min. Passing Marks: 40

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