

**DEPARTMENT OF MANAGEMENT STUDIES, BHIMTAL CAMPUS  
KUMAUN UNIVERSITY, NAINITAL**

**Ordinances and Syllabi of Bachelor of Business Administration (3 Years)**

The existing ordinances of the BBA programme of Kumaun University shall be applicable in the academic session 2022-23. However, the Board of Studies and the Faculty Board examined, reviewed and modified the existing syllabi for implementation in the academic session 2022-23. The details of the modified syllabi to be implemented in the current academic session (2022-23) are as follows.

# Bachelor of Business Administration

## Course Curriculum

Year	Sem.	Subject	Paper Code	Subject Name	Periods	Evaluation		
					L-T-P	Internal Assessment	End Semester Examination	Subject Total
1	I	1	BBA 101	Business Economics	2-1-0	30	70	100
		2	BBA 102	Basic Accounting	2-1-0	30	70	100
		3	BBA 103	Business Statistics	2-1-0	30	70	100
		4	BBA 104	Principles of Management	3-0-0	30	70	100
		5	BBA 105	Business Ethics and Governance	3-0-0	30	70	100
		6	BBA 106	Computer Fundamentals	2-0-1	30	70	100
			-	Computer Fundamentals Practical	-	25	25	50
		7	BBA 107	Comprehensive Viva-voce	-	-	50	50
		Semester Total						
	II	1	BBA 201	Organisational Behaviour	3-0-0	30	70	100
		2	BBA 202	Business Finance	2-1-0	30	70	100
		3	BBA 203	Human Resource Management	3-0-0	30	70	100
		4	BBA 204	Marketing Theory and Practices	3-0-0	30	70	100
		5	BBA 205	Business Mathematics	2-1-0	30	70	100
		6	BBA 206	Production and Operations Management	2-1-0	30	70	100
		7	BBA 207	Comprehensive Viva-voce	-	-	100	100
		Semester Total						
2	III	1	BBA 301	Management & Cost Accounting	2-1-0	30	70	100
		2	BBA 302	Business Law	3-0-0	30	70	100
		3	BBA 303	Advertising Management	3-0-0	30	70	100
		4	BBA 304	Introduction to Business Analytics	2-1-0	30	70	100
		5	BBA 305	Business Communication	2-1-0	30	70	100
		6	BBA 306	Business Environment	3-0-0	30	70	100
		7	BBA 307	Comprehensive Viva-voce	-	-	100	100

		Semester Total						700
IV	1	BBA 401	Supply Chain Management	2-1-0	30	70	100	
	2	BBA 402	Research Methodology	2-1-0	30	70	100	
	3	BBA 403	Performance Management and Compensation Management	2-1-0	30	70	100	
	4	BBA 404	Entrepreneurship Development	3-0-0	30	70	100	
	5	BBA 405	Investment Analysis & Portfolio Management	2-1-0	30	70	100	
	6	BBA 406	Retail Management	3-0-0	30	70	100	
	7	BBA 407	Comprehensive Viva-voce	-	-	100	100	
	Semester Total						700	
3	V	1	BBA 501	Direct and Indirect Tax	2-1-0	30	70	100
		2	BBA 502	Marketing Communication	3-0-0	30	70	100
		3	BBA 503	Small business management	3-0-0	30	70	100
		4	BBA 504	Sales management	3-0-0	30	70	100
		5	BBA 505	Working Capital Management	2-1-0	30	70	100
		6	BBA 506	Industrial Relations & Labour Laws	3-0-0	30	70	100
		7	BBA 507	Summer Training Project Report and Viva-voce	-	-	100	100
		Semester Total						700
	VI	1	BBA 601	Project Management	2-1-0	30	70	100
		2	BBA 602	Marketing of Services	2-1-0	30	70	100
		3	BBA 603	Agricultural and Rural Marketing	3-0-0	30	70	100
		4	BBA 604	International Business	3-0-0	30	70	100
		5	BBA 605	Strategic Management	3-0-0	30	70	100
		6	BBA 606	Training and Development	3-0-0	30	70	100
		7	BBA 607	Dissertation Project and Viva-voce	-	-	100	100
Semester Total						700		

## **Program outcomes (POs)**

### **Bachelor of Business Administration**

On completion of the programme, the student(s) will be able to:

- PO 1:** Demonstrate analytical thinking ability in making decisions and entrepreneurial mindset.
- PO 2:** Exhibit collaborative behaviour and work as a team.
- PO 3:** Demonstrate value driven leadership with ability to manage cross-cultural dimensions of diverse workforce.
- PO 4:** Demonstrate innovative behaviour and launching new business ideas and solutions.
- PO 5:** Display ecological sensitivity towards business development.
- PO 6:** Exhibit transparent and unbiased ethical decision making.
- PO 7:** Take up on specialized master's program in her/his domain.
- PO 8:** Pursue research in her/his discipline and/or allied disciplines.

## **Program Specific Outcomes (PSOs)**

On completion of the programme, the student(s) will be able to:

- PSO 1:** Get an overview of the Business Administration program.
- PSO 2:** Have basic understanding of different disciplines in Business Administration.
- PSO 3:** Gather required knowledge to explore the domain of Business Administration in future.
- PSO 4:** Pursue Business Administration program further, from the institution of choice.
- PSO 5:** Enhance the depth of their knowledge in Business Administration.
- PSO 6:** Develop skills essential in management domain.
- PSO 7:** Learn in details different disciplines in Business Administration.
- PSO 8:** Pursue Business Administration program further, from the institution of choice.
- PSO 9:** Have advanced knowledge of the domain.
- PSO 2:** Take up on a master's degree in their discipline.
- PSO 10:** Have a personality instilled with knowledge, skills and values.
- PSO 11:** Get exposure for different career prospects.
- PSO 12:** Students will be instilled with human values.
- PSO 13:** Students will be able to secure jobs and further their professional career.

Course Code: BBA101		Course Title: Business Economics	
<b>Course outcomes:</b>			
The aim of the course is to build knowledge and understanding business economics among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about business economics. The outcome of the course will be as follows:			
<ul style="list-style-type: none"><li>• To provide knowledge about business economics.</li><li>• To provide knowledge about Demand Analysis.</li><li>• To Determine Production and cost analysis.</li><li>• To Make aware with pricing and profit management.</li></ul>			
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-1-0			
Unit	Topics		No. of Lectures Total=45
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.		10
II	Demand Analysis: Concept of Demand & its 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.		12
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.		11
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		12
<b>Suggested Readings:</b>			
<ul style="list-style-type: none"><li>. Varsney&amp; Maheshwari, Managerial Economics</li><li>. Mote Paul &amp; Gupta, Managerial Economics: Concepts &amp; cases</li><li>. D.N.Dwivedi, Managerial Economics</li><li>. D.C.Huge, Managerial Economics</li><li>. 5. Peterson &amp; Lewis, Managerial Economics</li></ul>			
<b>Suggested Continuous Evaluation Methods:</b>			
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instil in student a sense of decision making and practical learning.			
<b>Suggested equivalent online courses:</b> Introduction to Managerial Economics, <i>Indian Institute of Bangalore</i> via SWAYAM			

Course Code: BBA 102		Course Title: Basic Accounting	
<b>Course outcomes:</b>			
The aim of the course is to build knowledge and understanding principles of accounting among the students. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about accounting. The outcome of the course will be as follows:			
<ul style="list-style-type: none"><li>• To Introduce about Accounting Principles and other aspects of accounting.</li><li>• To provide knowledge about rectification of errors.</li><li>• To make able about valuation of stocks.</li><li>• To make aware with share and Debenture.</li></ul>			
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-1-0			
Unit	Topics		No. of Lectures Total=45
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.		10
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.		14
III	Valuation of stocks, Accounting treatment of depreciation, Reserves and provisions, Preparation of final accounts along with adjustment entries.		12
IV	Issue of shares and debentures, Issue of bonus shares and right issue, Redemption of preference shares and debentures.		9
<b>Suggested Readings:</b>			
Agarwal B.D., Advanced Accounting Chawla & Jain, Financial Accounting 3.Chakrawarti K.S., Advanced Accounts. 4.Gupta R.L. & Radhaswamy, Fundamentals of Accounting 5.Jain& Narang, Advanced Accounts			
<b>Suggested Continuous Evaluation Methods:</b>			
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.			
<b>Suggested equivalent online courses:</b>			
1. Financial Accounting, Prof. CA. Varadraj Bapat, <i>Indian Institute of Techonology (IIT), Bombay</i> , via SWAYAM 2. Financial Accounting, Dr. CS. Manish Sitlani, <i>Devi Ahilya Vishwavidyalaya, Indore</i> via SWAYAM			

Course Code: BBA 103		Course Title: Business Statistics	
<b>Course outcomes:</b>			
The aim of the course is to build knowledge and understanding of Business Statistics among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Business Statistics. The outcome of the course will be as follows:			
<ul style="list-style-type: none"><li>• To provide knowledge about basic concepts of Statistics.</li><li>• To provide knowledge measurement of central tendency.</li><li>• To give an overview of correlation and regression analysis.</li><li>• To make able to know the sampling and probability.</li></ul>			
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-1-0			
Unit	Topics		No. of Lectures Total=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.		12
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.		12
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.		11
<b>Suggested Readings:</b>			
<ul style="list-style-type: none"><li>1 Gupta, S.P. &amp; Gupta, M.P., Business Statistics</li><li>2. Levin, R.I., Statistics for Management</li><li>3. Feud, J.E., Modern Elementary Statistics</li><li>4. Elhance, D.N., Fundamentals of Statistics</li><li>5. Gupta, C.B., Introduction of Statistical Methods</li></ul>			
<b>Suggested Continuous Evaluation Methods:</b>			
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instil in student a sense of decision making and practical learning.			
<b>Suggested equivalent online courses:</b> Business Statistics by Prof. Mukesh Kumar Barua, <i>Indian Institute of Technology, Roorkee</i> via SWAYAM			

Course Code: BBA 104		Course Title: Principles of Management
<b>Course outcomes:</b> The aim of the course is to build knowledge and understanding about principles of management among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about management. The outcome of the course will be as follows:		
<ul style="list-style-type: none"><li>• To provide knowledge about management and its principles.</li><li>• To provide knowledge about Managerial functions.</li><li>• To make aware with management thinkers and their contributions.</li></ul>		
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: 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.	12
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	13
<b>Suggested Readings:</b> • PagareDinkar, Principles of Management • Prasad L.M., Principles and Practice of Management • Satya Narayan and Raw VSP, Principles and Practice of Management • Srivastava and Chunawalla, Management Principles and Practice		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
<b>Suggested equivalent online courses:</b> Principles of Management by Prof. Usha Lekha, <i>Indian Institute of Technology, Roorkee</i> via SWAYAM		



Course Code: BBA105		Course Title: Business Ethics and Governance
<b>Course outcomes:</b> The aim of the course is to build knowledge and understanding Business Ethics among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Business Ethics. The outcome of the course will be as follows: <ul style="list-style-type: none"> <li>To develop understanding of business ethics and values.</li> <li>To provide relationship between ethics and corporate excellence.</li> <li>To give an overview about Gandhian philosophy and social responsibility.</li> </ul>		
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.	12
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.	12
IV	Corporate Social Responsibility-Social Responsibility of business with respect to different stakeholders, Arguments for and against social responsibility of business, Social Audit.	11
<b>Suggested Readings:</b> Kaur Tripat, Values & Ethics in Management, Galgotia Publishers. Chakraborty S.K., Human values for Managers McCarthy, F.J., Basic Marketing Chakraborty S.K., Ethics in Management: A Vedantic Perspective, Oxford University Press.		
<b>Suggested Continuous Evaluation Methods:</b> In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
<b>Suggested equivalent online courses:</b> Business Ethics by Prof. Archana Vechalekar, <i>Savitribai Phule Pune University via SWAYAM.</i>		

Course Code: BBA 106		Course Title: Computer Fundamentals
<b>Course outcomes:</b> The aim of the course is to build knowledge, understanding Computer Applications among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Computer Applications. The outcome of the course will be as follows: <ul style="list-style-type: none"> <li>To provide knowledge about computer and its application.</li> <li>To provide knowledge about components and working on computer.</li> <li>To give an overview about software system and Data base management.</li> </ul>		
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures Total=60</b>
<b>I</b>	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 Programming Concept, Software Development process.	16
<b>II</b>	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, GUI, Other system software.	15
<b>III</b>	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.	14
<b>IV</b>	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.	15
<b>Suggested Readings:</b> P. K. Sinha & P.Sinha, Computer Fundamentals, BPB Publication V. Rajaraman, Computer Fundamentals, PHI Tannenbaum, Computer Applications and Networks ‘O’ Brien, Management Information Systems		
<b>Suggested Continuous Evaluation Methods:</b> In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
<b>Suggested equivalent online courses:</b> Computer Application in Business by Dr. Subodh Kesharwani, <i>Indira Gandhi National Open University (IGNOU) via SWAYAM</i>		

Course Code: BBA201		Course Title: Organisational Behaviour	
<b>Course outcomes:</b> The aim of the course is to build knowledge and understanding of Organisational Behaviour among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Organisational Behaviour. The outcome of the course will be as follows: <ul style="list-style-type: none"><li>• To provide knowledge about Organisational Behaviour.</li><li>• To provide knowledge about individual and group behaviour.</li><li>• To give an overview about change in organization and QWL.</li></ul>			
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: Nature and scope of OB, Challenges and opportunities for OB, Organization Goals, Models of OB, Impact of Global and Cultural diversity on OB.		11
II	Individual Behaviour: concept, Personality, Perception and its role in individual decision making, Learning, Motivation, Hierarchy of needs theory, Theory X and Y, Motivation-Hygiene theory, Vroom's expectancy theory.		12
III	Behaviour Dynamics: Interpersonal behaviour, Communication, Transaction Analysis, The Johari Window, Leadership, Its Theories and prevailing leadership styles in Indian Organisations. Group Behaviour: 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.		12
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.		10
<b>Suggested Readings:</b> 1 Bennis, W.G., Organisation Development Breech Islwar, Oragnaistion-The Framework of Management Dayal, Keith, Organisational Development Sharma, R.A., Organisational Theory and Behavior Prasad, L.M., Organisational Behavior			
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.			
<b>Suggested equivalent online courses:</b> Organisational Behavior by Dr. NilamPanchal, <i>B K School of Business Management, Gujrat University via SWAYAM.</i>			

Course Code: BBA 202		Course Title: Business Finance
<b>Course outcomes:</b> The aim of the course is to build knowledge and understanding of Business Finance among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Business Finance. The outcome of the course will be as follows: <ul style="list-style-type: none"> <li>To provide knowledge about business finance and investment decisions.</li> <li>To provide knowledge about financing and dividend decision.</li> <li>To give an overview about working capital.</li> </ul>		
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-1-0		
Unit	Topics	No. of Lectures Total=45
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.	14
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.	11
III	Dividend Decision: Concept & relevance of dividend decision, Dividend Models-Walter's, Gordon's and MM Hypothesis, Dividend policy-determinants of dividend policy.	11
IV	Management of Working Capital: Concepts of working capital, Approaches to the financing of current Assets, Management of different components of working capital.	9
<b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>1. Maheshwari S.N., Financial Management</li> <li>2. Khan and Jain, Financial Management</li> <li>3. Singh H.K., Business Finance</li> </ol>		
<b>Suggested Continuous Evaluation Methods:</b> In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instil in student a sense of decision making and practical learning.		
<b>Suggested equivalent online courses:</b> Organisational Behavior by Dr. NilamPanchal, <i>B K School of Business Management, Gujrat University via SWAYAM.</i>		

Course Code: BBA203		Course Title: Human Resource Management
<b>Course outcomes:</b> The basic objective of this course is to help the students to acquire the knowledge about the human itself & to develop decision making skill in relation to managing people in the organization. The outcome of the course will be as follows: <ul style="list-style-type: none"> <li>To provide knowledge about the concept of human resource.</li> <li>To explain how to plan for human resource.</li> <li>To give insights on human resource development</li> <li>To help in HR decision making.</li> </ul>		
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0		
Unit	Topics	No. of Lectures Total=45
I	Concept, nature, scope and significance of Human Resource Function in modern organizations. Human Resource Management in a changing environment, corporate objectives and Human Resource Development.	11
II	Human Resource Planning: Quantitative and Qualitative dimensions, Work load analysis, Work force analysis, Job Analysis, Recruitment, Selection, Placement, Induction, Transfer, Promotion, Demotion, and Discharge. Career and Succession Planning.	11
III	Development of Human Resource: Nature and objectives, Scope of Training and Development, Needs for Managerial and Non-Managerial personnel, Techniques of training and their evaluation, Performance appraisal and potential evaluation.	14
IV	Compensation Management: Job evaluation, Wage Determination, Incentive Plans, Industrial Relations Concept, Machinery for settlement of Industrial Disputes in India, Changing role of trade unions in the globalized scenario.	9
<b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>1. Dipak Kumar Bhattacharya, Human Resource Management</li> <li>2. Arun Monappa, Managing Human Resource</li> <li>3. P.Subba Rao, Essential of HRM and Industrial Relations</li> <li>4. C.B. Memoria, Personnel Management</li> </ol>		
<b>Suggested Continuous Evaluation Methods:</b> In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
<b>Suggested equivalent online courses:</b> Human Resource Development, by Kailash B L Srivatava, <i>Indian Institute of Technology (IIT), Kharagpur</i> via SWAYAM.		

Course Code: BBA 204		Course Title: Marketing Theory and Practices
<b>Course outcomes:</b> The aim of the course is to build knowledge and understanding of Marketing management among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Marketing Theory and Practices. The outcome of the course will be as follows: <ul style="list-style-type: none"> <li>To provide knowledge about Marketing Theory and Practices.</li> <li>To provide knowledge about market segmentation and marketing mix.</li> <li>To give an overview about marketing research.</li> </ul>		
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 to Marketing: Definition, nature, scope & importance of Marketing Management, Core concepts of marketing: selling concept, production concept, modern marketing concept, societal marketing.	11
II	Market segmentation: Concept, basis of segmentation, its Importance in marketing; Targeting: Concept, Types, Importance; Positioning: Concept, Importance, Brand positioning, Repositioning.	11
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	13
IV	Marketing Research: Importance, Process & Scope. Marketing Information System: Meaning, Importance and Scope. Consumer Behaviour: Concept, Importance and factors influencing consumer Behaviour.	10
<b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>1. Philip Kotlar, Marketing Mgt. (PHI)</li> <li>2. Etzet, Walker, Stanton, Marketing</li> <li>3. Rajan Saxena, Marketing Management</li> </ol>		
<b>Suggested Continuous Evaluation Methods:</b> In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instil in student a sense of decision making and practical learning.		

Course Code: BBA 205		Course Title: Business Mathematics	
<b>Course outcomes:</b> The aim of the course is to build knowledge and understanding of Business Mathematics among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Business Mathematics. The outcome of the course will be as follows: <ul style="list-style-type: none"><li>To provide knowledge about Mathematics and its use in business.</li><li>To make able about mathematical calculations.</li><li>To learn about the use of set theory and calculus in business.</li></ul>			
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-1-0			
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 &Gaussian Elimination Method.		13
II	Percentage, Ratio and Proportion, Average, Mathematical Series-Arithmetic, Geometric & Harmonic, Simple Interest & Compound Interest		12
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.		11
IV	Concept of Differentiation and Integration, Maxima and Minima in Differentiation, Application of Differentiation & Integration in Business (No proof of theorems, etc.)		9
<b>Suggested Readings:</b> 1. Mehta & Madnani, Mathematics for Economics 2. Mongia, Mathematics for Economics 3. Zamiruddin, Business Mathematics 4. Raghavachari, Mathematics for Management			
<b>Suggested Continuous Evaluation Methods:</b> In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.			

Course Code: BBA 206		Course Title: Production and Operations Management	
<b>Course outcomes:</b>			
This course is designed to acquaint the students with decision making in planning, scheduling and control of Production/Operation function and the effective acquisitions, storage and flow of materials in both manufacturing and service organizations so as to achieve total productivity.The outcome of the course will be as follows:			
<ul style="list-style-type: none"><li>• To provide knowledge about product transformation.</li><li>• To provide knowledge about plant location and layout.</li><li>• To give an overview about production planning and quality management.</li></ul>			
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-1-0			
Unit	Topics	No. of Lectures Total=45	
I	Transformation process model: Inputs, process and outputs; Classification of operations; Responsibilities of Operations Manager; New Product Development, Selection and Design of Product/ Services.	13	
II	Plant location, Process types in manufacturing: Project, job, batch, line, mass, continuous; Process types in services: Professional services, services shops, mass services, Layout planning.	12	
III	Production planning techniques for various process choices, techniques of production control aggregate planning techniques, Purchase Management, Material Requirement Planning, Inventory Management, JIT, Material handling, Store management.	11	
IV	Quality assurance; Total quality management (TQM) model, concept of Six Sigma and its application, Introduction to Work Study; Method study; Work measurement, Maintenance and types	9	
<b>Suggested Readings:</b>			
<ol style="list-style-type: none"><li>1. Adam, Everett E. and Ebert, Ronald J. <i>Productions and Operations Management: Concepts Models and Behaviour</i>. Prentice Hall of India, New Delhi..</li><li>2. Buffa Elwood S. and Sarin Rakesh K. <i>Modern production/Operations Management</i>. Jhon Wiley, New York.</li><li>3. Chase, R.B. and Aquilano, JJ. <i>Production and Operations Management</i>. Richand D. Irwin Homewood, Illinois</li><li>4. Dobler, Donald W and Lee, Lamer. <i>Pruchasing and Materials Management</i>. McGraw Hill New York.</li><li>5. McClain, John O. and Joseph, Thoms L. <i>Operations Management: Production of Goods and Servies</i>. Prentic Hall of India, New Delhi.</li><li>6. Muhlemann, Alan; Oakland, John and Lockyer, Keith. <i>Production and Operations Management</i> Macmillan India, New Delhi..</li><li>7. Shroeder, Roger G. <i>Operations Management</i>. McGraw Hill, New York.</li><li>8. Starr Martin K. <i>Managing Production and Operations</i>. Prentice Hall Englewood Cliffs, N.J.</li></ol>			
<b>Suggested Continuous Evaluation Methods:</b>			
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.			
<b>Suggested equivalent online courses:</b> Production management by Dr. NilamPanchal, <i>B K School of Business Management, Gujrat University via SWAYAM</i> .			



Course Code: BBA 301		Course Title: Management & Cost Accounting	
<b>Course outcomes:</b> The objective of this paper is to give the basic knowledge about the Management and cost accounting. The outcome of the course will be as follows: <ul style="list-style-type: none"><li>• To give an overview of accounting in management.</li><li>• To help understand what cost accounting is.</li><li>• To provide knowledge about product costing.</li><li>• To explain the concept of marginal costing.</li></ul>			
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-1-0			
Unit	Topics		No. of Lectures Total=45
I	Introduction: Meaning, Nature and Scope of Management Accounting, Functions Relationship of Management Accounting, Financial Accounting and Cost Accounting		12
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		11
III	Product Costing: Single unit costing-preparation of cost sheet, Process costing, Contract costing (Elementary numerical problems)		12
IV	Marginal Costing and Absorption Costing, Break-even analysis,		10
Suggested Readings: 1. Maheshwari S.N., Advanced Problem and Solutions in Cost Accounting  2. Khan & Jain, Management Accounting  3. Gupta, S.P., Management Accounting			
Suggested Continuous Evaluation Methods: .....			
<b>Suggested equivalent online courses:</b> Management Accounting by Dr. Deepak Raste, ShreeSahjanandVanijyaMahavidyalaya via SWAYAM.			

Course Code: BBA302		Course Title: Business Law	
<b>Course outcomes:</b> The objective of this paper is to give the basic knowledge about the rules and regulation of execution of Business. The outcome of the course will be as follows:			
<ul style="list-style-type: none"><li>• To explain the law of contract.</li><li>• To provide knowledge about sales of goods.</li><li>• To give an overview about law relating to companies.</li></ul>			
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0			
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		12
II	The Sale of Good Act, 1930: Formation of Contract, Conditions & Warranties, Rights of an Unpaid Seller, Performance of the Contract of Sale		11
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		12
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			
<b>Suggested equivalent online courses:</b> Corporate Law by Prof. (Dr.) Harpreet Kaur, <i>National Law University. Delhi, via SWAYAM.</i>			

Course Code: BBA303		Course Title: Advertising Management
<b>Course outcomes:</b> The aim of the course is to build knowledge and understanding of advertisement among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about advertising Management. The outcome of the course will be as follows: <ul style="list-style-type: none"> <li>To provide knowledge about advertisement and its use in business.</li> <li>To make able about advertisement concept and its management.</li> <li>To learn about the use of advertisement in business.</li> </ul>		
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0		
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.	13
II	Integrated Communication Mix (IMC)-meaning, importance; Communication meaning, importance, process, communication mix components, role in marketing, Branding-meaning, importance in advertising.	12
III	Promotional objectives – importance determination of promotional objectives, setting objective DAGMAR; Advertising Budget importance, establishing the budget- approaches allocation of budget.	11
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.	9
<b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>Advertising and Promotion George E. Beich&amp; Michael A. Belch. T.M.H.</li> <li>Advertising Management, Concept and Cases ManendraMohan,TMH</li> <li>Advertising Management Rajeev Batra, PHI</li> </ol>		
<b>Suggested Continuous Evaluation Methods:</b> In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instil in student a sense of decision making and practical learning.		

Course Code: BBA304		Course Title: Introduction to Business Analytics	
<b>Course outcomes:</b> This course elaborates on the practical aspects of Business Analytics which students can apply to develop insights about products, services and their markets. Course outcomes cover the skills to formulate, organize, implement the operational plans to carry out operations of a manufacturing or service organization. Focus of the course is on acquiring skills to optimally execute operational activities with expected system efficiency and judge the quality of products and services. On completion of this course, a learner will be able to: <ul style="list-style-type: none"><li>• understand various quantitative and statistical methods</li><li>• compute and analyze data using these methods</li><li>• demonstrate use of quantitative and statistical techniques for data analysis</li></ul>			
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-1-0			
Unit	Topics		No. of Lectures Total=45
I	Exploring Data Analysis: Introduction, Data Types; Data Visualization. Process of Business Analytics; Tools for AnalyticalProcess; Role of Analytics Team; Types of Analytics; Descriptive Analytics; Predictive Analytics; Prescriptive Analytics; Applications and Usage of Descriptive and Predictive Analytics in Business Operations		13
II	News vendor Problem; Forecasting using Historical Demand Data; Predictive Analytics, Risk and Decision making in uncertainty: using optimization models, Simulation Models; Prescriptive Analytics, High Uncertainty: using Decision Trees of Sale		10
III	Introduction to People Analytics, and Performance Evaluation; basic principles of people analytics; Analytics for Staffing cycle; tools and techniques of organizational network analysis; Talent Analytics: Data usage and analytics for talent assessment and maximizing the employee ability		12
IV	Supply Chain Overview; Models; Domains in a Supply Chain;Sell Analytics; Logistics Analytics; Make Analytics; Source Analytics; Cash Cycle to Measure Supply Chain Efficiency		10
<b>Suggested Readings:</b> <ol style="list-style-type: none"><li>1. Bertsimas and Freund, (2004). <i>Data, Models, and Decisions: The Fundamentals of Management Science</i>, Dynamic Ideas.</li><li>2. Winston (2003). <i>Operations Research: Applications and Algorithms</i>, Cengage Learning Hillier and Lieberman (2012). <i>Introduction to Operations Research</i>, McGraw Hill.</li><li>3. Albright, Winston, Zappe (2010). <i>Data Analysis and Decision Making</i>, Cengage Learning.</li></ol>			
<b>Suggested Continuous Evaluation Methods:</b> Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments and Problem-solving exercise. This will instil in student a sense of problem identification, generating solution, decision making and practical learning. Student learning will be evaluated through Written Tests and Quizzes.			

Course Code: BBA305		Course Title: Business Communication	
<b>Course outcomes:</b> The objective of this paper is to give the basic knowledge about the communication in context of business organisations. The outcome of the course will be as follows:			
<ul style="list-style-type: none"><li>• Understanding communication process.</li><li>• Getting insights into the purpose of business communication.</li><li>• Learn about written correspondence</li></ul>			
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-1-0			
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		12
II	Corporate Communication: Formal and Informal Communication, Networks, Grapevine, Barriers in Communication, Groups discussion, Mock Interviews, Seminars, Individual and Group Presentations		11
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;		12
IV	Modern forms of communication, international communication, Cultural sensitiveness and cultural context, Writing and presenting in international situations		10
<b>Suggested Readings:</b> <ul style="list-style-type: none"><li>1. Bapat &amp;Davar, A Text book of Business Correspondence</li><li>2. Bhende D.S., Business Communication</li><li>3. David Berio, The Process of Communication</li><li>4. Gowd&amp; Dixit, Advance Commercial Correspondence</li><li>5. Gurky J.M., A Reader in Human Communication</li></ul>			

Course Code: BBA306		Course Title: Business Environment	
<b>Course outcomes:</b>			
The objective of this paper is to give the basic knowledge about the environment in which a business thrives and has to operate. The outcome of the course will be as follows:			
<ul style="list-style-type: none"><li>• Understand the business environment.</li><li>• Understand how it affects businesses.</li><li>• Have understanding of the industrial policy and regulations</li></ul>			
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, Significance and Components of Business environment, Factor affecting Business Environment, Micro and Macro environment.		12
II	Economic Systems: Capitalism, Socialism, Communism, Mixed Economy- Public Sector & Private Sector		11
III	Industrial Policy-Brief historical perspective; New industrial policy of India, Socio-economic implications of Liberalization, Privatization and Globalization		12
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.		10
<b>Suggested Readings:</b>			
<ul style="list-style-type: none"><li>1. Francis Cherunilum, Business Environment</li><li>2. K. Aswathapa, Business Environment</li></ul>			

Course Code: BBA401		Course Title: Supply Chain Management	
<b>Course outcomes:</b>			
The objective of this paper is to give the basic knowledge about the Supply Chain Management for goods and services. The outcome of the course will be as follows:			
<ul style="list-style-type: none"><li>• Understand the concept of supply chain management</li><li>• Getting insights on supply and demand management.</li><li>• Understand benchmarking.</li></ul>			
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-1-0			
Unit	Topics		No. of Lectures Total=45
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		12
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		11
III	Introduction, Understanding the Benchmarking Concept, Benchmarking Process, Benchmarking Procedure		12
IV	Introduction, New Developments in 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		10
<b>Suggested Readings:</b>			
<ul style="list-style-type: none"><li>1. Supply Chain Management by Michel H Hungo</li><li>2. Supply Chain Management by Sunil Chopra</li></ul>			

Course Code: BBA402		Course Title: Research Methodology	
<b>Course outcomes:</b>			
The objective of this paper is to give the basic knowledge about the Research Methodology and develop research acumen. The outcome of the course will be as follows:			
<ul style="list-style-type: none"><li>• Understand what research is.</li><li>• Understand the research process.</li><li>• Get insights on data collection and analysis.</li><li>• Understand how to write and present research report.</li></ul>			
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-1-0			
Unit	Topics		No. of Lectures Total=45
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		12
II	Sampling Design: Census & Sample Surveys; Steps in Sampling Design; Types of Sample designs-Probability & Non Probability sampling.		11
III	Processing & Analysis of Data: Processing operations; problems in processing; types of analysis, Hypothesis Testing: Chi-square test, Z-test, t-test, F-test.		12
IV	Presentation: Diagrams; graphs; chars. Report writing; Layout of Research report; Types of Reports; Mechanism of writing a Research report; Precautions for writing report.		10
<b>Suggested Readings:</b>			
<ol style="list-style-type: none"><li>1. C.R. Kothari, Research Methodology</li><li>2. Banerjee S. and Roy Ramendu, Fundamentals of Research Methodology</li><li>3. Kumar, R. (2018). <i>Research methodology: A step-by-step guide for beginners</i>. Sage.</li></ol>			



Course Code: BBA403		Course Title: Performance Management and Compensation Management
<b>Course outcomes:</b> The course is designed to equip students with Performance management concept and implementation, promote understanding of issues relating to compensation management in the corporate sector and public services, and to impart skills in designing compensation management, system policies and strategies. The outcome of the course will be as follows: <ul style="list-style-type: none"> <li>• Understand the basics of performance management and compensation management.</li> <li>• Understand performance appraisal.</li> <li>• Learn what internal and external equity is.</li> </ul>		
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-1-0		
Unit	Topics	No. of Lectures Total=45
I	Definition, concerns and scope, Historical developments in Performance Management, Performance appraisal Vs performance management, Characteristics, Objectives, Principles (Engagement maximizing using OSCAR), Importance of Performance management & challenges. Performance management model, Performance management process, Essence and Implications of Performance Management-critical appraisal.	12
II	Purpose of Appraising - Methods of appraisal - appraisal system design - Implementing the appraisal system - Appraisals and HR decisions, PMS: Introduction, objectives, functions, characteristics, Manager's performance management, Performance counselling: concept, definition, principles, counselling skills & approaches.	11
III	Compensation Management: Concept, objectives and philosophy, compensation as motivational tool, strategic perspective of compensation and benchmarking, economic and behavioral theories related to reward management.	12
IV	Internal and External equities in compensation system, Understanding inter and intra industry compensation differentials, designing pay structures, Broadband and job family pay structure.	10
<b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>1. Prem Chadha: Performance Management, Macmillan India, New Delhi, 2003.</li> <li>2. Michael Armstrong &amp; Angela Baron, Performance Management: The New Realities, Jaico Publishing House, New Delhi, 2002.</li> <li>3. T.V.Rao, Appraising and Developing Managerial Performance, TV Rao Learning Systems Pvt Limited, Excel Books, 2003.</li> <li>4. David Wade and Ronald Recardo, Corporate Performance Management, Butter Heinemann, New Delhi, 2002.</li> <li>5. Belcher, David W. <i>Compensation Administration</i>, Prentice Hall, N.J.</li> <li>6. Bragess, Lenard R. <i>Wage and Salary Administration</i>. Charles E. Merrill, London.</li> <li>7. Henderson, Richard I. <i>Compensation Management: In knowledge- Based World</i>. Prentice Hall Inc., N.J.</li> <li>8. Johri, C.K. <i>Industrial Policy and Industrial Relations</i>. Shri Ram Centre for Industrial Relation and Human Resources, New Delhi.</li> <li>9. Lanham, Elizabeth. <i>Administration of wages and Salaries</i>. Harper &amp; Row, New York.</li> <li>10. Lupton, Tom. <i>Payment Systems</i>. Penguin Books, London.</li> <li>11. Papola, T.S. <i>Principles of Wage Determination</i>. Somaiya Publications Bombay.</li> <li>12. Pramod, Verma. <i>Wages Determination : Concept and Cases</i>. Wiley Eastern, New Delhi.</li> <li>13. Rock, Micton, <i>Hand book Wage and Salary and Administration</i>. McGraw- Hill, New York,</li> </ol>		

Course Code: BBA 404		Course Title: Entrepreneurship Development
<b>Course Outcome:</b> The Objective is to provide adequate Knowledge to the Students for setting up of small-scale Business Organization and Industry. The outcome of the course will be as follows: <ul style="list-style-type: none"> <li>• Learn what entrepreneurship means.</li> <li>• Understand how to plan for a business venture.</li> <li>• Learn how to run and manage a business.</li> </ul>		
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0		
Unit	Topics	No. of Lectures Total=45
I	<b>Entrepreneurship:</b> Definition of Entrepreneurship, Characteristics of Entrepreneur, Concept of Entrepreneurship-Conceptual Model, theories of Entrepreneur, Traits of a True Entrepreneur, Difference between Entrepreneur and manager.	12
II	<b>Business Planning:</b> Idea Generation, Choice of product, Sources of idea, Idea Processing, Screening and project Identification, creativity performance, Feasibility Analysis, Project planning.	11
III	<b>International Entrepreneurship Opportunities:</b> The nature of international entrepreneurship, importance of international business to the firm, International and domestic Entrepreneurship, Institutional support for new ventures: supporting organization; incentives and facilities; financial institutions and SSI's, Govt. policies for SSIs.	12
IV	<b>Marketing &amp; New venture Development:</b> Organizing & Financing the New Venture, Financial Resources for New Venture, Venture expansion Strategies, Entrepreneur Motivation.	10
Suggested Readings: <ol style="list-style-type: none"> <li>1. C B Gupta -Entrepreneurial Development</li> <li>2. Holt - Entrepreneurship: New Venture Creation (Prentice-Hall)1998</li> <li>3. S S Khanka -Entrepreneurship Development</li> <li>4. Prasana Chandra -Project Management</li> <li>5. Desai Vasant -Rural Development</li> <li>6. Kamat G S - Managing Cooperative Management</li> <li>7. Rajeev Roy - Entrepreneurship</li> </ol>		

Course Code: BBA 405		Course Title: Investment Analysis & Portfolio Management	
<b>Course outcomes:</b> The objective of this paper is to give the basic knowledge about the investment analysis and portfolio management. The outcome of the course will be as follows:			
<ul style="list-style-type: none"><li>• Learn how to evaluate an investment.</li><li>• Understand investment alternatives.</li><li>• Understand what a portfolio is.</li><li>• Learn how to manage a portfolio.</li></ul>			
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-1-0			
Unit	Topics		No. of Lectures Total=45
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.		12
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.		11
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		12
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;		10
<b>Suggested Readings:</b> 1. Security analysis and Portfolio Management by Punithavathy Pandian 2. Morris, P. W., & Pinto, J. K. (2007). <i>The Wiley guide to project, program, and portfolio management</i> (Vol. 3). John Wiley & Sons. 3. Ginger Levin, P. M. P., & John Wyzalek, P. (Eds.). (2014). <i>Portfolio management: A strategic approach</i> CRC Press. 4. Reilly, F. K., & Brown, K. C. (2011). <i>Investment Analysis and Portfolio Management (Text Only)</i> . Cengage Learning.			

Course Code: BBA 406		Course Title: Retail Management
<b>Course outcomes:</b> The objective of this paper is to give the basic knowledge about retail marketing management. The outcome of the course will be as follows: <ul style="list-style-type: none"> <li>• Understand what retailing is.</li> <li>• Learn different retail strategy.</li> <li>• Learn different financial strategies.</li> </ul>		
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0		
Unit	Topics	No. of Lectures Total=45
I	<b>Retailing:</b> Introduction- Retail Management Decision Process-Types of retailers-Type of merchandise-Variety and assortment-Services offered-Formats-Types of ownership, Multichannel Retailing-Types-Benefits offered-Challenges, Customer buying decision process-Types of buying decisions-Factors affecting buying decision-Market Segmentation, International market attractiveness	12
II	<b>Retail Strategy:</b> Target market & Retail format-Gaining Competitive Advantage-Growth Strategies, Strategic Retail Planning Process, Retail Locations-Types-Evaluation of Site areas-Number of stores-Trade areas-Evaluation of Trade areas-Negotiating a lease, Human Resource Management-Issues-Organisation Structure of retail firms-Issues in design-Nurturing talent, Customer Relationship Management-Process-Customer databases	11
III	<b>Financial Strategy:</b> Strategic Profit Model-Asset management path-Profit management path-Financial strength analysis, Information System & Supply Chain Management-Information flow-Merchandise flow-Distribution Centres-Issues	12
IV	<b>Merchandise Management:</b> Merchandise planning process-Forecasting Sales-Develop assortment plan-Set inventory levels-Merchandise allocation, Buying Merchandise-Brand Alternatives-National Brands-Private label brands-Sourcing and Buying, Negotiating with vendors and Issues-Ethical & Social responsibilities, Retail Pricing-Strategies-Pricing considerations-Setting prices-Pricing techniques- Issues in pricing, Retail Communication-Building Brand Image and Brand Equity-Communication Methods-Planning the Retail communication process	10
Suggested Readings: 1. Levy, Weitz, Pandit, Retail Management, Tata McGraw-Hill 2. Gilbert, David, Retail Marketing Management, Prentice Hall 3. Vedamani, Gibson, Retail Management, Functional Principles and Practices, Jaico 4. Mathur, UC, Retail Management Text and Cases, I K International Publishing		

Course Code: BBA501		Course Title: Direct and Indirect Tax	
<b>Course outcomes:</b>			
The aim of the course is to build knowledge, understanding about income tax and GST among the student. The course seeks to give detailed knowledge about the subject matter by instilling them with the basic ideas. The outcome of the course will be as follows:			
<ul style="list-style-type: none"><li>• To provide knowledge about Income Tax and GST.</li><li>• To learn how to calculate income tax.</li><li>• To understand the mechanism of GST.</li></ul>			
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-1-0			
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures</b>	<b>Total=45</b>
<b>I</b>	Basic Concepts: Income-tax law: An introduction, Important definitions in the Income Tax Act, 1961, Concept of previous year and assessment year, basis of charge and rates of tax; Residential status and scope of total income; income not part of total income; different heads of income and provisions governing their computation.	12	
<b>II</b>	Income of other persons included in assessee’s total income, Aggregation of income: Set-off, or carry forward and set-off of losses; Deductions from gross total income;	10	
<b>III</b>	Computation of total income and tax liability of individuals, advance tax, tax deduction at source and introduction to tax collection at store, provisions of filing return of income and self-assessment.	14	
<b>IV</b>	Concept of indirect taxes; GST Laws; Levy and Collection of CGST and IGST; Basic concepts of time and value of supply, Input tax credit, computation of GST liability, registration, tax invoice, credit and debit notes, electronic way bill, returns, payment of tax.	9	
<b>Suggested Readings:</b>			
<ol style="list-style-type: none"><li>1. Mehrotra, H.C., Income Tax Law and Account</li><li>2. Prasad, Bhagwati, Income Tax Law and Practice</li><li>3. Chandra Mahesh and Shukla D.C., Income Tax Law and Practice</li><li>4. Agarwal, B.K., Income Tax</li><li>5. Jain, R.K., Income Tax</li><li>6. <a href="https://www.gst.gov.in">https://www.gst.gov.in</a> for relevant provisions of Act and Rules applicable to concerned assessment year.</li><li>7. Indirect Taxes – Law and Practice by V. S. Datey</li><li>8. All about GST by V S Datey</li><li>9. Study materials on GST by ICAI, ICSI</li></ol>			
<b>Suggested Continuous Evaluation Methods:</b>			
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instil in student a sense of decision making and practical learning.			

Course Code: BBA502		Course Title: Marketing Communication	
<b>Course outcomes:</b> The aim of the course is to build knowledge, understanding and skills in marketing communication among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about IMC and advertising and their role in overall promotion strategies of the firm. The outcome of the course will be as follows: <ul style="list-style-type: none"><li>• Apply an IMC approach in the development of an overall advertising and promotional plan.</li><li>• Enhance creativity, critical thinking and analytical ability through developing an integrated marketing communication campaign</li></ul>			
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0			
Unit	Topics	No. of Lectures Total=45	
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,	11	
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.	11	
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	12	
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.	11	
<b>Suggested Readings:</b> <b>1.</b> George E Belch & Michael A Belch: Advertising and promotion- An integrated Marketing Communication Perspective-McGraw Hill Education <b>2.</b> Chunawala&Sethia: Foundations of Advertising Theory & Practice; Himalaya Publishing House <b>3.</b> Copley Paul: Marketing Communications Management Concepts & theories, Cases and Practices; Butterworth Heinemann Publication. <b>4.</b> Aaker, David A. et al., Advertising Management, PHI,			
<b>Suggested Continuous Evaluation Methods:</b> In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instil in student a sense of decision making and practical learning.			

Course Code: BBA503		Course Title: Small Business Management
<b>Course outcomes:</b> Small business is an important segment of economy as it not only develops entrepreneurship but also a big employment creator. This course aims to equip the students with conceptual foundations of small business and how they can make use of it while handling the business. The outcome of the course will be as follows: <ul style="list-style-type: none"> <li>• Understand the concept of small business.</li> <li>• Learn how to set up a small business.</li> <li>• Learn about government policies for small businesses.</li> </ul>		
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0		
Unit	Topics	No. of Lectures Total=45
I	Concept and definition, Nature and Characteristics, Relationship between small and large business, scope and types of small business.	12
II	Small business as a seedbed of entrepreneurship, Role of small business in Indian economy, Problems of small-scale industries, Growth of small sector in India.	12
III	Establishing small scale enterprise: Opportunities scanning, Market assessment for small scale enterprise, Selection of site and choice of technology; Project formulation and project report.	12
IV	Small scale sector in India; SSI sector committee reports, Govt. policy initiatives; Reservation of items in SSI sector; Infrastructure facilities. Institutional support for SSI; Incentives & subsidies for small units; Technological upgradation, Marketing & Financial management in small enterprises; Sickness in SSI sector.	9
<b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>1. Shukla, M.B. "Entrepreneurship and small business management" Kitab Mahal, Allahabad.</li> <li>2. Desai, Vasant, "Management of small industry"</li> </ol>		
<b>Suggested Continuous Evaluation Methods:</b> In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instil in student a sense of decision making and practical learning.		

Course Code: BBA504		Course Title: Sales management	
<b>Course outcomes:</b> The aim of the course is to build knowledge, understanding and skills in sales management among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about sales management. The outcome of the course will be as follows: <ul style="list-style-type: none"><li>To provide knowledge about sales personnel and salesmanship.</li><li>To provide knowledge about personal selling and focus light on the different perspectives of managing sales force.</li><li>To give an overview about importance of sales force in organization. To give an overview about concept of distribution channels.</li></ul>			
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 to Sales Management: Concept, Evolution of sales function, Objectives of sales management positions, Functions of Sales manager and their relation with other executives.	12	
II	Salesmanship: Theories of personal selling, Types of Sales executives, Qualities of sales executives, Personal selling process, Showroom & exhibition,	12	
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.	12	
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.	9	
<b>Suggested Readings:</b> 1. Cundiff, Still, Govoni, Sales Management  2. Pradhan, Jakate, Mali, Salesmanship & Publicity  3. S.A. Chunawalla, Sales Management			
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.			



Course Code: BBA 505		Course Title: Working Capital Management	
<b>Course outcomes:</b> The aim of this course is to make the student verse in working capital management. The outcome of the course will be as follows: <ul style="list-style-type: none"><li>• Understand what working capital is.</li><li>• Understand how to manage assets.</li><li>• Learn how to finance working capital.</li></ul>			
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-1-0			
Unit	Topics	No. of Lectures Total=30	
I	CONCEPTS AND DETERMINATION OF WORKING CAPITAL • Conceptual Framework • Operating Environment of Working Capital • Determination of Working Capital • Theories and Approaches	10	
II	MANAGEMENT OF CURRENT ASSETS • Management of Receivables • Management of Cash • Management of Marketable Securities	12	
III	FINANCING OF WORKING CAPITAL NEEDS • Bank Credit – Basic Principles and Practices • Bank Credit – Methods of Assessment and Appraisal • Other Sources of Short-Term Finance	12	
IV	WORKING CAPITAL MANAGEMENT: AN INTEGRATED VIEW • Liquidity vs Profitability • Payables Management • Short-Term International Financial Transactions • Integrating Working Capital and Capital Investment Process	11	
<b>Suggested Readings:</b> <ul style="list-style-type: none"><li>1. Working capital management and finance by Himanshu Gupta and R K Gupta</li><li>2. Working Capital management by V K Bhalla</li></ul>			
<b>Suggested Continuous Evaluation Methods:</b> In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instil in student a sense of decision making and practical learning.			

Course Code: BBA 506		Course Title: Industrial Relations & Labour Laws
<b>Course outcomes:</b> This course will help students identify and develop an overview of industrial relations. It will help in acquiring knowledge and understanding of Industrial Labour and General Laws. On completion students will have: <ul style="list-style-type: none"> <li>• Knowledge of Industrial Relation framework</li> <li>• Competency to understand the importance of Employee Relation within the perspective of Industrial Relation</li> <li>• Knowledge about relevant Laws of HR management</li> <li>• Competency to interpreted and implement the Labour Laws within organization.</li> <li>• Competency to use Collective Bargaining and Grievance redressal Mechanism</li> </ul>		
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0		
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.	12
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.	12
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	11
<b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>1. Sreenivasan M.R - Industrial Relations &amp; Labor legislations.</li> <li>2. Aswathappa K - Human Resource and Personnel Management.</li> <li>3. Subba Rao P - Human Resource Management and Industrial Relations.</li> <li>4. Monoppa - Industrial Relations.</li> <li>5. S.C. Srivastava, Industrial Relation of Labour Laws.</li> </ol>		
<b>Suggested Continuous Evaluation Methods:</b> In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instil in student a sense of decision making and practical learning.		

Course Code: BBA601		Course Title: Project Management	
<b>Course outcomes:</b> <ul style="list-style-type: none"><li>• Students will be able to understand the characteristics of Project and Project Management Knowledge</li><li>• The students will understand the managerial process along with tools &amp; techniques used in Project management Knowledge</li><li>• Students will understand the scheduling and monitoring process in Project. They will be able to apply PERT and CPM method for project scheduling</li><li>• Students will understand the perspectives in which optimum decisions are to be taken in case of risks with planned activities in project</li></ul>			
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-1-0			
Unit	Topics		No. of Lectures Total=45
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.		10
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		12
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,		12
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		11
<b>Suggested Readings:</b> <ol style="list-style-type: none"><li>1. Project Management- A Managerial Approach: Jack R. Meredith Broyhill Samuel J. Mantel, Jr (John Wiley &amp; Sons)</li><li>2. Project Management : Mr. Sanjiv Marwah- (Wiley Dreamtech)</li><li>3. Project- Preparation, Appraisal, Budgeting and Implementation: Chandra Prasanna - (TMH)</li><li>4. Project Management Core Text Book : M R Gopalan (Wiley) Quantitative Techniques in Management : N D Vohra (TMH)</li><li>5. Entrepreneurship and Small Business Management : M B Shukla</li></ol>			
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instil in student a sense of decision making and practical learning.			

Course Code: BBA 602		Course Title: Marketing of Services	
<b>Course outcomes:</b> Services are a very important area of in the prevailing business scenario. This course is concerned primarily with the conceptual and practical dimensions of marketing of services. It will examine the distinguishing features of consumers of services, delivering of service and related issues.			
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-1-0			
Unit	Topics		No. of Lectures Total=45
I	Nature and definitions of services. Differences in goods versus services marketing, Services marketing Mix. Trends in services marketing. Classification of different types of services, Taxation of services.		11
II	Positioning and differentiation of services, Positioning process. Consumer behavior in services: Consumer purchase behavior in services. Consumer decision making, Creating the service product-stages in new service development, Service blueprint.		11
III	Distributing services-Distribution in service context, Services distribution planning, Options for service delivery, Key intermediaries for service delivery and strategies for effective service delivery.		12
IV	Marketing research for services, Marketing planning for services, Internal marketing, Relationship marketing, Measurement of service Quantity. Pricing of services and integrated services marketing communications. Co-operative management: Co-operation: meaning and objectives, Development of –Cooperatives in rural areas, Co-operative credit societies, Co-operative marketing, Evolution of some successful co-operative organisation.		11
<b>Suggested Readings:</b> 1. Services Marketing by Govind Apt (oxford Higher Education) 2. Services Marketing teset by Harsh V. Varma (Pearson Education) 3. Sadhu & Singh, “Fundamentals of Agricultural Economics”, Himalaya Publishing House. 4. Desai R.G., “Agricultural Economics”. Himalaya Publishing House. 5. Singh S., “Rural marketing management” , Vikas Publishing House. 6. Singh K., Rural Development-Principles, Policies and Management”, Sage Publications.			
<b>Suggested Continuous Evaluation Methods:</b> In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.			

Course Code: BBA603		Course Title: Agricultural and Rural Marketing
<b>Course outcomes:</b> The course aims to familiarize the students with the basic concepts of Rural Marketing, the nature of the Rural Consumer, and marketing of agricultural inputs and produce.		
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0		
Unit	Topics	No. of Lectures Total=45
I	Rural Marketing Concept --- Nature --- Scope --- Significance of Rural Marketing --- Factors contributing to Growth of rural markets -- - Components and classification of Rural markets --- Rural Market VS Urban Market --- e-rural marketing.	10
II	Agricultural Marketing – Concept --- Nature and Types of Agriculture produce --- concept and types of Agricultural Markets --- Marketing channels --- Methods of Sales --- Market functions ---	11
III	Agricultural Marketing RisksMarketing agencies --- Marketable surplus --- Characteristics of Scientific Marketing --- Risks involved in marketing --- Types of risks --- Measures to minimise risks --- Contract Marketing (Farmer – Processor linkage) --- Distress sales.	11
IV	Issues in Rural Marketing - Rural Consumer behaviour --- features --- factors influencing --- Lifestyle of rural consumer --- FMCG sector in Rural India --- concept and classification of consumer goods --- Marketing Channels for FMCG --- Fast growing FMCG --- Marketing of consumer durables --- The role of Advertising	13
<b>Suggested Readings:</b> 1. Badi R.V. Badi N.V. Rural Marketing Himalaya Publishing House – 2010 Page Nos. for Module 1 P.No. 3 to 7, 15 to 44, 33. 2. Acharya S.S. Agarwal N.L. Agriculture Marketing in India Oxford & IBH Publishing Company Pvt. Ltd. 113-B, ShahpurJat, Asian village side Now Delhi India 110 049 India Fax – 011 41517559 – 2004 Page No. for Module 2 – 01 to 17, 151, 41 to 44, 185 to 197, 80 to 81, 40 to 61, 69 to 71, 170 to 172, 201 to 204. 3. Understanding Rural Buyer Behaviour, Jham, IIM – B Management Review Vol. 15 No. 3 2003 4 4. Badi R.V., Badi N.V. Rural Marketing P.Nos. – 112 to 114, 233 to 241.		
<b>Suggested Continuous Evaluation Methods:</b> In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instil in student a sense of decision making and practical learning.		

Course Code: BBA604		Course Title: International Business	
<b>Course outcomes:</b>			
The aim of the course is to build knowledge and understanding about International Trade among the student			
The outcome of the course will be as follows:			
<ul style="list-style-type: none"><li>• To provide knowledge about different methods of international trade.</li><li>• To provide knowledge about international economic institutions.</li><li>• Students will get an overview about India foreign trade and India’s trade policy.</li></ul>			
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0			
Unit	Topics	No. of Lectures Total=45	
I	Overview of International Business: Meaning, significance; Factor leading to the growth of International Business; Multinational Companies- Nature and Meaning.International Economics Institution: World Trade Organisation (WTO), International Monetary Fund(IMF), World Bank- IFC, IDA, ADB.	10	
II	Introduction of International Trade: Meaning and need of International Trade, Theories of International Trade- Classical Theories; Mercantilism; Absolute Advantage; Comparative Advantage; and Modern theory; Resource & Trade theory; Specific factor & Income distribution; The standard Model of Trade; Competitive Advantage.	11	
III	Export/Import - Policy, Procedure, Documentation. Export Promotion. Regional Trading Block- SAARC, APEC, NAFTA. Foreign Exchange Market- Meaning and need, functions, Financing Foreign Trade - Letter of Credit, Forfeiting, FERA and FEMA	11	
IV	Government Influence on Trade: Balance of Payment- Current Account, Capital Account and Official Reserve Account, Disequilibrium in BOP- Its Causes and measures to correct disequilibrium. Free Trade V/S Protection; EPZ/SEZ, Quota, Tariff	13	
<b>Suggested Readings:</b>			
<ul style="list-style-type: none"><li>1. Bhalla, V.K. &amp; Shiv Rama <i>International Business; Environment and Management.</i></li><li>2. Verma,M.L.<i>Foreign Trade Management.</i></li><li>3. Woods, Margaret –<i>International Business.</i></li><li>4. Cherunilam, Francis – <i>Business &amp; Government.</i></li><li>5. Paul, Justin- <i>International Business.</i></li></ul>			
<b>Suggested Continuous Evaluation Methods:</b>			
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instil in student a sense of decision making and practical learning.			

Course Code: BBA605		Course Title: Strategic Management	
<b>Course outcomes:</b>			
The aim of the course is to build knowledge and understanding about Strategic Management among the student. The outcome of the course will be as follows:			
<ul style="list-style-type: none"><li>• To develop learning and analytical skills among the students to solve business problems and provide strategic solutions.</li><li>• The course aims to acquaint the students with nature, scope and dimensions of Business Policy and Strategy Management Process.</li></ul>			
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0			
Unit	Topics	No. of Lectures Total=45	
I	What is Strategy? What are Strategic Intent; Mission; Objectives and Goals; Policies; Program; Budget; Process of strategic management, Levels of strategy	10	
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.	12	
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.	12	
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.	11	
<b>Suggested Readings:</b>			
<ol style="list-style-type: none"><li>1. Lawrence, R. Jauch and William F. Glueck; Strategic Management and Business Policy, - McGraw – Hill</li><li>2. Wheelen&amp; Hunger, Concepts in Strategic Management and Business Policy, 12<sup>th</sup> edition, Pearson Education.</li><li>3. Kazmi, Azhar, (2008), Strategic Management and Business Policy, 3rd Edition, McGraw Hill Education.</li><li>4. R. Srinivasan, Strategic Management the Indian context, Prentice Hall of India</li><li>5. L. M. Prasad – Strategic Management – Sultan Chand</li></ol>			
<b>Suggested Continuous Evaluation Methods:</b>			
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instil in student a sense of decision making and practical learning.			

Course Code: BBA 606		Course Title: Training and Development
<b>Course outcomes:</b> <ul style="list-style-type: none"> <li>• The field of Training and Development and its role in optimizing performance.</li> <li>• Applying theoretical concepts and models to training design.</li> <li>• Designing training interventions using a variety of methodologies.</li> <li>• Evaluating the effectiveness of training &amp; development interventions.</li> <li>• Assessing whether training &amp; development is a viable career option.</li> </ul>		
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: 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.	11
II	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.	11
III	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.	12
IV	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.	11
<b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>1. Noe, Raymond A., and Amitabh Deo Kodwani, Employee Training and Development, Tata McGraw Hill, 5th Edition, 2012.</li> <li>2. Rao VSP, Human Resource Management, Excel Books Publication, 3rd Edition. 2013.</li> <li>3. Rolf, P., and Udai Pareek, Training for Development, Sage Publications Pvt. Ltd.</li> <li>4. Jack J. Phillips, Hand book of Training Evaluation and Measurement Methods, Routledge.</li> <li>5. Dayal, Ishwar, Management Training in Organisations, Prentice Hal</li> </ol>		
<b>Suggested Continuous Evaluation Methods:</b> In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, and Group Discussions. This will instil in student a sense of decision making and practical learning.		

#### Examination

- The paper computer fundamental-Practical will be evaluated by internal & external examiner appointed by University.
- Comprehensive viva-voce shall be conducted jointly by internal & external examiners appointed by the University.