



ATLAS SKILLTECH UNIVERSITY
SCHOOL OF MANAGEMENT & ENTREPRENEURSHIP

Courses Offered

Core and Elective Courses

Bachelor of Business Administration

3 Year Full Time Program

(Academic Year 2021-22)

Preamble

The University Grants Commission (UGC) has initiated several measures to bring equity, efficiency and excellence in the Higher Education System of the country. The important measures taken to enhance academic standards and quality in higher education include innovation and improvements in curriculum, teaching learning process, examination and evaluation systems, besides governance and other matters. The UGC has formulated various regulations and guidelines from time to time to improve the higher education system and maintain minimum standards and quality across the Higher Educational Institutions (HEIs) in India. The academic reforms recommended by the UGC in the recent past have led to overall improvement in the higher education system. However, due to a lot of diversity in the system of higher education, there are multiple approaches followed by universities towards examination, evaluation and grading system. While the HEIs must have the flexibility and freedom in designing the examination and evaluation methods that best fits the curriculum, syllabi and teaching–learning methods, there is a need to devise a sensible system for awarding the grades based on the performance of students. Presently the performance of the students is reported using the conventional system of marks secured in the examinations or grades or both. The conversion from marks to letter grades and the letter grades used vary widely across the HEIs in the country. This creates difficulty for the academia and the employers to understand and infer the performance of the students graduating from different universities and colleges based on grades. The grading system better than the conventional marks system and hence it has been followed in the top institutions in India and abroad. So, it is desirable to introduce a uniform grading system. This will facilitate student mobility across institutions within and across countries and enable potential employers to assess the performance of students. To bring in the desired uniformity, in the grading system and method for computing the cumulative grade point average (CGPA) based on the performance of students in the examinations, the UGC has formulated these guidelines.

Choice Based Credit System

The CBCS provides an opportunity for the students to choose from the prescribed courses comprising core, elective/minor or skill-based courses. The courses can be evaluated following the grading system, which is considered to be better than the conventional marks system. Therefore, it is necessary to introduce uniform grading system in the entire higher education system in India. This will benefit the students to move across institutions within India to begin with and across countries. The uniform grading system will also enable potential employers to assess the performance of the candidates. In order to bring uniformity in evaluation system and computation of the Cumulative Grade Point Average (CGPA) based on student's performance in examinations, the UGC has formulated the guidelines to be followed.

Curriculum Structure and Framework

The following types of courses constitute the programmes of study. Each of them will require a specific number of contact hours, laboratory/studio/workshop activities, field-based learning/projects, internships, and community engagement and service.

- **Lecture courses:** Courses involving lectures relating to a field or discipline by an expert or qualified personnel in a field of learning, work/vocation, or professional practice.
- **Tutorial courses:** Courses involving problem-solving and discussions relating to a field or discipline under the guidance of qualified personnel in a field of learning, work/vocation, or professional practice.
- **Practicum or Laboratory work:** A course requiring students to participate in a project or practical or lab activity that applies previously learned/studied principles/theory related to the chosen field of learning, work/vocation, or professional practice under the supervision of an expert or qualified individual in the field of learning, work/vocation or professional practice.

Course Definition

1. Core Course:

A course, which should compulsorily be studied by a candidate as a core requirement is termed as a core course. The structure of course is defined under following points:

All the UG programs shall be of either six semesters or eight semesters duration unless specified otherwise.

An academic year consists of two semesters: Odd Semester and Even Semester.

A semester normally extends over a period of 15 weeks (5 day week).

Every course offered may have three components: Lecture (L), Tutorial (T) and Practicals (P). Tutorial session consists of participatory discussion / self-study/ desk work/ brief seminar presentations by students and such other novel methods.

The credit pattern for a course (L:T:P) shall be decided by the respective Board of Studies (BoS).

Credit means the unit by which the course work is measured. One hour of Lecture or Tutorial per week for 1 week amounts to 1 credit.

Two hour sessions of Practicals per week for 15 weeks amounts to 1 credit per semester. The total duration of a semester is 16 weeks

A course will be evaluated for 100 marks. For any other approved course, the evaluation method shall be decided by the respective Board of Studies (BoS).

2. Elective Course:

Elective Course is a course which can be chosen from a pool of multidisciplinary offerings. It may be very specific or specialized or advanced or supportive to the discipline/ subject of study or which provides an experience or which enables an exposure to some other discipline/subject/domain or nurtures the student's proficiency/skill enhancement.

Program Educational Objectives (PEOs):

PEO1: (Leadership and Management) exhibit leadership qualities and the ability to manage teams and projects, with an emphasis on ethical decision-making, communication skills, and adaptability.

PEO2: (Ethical and Social Responsibility) embrace ethical values and social responsibility to make responsible business decisions that benefit both organizations and society.

PEO3: (Global Perspective) will understand the global business environment, its cross cultural challenges, and opportunities, and develop competencies to operate in an international context.

Program Outcomes (PO)

PO1 - Demonstrate a comprehensive understanding of fundamental business concepts, theories, and models.

PO2 - Apply critical thinking and problem-solving skills to real-world business scenarios.

PO3 - Collaborate and work effectively in diverse teams, demonstrating interpersonal skills.

PO4 - Promote social responsibility and sustainable business practices.

PO5 - Utilize technology tools and software for data analysis, business communication, and decision support.

PO6 - Enhance communication and presentation skills to prepare graduates for a diverse career landscape in the 21st century.

PO7 - Foster innovative thinking and creative problem-solving in entrepreneurship.

PO8 - Acquire competencies to engage in life-long learning and demonstrate effort to continuously innovate and create breakthrough management practices.

Program Specific Outcomes (PSO's)

PSO1 - Understand and interpret financial statements and data to make informed financial decisions.

PSO2 - Demonstrate a comprehensive understanding of marketing concepts, theories, and models.

PSO3 - Demonstrate proficiency in data collection, cleaning, and transformation techniques.

BBA: Three-Year (6-Semester) CBCS

Course Code	Course	Course Type	Periods			Evaluation Scheme				Credits
			L	T	P	MT	ET	A	Total	
Semester 1										
BBA MGT 101	Principles of Management	Core	3	-	-	50%	40%	10%	100%	3
BBA MGT 103	Business Communication	Core	2	-	-	50%	40%	10%	100%	2
BBA MKT 101	Marketing for 21st Century	Core	2	-	-	50%	40%	10%	100%	2
BBA FIN 101	Introduction to Accounting & Finance 1	Core	3	-	-	50%	40%	10%	100%	3
BBA ENT 101	Introduction to Entrepreneurship	Core	2	-	-	50%	40%	10%	100%	2
BBA LA 101	Behavioural Science (Psychology 1)	Core	2	-	-	50%	40%	10%	100%	2
BBA BA 101	Quantitative Applications in Business	Core	3	-	-	50%	40%	10%	100%	3

BBA BA 103	Essentials of Computing & Coding	Core	1	-	4	50%	40 %	10 %	100%	3
	TOTAL									20
Semester 2 -										
BBA MGT 102	Introduction to Organizational Behaviour	Core	2	-	-	50%	40 %	10 %	100%	2
BBA MGT 104	Environment & Sustainability	Core	2	-	-	50%	40 %	10 %	100%	2
BBA ENT 102	Lean Product Process Development	Core	2	-	-	50%	40 %	10 %	100%	2
BBA MKT 102	Consumer Behaviour & Insights	Core	3	-	-	50%	40 %	10 %	100%	3
BBA FIN 102	Introduction to Finance	Core	3	-	-	50%	40 %	10 %	100%	3
BBA MGT 106	Microeconomics	Progra mme Electiv e	3	-	-	50%	40 %	10 %	100%	3
BBA BA 102	R Programming for Business Analytics	Progra mme Electiv e	1	-	4	50%	40 %	10 %	100%	3

BBA BA 104	Mobile App & Web Design (UI/UX)	Programme Elective	1	-	4	50%	40 %	10 %	100%	3
AE	ATLAS Elective	AE	4	-	-	50%	40 %	10 %	100%	2
	Total									19
Semester 3-										
BBA MGT 201	Business Ethics & Corporate Governance	Core	2	-	-	50%	40 %	10 %	100%	2
BBA MGT 203	Interpersonal Communication for Business	Core	2	-	-	50%	40 %	10 %	100%	2
BBA ENT 201	Tech Entrepreneurship	Core	2	-	-	50%	40 %	10 %	100%	2
BBA MKT 201	Brand Management	Core	3	-	-	50%	40 %	10 %	100%	3
BBA FIN 201	Operational Finance	Core	3	-	-	50%	40 %	10 %	100%	3
BBA BA 201	Basics of Statistics	Programme Elective	3	-	-	50%	40 %	10 %	100%	3
BBA MGT 205	Business Law	Programme Elective	3	-	-	50%	40 %	10 %	100%	3
BBA IT 201	Business Internship	IT	-	-	2					2

BBA LS 201	Life Skills - Human Values	LS	1	-	-	50%	40 %	10 %	100%	1
AE	ATLAS Elective	AE	2	-	-	50%	40 %	10 %	100%	2
	TOTAL									20
Course Code	Course	Course Type	Periods			Evaluation Scheme				Credits
			L	T	P	MT	ET	A	Total	
Semester 4-										
BBA MGT 202	Business Strategy	Core	2	-	-	50 %	40%	10%	100%	2
BBA LA 202	International Relations	Core	2	-	-	50 %	40%	10%	100%	2
BBA ENT 202	Marketing & Finance for Entrepreneurs	Core	2	-	-	50 %	40%	10%	100%	2
BBA MKT 202	Digital Marketing for Business	Core	3	-	-	50 %	40%	10%	100%	3
BBA FIN 202	Financial Management for Business	Core	3	-	-	50 %	40%	10%	100%	3
BBA MGT 204	Macroeconomics for Business	Progra mme Electiv e	3	-	-	50 %	40%	10%	100%	3
BBA BA 202	Cyber Security	Progra mme Electiv e	3	-	-	50 %	40%	10%	100%	3

BBA LS 202	Life Skills - Career Readiness	LS	2	-	-	50 %	40%	10%	100%	2
BBA ENT 204	Entrepreneurial Lab (MVP)	Core	2	-	-	50 %	40%	10%	100%	2
AE	ATLAS Elective	AE	2	-	-	50 %	40%	10%	100%	2
	TOTAL									21
Semester 5-										
BBA MGT 301	International Business and Global Perception	Core	2	-	-	50 %	40%	10%	100%	2
BBA LA 301	Sociology	Core	2	-	-	50 %	40%	10%	100%	2
BBA ENT 301	Innovation Development Management	Specializ ation	3	-	-	50 %	40%	10%	100%	3
BBA ENT 303	Startup Law, Ethics & Environment in India	Specializ ation	3	-	-	50 %	40%	10%	100%	3
BBA MKT 301	Retail Management & Ecommerce	Specializ ation	3	-	-	50 %	40%	10%	100%	3
BBA MKT 303	Selling and Negotiation	Specializ ation	3	-	-	50 %	40%	10%	100%	3
BBA FIN 301	Corporate Finance	Specializ ation	3	-	-	50 %	40%	10%	100%	3
BBA FIN 303	Investment Management	Specializ ation	3	-	-	50 %	40%	10%	100%	3
BBA ECO 301	Game Theory	Specializ ation	3	-	-	50 %	40%	10%	100%	3

BBA ECO 303	Economics in Action	Specializ ation	3	-	-	50 %	40%	10%	100%	3
BBA BA 301	Data Mining & Warehousing for Business	Specializ ation	1	-	4	50 %	40%	10%	100%	3
BBA BA 303	Logical Reasoning for Python	Specializ ation	1	-	4	50 %	40%	10%	100%	3
BBA MGT 303	Business Research Methodology	Program Elective	2	-	-	50 %	40%	10%	100%	2
BBA BA 305	Data Visualisation	Program Elective	1	-	2	50 %	40%	10%	100%	2
BBA MKT 305	Content Marketing	Program Elective	2	-	-	50 %	40%	10%	100%	2
BBA MGT 305	Business Challenge	Core	2	-	-	50 %	40%	10%	100%	2
TOTAL										22
Semester 6-										
BBA MGT 302	Logistics & Operations Management	Core	2	-	-	50%	40 %	10%	100%	2
BBA LA 302	Ancient Philosophy	Core	2	-	-	50%	40 %	10%	100%	2
BBA ENT 302	Innovation in FMBs	Specializ ation	3	-	-	50%	40 %	10%	100%	3
BBA ENT 304	Entrepreneurship Launchpad	Specializ ation	3	-	-	50%	40 %	10%	100%	3

BBA 1st Year
Semester 1
Principles of Management (BBA MGT 101)

L	T	P
3	-	-

Course Name: Principles of Management

Course Contact Hours: 3

Course Credit Hours: 3

Course Code: BBA 101

Course Objectives:

1. Explore management concepts through the lens of several modern-day management thinkers and writers
2. Understand the process of management (PODSCORB)
3. Learn the fundamental theories of motivation
4. Understand the nuances of work-life balance
5. Understand various personality types

Course Description:

Principles of Management is a comprehensive course that introduces fundamental concepts and theories in the field of management. Through this course, you will gain an understanding of the key principles and practices essential for effective management in various organizational settings. Topics covered may include planning, organizing, leading, and controlling, as well as decision-making, communication, and team dynamics. You will also explore different management styles, ethical considerations, and the role of technology in modern management. By the end of the course, you will have a solid foundation in management principles that can be applied to real-world situations

Course Contents:

Unit Modules

- 1 Introduction
 - 1.1 Skills & Competencies of a Successful Manager
 - 1.2 Importance of Management
 - 1.3 Managerial Roles by Henry Mintzberg
 - 1.4 Historical Roots of Contemporary Management Practices
- 2 Planning
 - 2.1 Definition of Planning
 - 2.2 Three Elements of a Plan

- 2.3 Importance of Planning
- 2.4 Management by Objectives (MBO)
- 2.5 Criticisms of Formal Planning
- 2.6 Types of Plans
- 2.7 SWOT Analysis
- 2.8 How does the Entrepreneur Identify a Competitive Advantage?
- 3 Decision Making
 - 3.1 Decision-Making Process
 - 3.2 Rational vs Intuitive Decisions
 - 3.4 Types of Problems & Decisions
 - 3.5 Decision Making Styles
 - 3.6 National Culture & Decision-Making Practices (Hofstede's Cultural Dimensions)
 - 3.7 Group Decision Making
 - 3.8 Biases in Decision Making
- 4 Personality, Perception & Work Teams
 - 4.1 Importance
 - 4.2 Myers-Briggs Type Indicator (MBTI)
 - 4.3 What shortcuts do managers use in judging people?
 - 4.4 How do we match personality & jobs?
 - 4.5 How can an understanding of Personality help managers be more effective?
 - 4.6 Performance vs Trust
 - 4.7 Group vs Team
 - 4.8 Project Aristotle By Google
 - 4.9 Rescuing Miner's Activity
 - 4.10 Team Work Lessons
 - 4.11 Types of Work Teams , Group Dynamics
- 5 Organizational Aspects
 - 5.1 Henry Fayols 14 Principles of Management - Application in various industries
 - 5.2 Hybrid Team Canvas
 - 5.3 Organization Design and its Applications
 - 5.4 Organizational Culture
- 6 Motivation
 - 6.1 Theories of Motivation
 - 6.2 Is Money a Good Motivator?
 - 6.3 Different Motivational Factors
 - 6.4 What can management do to improve Work life Balance?
- 7 Leadership
 - 7.1 Leadership vs Authority
 - 7.2 Managers vs Leaders
 - 7.3 Golden Circle
 - 7.4 Leadership Styles
 - 7.5 Body Language of Leaders
 - 7.6 Speak like a Leader
 - 7.7 Leadership Test

- 8 Controlling
 - 8.1 Importance of Control
 - 8.2 Controlling Process
 - 8.3 Types of control

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Develop ability to work in teams
2. Reflect and adopt managerial skills required for management
3. Evaluate planning and problem-solving decision in their profession
4. Analyse information to isolate issues and formulate control methods
5. Develop leadership and motivational skills

References

1. Essentials of Management Robbins, S.P. and De Cenzo 6th Edition
2. Management Robbins, S.P. and De Cenzo 13th Edition
3. Fundamentals of Management Robbins, S.P. and De Cenzo 9th Edition
4. The Five Dysfunctions of a Team Lencioni, Patrick, 2002

BBA 1st Year
Semester 1
Marketing for 21st Century (BBA MKT 101)

L	T	P
2	-	-

Course Name: Marketing for 21st Century
Course Credit Hours: 2

Course Contact Hours: 2
Course Code: BBA MKT 101

Course Objectives:

1. Introduce students to the theories, concepts, and activities in marketing management
2. Provide practice in assessing and solving marketing problems.
3. Provides a foundation for advanced electives in Marketing as well as other business/social disciplines.
4. Learnings based on the real life marketing situations and simulations to provide the required grounding for the participant in the learning process.

Course Description:

This course delves into the dynamic landscape of marketing in the 21st century, exploring the evolving strategies, tools, and techniques necessary for success in today's digital age. Students will gain a comprehensive understanding of the fundamental principles of marketing and how they are adapted and applied in the modern context. Through case studies, discussions, and practical projects, participants will develop critical thinking skills and practical knowledge to navigate the complexities of contemporary marketing environments.

Course Contents:

Unit Modules

- 1 Marketing Concepts and Marketing Mix
- 2 Introduction to the Marketing Mix
- 3 Segmentation, Targeting & Positioning
- 4 Other Marketing Concepts

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Understand how customer value and engagement can be created
2. Understand the basics of marketing and relate its application in the practical world.
3. Understand how marketers approach various segments in the market
4. Understand the meaning and importance of marketing mix

5. Understand how organizations fail when they overlook customer needs

References:

1. Basic Marketing- - A Global Managerial Approach William D Perreault, E Jerome Mc Carthy, 15th Edition Tata Mc Graw Hill
2. Marketing Management Ramaswamy and Namakumari, Macmillan House
3. Marketing Management Arun Kumar, N Meenakshi, Vikas Publishing
4. Marketing Management Michael Etzel, Bruce Walker, William Stanton, Ajay Pandit, 9th Edition, Tata McGraw Hill, New Delhi

BBA 1st Year
Semester 1
Introduction to Accounting & Finance 1 (BBA FIN 101)

L	T	P
3	-	-

Course Name: Introduction to Accounting & Finance 1
Course Credit Hours: 3

Course Contact Hours: 3
Course code: BBA FIN 101

Course Objectives:

1. Gain a comprehensive understanding of fundamental concepts, conventions, and principles of accountancy as prescribed by the ICAI Accounting Standards.
2. Develop proficiency in inventory valuation techniques and the preparation of final accounts for both manufacturing concerns, ensuring students possess a robust grasp of financial reporting principles.
3. Explore specialized areas of accounting, particularly departmental accounting, to equip students with the knowledge and skills necessary for managing complex organizational structures.
4. Acquire practical experience and technical competency in accounting software, enabling students to efficiently utilize technology for financial management and reporting tasks.

Course Description:

This course offers a foundational exploration of accounting principles essential for entrepreneurs and business professionals. Recognizing accounting's integral role in business, the curriculum delves into fundamental concepts, conventions, and principles established by the Institute of Chartered Accountants of India (ICAI). Topics covered include inventory valuation, preparation of final accounts for manufacturing concerns, and specialized accounting practices such as departmental accounting. Additionally, students will gain practical proficiency in accounting software to enhance their technical skills and prepare them for real-world application.

Course Content

Unit Modules

- 1 Introduction to Accounting Standards issued by ICAI
 - 1.1 Concepts, benefits, procedures for issue of accounting standards Various AS
 - 1.1.1 AS – 1: Disclosure of Accounting
 - 1.1.2 AS – 9: Revenue Recognition
- 2 Valuation of Inventory
 - 2.1 AS – 2: Valuation of Inventories (Stock)
 - 2.1.1 Meaning, definition, applicability, measurement of inventory
 - 2.1.2 Types of inventory
 - 2.1.3 Disclosure in final account

- 2.1.4 Cost of Inventory
 - 2.1.5 Inventory systems: Periodic Inventory system and Perpetual Inventory System Valuation
 - 2.1.6 EOQ (Economic order quantity) –with practical sums
 - 2.1.7 Methods of Stock Valuation as per AS – 2: FIFO and Weighted Average Method
 - 2.1.8 Computation of valuation of inventory as on balance sheet date: If inventory is taken on a date after the balance sheet or before the balance sheet.
- 3 Final Accounts
- 3.1 Capital and Revenue Expenditure and Receipts
 - 3.2 Adjustment and closing Entries
 - 3.3 Final Accounts of a Manufacturing concern of proprietorship firm
- 4 Departmental Accounts
- 4.1 Introduction-Meaning- Objective of Department accounting
 - 4.2 Basis of Allocation of Expenses and Incomes/Receipts
 - 4.3 Inter Departmental Transfer: at Cost Price and Invoice Price
 - 4.4 Stock Reserve;
 - 4.5 Departmental Trading and Profit & Loss Account and Balance Sheet
- 5 Introduction to Computerised Accounting
- 5.1 Introduction of Tally Program (the accounting software)

Course Outcomes (COs) On completion of the course, it is expected that students will be able to:

1. Understand the concepts, conventions and principles on which fundamental of accountancy based.
2. Comprehend what is inventory, its types and methods of its valuation. Also what are Economic Order Quantity and its valuation?
3. Prepare and evaluate Final accounts of a manufacturing organization.
4. How to allocate various expenses and incomes of a business working as Departmental or super store
5. Create various files, vouchers, books, ledger and preparation of Final accounts with the help of accounting software “Tally”

References:

1. CA (Dr.) Varsha Ainapure and CA Mukund Ainapure, “Accountancy and Financial management-paper I- *Manan Prakashan*
2. Gupta R. L, & Gupta V. K., Financial Accounting, Sultan Chand Publications, New Delhi
3. Jain & Narang, Financial Accounting, Kalyani Publishers, Patiala
4. Tulsian P.C., Financial Accounting, Tata McGraw Hill Publishing Company Ltd., New Delhi

BBA 1st Year
Semester 1
Introduction to Entrepreneurship (BBA ENT 101)

L	T	P
2	-	-

Course Name: Introduction to Entrepreneurship
Course Credit Hours: 2

Course Contact Hours: 2
Course Code: BBA ENT 101

Course Objectives:

1. Entrepreneurs play an important role in society. They act as a force to bring about change and progress in the society and are the people that transform ideas into commercial products or services by carrying the risk of doing so. These products or services may improve a person's life, may be beneficial to the society or even the planet
2. This course is designed as a linear approach to entrepreneurship by understanding what entrepreneurship entails and answering questions such as how do entrepreneurs build a unique value proposition, how do they define the enterprise, finance it, scale it and cash it out. This course takes the learners through the essential steps that they would need to get answers to as they deep dive into starting up on their own.
3. The main objective of this course is to expose the students to the different aspects of entrepreneurship and to show them the dynamics of entrepreneurship before they study the details of each aspect individually in the following semesters.

Course Description:

Introduction to Entrepreneurship is a course that provides an overview of the fundamentals of starting and managing a business. It covers key topics such as identifying business opportunities, creating business plans, marketing strategies, financial management, and legal aspects of entrepreneurship. The course aims to equip students with the knowledge and skills needed to navigate the entrepreneurial journey successfully.

Course Contents:

- 1 What is entrepreneurship?
- 2 Understanding the business environment
- 3 Defining your enterprise
- 4 Financing for entrepreneurs
- 5 Scaling up and Harvesting
- 6 Society and Entrepreneurship

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Understand the fundamentals of entrepreneurship and explore founding a new business
2. Foster focused curiosity to deep dive into problems and pain points
3. Apply tools, frameworks and methodologies to make informed entrepreneurial decision
4. Develop Cross functional thinking required for an entrepreneur
5. Explore opportunities amidst real world constraints and evaluate them effectively

References

1. Innovation and Entrepreneurship (1985), Peter Drucker

BBA 1st Year
Semester 1
Business Communication (BBA MGT 103)

L	T	P
2	-	-

Course Name: Business Communication
Course Credit Hours: 2

Course Contact Hours: 2
Course code: BBA MGT 103

Course Objectives:

1. To understand and demonstrate writing and speaking processes through invention, organization, drafting, revision, editing, and presentation.
2. To understand the importance of specifying audience and purpose and to select appropriate communication choices.
3. To understand and appropriately apply modes of expression, i.e., descriptive, expository, narrative, scientific, and self-expressive, in written, visual, and oral communication.
4. To participate effectively in groups with emphasis on listening, critical and reflective thinking, and responding.
5. To understand and apply basic principles of critical thinking, problem solving, and technical proficiency in the development of exposition and argument.

Course Description:

Business Communication is a course that focuses on developing effective communication skills in a professional setting. It covers various aspects such as written and oral communication, interpersonal skills, presentation techniques, and effective use of technology for business communication. The course aims to enhance students' ability to convey ideas clearly, collaborate effectively, and build strong professional relationships.

Course Contents:

- 1 Effective Business communication
 - 1.1 Delivering your message
 - 1.2 Understanding your audience
- 2 Writing skills & Report writing
 - 1.1 Effective Business writing
 - 1.2 Writing preparation
 - 1.3 Business writing
- 3 Presentation Skills

- 3.1 Business presentations
- 3.2 Non-verbal Delivery
- 3.3 Business presentations in Action
- 4 Interview Skills
 - 4.1 Intrapersonal & Interpersonal communication
 - 4.2 Negative News and Crisis communication
- 5 International Communication
 - 5.1 Intercultural communication
 - 5.2 Group communication, Teamwork and Leadership

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Write e-mails, memos, and business letters with different tones and for different purposes
2. Understand the importance of being an effective business communicator in today's changing workplace
3. Communicate effectively with colleagues in meetings by employing individual strengths and implementing knowledge of different working styles
4. Deliver professional oral presentations
5. Write a polished resume and cover letter and effectively prepare for and participate in interviews

References:

- 1) Business Communication Meenakshi Raman and Prakash Singh August 2012. 2nd Edition
- 2) Effective Business Communication Herta Murphy Herbert Hildebrandt Jane Thomas January 2008. 7th Edition

BBA 1st Year
Semester 1
Behavioural Science (Psychology 1) (BBA LA 101)

L	T	P
2	-	-

Course Name: Behavioural Science (Psychology 1)
Course Credit Hours: 2

Course Contact Hours: 2
Course Code: BBA LA 101

Course Objectives:

1. The student develops basic knowledge of psychology
2. Analyze, evaluate, and compare major theories in cognitive psychology and relate new experimental results to these theories.
3. Discuss Personality Theory & Motivation Theory
4. Discuss Thinking & Theories that revolve around it
5. Making a Study on all the Theories mentioned above

Course Description:

Behavioral Psychology is a course that explores the scientific study of human behavior and the underlying psychological processes that influence it. It covers topics such as learning theories, motivation, perception, memory, and cognitive processes. The course aims to provide students with a comprehensive understanding of how individuals behave, think, and interact with their environment. Through this course, students will gain insights into human behavior and develop critical thinking skills to analyze and explain various psychological phenomena.

Course Contents:

Unit Modules

- 1 Introduction to Cognitive Psychology
 - 1.1 Emergence of Cognitive Psychology
 - 1.2 Cognition and Intelligence
 - 1.3 Fundamental Ideas in Cognitive Psychology
- 2 Cognitive Neuroscience
 - 2.1 Cognition in the Brain: The Anatomy and Mechanisms of the Brain
 - 2.2 Brain Disorders
- 3 Decision Making Process, Buyer Behaviour and Brand Interaction
 - 3.1 Attention and eye tracking techniques
 - 3.2 Distributed representations of brand associations

- 3.3 Predicting as liking and purchase intent: Analysis of facial responses to ads
- 3.4 Decision making and the brain
- 4 Attention and Consciousness
 - 4.1 The Nature of Attention and Consciousness
 - 4.2 When Our Attention Fails Us
 - 4.3 Dealing with an Overwhelming World—Habituation and Adaptation
 - 4.4 Automatic and Controlled Processes in Attention
 - 4.5 Consciousness
- 5 Memory: Models and Processes
 - 5.1 Models of Memory
 - 5.2 Exceptional Memory and Neuropsychology
 - 5.3 Encoding and Transfer of Information
 - 5.4 Retrieval
 - 5.5 Processes of Forgetting and Memory Distortion

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Demonstrate knowledge and understanding of well - established theories in cognitive psychology, as well as an appreciation for the complexity of cognitive processes
2. The student can analyse and discuss scientific issues within the subject area.
3. The student develops knowledge of how human cognition works from attention, sensation, perception, action, language processes, problem solving and thinking to learning and memory.

References:

- 1.Cognitive Psychology,Robert J. Sternberg Edition 6th
- 2.Authenticity: What Consumers Really Want, James H. Gilmore and B. Joseph Pine.

BBA 1st Year

Semester 1

Quantitative Applications in Business (BBA BA 101)

L	T	P
3	-	-

Course Name: Quantitative Applications in Business
Course Credit Hours: 3

Course Contact Hours: 3
Course Code: BBA BA 101

Course Objectives:

1. The purpose of this course is to provide knowledge of quantitative techniques required in business and impart analytical, problem solving, and numerical skills to new-age business professionals.
2. The course is designed to understand and use the domain of business mathematics for tackling business problems. The course is divided into four units, each focussing on a different numerical knowledge base and skillset.

Course Description:

Quantitative Applications in Business is a course that focuses on the practical application of quantitative methods and techniques in business decision-making. It covers topics such as statistical analysis, data visualization, forecasting, optimization, and simulation. The course aims to equip students with the skills to analyze data, solve business problems, and make informed decisions using quantitative methods. Through this course, students will develop proficiency in using tools and software to analyze and interpret data, enabling them to make data-driven decisions in a business context.

Course Contents:

Unit	Modules
1	Quantitative techniques in business and trade
2	Shares, Mutual Funds & Optimization
3	Mathematics of Finance
4	Business Calculus & it's Economic Applications

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Apply mathematical knowledge in solving business problems.

2. Use quantitative skills in numerically intensive areas of economics and investments with an understanding of calculations in the equity market and mutual funds.
3. Understand the function of basic marketing mathematics by solving relevant problems, including trade discounts, cash discounting, commission-based incentives and profit-sharing partnership models.
4. Demonstrate the principles of interest and annuity to solve relevant problems in banking and finance.
5. Express and solve optimization problems using calculus, linear equations and inequalities

References:

1. Business Mathematics, Business Mathematics, Business Mathematics
2. Introductory Business Mathematics, V.K Kapoor, Sultan Chand & Sons ISBN: 81-8054-832-1 Year-2011
3. Practical Business Mathematics , S.A. Bari, New Literature Publication Company
4. Business Mathematics, A P Kumtha, Vipul Publication, Sixth Edition

BBA 1st Year

Semester 1

Essentials of Computing & Coding (BBA BA 103)

L	T	P
1	-	4

Course Name: Essentials of Computing & Coding
Course Credit Hours: 5

Course Contact Hours: 3
Course Code: BBA BA 103

Course Objectives:

Essentials of Computing and Coding is an introductory data analytics course covering:

1. Data Collection
2. Data Management
3. Summarizing Data
4. Visualization Data
5. Statistical Inference
6. Machine Learning

The course is designed for students from all disciplinary backgrounds with students gaining hands-on experience using Python and Jupyter Notebooks.

Course Description:

Essentials of Computing & Coding is an introductory course designed to provide students with a solid foundation in computer fundamentals and coding principles. This course aims to equip learners with the essential knowledge and skills necessary to navigate the rapidly evolving digital landscape and prepare them for further studies or careers in computing-related fields

Course Contents:

- 1 Python Foundations
- 2 Data Wrangling
- 3 Machine Learning
- 4 Data Collection
- 5 Data Ethics

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Students can list steps involved in data science from data acquisition to insight and describe the role of each step
2. Students can distinguish different ways of collecting data and their impact on conclusions that can be drawn from the data
3. Students can manage, summarize, and visualize data using Python and Jupyter Notebooks
4. Explain basic concepts of statistical inference and implement simulation based inference methods
5. Apply basic machine learning methods and assess at a basic level the quality of predictions

References:

1. Machine Learning with Python Cookbook: Practical Solutions from Preprocessing to Deep Learning, By: Chris Albon, <https://www.amazon.in/Machine-Learning-Python-Cookbook-Preprocessing/>
2. The Data Warehouse Toolkit: The Definitive Guide to Dimensional Modeling
Wiley,
<https://www.pdfdrive.com/the-data-warehouse-toolkit-the-definitive-guide-to-dimensional-modeling-e157742453.html>
3. Python Data Science Handbook: Essential Tools for Working with Data, Jake Vanderplas
4. <https://www.amazon.in/Python-Data-Science-Handbook-Essential/> Python Data Science Handbook: Essential Tools for Working with Data, Jake Vanderplas,
<https://www.amazon.in/Python-Data-Science-Handbook-Essential/>

**BBA 1st Year
Semester 2
Introduction to Organizational Behavior (BBA MGT 102)**

L	T	P
2	-	-

Course Name: Introduction to Organizational Behavior
Course Credit Hours: 2

Course Contact Hours:2
Course Code: BBA MGT 102

Course Objectives:

1. To enable students to demonstrate a thorough knowledge and understanding of organisational behaviour
2. To help students to apply the theories, concepts and models taught in the course relevant contemporary to navigate efficiently across organizational issues
3. To help the students to develop cognizance of the importance of human behavior.
4. To enable students to describe how people behave under different conditions and understand why people behave as they do
5. To understand and interpret mythological references and gain organizational behaviour insights

Course Description:

Organizational Behaviour explores the dynamics of human behavior within organizations and how it influences individual and group performance, productivity, and overall organizational effectiveness. This course integrates concepts from psychology, sociology, anthropology, and management theory to understand the behavior of individuals, groups, and organizations in various contexts. Topics covered include individual differences, motivation, communication, leadership, group dynamics, organizational culture, diversity and inclusion, power and politics, organizational change, and decision-making. Through lectures, case studies, discussions, and experiential exercises, students will develop insights into human behavior in organizations and enhance their ability to manage and lead effectively.

Course Content

Unit Module

- 1 Introduction to Organizational Behavior
 - 1.1 Introduction to Organizational Behaviour
 - 1.2 Interdisciplinary Nature of Organizational Behaviour
 - 1.3 Fundamental Concepts of Organizational Behavior
 - 1.4 Diversity in Organizations - Age, Gender, Race and Ethnicity, Disabilities, Religion, Sexual Orientation, Cultural Diversity
- 2 Motivation in the Workplace

- 2.1 Theories of Motivation – Clayton Alderfer's ERG Theory, Adam's Equity Theory, Vroom's Expectancy Theory
- 2.2 Organizational Justice – Types, Outcomes, Justice and Culture
- 3 Teamwork and Group Dynamics
 - 3.1 Teamwork - Team Design, Team Composition, Team Processes, Teams over Time
 - 3.2 Group and Group Dynamics - Why people join groups? Effects of groups on individuals (social loafing, group think, group polarization, etc.)
- 4 Organizational Leadership
 - 4.1 Leadership Theories
 - 4.2 Power and Politics
- 5 Mythological references to Organizational Behavior
- 6 Organizational Culture and Organizational Change

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Demonstrate the applicability of the concept of organizational behavior to understand the behavior of people in the organization.
2. Demonstrate the applicability of analyzing the complexities associated with management of individual behavior in the organization.
3. Analyze the complexities associated with management of the group behavior in the organization.
4. Demonstrate how the organizational behavior can integrate in understanding the motivation (why) behind behavior of people in the organization.
5. Develop ability to work in teams
6. Evaluate problem-solving decisions in organizations
7. Develop leadership and motivational skills

References

1. Organizational Behaviour, Stephen P. Robbins, Pearson (2021)
2. The Talent Sutra, Pattanaik, D, Aleph Book Company
3. The 4-Hour Workweek: Escape 9-5, Live Anywhere, and Join the New Rich, Timothy Ferris Harmony
4. The One Minute Manager, Kenneth Blanchard, Harpercollins

BBA 1st Year

Semester 2

Environment & Sustainability (BBA MGT 104)

L	T	P
2	-	-

Course Name: Environment & Sustainability
Course Credit Hours: 2

Course Contact Hours: 2
Course Code: BBA MGT 104

Course Objectives:

1. Learn about the economic, social, and environmental aspects of sustainability and some frameworks for defining and measuring progress toward a sustainable society.
2. Explore the major impacts that humans have on the environment.
3. Be introduced to: a. life cycle assessment (LCA); a framework for evaluating the environmental impacts of products and services over their full life cycle, from raw materials extraction (cradle) to end-of-life disposal or re-use (grave); and b. Geographic Information Systems (GIS).

Course Description:

The Environment and Sustainability course provides an interdisciplinary exploration of the complex relationship between human societies and the natural environment, with a focus on understanding environmental issues, their causes, and potential solutions. Through the integration of concepts from environmental science, ecology, economics, sociology, and policy studies, students will examine key topics such as biodiversity conservation, climate change, pollution, resource management, sustainable development, and environmental justice. Emphasis will be placed on critical thinking, systems thinking, and problem-solving skills to address current environmental challenges and promote sustainability at local, regional, and global levels. Through case studies, discussions, projects, and field experiences, students will gain a holistic understanding of environmental issues and develop the knowledge and tools necessary to contribute to a more sustainable future.

Course Contents:

Unit Module

- 1 Introduction to Environmental Studies
- 2 Environmental Pollution and Global Environmental Issues
- 3 Environmental Management

4 Concept of Sustainability and Sustainable Development

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Explore complex challenges by explaining, with examples, the dependence of society on natural systems
2. Recognize and explain the interconnection among human infrastructure and natural systems.
3. Analyze environmental topics from several different perspectives
4. Identifying and evaluating environmental impacts and implications
5. Constructing a logical argument regarding a topic in environmental sustainability.

Resources

1. Environmental Studies, Erach Bharucha, Universities press
2. Taking Sides: Clashing Views in Sustainability, Robert Taylor, McGraw-Hill Education
ISBN-13: 978-0073514536
3. The Age of Sustainable Development Jeffery D. Sachs Columbia university press

BBA 1st Year
Semester 2
Lean Product Process Development (BBA ENT 102)

L	T	P
2	-	-

Course Name: Lean Product Process Development
Course Credit Hours: 2

Course Contact Hours: 2
Course Code: (BBA ENT 102)

Course Objectives:

1. Be able to identify a worth-while problem to solve for new venture creation
2. Learn mind-set & skill-set required for new product development
3. Profile user & customer needs for new product development

Course Description:

Lean Product Management is a dynamic and evolving discipline that integrates principles from lean methodology, agile development, and product management to create efficient and customer-centric product development processes. This course provides a comprehensive overview of lean product management principles, techniques, and best practices aimed at maximizing value delivery while minimizing waste and maximizing customer satisfaction.

Course Contents:

Unit Module

- 1 Mapping Use Case Grid
- 2 Problem Identification
- 3 User & Customer Research
- 4 Value Maps and New Product Launch
- 5 AMA + Hackathons

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Apply lean methodology and agile practices effectively.
2. Optimize product development processes.
3. Prioritize customer-centricity.
4. Drive continuous improvement.

5. Foster a culture of experimentation and learning.

References

1. Why I Stopped Wearing My Socks, Alok Kejriwal
2. How I Almost Blew It, Siddharth Rao
3. The Lean Startup, Eric Ries
4. Blitz Scaling, Ash Maurya

BBA 1st Year

Semester 2

Consumer Behaviour and Insight (BBA MKT 102)

L	T	P
3	-	-

Course Name: Consumer Behaviour and Insight
Course Credit Hours: 3

Course Contact Hours: 3
Course Code: BBA MKT 102

Course Objectives:

1. Understand strategies employed by marketers to unlock the consumer psyche in the brand preference and purchase.
2. Understand the perspectives of Consumer Behavior and Consumer Insights in the world of marketing.
3. Use the tools and techniques of Consumer Behavior and Consumer Insights.
4. Understand the role of Consumer Behavior in Branding and Advertising.
5. Understand different types of consumers in the market and the brand decisions that they take in the consumption patterns.

Course Description:

Consumer Behavior and Insight is a multidisciplinary course that delves into understanding the psychological, social, and cultural factors that influence consumer decision-making processes. This course provides a comprehensive examination of consumer behavior theories, research methods, and practical applications to gain insights into consumer motivations, preferences, and behaviors.

Course Contents:

Unit Module

- 1 Understanding Consumer Behaviour
 - 1.1 The changing consumer in the Digital Era
 - 1.2 The well informed consumers
 - 1.3 Spoilt for Choice
 - 1.4 Marketing getting Interactive
 - 1.5 Marketers getting more information about consumers
 - 1.6 A simple Consumer Buying Process
 - 1.7 Changing Indian Consumer
 - 1.8 Emergence of Consumerism
 - 1.9 The new role of Indian consumer

- 1.10 From Gen X, Y to Z (Millennials)
- 1.11 Emergence of Minimalists through Shared Economy
- 1.12 The future of Indian Consumers
- 1.13 Consumer Motivation, Perception and Attitudes
- 1.14 What is Consumer Motivation?
- 1.15 Dynamics of Motivation
- 1.16 Maslow's Hierarchy of Needs
- 1.17 Herzberg's Two factor Theory
- 1.18 Consumer Perception and Attitudes
- 1.19 Elements of Perception
- 1.20 Perceptual Mapping & Brand Positioning
- 1.21 Attitudes and Models of Attitudes
- 2 Introduction to Consumer Research
 - 2.1 What is Consumer Research?
 - 2.2 Importance of Consumer Research
 - 2.3 Types of Consumer Research
 - 2.4 Applications of Consumer Research in Marketing
 - 2.5 Consumer Research Process
 - 2.5.1 How to conduct Consumer Research?
 - 2.5.2 Understanding the Consumer Research Process
 - 2.5.3 Future of Consumer Research
- 3 Introduction to Consumer Insights
 - 3.1 What are Consumer Insights
 - 3.2 Turning Consumer Insights into Action
 - 3.3 Targeting to Millennials and Gen Z
 - 3.4 Conclusion
 - 3.5 Consumer Insight Process
 - 3.6 Understanding Consumer Insight Process
 - 3.7 Applications of Consumer Insights in Marketing
 - 3.8 Case Studies of Successful Brands that have used Consumer Insights
 - 3.9 Future of Consumer Insights

Course Outcomes (COs): After completing the course, the student shall be able to:

1. The use of consumer psychology as a marketing tool for strategizing the deliverables across stakeholders.
2. Understand the emerging considerations relevant for both Consumer Behavior and Consumer Insights in today's market place.
3. To understand the strategic implications of consumer influences and decisions for product, advertising, pricing, and distribution strategies.
4. To formulate strategies for the implementation of Consumer Insights in Marketing.
Identify the connect between the brand, psychology and advertising as the application in the market place.

References:

- 1) Consumer Behaviour 11/e,
- 2) Consumer Psychology (Paperback Import)
- 3) The Making of the Consumer: Knowledge, Power and Identity in the Modern World
- 4) Advertising and the Mind of the Consumer: What Works, What Doesn't, and Why

BBA 1st Year
Semester 2
Introduction to Finance (BBA FIN 102)

L	T	P
3	-	-

Course Name: Introduction to Finance
Course Credit Hours: 3

Course Contact Hours:3
Course code: BBA FIN 102

Course Objectives:

1. Students will continue from where they left off in terms of Learning to Read and Interpret Financial Statements. They will be able to have a bird's eye view of financial statement and their linkage.
2. Get an in-depth knowledge of Finance and Financial Markets and achieve an understanding of Primary & Secondary Markets
3. Enhance knowledge on the Money Market and its functioning in India
4. Get introduced to concepts of Credit Rating & the Debt Market
5. Students will understand processes and framework of the Banking and Insurance sector of India.

Course Description:

This course serves as an introduction to the fundamental concepts and principles of finance. Students will gain an understanding of the financial systems, markets, and instruments, as well as the key techniques and theories used in financial decision-making. Topics covered include financial markets and institutions, time value of money, financial statement analysis, risk and return, valuation of securities, capital budgeting, cost of capital, financial planning, corporate finance, international finance, behavioral finance, and ethical and regulatory issues in finance. Through lectures, case studies, and practical exercises, students will develop the analytical skills and knowledge necessary for effective financial management and decision-making in both personal and professional contexts.

Course Content

Unit Module

- 1 Learn to Read Financial Statements
 - 1.1 Balance Sheet
 - 1.2 Income Statement
 - 1.3 Cash Flow Statement
 - 1.4 Bharti Airtel Users of Financial Statements Case Study
- 2 Introduction to Financial Systems
 - 2.1 Components of the Formal Financial System
 - 2.2 Functions of a Financial System
 - 2.3 Nature and Role of Financial Institutions (Intermediaries) and Financial

Markets

- 3 Money Market
 - 3.1 Functions & Benefits of the Money Market
 - 3.2 Money Market in India
 - 3.3 Money market Instruments like T-Bills, Commercial Paper, Commercial Bills, Certificates of Deposits, Call/Notice Money Market, CBLO
 - 3.4 Tools for managing Liquidity in the Money Market
 - 3.5 Study of real-life data related to Money Market Instruments in India
- 4 Life Insurance
 - 4.1 Concept, Basic Characteristics of Insurance, Insurance Company Operations
 - 4.2 Principles of Insurance
 - 4.3 Risks in Life Insurance
 - 4.4 Purpose and Need of Insurance
 - 4.5 Different Kinds of Life Insurance Products
- 5 Introduction to Capital Markets
 - 5.1 Functions of a Capital Market
 - 5.2 Primary Markets and Secondary Markets
 - 5.3 Primary Issuances - IPO, Book Building, Types of Issuances
 - 5.4 Secondary Market Trading - Working of a Stock Exchange, Stock Market Index, Orders and Execution of Trades, Trading vs Long Term Investments
- 6 Banking In India
 - 6.1 Introduction to the role of RBI
 - 6.2 Types of Banks - Commercial Banking, Retail Banking, Corporate Banking, Investment Banking
 - 6.3 Non-Performing Assets
- 7 General Insurance
 - 7.1 GIC, Export Credit Guarantee Corporation, Development of General Insurance
 - 7.2 Motor Insurance, Fire Insurance, Health Insurance
 - 7.3 Introduction to catastrophic risks in non-life insurance products
 - 7.4 Bajaj Travel Insurance (Case Study)
 - 7.5 Reinsurance
- 8 Debt Market & Credit Rating
 - 8.1 Comparison of Debt Market with Money market
 - 8.2 Global Debt Market
 - 8.3 Ways to trade in the debt market - over the phone & online systems
 - 8.4 Credit Analysis
 - 8.5 Lakhani Footwear vs Relaxo Footwear - Debt Market & Credit Rating Caselet using CRISIL reports
 - 8.6 Bonds & Bonds Live Demo
 - 8.7 Bond Trading - Live Case of Yields vs Interest vs Price
- 9 Financial Crisis/ Capital Market Scams

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Read, interpret and use financial statements to make business decisions.
2. Explain the working of the Indian Financial System and understand the functioning of Banks and the Banking sector.
3. Understand Life & Non Life Insurance and its relevance in mitigation of risks. Making a well informed decision on purchasing an insurance policy.
4. Gain an insight into how Money market instruments work. Look up Credit Ratings for a said company to determine its financial strength.
5. Understand the functioning of the Indian Capital markets. Follow the Sensex & Nifty to make informed decisions on investment.

References

1. The Indian Financial System, Bharati V. Pathak, Pearson
2. The Economic Times Newspaper
3. Time of India
4. www.moneycontrol.com / www.screener.in
5. www.crisil.com
6. www.icicidirect.com

BBA 1st Year
Semester 2
Microeconomics (BBA MGT 106)

L	T	P
3	-	-

Course Name: Microeconomics
Course Credit Hours: 3

Course Contact Hours: 3
Course Code: (BBA MGT 106)

Course Objectives:

1. Micro-economic theory and public awareness has attracted immense attention in the last few decades which is very well evidenced by the level of content and discussion about both the global and domestic economy in the media. The primary aim of this course is to provide students with a clear understanding of microeconomic theory and its application in a real-world context.
2. This course is an introduction of microeconomic theory in business with real world use cases. The main theme of the course modules focuses on How households, firms, and governments make decisions of what goods and services to produce, how to produce the goods and for whom to produce them. This course will help you apply the skills and tools learned from theory to current world events.

Course Description:

Microeconomics is the branch of economics that focuses on individual units within the economy, such as households, firms, and industries, and their interactions in decision-making processes. This course provides a comprehensive understanding of fundamental economic principles and concepts at the microeconomic level.

Course Contents:

Unit Module

- 1 Introduction to business and economics
 - 1.1 Economics and the world of business
 - 1.2 Business organizations
 - 1.3 Business and Markets
 - 1.4 The working of competitive markets
 - 1.5 Business in a market environment
- 2 Demand and Supply – Theory and Practice
 - 2.1 Demand and the consumer
 - 2.2 Demand and the firm
 - 2.3 Products, marketing and advertising

- 2.4 Costs of production
- 2.5 Revenue and profit
- 3 Revenue and profit in competitive market
 - 3.1 Profit maximisation under perfect competition and monopoly
 - 3.2 Profit maximization under imperfect competition
 - 3.3 Part F SUPPLY: ALTERNATIVE STRATEGIES
 - 3.4 An introduction to business strategy
 - 3.5 Alternative theories of the firm
 - 3.6 Growth strategy
 - 3.7 The small-firm sector
 - 3.8 Pricing strategy
- 4 Investment and employment of capital
 - 4.1 Markets for the Factors of Production
 - 4.2 Income Inequality and Poverty
 - 4.3 The Theory of Consumer Choice
 - 4.4 Price Determination
 - 4.5 Production frontier

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Professional Competency and Identity with applied research
2. Understand Economics and how it is related to the world of business.
3. Understand extreme markets, i.e, competitiveness and monopoly, and the markets in between oligopoly, duopoly (betrand/cournot), and the stackelberg model.
4. Understand firm relation in labour market and in capital market
5. Understand uncertainty, risk, and asymmetric information.

References

1. Sloman, J., Garratt, D., Guest, J., & Jones, E. (2016). Economics for business. Pearson Education.
2. Babić, A. (2007). International Economics: Theory and Policy/Paul R. Krugman, Maurice Obstfeld. Boston: Addison-Wesley, 2005. Financijska teorija i praksa, 31(3), 313-314.
3. Mankiw, N. G. (2014). Principles of economics. Cengage Learning.

BBA 1st Year

Semester 2

R Programming for Business Analytics (BBA BA 102)

L	T	P
1	-	4

Course Name: R Programming for Business Analytics
Course Credit Hours: 5

Course Contact Hours: 3
Course Code: BBA BA 102

Course Objectives:

1. To understand the basic programming concepts like functions, looping structure, data types etc.
2. To access, store manipulate data using R platform.
3. To simulate a linear model using R functions.
4. To manage graphical functions using predefine data sets.
5. To simulate statistical model using R functions.

Course Description:

R Programming is an introductory course designed to provide students with the foundational skills and knowledge needed to effectively use R for data analysis and statistical computing. R is a powerful programming language and environment widely used in academia, industry, and research for data manipulation, visualization, and statistical modeling. This course covers essential concepts of R programming, including data types, data structures, control structures, functions, and packages. Students will learn how to import, clean, manipulate, visualize, and analyze data using R, as well as how to generate reproducible reports and graphics. Through hands-on exercises, projects, and real-world applications, students will develop practical programming skills and gain confidence in using R for data analysis tasks.

Course Contents:

Unit Module

- 1 Introduction to R programming
- 2 Data with R
- 3 Statistical models
- 4 Data Exploration and Visualization
- 5 Data Querying

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Write a basic R program using control structures, functions and built-in data types.
2. Perform data manipulation techniques.
3. Apply graphical functions to create objects
4. Implement statistical functions using R platform
5. Obtain an enhanced programming skill to solve complex real time problems.

References

- 1) Data Science. Wickham, H. & Golemund, G. (2018) O'Reilly series: New York.
- 2) R Fundamentals Sosulski, K. (2018).
- 3) R for Data Science Hadley Wickham, Garrett Golemund (2016), O'Reilly series: New York
- 4) Statistical Analysis in Simple Steps Using R Kiran Pandya Prashant Joshi , Smruti Bulsar Sage Publication, 2016

BBA 1st Year
Semester 2
Mobile App & Web Design (UI/UX) (BBA BA 104)

L	T	P
1	-	4

Course Name: Mobile App & Web Design (UI/UX)
Course Credit Hours: 5

Course Contact Hours: 3
Course Code: BBA BA 104

Course Objectives:

1. Understand the significance of UX design in a competitive digital environment.
2. Learn Lean UX principles for early validation, rapid prototyping, and measuring success.
3. Gain essential skills for designing user-centric digital products.

Course Description:

This comprehensive course delves into the dynamic world of User Interface (UI) and User Experience (UX) design for both mobile applications and web platforms. Through a blend of theory and practical exercises, students will acquire the essential skills and knowledge to create engaging, intuitive, and visually appealing digital experiences for users

Course Contents:

Unit	Modules
1	Introduction to UX Design Principles
2	UX Research
3	Information Architecture
4	Prototyping with Paper, Whimsical and Figma
5	Web Development
6	Dashboard Development

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Apply the UX process effectively to design apps and websites, incorporating user and market research for continuous validation.
2. Develop optimized site architecture and user flows to enhance user experiences.
3. Explore and prototype multiple design concepts using Figma, creating both low and high-fidelity prototypes.

4. Facilitate seamless collaboration between design and engineering teams through industry-standard developer hand-offs.
5. Utilize analytics to evaluate design success and make data-driven improvements.
6. Build professional-grade digital assets including landing pages, e-commerce websites (using Webflow), and business dashboards (using Power BI), while crafting a compelling portfolio for career entry.

References:

1. Sprint, Jake Knapp
2. Don't Make Me Think, Steve Krugg
3. UX For Lean Startup, Laura Klein
4. UXLibrary.org

BBA 2nd Year
Semester 3
Business Ethics and Corporate Governance (BBA MGT 201)

L	T	P
2	-	-

Course Name: Business Ethics & Corporate Governance
Course Credit Hours: 2

Course Contact Hours: 2
Course Code: BBA MGT 201

Course Objectives:

1. Identify ethical issues in business and inequalities around the world and adopt a well-reasoned process by which they can arrive at ethically defensible decisions.
2. Use tools like stakeholder analysis while making business decisions.
3. Look at issues from more than one point of view.
4. Discuss and debate ethics around trending topics such as climate change, migration, employment and workplace ethics, marketing and advertising ethics, artificial intelligence and ethics
5. Understand the nuances of corporate governance using business examples.

Course Description:

This course introduces Business Ethics as the modern managerial approach to ethical questions in business environment. It gives not only understanding of main theoretical concepts, but also developing skills of identification, analysis, and permission of ethical dilemmas in the world, in the workplace as well as in large scale organizations.

Course Content

Unit Module

- 1 Introduction to Business Ethics
 - 1.1 Meaning & Concept of Business Ethics
 - 1.2 Dimensions of Ethics - Prescriptive Ethics, Descriptive Ethics, Applied Ethics
 - 1.3 Ethical Dilemmas such as Singer's Drowning Child Thought Experiment; Heinz Dilemma
- 2 Global Ethics
 - 2.1 Meaning & Concept of Global Ethics
 - 2.2 Ethics Dilemmas such as Hardin's Life Boat Ethics
 - 2.3 Major Global Ethical Issues
 - 2.4 Global Ethics & Justice
 - 2.5 Global Ethics & Human Rights
 - 2.6 Inequality & Its Impact
 - 2.7 Common Sense Morality: Positive and Negative Duties

- 2.8 Global Inequality Issues: Cases and Examples
- 3 Ethical Blindness, Ethical Frameworks for Management & Managing for Stakeholder Value
 - 3.1 Meaning & Concept of Ethical Blindness
 - 3.2 Reasons why good people do bad things
 - 3.3 Case Study: Ford Pinto
 - 3.4 Concept of Ethical Management
 - 3.5 Ethics Management Process
 - 3.6 A Nexus of Opposing Views on Business Ethics
 - 3.7 Types of Ethical Issues
 - 3.8 The Ethical Decision-Making and Action Model
 - 3.9 Individual and Situational Influences on the Components of Ethical Decision and Action
 - 3.10 Meaning & Concept of Stakeholders
 - 3.11 Responsibility Management & Stakeholder Value
 - 3.12 Case Study: The Wistron Files
- 4 Trending Topics in Ethics
 - 4.1 Media ethics & media governance
 - 4.2 Ethics of climate change
 - 4.3 Migration & ethics
 - 4.4 Ethical issues in employment
 - 4.5 Ethical issues in marketing and advertising
 - 4.6 Artificial Intelligence & ethics
- 5 Corporate Governance
 - 5.1 Meaning & Concept of Corporate Governance
 - 5.2 Pillars of Corporate Governance
 - 5.3 Barriers to Good Corporate Governance
 - 5.4 The Corporate Governance Wheel
 - 5.5 Case Study: How Checks and Balances Collapsed at NSE
 - 5.6 Case Study: Why HGS moves have sparked shareholder ire

Course Outcomes:

1. Greater awareness and appreciation of world problems and dimensions of inequality and the ethical implications of various business decisions.
2. Deeper insights into the concept of a stakeholder and how each one is an integral part of every business decision
3. Demonstrate the ability to use various viewpoints, models, and frameworks to undertake an ethical decision.
4. Understand the importance of climate change, migration, employment and workplace ethics, marketing and advertising ethics, artificial intelligence, and ethics in modern times
5. Understand the role of corporate governance in business operations and appreciate the role of a leader in creating an ethical culture.

References:

Bajpai, G. N. (2017). The Essential Book of Corporate Governance. SAGE Publications.

**BBA 2nd Year
Semester3**

Interpersonal Communication for Business (BBA MGT 203)

L	T	P
2	-	-

Course Name: Interpersonal Communication for Business
Course Credit Hours: 2

Course Contact Hours: 2
Course Code: BBA MGT 203

Course Objectives:

1. This course engages students by facilitating their personal observation, processing, and analysis of what occurs as individuals connect interpersonally in the real world.
2. The course begins with We begin with the building blocks of interpersonal communication (Part I: Foundations), then we consider the kinds of information that we share when we connect interpersonally (Part II: Messages), then we look more closely at the variable factors that affect our interpersonal communication (Part III: Dynamics), and finally we explore the full range of relationships that we build together through communication (Part IV: Relationships in Context).

Course Description: Building Connections Together takes an applied approach to exploring the central role of interpersonal communication in our twenty-first-century lives. Whether with family, friends, or coworkers, in personal or professional contexts, enacted face-to-face and up close and personal or online with technological assistance, interpersonal communication skills affect the nature and development of all relationships.

Course Contents:

Unit Module

- 1 Preliminaries to Interpersonal Communication
 - 1.1 Foundations of Interpersonal Communication
 - 1.2 The Impact of self-concept
 - 1.3 Influence that cultural diversity and gender have on self-concept.
 - 1.4 Perception of the Self and Others, perceptual barriers in Interpersonal Communication
- 2 Interpersonal Messages
 - 2.1 Verbal and Non-Verbal Messages
 - 2.2 Listening in Interpersonal Communication
 - 2.3 Emotional and Conversational Messages
- 3 Interpersonal Relationships
 - 3.1 Stages, Types, Theories and Communication

- 3.2 Trust and Deception
- 3.3 Power and Influence
- 3.4 Interpersonal Conflict and Conflict Management
- 4 Relationship Dynamics
 - 4.1 Humor, Laughter and Persuasion
 - 4.2 Asserting and Confronting
 - 4.3 Intimacy and Distance in Relationships
 - 4.4 Relationship in Our Lives
 - 4.5 Relationship and Presentation skills

Course Outcomes: On completion of this course, students will be able to

1. Use a communication model to identify the essential elements and transactional nature of the interpersonal communication process and presentation effectiveness.
2. Discuss the role you and others play in shaping the self-concept.
3. Identify perception sets, stereotypes and perceptual barriers
4. Recognize emotional intelligence, effective listening and principles of verbal, non-verbal, emotional, conversational messages
5. Summarize the major theories that explain relationship development, deterioration, and repair, basis of trust and deception, how to maintain vs. terminate a relationship, grief cycle.
6. Explain types of power, persuasive forces and identify the conflict management styles and resolution strategies.

References:

1. Teri Kwal Gamble & Michael W. Gamle, Interpersonal Communication, Sage Publication
2. Owen Hargie, The Handbook of Communication Skills, 4th Edition – Routledge Taylor & Francis Group
3. Joseph A. Devito, The Interpersonal Communication Book, 13th Edition Pearson

BBA 2nd Year
Semester 3
Tech Entrepreneurship (BBA ENT 201)

L	T	P
2	-	-

Course Name: Tech Entrepreneurship
Course Credit Hours: 2

Course Contact Hours: 2
Course Code: BBA ENT 201

Course Objectives:

1. The program envisages providing a basic understanding to the learner about the methods to handle technology, technology based business and use technology tools to enhance existing business.
2. The course structure also provides a platform for the learner to observe and implement the technological advances that are shaping the world at a rapid pace.

Course Description:

Rapid growth in technological advancements has changed the traditional business processes, corporate structure and flow of information across the world. Adapting to these changes is the utmost importance to be part of industry 5.0 evolution and beyond.

Course Content

Unit Module

- 1 What is Technology? What is technology Management?
 - 1.1 History of technology
 - 1.2 Technology and business
 - 1.3 Technology and management
 - 1.4 Technology and entrepreneurship
- 2 Entrepreneurship
 - 2.1 Entrepreneurial mindset
 - 2.2 Difference between business and entrepreneurship
 - 2.3 Technology based entrepreneurship and technology entrepreneurship
- 3 Disruptive Technologies
 - 3.1 Understanding technological undercurrent of human life
 - 3.2 Technological breakthroughs and impact on society
 - 3.3 Surviving and adapting to the impact of technological changes
- 4 Industry 5.0 and 6.0
 - 4.1 AI and management, Future of industry/Corporate houses

Course Outcomes On completion of this course, students will be able to:

1. To understand the strategic vision of the technology landscape.
2. To learn to use technology for competitiveness and sustainability
3. To understand disruptive technologies
4. To understand importance of Data analytics and AI
5. To explore Technopreneurship
6. To understand technology based innovation and IP management

References:

1. Tuğrul U. Daim ,” Road mapping Future” , Springer,DOI <https://doi.org/10.1007/978-3-030-50502-8>, Hardcover ISBN 978-3-030-50501-1
2. U. Ravi Kiran “ A Textbook of Technology Management,” Laxmi Publications; Second edition (1 January 2016), ISBN-10 : 8131804453
3. Kavita Ganesan “ The Business Case for AI: A Leader's Guide to AI Strategies, Best Practices & Real-World Applications,” Opinos Analytics (5 April 2022) Publisher ISBN : 1544528728
4. Dr.S.N.Singh,” Technology Management,” Publisher: Notion Press ,2018 ISBN: 9781644295274, 164429527X

BBA 2nd Year
Semester 3
Brand Management (BBA MKT 201)

L	T	P
3	-	-

Course Name: Brand Management
Course Credit Hours: 3

Course Contact Hours: 3
Course Code: BBA MKT 201

Course Objectives

1. The primary aim of this course is to provide students with a clear understanding of Brand Management and its application in a real-world context. Effective brand management is the key to developing product and communication strategies which lead to marketing success.
2. This course is designed to develop the necessary knowledge and skills for creating and managing brands and create a loyal consumer base.
3. The course introduces the students to the theories, concepts, strategies and practices of brand and product creation, maintenance and evolution. This will be addressed across a range of real world contexts, product types and industries.
4. This course will help you apply the skills and tools learned from theory to current world events.

Course Description: Brand management is about creating an identity for the company product/service which then shapes the customer image and leads to better engagement and satisfaction thereby loyalty with the customers. This course will focus on the basic building blocks of growing and managing a brand, as well as advanced and special topics of brand management that will provide a well-rounded look at issues in integrating the brand into overall marketing and company activities.

Course Contents:

Unit Modules

- 1 Opening Perspectives on Brand and Brand Management
 - 1.1 What Is a Brand?
 - 1.2 Why Do Brands Matter?
 - 1.3 Can Anything Be Branded?
 - 1.4 What Are the Strongest Brands? - Branding Challenges and Opportunities
 - 1.5 The Brand Equity Concept
 - 1.6 Strategic Brand Management Process
- 2 Customer Based Brand Equity and Brand Positioning

- 2.1 Customer-Based Brand Equity
- 2.2 Making a Brand Strong: Brand Knowledge
- 2.3 Sources of Brand Equity
- 2.4 Identifying and Establishing Brand Positioning
- 2.5 Positioning Guidelines
- 2.6 Defining a Brand Mantra
- 3 Brand Resonance and the Brand Value Chain
 - 3.1 Building a Strong Brand: The Four Steps of Brand Building, Luxury Branding, Building Brand Communities
 - 3.2 The Brand Value Chain
- 4 Building brand equity
 - 4.1 Criteria for Choosing Brand Elements, Options and Tactics for Brand Elements
 - 4.2 Integrating Marketing Communications to Build Brand Equity
 - 4.3 Leveraging Secondary Brand Associations to Build Brand Equity
 - 4.4 Defining Brand Architecture

Course Outcomes: On completion of this course, the student will be able

1. To understand the role of brands, the concept of brand equity and the advantages of creating strong brands while understanding the terms like Identity, Image and Reputation
2. To train brand managers in the understanding how to build a brand and equipping them with the required skills to manage brand equity
3. To recognize the various elements that define the brand's identity and the criteria to choose the elements in sync with the corporate strategic intent
4. To evaluate the brand from the stature and strength perspective
5. To understand brand personification and leveraging of brands for better associations, brand architecture, hierarchy and be able to create a sound brand portfolio

References

1. Keller, K. L., Parmeswaran, A. M.G., Jacob, I. Strategic Brand Management, 4e, Pearson Aaker, D.A. (2015) Aaker on Branding: 20 Branding Principles That Drive Success, Sage Response.
2. Verma, H. V. (2013). Brand Management: Text & Cases, New Delhi, Excel Books
3. Aaker, D.A. (2011). Brand Relevance: Making Competitors Irrelevant, Jossey-Bass.
4. Aaker, D.A. (1996). Building Strong Brands. New York: Free Press.
5. Aaker, D.A., & Joachimsthaler. E. (2000). Brand Leadership. New York: Free Press.
6. Holt, D.B. (nd). *How Brands Become Icons. The Principles of Cultural Branding*, Harvard Business School Press.
7. Deming, S. (2007). *The Brand Who Cried Wolf*. Wiley Publishers.

BBA 2nd Year
Semester 3
Operational Finance (BBA FIN 201)

L	T	P
3	-	-

Course Name: Operational Finance
Course Credit Hours: 3

Course Contact Hours: 3
Course Code: BBA FIN 201

Course Objectives

1. The primary aim of this course is to provide students with a clear understanding of introductory operational finance metrics of personal as well as business and its application in a real-world context.
2. Students will further understand the different types of cost and its importance in enhancing profits. As financial professionals and/or entrepreneurs of tomorrow, a clear identification of costs at each stage becomes important.
3. Time Value of Money will ultimately be the bridge helping them tackle complex questions like Cost of Capital and Capital Budgeting and will form a strong foundation for understanding present value vs future value in both a business and personal context.
4. Students will continue from where they left off in terms of how the Primary and Secondary Market operate with a special focus on Mutual Funds, studying these in greater detail. They will get insights into Mutual Funds schemes and different kinds of investments.
5. Students will ultimately apply the basic techniques of financial statement analysis to identify and utilize relevant information contained within the financial statements for decision making, get an in-depth knowledge of Industry Analysis and learn the techniques for calculation of Future Value and Present Value.

Course Description: Operational Finance focuses on metrics which help students understand the operational efficiency of a business along with the necessary cost structure, time value of money and application of various financial statement analysis techniques to effectively evaluate the health of a business.

Course Contents:

Unit Modules

- 1 Introduction to Cost Analysis
 - 1.1 Labor Cost, Overheads, Fixed Costs, Variable Costs, Semi variable Costs, Direct Costs Indirect Costs
 - 1.2 Valuation of Stock using LIFO, FIFO and Weighted Average Cost
 - 1.3 Understanding of Fixed, Variable and Semi Variable Costs
 - 1.4 Estimate the total cost of a product
- 2 Time Value of Money

- 2.1 Present Value
- 2.2 Future Value
- 2.3 Pension
- 2.4 Annuities
- 2.5 Practical Sums covering effects of compounding by doing simple exercises wherein products pay out at different frequencies
- 2.6 Self-Financial Plan Evaluation Project
- 3 Mutual Funds
 - 3.1 Concept, Features and Importance of Mutual Fund
 - 3.2 Types of Mutual Funds - Equity/Debt/Hybrid/Other Purpose
 - 3.3 Evaluation of the Performance of Mutual Funds
 - 3.4 Franklin Templeton Debt Mutual Fund Case Study - 2020
- 4 Industry Analysis
 - 4.1 Understanding Industries
 - 4.2 Tools of Industry Analysis - Porter's Five Forces, PESTEL analysis, SWOT
- 5 Financial Statement Analysis I
 - 5.1 Comparative Analysis
 - 5.2 Common-Sizing
 - 5.3 Trend Analysis
- 6 Financial Statement Analysis II
 - 6.1 Financial Statement Analysis
 - 6.2 Operating, Financial, Profitability, Liquidity Ratios, Working Capital Ratios
 - 6.3 Comparing the Financials of two publicly listed companies

Course Outcomes: On completion of this course, student will be able to -

1. Understand the concepts of Mutual Funds and their working so that students can make a choice on which to invest in.
2. Identify the various costs of a business with a special focus on Fixed and Variable Costs. Understand the industry nuances related to costs using various techniques.
3. Analyze Financial Statements of a company to make decisions on the health of the company - long term and short term
4. Understand the tools of Time Value of Money like Future Value and Present Value and apply these concepts to a Personal Financial Plan
5. Analyze company specific ratios from online resources, drawing conclusions on a company's financial strength and sustainability. Deep dive into company's annual report

References:

1. Bharati V. Pathak. *The Indian Financial System Markets, Institutions and Services*. Pearson Third Edition. ISBN 9788131728178 eISBN 9789332500884
2. Khan and Jain. *Financial Management*
3. I M Pandey. *Financial Management*, Vikas Publication House
4. Ross. *Corporate Finance*. 2011, 9th Edition

5. Coursera for Extra Credit: Introduction to Time Value of Money (TVM), University of Michigan.
<https://www.coursera.org/learn/time-value-of-money>
6. Daily Reference: The Economic Times Newspaper, Times of India
7. Online Websites Reference: www.moneycontrol.com / www.screener.in/ www.crisil.com/
www.icicidirect.com

BBA 2nd Year
Semester 3
Basics of Statistics (BBA BA 201)

L	T	P
3	-	-

Course Name: Basics of Statistics
Course Credit Hours: 3

Course Contact Hours: 3
Course Code BBA BA 201

Course Objectives

1. The concepts and models studied in this course have numerous applications in economics, entrepreneurship, data sciences, finance, marketing, management and related domains.
2. Topics covered will include multiple regression models, business analytics, decision making, dummy variables, simple dynamic models and co-integration models.
3. Practical problems using advanced excel and other statistical tools will be solved.

Course Description: This course is for students with elementary economic statistics background. It is an introductory course on business statistics. It reviews and builds on basic statistical concepts, covered in statistics & mathematics.

Course Contents:

Unit Modules

- 1 Introduction and Key Statistical Concepts
 - 1.1 The growth of statistics and Business Analytics
 - 1.2 Introduction and data collection
 - 1.3 Types of variables
 - 1.4 Measures of central tendency, variation and shape
 - 1.5 Numerical descriptive measures for a population
- 2 Probability Concepts & Discrete Distributions
 - 2.1 Probability distribution for a discrete random variable
 - 2.2 Covariance and its application
 - 2.3 Binomial distribution
 - 2.4 Poisson distribution
 - 2.5 Hyper geometric distribution
- 3 Normal Distribution and Sampling Distribution
 - 3.1 Continuous probability distributions
 - 3.2 The normal distribution
 - 3.3 The uniform distribution
 - 3.4 The exponential distribution

- 3.5 Sampling distributions
- 3.6 Sampling distribution of the mean
- 3.7 Estimation using Confidence Intervals
- 4 Hypothesis Testing: One-Sample Tests & Two-Sample Tests
 - 4.1 Hypothesis-testing methodology
 - 4.2 Z test of hypothesis for the mean (σ known)
 - 4.3 One-tail tests
 - 4.4 t test of hypothesis for the mean (σ unknown)
 - 4.5 Z test of hypothesis for the proportion
 - 4.6 Comparing the means of two related populations
 - 4.7 F test for the difference between two variances

Course Outcomes: After completion of the course, you should be able to:

1. Collect appropriate data for quantitative research purposes.
2. Describe and present data creatively using statistical measures.
3. Solve complex business problems using the key concepts in statistics like probability.
4. Derive conclusions and inferences from data.
5. Make use of statistical techniques in business and economics.

References:

1. Factfulness, Hans Rosling, Ola Rosling, Anna Rosling Rönnlund
2. Berenson, M., Levine, D., Szabat, K. A., & Krehbiel, T. C. (2012). *Basic business statistics: Concepts and applications*. Pearson higher education AU.

BBA 2nd Year
Semester 3
Business Law (BBA MGT 205)

L	T	P
3	-	-

Course Name: Business Law
Course Credit Hours: 3

Course Contact Hours: 3
Course Code: BBA MGT 205

Course Objectives:

1. Demonstrate an understanding of the legal environment of business
2. Demonstrate recognition of the requirements of a contract agreement
3. Demonstrate recognition of transactions involving the Negotiable Instruments
4. Demonstrate understanding of the Partnership Act, Intellectual Property Rights and The Companies Act and apply their provisions thereof in real life business situations

Course Description: This course provides the student with foundational information about the legal system and its impact on business. Upon completion, the student should be able to identify legal and ethical issues that arise in business decisions and the laws that apply to them.

Course Contents:

Unit Modules

- 1 The Indian Contract Act
 - 1.1 Agreement, Contract, Offer, Acceptance, Consideration, Void agreements, Voidable agreement.
 - 1.2 Essentials of a contract.
 - 1.3 Kinds of contracts: Valid, Void, Voidable, Contingent and Quasi Contract and E-contract.
 - 1.4 Communication, Acceptance and Revocation of contract (Sec3-5).
 - 1.5 Capacity to Contract (Sec10-12)
 - 1.6 Consideration
 - 1.7 Free Consent
 - 1.8 Legality of Objects and Void Agreements
 - 1.9 Contracts of Indemnity & Guarantee, Bailment and Pledge.
- 2 Sales of Goods Act
 - 2.1 Conditions and Warranty
 - 2.2 Unpaid Seller
- 3 Law of Partnership
 - 3.1 Introduction and Nature of Partnerships
 - 3.2 Registration of Firms

- 3.3 Drafting a Partnership Deed
- 3.4 Relations of Partners to One Another, Relations of Partners to Third Parties
- 3.5 Changes in a Firm & Dissolution
- 4 Negotiable Instruments Act
 - 4.1 Negotiable Instrument, Essentials: (Sec.13)
 - 4.2 Promissory Notes and Bills of Exchange (Secs 4,5,108-116)
 - 4.3 Cheques and Penalties in case of dishonor of certain cheques (Secs: 6,123-131A,138-147)
- 5 The Companies Act and Corporate Law
 - 5.1 Company and its formation.
 - 5.2 Concept of Corporate Personality, Corporate Veil, Limited Liability and Citizenship
 - 5.3 Types of Companies.
 - 5.4 Membership of a company.
 - 5.5 Memorandum of Association and Articles of Association.
- 6 Intellectual Property Laws
 - 6.1 Patent Laws
 - 6.2 Trade mark Laws
 - 6.3 Copyright Laws: What works are protected, rights, who owns the rights and duration.
 - 6.4 Design, Geographical indicators, Plant varieties & Trade Secrets

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Apply legal knowledge to business transactions.
2. Communicate effectively using standard business & legal terminology.
3. Improve problem solving and ethical decision making skills
4. Conduct basic legal research by referring to case laws, legislation and scholarly journal articles
5. Work in teams to analyse cases, with knowledge of the methods that can be used to apply and distinguish cases.
6. Comprehend and create Contracts. Apply for Patents, Trademarks & Copyrights for Business.

References:

1. Gulshan S.S. (4th Ed). *Mercantile Law*. Excel Books.
2. Kapoor ND. *Business Law*. Sultan & Chand.

BBA 2nd Year
Semester 4
Business Strategy (BBA MGT 202)

L	T	P
2	-	-

Course Name: Business Strategy
Course Credit Hours: 2

Course Contact Hours: 2
Course Code: BBA MGT 202

Course Objectives:

The instructional goals of the course are to:

1. Teach students the meaning of strategic management and its role and importance in the corporation
2. Equip students to evaluate industries according to their strategic attractiveness
3. Enable students to identify and evaluate a company's model for value creation and delivery
4. Provide students with tools to theorize about possible futures and to prepare for them
5. Outline for students a four-step process for corporate strategic planning
6. Familiarize students with the ways that corporations implement and monitor their strategies

Course Description:

The Business Strategy course is designed to provide students with a comprehensive understanding of the principles, frameworks, and tools used in formulating and implementing effective business strategies. This course explores various strategic management concepts and techniques, equipping students with the analytical skills and strategic mindset needed to navigate complex business environments and drive sustainable competitive advantage.

Course Contents:

Unit Modules

- 1 What is Strategic Management?
 - 1.1 Historical roots of strategy
 - 1.2 SWOT Analysis
 - 1.3 Porter's generic strategies
 - 1.4 PESTLE Analysis
 - 1.5 Strategic Perspectives - Vision and Mission Statements
- 2 What Makes an Industry Strategically Attractive?
 - 2.1 Porter's Five Forces
 - 2.2 Value Creation
- 3 How do Companies Compete?
 - 3.1 Competitive advantage

- 3.2 Growth Strategies
- 3.3 Business Ecosystems - How ecosystems grow, thrive, and regenerate
- 4 How do Companies Hedge their Strategies?
 - 4.1 The Product Life Cycle
 - 4.2 Portfolio Analysis: the BCG Matrix
 - 4.3 Growth, Diversification and Retrenchment
- 5 The Practice of Strategic Planning
 - 5.1 Vision and Mission, the Golden Circle
 - 5.2 The Nuts and Bolts of Strategy - Corporate Purpose Statements, Values and Ethics
- 6 Implementation and Monitoring of Strategies
 - 6.1 Strategies for Growth & its nuances
- 7 Leadership and Strategy
 - 7.1 Creating a MOAT for the organization / Brand
- 8 Organizational Culture
 - 8.1 Engineering a culture of excellence

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Communicate the importance of and need for strategy and strategic thinking in management
2. Evaluate an industry to determine its strategic attractiveness using Porter's Five Forces framework
3. Describe the relationship between value creation and competitive advantage.
4. Demonstrate familiarity with corporate practices in strategy implementation and monitoring

References:

1. Hesterly, S. & Barney, J.(2012) Strategic management and competitive advantage.

BBA 2nd Year
Semester 4
International Relations (BBA LA 202)

L	T	P
2	-	-

Course Name: International Relations
Course Credit Hours: 2

Course Contact Hours: 2
Course Code: BBA LA 202

Course Objectives

1. Familiarize students with the fundamental principles of foreign policy and international relations
2. Equip students to interpret current events according to the principles of international relations
3. Familiarize students with the most prevalent political philosophies and systems in the world
4. Familiarize students with the institutions, rules, and customs of international relations

Course Description:

International Relations is a multidisciplinary field that explores the interactions between states, non-state actors, and international organizations in the global arena. This course provides students with a comprehensive understanding of the theories, issues, and dynamics shaping international relations, including diplomacy, conflict resolution, globalization, and global governance.

Course Contents:

Unit Module

- 1 The Foundation of Nationhood
 - 1.1 Political philosophies
 - 1.2 Introduction
 - 1.3 School of Thoughts - Realism, Liberalism, Marxism and Constructivism
 - 1.4 Political systems
 - 1.5 Types - Democracies, Monarchies, Authoritarian, Totalitarian and Hybrid
 - 1.6 Political bodies
 - 1.7 International Government Organisations – UN; WTO; NATO
- 2 The Goals of International Relations
 - 2.1 Security:
 - 2.2 Prosperity Index
 - 2.3 Influence
- 3 The Tools of International Relations
 - 3.1 Diplomacy
 - 3.2 Treaty / Global Institutions -- UN; WTO; NATO; OECD; League of Nations;

- 3.3 Trade Blocks – NAFTA, LAFTA, ASEAN, BRIC, SAARC
- 3.4 Military force
- 3.5 Armed conflict
- 3.6 Covert operations
- 3.7 Money - IMF
- 3.8 Foreign aid
- 3.9 Loans
- 3.10 Investments
- 3.11 Intelligence
- 3.12 Espionage
- 3.13 Cultural influence
- 3.14 Charitable work
- 3.15 Propaganda
- 3.16 Language training

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Enumerate the objectives of foreign policy
2. Enumerate the tools of foreign policy
3. Discover the root causes of foreign policy decisions of nations
4. Evaluate the foreign policy decisions of nations
5. Predict the effects of foreign policy decisions of nations on their citizens

References:

1. Understanding International Relations - Chris Brown and Kirsten Ainley
2. Foundations of International Relations – Stephen McGlenchy
3. The Globalisation of World Politics: An Introduction to International Relations – John Baylis (2011 & 2020 editions)

BBA 2nd Year
Semester 4
Marketing & Finance for Entrepreneurs (BBA ENT 202)

L	T	P
2	-	-

Course Name: Marketing & Finance for Entrepreneurs
Course Credit Hours: 2

Course Contact Hours: 2
Course Code BBA ENT 202

Course Objectives:

The objective of the course is to educate aspiring Entrepreneurs about the intricacies of managing finance for startups and marketing strategies for their new businesses & products. The curriculum provides a structured, holistic overview of various skills required for effective marketing of new businesses & products as well as managing finances carefully to ensure fiscally responsible behaviour. Students may be required to work in teams on real-world customer issues & market discovery, go-to-market plan & investor pitch. Teams will be required to develop and present detailed customer discovery exercises, GTM strategies, initial sales as well as financial plans, growth projections and fiscal statements.

Course Description:

The Marketing and Finance for Entrepreneurs course is designed to provide aspiring entrepreneurs with the essential knowledge and skills in marketing and finance needed to launch and grow successful ventures. This course integrates marketing and finance principles, strategies, and practices tailored to the needs of entrepreneurial ventures, focusing on practical applications and real-world scenarios.

Course Contents:

Unit Modules

- 1 Opportunity Assessment and Customer Discovery
 - 1.1 What is Entrepreneurship, Global History: Ancient India, Renaissance period, Mughal-era technological & social influence, Impact of British Rule, Independent India to Present, Role of business and companies in all eras
 - 1.2 New opportunities in the 21st century
 - 1.3 Opportunity: What, Where, How, Opportunity Assessment Framework, Customer motivation, Solution, Understanding market sizing
 - 1.4 Four steps to market understanding, Customer Discovery manifesto, Case studies, Product + Customer prioritization
 - 1.5 Customer discovery process, Market Research (MR), Team & Leadership, Value Proposition Canvas (VPC), Developing insights
- 2 Customer Persona and Market Sizing
 - 2.1 Market & Technology Insights, Customer Need Analysis, Customer Problem

- Identification, Market Sizing
- 2.2 Customer Segmentation, Customer Targeting, Customer Usage & Habits, Customer Persona
- 3 Marketing strategies + Branding
 - 3.1 B2B, B2C, B2B2C Marketing; with the focus on B2C Marketing,
 - 3.2 Digital Marketing,
 - 3.3 Lean Advertising,
 - 3.4 Branding Positioning
- 4 Sales + Customer Value Proposition (CVP)
 - 4.1 Sales & selling
 - 4.2 Negotiations
 - 4.3 Emotional Intelligence for Entrepreneurs
 - 4.4 Customer Value Proposition (B2C), Customer Value Proposition (B2B), Competitive Differentiation (B2C), Competitive Differentiation (B2B)
- 5 Unit economics, Costing & Pricing
 - 5.1 Product costing & Production assessment
 - 5.2 Product pricing
 - 5.3 Pricing strategies
 - 5.4 Unit Economics
- 6 Startup Finance
 - 6.1 Methods of financing (Crowdfunding, CCPS, Debt, Equity, etc.)
 - 6.2 Valuation using DCF method and cash flow analysis
 - 6.3 Financial projections and various assumptions for financial projections
 - 6.4 Various elements of Business Model & its Finance impact, Correlation, Cost structures, Revenue models

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Understanding why start-ups succeed or fail
2. Customer problem identification & market assessment
3. Customer value proposition & solution design from a marketing and branding perspective
4. Start-up financing
5. Financial modelling

References:

1. Traction by Gabriel Weinberg & Justin Mares
2. Contagious by Jonah Berger
3. The 22 Immutable Laws of Marketing by Al Ries & Jack Trout
4. First 1000 Days of Startup: Decoding Finance for Entrepreneurs by Sunil Kumar Pathak
5. Entrepreneurial Finance: Finance and Business Strategies for the Serious Entrepreneur by Steven Rogers

BBA 2nd Year
Semester 4
Digital Marketing for Business (BBA MKT 202)

L	T	P
3	-	-

Course Name: Digital Marketing for Business
Course Credit Hours: 3

Course Contact Hours: 3
Course Code: BBA MKT 202

Course Objectives:

1. The primary aim of this course is to provide students with a clear understanding of Digital media strategies and make them learn basic understanding of Instagram ads
2. This course is an introduction to content creation on the gram in business with real world use cases. The main theme of the course modules focuses on organic traffic generation, creation of business profile content and advertisements. This course will help you apply the skills and tools learned from theory to current global brand digital strategies.

Course Description:

The Digital Marketing Fundamentals course provides students with a comprehensive understanding of the core concepts, strategies, and techniques used in digital marketing. This course covers a range of topics, including online marketing channels, content creation, social media marketing, search engine optimization (SEO), and analytics, equipping students with the knowledge and skills needed to succeed in the digital marketing landscape.

Course Contents:

Unit Modules

- 1 Introduction to Instagram
 - 1.1 Introduction to Facebook and Instagram Handle
 - 1.2 Gram content creation
 - 1.3 Targeting on Gram
 - 1.4 Marketplace on Instagram
- 2 IG Content marketing
 - 2.1 Influencer Marketing
 - 2.2 Case study - Non successful brands with large following
 - 2.3 Facebook and Partner Measurement Solutions – Part 1
 - 2.4 Facebook and Partner Measurement Solutions – Part 2
- 3 Content creation
 - 3.1 Shooting reels on products
 - 3.2 Shooting reels for services.
- 4 Introduction to FB Ads manager

- 4.1 Facebook ad policies
- 4.2 Facebook ad content & structures
- 4.3 Facebook lead generation
- 4.4 Structuring ad campaigns strategies

Course Outcomes (COs): After completing the course, the student shall be able to:

- 1. .Learn how to integrate Instagram for business
- 2. .Learn how to define online consumer journey on Instagram,
- 3. .Learn the tricks of targeting on Instagram
- 4. .How does one build organic free content
- 5. .Strategizing on building ad campaigns

References:

- 1. Gupta, S. (2022). Digital Marketing (3rd ed.). McGraw Hill.

BBA 2nd Year
Semester 4
Financial Management for Business (BBA FIN 202)

L	T	P
3	-	-

Course Name: Financial Management for Business
Course Credit Hours: 3

Course Contact Hours: 3
Course Code: BBA FIN 202

Course Objectives

1. Students through the Financial Management course would build on the previous semester curriculum.
2. This course will enable students to understand decisions on price, quantity etc made by organisations that deal with manufacturing goods in a way that greater business success and a positive return-on-investment (ROI) is achieved.
3. The primary aim of this course is to provide students with a clear understanding of how financial management professionals plan, organise and control all transactions in a business. Mergers & Acquisitions will give students a flavour of how companies expand and grow while Budgeting will teach them how to plan for various business cycles, sectors and themes. Students will learn various risk management techniques through the derivative module.
4. This course will help students apply the skills and tools learned from theory to current world events.

Course Description:

Financial managers are responsible for the financial health of an organisation. In this fast-paced, comprehensive finance course, students will focus on financial decision making within a business and build their conceptual knowledge to support their leap from introductory to specialised finance Courses.

Course Content:

Unit Module

- 1 Financial Statements of Financial Companies
 - 1.1 Financial Statements - P&L, Cash Flow Statement and Balance Sheet
 - 1.2 Financial Statements of Banks & Insurance Companies
 - 1.3 Ratio Analysis of Banking & Finance Entities
 - 1.4 Regulations in the Finance Sector
 - 1.5 Understanding Financial Interconnectedness
- 2 Break Even and Marginal Analysis
 - 2.1 Fixed Expenses and Variable Expenses
 - 2.2 Contribution
 - 2.3 Margin of Safety
 - 2.4 PV Ratio

- 2.5 BEP in Amount and units
- 2.6 Practical Sums to be solved in class
- 3 Mergers & Acquisitions
 - 3.1 Types of Mergers & Acquisitions
 - 3.2 Drivers for Mergers & Acquisitions
 - 3.3 Quaker Oats & Snapple Case Study + Twitter-Elon Musk Saga
 - 3.4 Defence Strategies in M&A
 - 3.5 Case Study - Cadbury Vs Kraft
- 4 Introduction to Derivatives
 - 4.1 Forwards
 - 4.2 Futures
 - 4.3 Options
 - 4.4 Swaps
- 5 Budgets and Budgetary Control
 - 5.1 Significance of Budgets
 - 5.2 Functional Budgets
 - 5.3 Flexible Budgets
 - 5.4 Cash Budgets

Course Outcomes (COs) After completion of this course, the student shall be able to:

1. Thorough knowledge of financial statements with deep understanding of financial companies
2. Recognise the drivers behind M&A deals, failures, successes and defence moves and how it is related to the world of business.
3. Dissect the cost analysis of companies through their break even points
4. Understand risk management through instruments like forwards, futures and options
5. Learn to make every kind of Budget for every occasion

References:

1. Dun & Bradstreet. (2008). Financial Risk Management.
2. Moeller, S., & Brady, C. (2014). Intelligent M&A: Navigating the Mergers and Acquisitions Minefield. John Wiley & Sons.

BBA 2nd Year
Semester 4
Macroeconomics for Business (BBA MGT 204)

L	T	P
3	-	-

Course Name: Macroeconomics for Business
Course Credit Hours: 3

Course Contact Hours: 3
Course Code: BBA MGT 204

Course Objectives:

1. Overview of macroeconomic issues: the determination of output, employment, unemployment, interest rates, and inflation, monetary and fiscal policies.
2. While trying to discern among good, better, and best choices for improving and maintaining a nation's standard of living and level of economic and societal well-being.
3. Understand key stakeholders of an economy including households, consumers, savers, firm owners, investors, government officials, and global trading partners.
4. Important policy debates such as, the sub-prime crisis, social security, the public debt, and international economic issues are critically explored

Course Description:

Macroeconomics is the study of the economy as a whole, focusing on aggregate phenomena such as national income, employment, inflation, and economic growth. This course provides students with a comprehensive understanding of macroeconomic principles, theories, and policies, enabling them to analyze and interpret macroeconomic indicators and phenomena.

Course Contents:

Unit Modules

- 1 Classical Theory: The Economy in the Long Run
 - 1.1 National Income: Where It Comes From and Where It Goes
 - 1.2 Money and Inflation
 - 1.3 The Open Economy
 - 1.4 Unemployment
- 2 Growth Theory: The Economy in the Very Long Run
 - 2.1 Economic Growth I: Capital Accumulation and Population Growth
 - 2.2 Economic Growth II: Technology, Empirics, and Policy
- 3 Business Cycle Theory: The Economy in the Short Run
 - 3.1 Introduction to Economic Fluctuations
 - 3.2 Aggregate Demand I: Building the IS–LM Model
 - 3.3 Aggregate Demand II: Applying the IS–LM Model
 - 3.4 Aggregate Supply and the Short-Run Tradeoff Between Inflation and Unemployment
- 4 Macroeconomic Policy Debates

- 4.1 Stabilization Policy
- 4.2 Government Debt and Budget Deficits
- 4.3 Consumption & Investment
- 4.4 Money Supply, Money Demand, and the Banking System

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Understand the basic theories underpinning modern Macroeconomics.
2. Critically analyse applied Macroeconomic theories.
3. Apply Macroeconomic theories in a real world setting.
4. Have the ability to define and analyse problems based on modelling frameworks and an understanding of relevant data and institutional detail.
5. Identify key contemporary macroeconomic problems, both domestic and international, and discuss possible solutions

References:

1. Mankiw, N.G. (2013), Macroeconomics, 8th edition, Worth Publishers
2. Jones, C.I. and Vollrath, D. (2013), Introduction to Economic Growth, third edition, Norton
3. Romer, D. (2012), Advanced macroeconomics, fourth edition, McGraw Hill
4. Other readings (including, for instance, relevant journal articles) will be informed or perhaps made available prior to each lecture should the need arise.

BBA 2nd Year
Semester 4
Cyber Security (BBA BA 202)

L	T	P
3	-	-

Course Name: Cyber Security
Course Credit Hours: 3

Course Contact Hours: 3
Course Code: BBA BA 202

Course Objectives:

1. The program envisages providing a basic understanding to the learner about the methods to handle cyber security and protective measures to be taken.
2. The course structure also provides a platform for the learner to observe and implement the technological advances that are defending the cyber threats that are happening at a rapid pace.

Course Description:

The Cybersecurity Fundamentals course offers a comprehensive introduction to the principles, practices, and technologies essential for safeguarding digital assets and information systems against cyber threats. This course provides a foundational understanding of cybersecurity concepts, risk management strategies, defensive measures, and incident response procedures, preparing students for roles in cybersecurity and information assurance.

Course Contents:

Unit Modules

- 1 Essential components of cyber security
 - 1.1 Defining Cyberspace and Overview of Computer and Web-technology
 - 1.2 Architecture of cyberspace,
 - 1.3 Communication and web technology, Internet, World wide web,
 - 1.4 Advent of internet, Internet infrastructure for data transfer and governance, Internet society, Regulation of cyberspace, Concept of cyber security, Issues and challenges of cyber security
- 2 Cyber security threat landscape
 - 2.1 Classification of cybercrimes,
 - 2.2 Common cybercrimes- cybercrime targeting computers and mobiles, cybercrime against women and children, financial frauds social engineering attacks, malware and ransomware attacks, zero day and zero click attacks, Cybercriminals modus-operandi
 - 2.3 Reporting of cybercrimes, Remedial and mitigation measures, Legal perspective of cybercrime, IT Act 2000 and its amendments, Cybercrime and offences, Organisations dealing with Cybercrime and Cyber security in India, Case studies.
- 3 Social Media Overview and Security
 - 3.1 Introduction to Social networks.

- 3.2 Types of Social media, Social media platforms,
 - 3.3 Social media monitoring, Hashtag, Viral content,
 - 3.4 Social media marketing, Social media privacy,
 - 3.5 Challenges, opportunities and pitfalls in online social network,
 - 3.6 Security issues related to social media, Flagging and reporting of inappropriate content, Laws regarding posting of inappropriate content, Best practices for the use of Social media, Case studies.
- 4 E Commerce and Digital Payments
- 4.1 Definition of E- Commerce, Main components of E-Commerce,
 - 4.2 Elements of E-Commerce security, E-Commerce threats, E-Commerce security best practices
 - 4.3 Introduction to digital payments, Components of digital payment and stake holders, Modes of digital payments- Banking Cards, Unified Payment Interface (UPI), e-Wallets, Unstructured Supplementary Service Data (USSD), Aadhar enabled payments
 - 4.4 Digital payments related common frauds and preventive measures. RBI guidelines on digital payments and customer protection in un-authorized banking transactions. Relevant provisions of Payment Settlement Act,2007,
- 5 Digital Devices Security, Tools and Technologies for Cyber Security
- 5.1 End Point device and Mobile phone security, Password policy
 - 5.2 Security patch management, Data backup, Downloading and management of third party software, Device security policy, Cyber Security best practices,
 - 5.3 Significance of host firewall and Ant-virus, Management of host firewall and Anti-virus, Wi-Fi security, Configuration of basic security policy and permissions.

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Learn the foundations of Cyber security and threat landscape.
2. To equip students with the technical knowledge and skills needed to protect and defend against cyber threats.
3. To develop skills in students that can help them plan, implement, and monitor cyber Security mechanisms to ensure the protection of information technology assets.
4. To expose students to governance, regulatory, legal, economic, environmental, social and ethical contexts of cyber security.
5. To expose students to responsible use of online social media networks.
6. To systematically educate the necessity to understand the impact of cybercrimes and threats with solutions in a global and societal context.
7. To select suitable ethical principles and commit to professional responsibilities and human values and contribute value and wealth for the benefit of the society.

References:

1. Cyber Security Understanding Cyber Crimes, Computer Forensics and Legal Perspectives by Sumit Belapure and Nina Godbole, Wiley India Pvt. Ltd.

2. Information Warfare and Security by Dorothy F. Denning, Addison Wesley.
3. Security in the Digital Age: Social Media Security Threats and Vulnerabilities by Henry A. Oliver, Create Space Independent Publishing Platform.
4. Data Privacy Principles and Practice by Natraj Venkataramanan and Ashwin Shriram, CRC Press.
5. Information Security Governance, Guidance for Information Security Managers by W. KragBrothy, 1st Edition, Wiley Publication.
6. Auditing IT Infrastructures for Compliance By Martin Weiss, Michael G. Solomon, 2nd Edition, Jones Bartlett Learning.

BBA 2nd Year
Semester 4
Life Skills - Career Readiness (BBA LS 202)

L	T	P
2	-	-

Course Name: Life Skills - Career Readiness
Course Credit Hours: 2

Course Contact Hours: 2
Course Code: BBA LS 202

Course Objectives:

1. The aim of this course is to introduce the students to ‘future skills’ that play a vital role in helping professionals navigate through their corporate journey.
2. The students can use these skills at present and leverage them in the future.

Course Description:

The Life Skills Bootcamp is an intensive program designed to equip participants with essential skills and knowledge needed for personal and professional success in various aspects of life. This course covers a wide range of life skills, including communication, critical thinking, emotional intelligence, time management, and resilience, through interactive workshops, exercises, and practical applications.

Course Contents:

Unit Modules

- 1 Develop a Growth Mindset
 - 1.1 Transitioning from a fixed mindset to a growth mindset
 - 1.2 Building resilience
- 2 Taking Ownership and Accountability
 - 2.1 The Oz Principle of Accountability
 - 2.2 Imbibe the ownership mantras
 - 2.3 Develop self-awareness
- 3 Bring Structure to your Communication
 - 3.1 Apply McKinsey’s Pyramid Model to your communication
- 4 Communicate with Precision
 - 4.1 Learn how to communicate with specificity and brevity
 - 4.2 Maintain clarity and simplicity in your communication
- 5 Master the Art of Effective Execution
 - 5.1 Use the PDCA Model of effective execution
 - 5.2 Understand the 3 C’s of success
- 6 Productivity Essentials
 - 6.1 Learn how to organize your time and tasks
 - 6.2 Develop self-motivation

- 7 Creative Problem Solving
 - 7.1 Generate the right solutions to address problems using the CPS Model
- 8 Thinking Hats
 - 8.1 Learn how to explore different perspectives on a problem statement and solutions
- 9 Gain an Edge through Emotional Intelligence
 - 9.1 Learn to develop and demonstrate self-regulation
 - 9.2 Demonstrate empathy for others and build strong relationships
- 10 Collaborate to Win
 - 10.1 Persuade and collaborate well with others using the principles of influence
- 11 Develop Intercultural Sensitivity
 - 11.1 Decode Erin Meyer's culture map and improve one's intercultural skills
- 12 A Guide to Must-Have Work Ethics
 - 12.1 Deliver results
 - 12.2 Demonstrate integrity, honesty and discipline

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Develop a growth mindset.
2. Demonstrate ownership and accountability.
3. Bring structure to your communication.
4. Communicate with precision.
5. Master the art of effective execution.
6. Improve your productivity.
7. Get better at creative problem solving.
8. Explore different perspectives through the 6 Thinking Hats.
9. Gain an edge through emotional intelligence.
10. Learn to collaborate effectively.
11. Develop intercultural competency.
12. Imbibe essential work ethics.

References:

1. James. L, (2006). The First Book of Life Skills, Embassy Books

**BBA 3rd Year
Semester 5
International Business & Global Perception (BBA MGT 301)**

L	T	P
2	-	-

Course Name: International Business & Global Perception
Course Credit Hours: 2

Course Contact Hours: 2
Course Code: BBA MGT 301

Course Objectives:

The objective of the course is to broaden the horizons of students by making them aware of differences between business practices in various countries, specific issues that arise in international business but not in domestic business, and strategies and tactics for success when doing business across borders

Course Description:

International Business is a comprehensive course that explores the principles, practices, and challenges of conducting business across borders. This course provides students with a thorough understanding of the global business environment, international trade, foreign investment, and strategies for managing multinational enterprises.

Course Contents:

Unit Module

- 1 International Trade Basics
 - 1.1 Global Value Creation
 - 1.2 Theories of Advantage
 - 1.3 CAGE Framework
 - 1.4 Foreign Direct Investment and Balance of Payments
 - 1.5 Globalization and its Effects
 - 1.6 Decision Criteria for Entering International Markets
- 2 Management Challenges in International Business
 - 2.1 Legal Challenges: Form of Organization, Mode of Entry, Governance
 - 2.2 Cultural Challenges: Corporate Culture, Language Barriers, TROMPENAARS
Cultural Dimensions, Managing Integration and Responsiveness
 - 2.3 Ethical Challenges: Compliance, ESG
 - 2.4 HR Challenges: Staffing, Labor Laws, Compensation
 - 2.5 Global Managers: A Multidimensional View
- 3 Marketing Challenges in International Business
 - 3.1 Managing the 4 P's: Product, Price, Place, Promotion
 - 3.2 Brand Consistency and Consumer Preferences
- 4 Finance Challenges in International Business
 - 4.1 Economic and Currency Risk

- 4.2 Taxation and Repatriation of Profits
- 5 Operations and Strategic Challenges in International Business
 - 5.1 Supply Chain Management and Infrastructure Issues
 - 5.2 Political Risk

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Understand the reasons for a company to pursue or avoid transacting internationally.
2. Enumerate common challenges that face seeking to transact internationally.
3. Understand options with regard to management, marketing, finance, operations, and strategy for an international enterprise
4. Analyze business situations to identify correctly the underlying issues that must be addressed and the optimum strategies and tactics for addressing them.

References:

1. Berenson, M., Levine, D., Szabat, K. A., & Krehbiel, T. C. (2012). Basic business statistics: Concepts and applications. Pearson higher education AU.
2. Factfulness, Hans Rosling, Ola Rosling, Anna Rosling Rönnlund

**BBA 3rd Year
Semester 5
Sociology (BBA LA 301)**

L	T	P
2	-	-

Course Name: Sociology
Course Credit Hours: 2

Course Contact Hours: 2
Course Code BBA LA 301

Course Objectives:

1. Explore the general principles and pillars of social life, enabling students to comprehend the fundamental frameworks that shape societal structures and dynamics.
2. Analyze patterns of human and social behavior, examining their impacts on both individuals and societies, fostering a deeper understanding of social interactions and relationships.
3. Introduce students to Indian Sociological Traditions, providing insights into the historical and cultural contexts that influence societal norms and values in India.
4. Foster awareness and sensitivity towards emerging issues in Indian society, equipping students with the knowledge and empathy needed to address contemporary social challenges.
5. Develop a comprehensive understanding of the laws of social transformation, enabling students to analyze and advocate for societal progress and positive change.

Course Description:

Sociology is the study of society, human behavior, and social interactions. This course provides students with a comprehensive understanding of sociological theories, methods, and research findings, enabling them to analyze and interpret various social phenomena and patterns within society.

Course Contents:

Unit Modules

- 1 What is Sociology?
 - 1.1 Developing a sociological outlook, how can sociology help in our life.
 - 1.2 Development of sociological thinking.
 - 1.3 Recent sociological perspectives
 - 1.4 Concept of culture and society Concept of Culture
 - 1.5 Socialization, Types of society, social change
 - 1.6 Families -basic concepts, Marriage and Divorce, Alternatives to marriage, Violence and Abuse in family life, Debate about family values
- 2 Crime and Deviance
 - 2.1 Sociology of Deviance – explaining crime and deviance.
 - 2.2 Sociological Theories of crime deviance, Patterns of crime, Crime reduction strategies, Victims and perpetrators of crime, Organized Crime, Prison the answer to crime
- 3 Work and Economic Life

- 3.1 What is work, trends in occupational system, Division of labour and transformation of work
- 3.2 Women and work, Work and Family, Unemployment, Job insecurity, The declining importance of work
- 4 Mass media and communication
 - 4.1 Print media versus electronic media – meaning, examples, merits and demerits
 - 4.2 New communication technology – Internet (impact, merits and demerits)
 - 4.3 Globalization and Media

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Demonstrate an understanding of the general principles and pillars of social life by critically analyzing and evaluating their significance in shaping individual behavior and societal norms.
2. Identify and analyze patterns of human and social behavior, evaluating their impact on both the individual and society, and propose strategies for addressing social challenges arising from these patterns.
3. Evaluate the Indian Sociological Traditions, examining their historical development and contemporary relevance, and apply these insights to analyze current social issues within the Indian context.
4. Demonstrate sensitivity towards emerging issues in Indian society by engaging with diverse perspectives and developing comprehensive strategies to address social inequalities, discrimination, and other challenges.
5. Apply knowledge of social transformation laws to assess and propose solutions for societal advancement, recognizing the need for ethical, sustainable, and inclusive development models.

References:

1. Anthony Giddens Sociology, 9th edition
2. Introduction to Sociology -Anthony Giddens
3. Introduction to Sociology -Rumania Rai
4. Principles of Sociology, R. N. Sharma, Media Promoters & Publishers, 2000.
5. Culture Change in India: Identity and Globalisation, Yogesh Sharma, Rawat Publications, 2003.
6. Caste in Modern India and other Essays, M.N. Srinivas, Media Promoters & Publishers, 2003.
7. Modernisation of Indian Tradition, Yogendra Singh, Rawat Publications, 1999.
8. Indian Social System, Ram Ahuja, Rawat Publications, 2000.
9. Society In India, Ram Ahuja, Rawat publications, 2001
10. Podcast – Rise and Fall of the English Upper class- Houses, Kinship and Capital since 1945

BBA 3rd Year
Semester 5
Innovation Development Management (BBA ENT 301)

L	T	P
3	-	-

Course Name: Innovation Development Management
Course Credit Hours: 3

Course Contact Hours: 3
Course Code: BBA ENT 301

Course Objectives:

1. This course aspires to instill a nuanced understanding of innovation development and management among BBA students, integrating both theoretical constructs and their pragmatic applications.
2. We aim to foster critical abilities in strategic thinking, problem-solving, and decision-making within the realms of innovation process design, project management, business model formulation, and product launch.
3. The course aims to galvanize students' innovative potential and prepare them to play a proactive role in driving sustainable innovation in various organizational settings.

Course Description:

Innovation Development Management is a dynamic course designed to provide students with the knowledge and skills necessary to manage the innovation process within organizations. This course explores various strategies, methodologies, and tools used to foster innovation, develop new products and services, and drive organizational growth and competitiveness

Course Contents:

Unit Modules

- 1 Innovation Nation:
 - 1.1 Understanding Global Innovation: An overview of the global innovation ecosystem and key drivers of innovation across industries and geographies.
 - 1.2 Disruptive Trends & Technologies: Exploration of recent trends and technological advancements shaping the future of innovation.
 - 1.3 Innovation Policies & Incentives: Discussion on the role of government policies, tax incentives, and grants in fostering innovation.
 - 1.4 Future Perspectives: A glimpse into the future of innovation, discussing potential breakthroughs and challenges on the horizon.
- 2 Strategize to Maximize:
 - 2.1 Ideation & Concept Development: Exploring techniques for ideation and refining innovative concepts.
 - 2.2 Innovation Strategy Formulation: Understanding the strategic planning process for innovation, from goal setting to action plan development.
 - 2.3 Innovation Portfolio Management: An introduction to managing a portfolio of innovative projects, balancing risks, and returns.

- 2.4 Innovation Lifecycle Management: An insight into managing an innovation from inception to maturity, including scale-up and withdrawal stages
- 3 Juggling Act:
 - 3.1 Project Planning: A look into planning innovative projects, including defining objectives, scope, resources, and timelines.
 - 3.2 Risk Management: Delving into risk assessment techniques and strategies to mitigate risks in innovation projects.
 - 3.3 Project Control & Evaluation: Understanding control mechanisms for tracking project progress and techniques for evaluating project success.
 - 3.4 Agile Innovation: A brief introduction to Agile methodologies for managing Innovation projects.
- 4 Blueprints of Brilliance:
 - 4.1 Business Model Fundamentals: Introduction to business model components and their interrelationships.
 - 4.2 Designing Innovative Business Models: Techniques for developing innovative and disruptive business models.
 - 4.3 Sustainable & Scalable Business Models: Insight into designing business models that are environmentally responsible, socially equitable, and economically viable.
 - 4.4 Business Model Evaluation & Pivot: Techniques to evaluate the effectiveness of a business model and make necessary pivots.
- 5 Lean and Mean Machines:
 - 5.1 Introduction to Lean Startup: Overview of lean startup principles and their application in innovation development.
 - 5.2 Rapid Prototyping: Techniques for developing rapid prototypes and gathering user feedback.
 - 5.3 Iterative Development & Pivot: Understanding the process of iterative development and making strategic pivots based on customer feedback.
 - 5.4 Lean Management & Continuous Improvement: Strategies to implement lean management principles to drive continuous innovation
- 6 Ready, Set, Launch!
 - 6.1 Market Research & Analysis: Techniques for understanding market dynamics and customer needs.
 - 6.2 Crafting Value Proposition: Techniques to define a compelling value proposition for an innovative product or service.
 - 6.3 Pricing & Promotional Strategies: Strategies for pricing and promoting innovative products or services.
 - 6.4 Launching & Scaling Innovation: A guide to introducing an innovative product or service to the market and strategies for scaling.

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Comprehend the Innovation Landscape: Students will develop a comprehensive understanding of the global innovation ecosystem, including key drivers, current trends, and future trajectories. They will be able to analyze how these elements influence strategic decisions in various business contexts.

2. **Implement Innovation Strategies and Processes:** Students will acquire the ability to formulate, execute, and manage effective innovation strategies. They will understand the various stages of the innovation process, from ideation to implementation, and learn to apply appropriate tools and techniques at each stage.
3. **Manage Innovation Projects:** Students will gain proficiency in managing innovative projects, effectively applying project management skills and risk mitigation strategies. They will also be adept at making informed decisions under uncertainty and complexity, a key requirement in the realm of innovation.
4. **Design Sustainable Business Models:** Students will be capable of designing innovative, economically viable, socially responsible, and environmentally sustainable business models. They will understand how to align these models with market realities and emerging trends in their respective industries.
5. **Drive Product Launches:** Students will be equipped to guide innovative products or services from the development stage to market launch. They will understand market dynamics and learn to devise compelling value propositions, pricing strategies, and promotional campaigns to ensure a successful product launch.

References:

1. Osterwalder, A., & Pigneur, Y. (2020). *The Invincible Company: How to Constantly Reinvent Your Organization with Inspiration From the World's Best Business Models*. Strategyzer Series.
2. Pisano, G. P. (2019). *Creative Construction: The DNA of Sustained Innovation*. PublicAffairs.
3. Diamandis, P. H., & Kotler, S. (2020). *The Future Is Faster Than You Think: How Converging Technologies Are Transforming Business, Industries, and Our Lives*. Simon & Schuster.
4. Bessant, J., & Tidd, J. (2018). *Innovation and Entrepreneurship*. Wiley.

**BBA 3rd Year
Semester 5
Startup Laws, Ethics and Environment in India (BBA ENT 303)**

L	T	P
3	-	-

Course Name: Startup Laws, Ethics and Environment in India
Course Credit Hours: 3

Course Contact Hours: 3
Course Code: BBA ENT 303

Course Objectives:

1. Establishing solid business foundations
2. Navigating regulatory requirements
3. Effective financial management
4. Ensuring ethical employment practices
5. Protecting intellectual property rights

Course Description:

Startup Laws, Ethics, and Environment in India is a specialized course designed to provide entrepreneurs and professionals with a comprehensive understanding of the legal, ethical, and environmental considerations relevant to startups operating in India. This course explores the legal framework, ethical principles, and environmental regulations that impact startup ventures, equipping participants with the knowledge and skills necessary to navigate legal complexities, uphold ethical standards, and promote environmental sustainability in their startup endeavors.

Course Contents:

Unit Module

- 1 Formalizing a business structure and founders' agreement
 - 1.1 Types of legal structures of startups
 - 1.2 Advantages and disadvantages of each type of structure
 - 1.3 Clause breakdown of founder's agreement
 - 1.4 RACI Matrix for founder equity split decisions
- 2 Business licenses
 - 2.1 ISO standards
 - 2.2 US FDA regulations
 - 2.3 CE mark regulations
 - 2.4 Shop establishment Act
 - 2.5 Trade laws
- 3 Taxation and accounting laws
 - 3.1 GST for startups
 - 3.2 Form 80 IAC for tax exemption
 - 3.3 DPIIT Certification
- 4 Adhering to labor laws

- 4.1 Labor law breakdown wrt different sectors
- 4.2 Employment agreements
- 4.3 Work hours and Leave Policy formulation for company specific needs
- 5 Protection of intellectual property and Tech Transfer)
 - 5.1 Types of IP (Design, utility, patent, trademark, Geographical Indication)
 - 5.2 Tech transfer protocols
 - 5.3 Negotiation on royalty agreement clauses
- 6 Winding down a startup
 - 6.1 Governing laws
 - 6.2 Ways of exit (Buyout, acquisition, IPO, Liquidation, bankruptcy)
 - 6.3 Timelines and key compliances

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Effectively navigate legal and ethical considerations for startup operations and formalize business structures.
2. Obtain necessary licenses and ensure compliance with regulatory requirements for startups in India.
3. Manage financial obligations and optimize tax benefits by understanding taxation and accounting laws specific to startups.
4. Implement fair employment practices, ensure workplace safety, and comply with labor laws applicable to startups.
5. Safeguard intellectual property, manage technology transfer, and comply with legal regulations for innovation commercialization.

References:

1. Prenkert, J.D. et al (2021). The Ethical Global and Digital Environment ISE, 18e, McGraw Hill

BBA 3rd Year
Semester 5
Retail Management & Ecommerce (BBA MKT 301)

L	T	P
3	-	-

Course Name: Retail Management & Ecommerce
Course Credit Hours: 3

Course Contact Hours: 3
Course Code: BBA MKT 301

Course Objectives:

1. Introduction to the fundamentals of retail marketing.
2. Retailing landscape, role that marketing plays in driving traffic and sales.
3. Key Concept of Retail marketing like customer behavior, merchandising, advertising, promotions, and pricing strategies.

Course Description:

Retail Marketing & E-commerce is an interdisciplinary course focusing on the principles, strategies, and practices of marketing in the retail sector, with a particular emphasis on the integration of e-commerce into retail operations. This course provides students with a comprehensive understanding of retail marketing concepts and strategies, as well as the role of technology and digital platforms in modern retailing.

Course Contents:

Unit Modules

- 1 Introduction to Retail Marketing
 - 1.1 Overview of the retail industry
 - 1.2 Key trends and challenges in retail marketing
 - 1.3 Consumer behavior and buying habits
- 2 Retail Strategy
 - 2.1 Retail formats and store design
 - 2.2 Location and site selection
 - 2.3 Merchandising and product assortment
- 3 Advertising and Promotion
 - 3.1 Advertising techniques for retail marketing
 - 3.2 Promotions and sales promotion strategies
 - 3.3 Public relations and social media marketing
- 4 Pricing Strategies
 - 4.1 Pricing objectives and strategies
 - 4.2 Markup and markdown policies
 - 4.3 Discount and clearance pricing
- 5 Customer Experience
 - 5.1 Customer service and satisfaction
 - 5.2 Retail technology and innovation

- 5.3 In-store experience and visual merchandising
- 5.4 Always available – Right stock at right place – Offline and online
- 6 Retail Analytics
 - 6.1 Retail metrics and performance indicators
 - 6.2 Data collection and analysis techniques
 - 6.3 Market research and customer insights
- 7 International Retailing
 - 7.1 Overview of international retailing
 - 7.2 Cultural differences and challenges
 - 7.3 Global retailing strategies
- 8 Ethics and Social Responsibility
 - 8.1 Ethical issues in retail marketing
 - 8.2 Corporate social responsibility and sustainability
 - 8.3 Socially responsible marketing
- 9 Introduction to E-commerce Business & Revenue Models
 - 9.1 Understanding E-commerce trends in Indian Markets
 - 9.2 Exploring Various service models in B2B , B2C & C2C e commerce businesses
- 10 Building E-commerce Infrastructure
 - 10.1 Software & Hardware infrastructure Planning
 - 10.2 Capacity Planning
 - 10.3 Inventory Management
- 11 Supply Chain Management
 - 11.1 Introduction to E-commerce supply chain
 - 11.2 Warehousing & Logistics
 - 11.3 Managing Distribution, delivery, and return
- 12 Marketing for E-commerce
 - 12.1 Meta Ads
 - 12.2 Google Ads
 - 12.3 Amazon Marketing
 - 12.4 Conversion Rate Optimization
 - 12.5 Google Merchant Center

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Be able to analyse retail marketing problems, develop effective solutions, and communicate their findings in a clear and concise manner
2. Develop effective marketing campaigns that drive traffic and boost sales in a retail setting
3. Understand customer experience & design, it's changing role with the Ecom penetration increasing.
4. Use retail analytics to measure performance and identify opportunities for improvement.
5. Enhanced understanding of various e-commerce business models & Strengthening the core foundation of setting up E-commerce infrastructure.
6. Well rounded digital marketing skills specific to E-commerce.

References:

1. Global Marketing -Foreign Entry, Local Marketing, and Global Management

2. Retail Management, 13e Berman, Barry
3. Laudon, K.C. and Traver, C.G. (2020). E-commerce 2020: Business, Technology, Society. 16th edition.

BBA 3rd Year
Semester 5
Selling and Negotiation (BBA MKT 303)

L	T	P
3	-	-

Course Name: Selling and Negotiation
Course Credit Hours: 3

Course Contact Hours: 3
Course Code: BBA MKT 303

Course Objectives:

This course is designed to provide students with an understanding of concepts related to sales and negotiation thereby helping them understand how to overcome the obstacles and achieve brilliant results at the bargaining table and shift the mindset to solve problems and accomplish tasks creatively and confidently. Sales is an activity essential for both entrepreneurs and those seeking jobs, and this course lays the foundation for students to develop the skills necessary to achieve a successful sale.

Course Description:

Selling & Negotiation is a practical course designed to develop students' skills in salesmanship and negotiation techniques. This course provides students with a comprehensive understanding of the sales process, from prospecting to closing, and equips them with effective negotiation strategies to achieve win-win outcomes in various business contexts.

Course Contents:

Unit Modules

- 1 Introduction to Sales
 - 1.1 Concept of Sales
 - 1.2 Know Your Customer
 - 1.3 ‘You’ as a Brand
- 2 Psychology of Selling
 - 2.1 Motivations of Buying
 - 2.2 The Art of Persuasion
 - 2.3 Buyer - Seller Dyadic Interaction
- 3 Sales Process
 - 3.1 Personal Selling Process (Prospecting, Qualifying, Pre-approach, Approach)
 - 3.2 Presentation and Demonstration
 - 3.3 Overcoming Objections
 - 3.4 Trial Close / Closing a sale
 - 3.5 Follow-up and Service
 - 3.6 Sales Management
- 4 Essentials of Sales
 - 4.1 Building a sales team
 - 4.2 Sales and the Marketing Mix

- 4.3 Planning, sales forecasting and budgeting from the business perspective
- 4.4 Management of sales territories and quotas
- 4.5 Retail and Industrial Sellin
- 5 Introduction to Negotiations
 - 5.1 Concept of Negotiation
 - 5.2 Type of Negotiation, Situation where negotiation not possible
 - 5.3 Importance of Negotiation
 - 5.4 Steps of Negotiation process
 - 5.4.1 Setting negotiation goals and objectives
 - 5.4.2 Identifying your negotiation style
 - 5.4.3 Conducting research and gathering information
- 6 Nature of Negotiation
 - 6.1 Communication Skills for Negotiation
 - 6.2 Negotiation Strategies/Tactics/Models
 - 6.2.1 ZOPA, BATNA, Walking Away Point, WATNA, Anchoring & framing
 - 6.2.2 Value claiming and value creation & work towards unlocking maximum Value on a sustainable basis
 - 6.2.3 Investigative Negotiation
 - 6.3 Psychology of Negotiation
 - 6.3.1 Building rapport
 - 6.3.2 Managing emotions
 - 6.3.3 Managing concessions and compromises
 - 6.3.4 Resistance and objections
 - 6.3.5 Deadlock
 - 6.4 Power Dynamics in Negotiation
 - 6.5 Ethics in Negotiation
- 7 Conflict Management
 - 7.1 Levels of conflict
 - 7.2 Functions and Dysfunctions of Conflict
 - 7.3 Factors that make conflict easy or difficult to manage
 - 7.4 Managing cross-cultural negotiation
 - 7.5 Managing multi-party negotiation

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Gain a thorough understanding of the concept of sales, delving into its principles and practices to enhance professional expertise.
2. Explore the intricacies of personal branding, recognizing the dynamics that shape perceptions of 'YOU' as a brand entity.
3. Master the art of persuasion and delve into the psychology of selling, equipping oneself with effective techniques for influencing customer decisions.
4. Develop a nuanced understanding of personal selling, demonstrating keen situational awareness and adaptability in diverse sales scenarios.
5. Analyze the multifaceted aspects of sales, including its relationship with the marketing mix and the crucial factors involved in building high-performing sales teams.

6. Acquire proficiency in sales forecasting, territory management, and quota setting, while also gaining insights into retail and industrial selling practices.

References:

1. Sales and Distribution Management by Krishna K Havaldar and Vasant M Cavale
2. Essentials of Negotiation by Roy J. Lewicki, Bruce Barry and David M. Saunders
3. The Psychology of Selling by Brian Tracy
4. Getting to Yes by Roger Fisher & William Ury –Random House
5. Never Split the Difference: Negotiating As If Your Life depended on it by Chris Voss

**BBA 3rd Year
Semester 5
Corporate Finance (BBA FIN 301)**

L	T	P
3	-	-

Course Name: Corporate Finance
Course Credit Hours: 3

Course Contact Hours: 3
Course Code: BBA FIN 301

Course Objectives:

The course is intended to explain the role of corporate finance in an organization. It will discuss the techniques and terminologies used in financial decision-making and give a detailed overview of long term investment decisions, financing decisions and dividend decisions in the corporate set up.

Course Description:

Corporate Finance explores the principles, theories, and practices related to financial decision-making within corporations. This course provides students with a comprehensive understanding of how firms make investment, financing, and dividend decisions to maximize shareholder value. Topics include capital budgeting, capital structure, dividend policy, and corporate valuation.

Course Contents:

Unit Modules

- 1 Capital Budgeting and Financial Decision Making
 - 1.1 Introduction to corporate finance
 - 1.2 Net Present Value
 - 1.3 Benefit-cost Ratio
 - 1.4 Discounted Payback Period
 - 1.5 Payback Period
 - 1.6 Accounting Rate of Return
 - 1.7 IRR
- 2 Capital Structure and Cost of Capital
 - 2.1 Introduction to Capital structure
 - 2.2 Cost of equity
 - 2.3 Cost of debt
 - 2.4 Cost of preferred capital
 - 2.5 WACC
- 3 Raising Capital
 - 3.1 Angel
 - 3.2 Venture capital
 - 3.3 Private equity

- 3.4 IPO
- 3.5 Angel
- 4 Dividend theory and Policy
 - 4.1 Practical considerations in dividend policy
 - 4.2 Buyback of shares
 - 4.3 Theories of Dividend Decision
 - 4.4 Dividend relevance: Walters model
 - 4.5 Dividend relevance: Gordons model
- 5 Valuations
 - 5.1 Basics of valuation
 - 5.2 Valuation approaches
 - 5.3 Discounted cash flow model
 - 5.4 FCFE Valuation model
 - 5.5 FCFF valuation
 - 5.6 Financial Modelling

Course Outcomes (COs): After completing the course, the student shall be able to:

Understand the major financial decisions of an organization and the role of financial manager.

1. Apply investment appraisal techniques for evaluating financial viability of long-term projects
2. Comprehend the capital structure decisions and dividend decisions
3. Understand valuation using different techniques

References:

1. Chandra P. 2019, *Financial Management: Theory and Practice*, 10th Edition, McGraw-Hill Education (India) Private Limited.
2. Brigham, E. F. & Houston J. F. 2021, *Fundamentals of Financial Management*, 14th Edition, Cengage Learning India Private Limited.
3. Online Journal: <https://onlinelibrary.wiley.com/journal/1755053x>
4. Online Publication: <https://www.fm-magazine.com/>
5. Khan, M. Y. 2018, *Financial Management: Text Problems and Cases*, 8th Edition, Tata McGraw-Hill Publishing Company Limited.
6. Pandey, I. M. 2016, *Financial Management*, 11th Edition, Vikas Publishing House Pvt. Ltd.
7. Damodaran Aswath , *Corporate Finance -Theory and practice* , Wiley Publications

BBA 3rd Year
Semester 5
Investment Management (BBA FIN 303)

L	T	P
3	-	-

Course Name: Investment Management
Course Credit Hours: 3

Course Contact Hours: 3
Course Code: BBA FIN 303

Course Objectives:

1. To provide students with a broad understanding of investment management and the investment process.
2. To introduce students to portfolio management and the concepts of risk and return.
3. To equip students with the skills necessary to design and manage investment portfolios that are in line with the investment objectives of their clients.
4. To introduce students to financial risk management (FRM) techniques and their application in investment management.
5. To provide students with an understanding of alternative investments, including derivative strategies and hedge funds, and their role in portfolio management.
6. To introduce students to the tools available for risk management, including insurance and derivatives.

Course Description:

Investment Management is a comprehensive course designed to equip students with the knowledge and skills necessary to make informed investment decisions and manage investment portfolios effectively. This course covers a range of topics, including portfolio theory, asset allocation, security analysis, and portfolio performance evaluation, providing students with a solid foundation in investment principles and practices.

Course Contents:

Unit Modules

- 1 Portfolio Management – Risk & Return
 - 1.1 Introduction to Portfolio Management
 - 1.2 Risk and Return in Portfolio Management
 - 1.3 Unit 2 Portfolio Management & Asset Allocation
 - 1.4 Asset Allocation Strategies
 - 1.5 Portfolio Construction Techniques
 - 1.6 Measuring Portfolio Performance
- 2 Financial Risk Management
 - 2.1 Introduction to FRM
 - 2.2 Types of Risk and Risk Classification
 - 2.3 Financial Risk Management Techniques

- 2.4 Measuring and Managing Credit Risk
- 2.5 Interest Rate Risk Management
- 3 Alternative Investments
 - 3.1 Introduction to Alternative Investments
 - 3.2 Understanding Derivatives and their role in Portfolio Management
 - 3.3 Hedging Strategies using Derivatives
 - 3.4 Introduction to Hedge Funds and their role in Alternative Investments
- 4 Tools for Risk Management
 - 4.1 Introduction to Risk Management Tools
 - 4.2 Understanding Insurance and its role in Risk Management
 - 4.3 Introduction to Derivatives and their role in Risk Management
 - 4.4 Hedging Strategies using Derivatives

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Understand the investment management process
2. Implement portfolio management concepts, objectives and constraints to real life client portfolios
3. Utilise financial risk management (FRM) techniques and their application in investment management
4. Develop an understanding of alternative investments, including derivative strategies and hedge funds, and their role in portfolio management
5. Effectively utilise tools available for risk management to insurance and derivatives

References:

1. Bodie, Z., Kane, A., & Marcus, A. J. (2018). Investments (11th ed.). McGraw Hill Education
2. Financial Risk Management, Dun & Bradstreet
3. Crouhy, M., Galai, D., & Mark, R. (2014). The essentials of risk management (2nd ed.). McGraw Hill Education.
4. Hull, J. C. (2018). Options, Futures, and Other Derivatives (10th ed.). Pearson Education.

**BBA 3rd Year
Semester 5
Game Theory (BBA ECO 301)**

L	T	P
3	-	-

Course Name: Game Theory
Course Credit Hours: 3

Course Contact Hours: 3
Course Code: BBA ECO 301

Course Objectives

1. The aim of the course is to teach strategic considerations while making decisions.
2. We will learn new concepts, terminologies and methods to apply in different settings ranging from business, finance and economics.

Course Description:

Game Theory is a branch of applied mathematics and economics that studies strategic interactions among rational decision-makers. This course provides students with a comprehensive understanding of game theory concepts, models, and applications, enabling them to analyze and predict outcomes in various competitive and cooperative situations.

Course Contents:

Unit Modules

- 1 Game Theory 1: Basics
- 2 Game Theory 2: complex games & mixed strategies
- 3 Game Theory 3: dynamic games
- 4 Game Theory 4: incomplete information games

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Define strategic terminology and apply it to the real world.
2. Identify and apply strategic thinking.
3. Predict how people behave in strategic encounters.
4. Understand tools and concepts of game theory.

References:

1. Game Theory: Interactive Strategies in Economics and Management, 1st edition Cambridge University Press 2012, Heifetz
2. Games Indians Play, R Ramanujan

BBA 3rd Year
Semester 5
Economics in Action (BBA ECO 303)

L	T	P
3	-	-

Course Name: Economics in Action

Course Credit Hours: 3

Course Contact Hours: 3

Course Code: BBA ECO 303

Course Objectives:

1. The objective of this course is to equip students to use maths and economics to solve business problems because decisions based on mathematical and economic principles are more likely to produce favorable results than decisions made by gut instinct alone.

Course Description:

Economics in Action is an applied economics course that bridges theoretical concepts with real-world applications, exploring how economic principles shape decision-making and behavior in various contexts. This course integrates economic theory with case studies, simulations, and empirical analysis to demonstrate the practical implications of economic concepts on individuals, businesses, and society.

Course Contents:

Unit Modules

- 1 Percentages
 - 1.1 The Problem of Innumeracy
 - 1.2 Percentages: The Basics
 - 1.3 Percentages and Graphic Display of Data
 - 1.4 Percentages and Pricing
- 2 Probability
 - 2.1 Probability and Promotion
 - 2.2 Probability and HR Management
- 3 Trade-Offs
 - 3.1 Trade-Offs and Production (Linear Programming Problems)
 - 3.2 Trade-Offs and Negotiation
 - 3.3 Trade-Offs and Strategy
- 4 Cognitive Biases (Behavioral Economics)
 - 4.1 Loss Aversion and related effects
 - 4.2 The Endowment Effect and related effects
 - 4.3 WYSIATI and related effects

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Use percentages to inform and support business decisions.

2. Use probabilities to inform and support business decisions.
3. Evaluate decision alternatives using economic and mathematical principles
4. Recognize and avoid common cognitive biases defined by behavioral economics

References

1. Kahneman, Daniel. Thinking Fast and Slow. Farrar, Strauss and Giroux, 2011
2. Ariely, Dan. Predictably Irrational, Harper Collins, 2008

BBA 3rd Year
Semester 5
Data Mining & Warehousing (BBA BA 301)

L	T	P
3	-	-

Course Name: Data Mining & Warehousing
Course Credit Hours: 3

Course Contact Hours: 3
Course Code: BBA BA 301

Course Objectives:

1. Develop a comprehensive understanding of data warehousing architecture, including design principles and implementation strategies, to effectively manage and organize large volumes of data.
2. Gain proficiency in data mining techniques and algorithms, enabling students to extract valuable insights and patterns from complex datasets for informed decision-making in business analytics.
3. Apply theoretical knowledge to practical scenarios through hands-on experience in data preprocessing, data mining, and data warehousing design, preparing students for real-world applications and challenges in the field.

Course Description:

Data Warehousing & Mining is a comprehensive course designed to provide students with a deep understanding of the concepts, techniques, and tools used in building and analyzing data warehouses and conducting data mining activities. The course covers topics ranging from data warehousing architecture and design to data mining algorithms and applications, equipping students with the skills necessary to manage and derive insights from large datasets.

Course Contents:

Unit Modules

- 1 Introduction to Data Mining and Warehousing
 - 1.1 Course Introduction and Overview
 - 1.2 Importance of Data Mining and Warehousing in Business Analytics
- 2 Data Preprocessing
 - 2.1 Data Cleaning, Integration, Transformation, and Reduction
 - 2.2 Data Quality Assessment and Improvement
- 3 Clustering Techniques
 - 3.1 K-means Clustering
 - 3.2 Hierarchical Clustering
 - 3.3 Practical Applications of Clustering in Business
- 4 Classification Techniques
 - 4.1 Decision Trees
 - 4.2 Naive Bayes Classifier

- 4.3 Practical Applications of Classification in Business
- 5 Association Rule Mining
 - 5.1 Apriori Algorithm
 - 5.2 Practical Applications of Association Rule Mining in Business
- 6 Introduction to Data Warehousing & Implementation
 - 6.1 Data Warehouse Architecture
 - 6.2 Dimensional Modeling and Star Schema Design
 - 6.3 Data Warehouse Implementation
 - 6.4 Extract, Transform, Load (ETL) Process
 - 6.5 Data Integration and Transformation Tools
- 7 Multidimensional Data Analysis
 - 7.1 Online Analytical Processing (OLAP) Concepts
 - 7.2 OLAP Cube Design and Querying
- 8 Data Mining in Marketing Analytics
 - 8.1 Customer Segmentation
 - 8.2 Market Basket Analysis
- 9 Data Mining in Finance and Risk Management
 - 9.1 Fraud Detection
 - 9.2 Credit Scoring
- 10 Data Mining in Social Media Analytics
 - 10.1 Social Network Analysis
 - 10.2 Opinion Mining and Influence Detection

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Understand the fundamental concepts and principles of data mining and warehousing.
2. Apply data mining techniques such as clustering, classification, and association rule mining to database.
3. Design and implement data warehouses using dimensional modeling.
4. Apply data mining and warehousing techniques in various business domains, including marketing, finance, and supply chain management.
5. Develop critical thinking and analytical skills for effective decision-making based on data analysis.

References

1. "Python Crash Course" by Eric Matthes
2. "Python for Data Analysis" by Wes McKinney

BBA 3rd Year
Semester 5
Logical Reasoning for Python (BBA BA 303)

L	T	P
3	-	-

Course Name: Logical Reasoning for Python
Course Credit Hours: 3

Course Contact Hours: 3
Course Code: BBA BA 303

Course Objectives:

1. The course objective of logical reasoning with python is to equip students with the knowledge and skills to effectively understand the basics of Python programming, hands-on learning, real-world application, and collaborative projects on Python.
2. Students will build a foundation for further exploration of advanced Python concepts and applications.

Course Description:

Logical Reasoning with Python is an interactive course designed to introduce students to the fundamentals of logical thinking and problem-solving using the Python programming language. This course covers a range of logical concepts, techniques, and Python programming skills to equip students with the ability to analyze problems, formulate logical solutions, and implement them using Python code.

Course Contents:

Unit Modules

- 1 Introduction to Python
 - 1.1 Overview of Python programming and its applications.
 - 1.2 Setting up the Python environment (IDE, interpreter).
- 2 Variables and Data Types
 - 2.1 Introduction to variables and their purpose in programming.
 - 2.2 Different data types in Python: numbers, strings, lists, tuples, dictionaries.
 - 2.3 Performing basic operations on data types.
- 3 Control Structures
 - 3.1 Understanding conditional statements: if, if-else, nested if-else.
 - 3.2 Looping structures: for loop, while loop, range function.
- 4 Functions and Modules
 - 4.1 Defining and using functions in Python.
 - 4.2 Introduction to pre-built Python modules and their usage.
- 5 File Handling
 - 5.1 Reading from and writing to files using Python.
 - 5.2 Manipulating file data and file handling best practices
- 6 Data Structures and Manipulation

- 6.1 Working with tuples, sets, and additional list operations.
- 6.2 Indexing, slicing, and iterating over data structures.
- 7 Object-Oriented Programming (OOP) Basics
 - 7.1 Introduction to object-oriented programming concepts: classes, objects, methods.
 - 7.2 Creating and using classes in Python.
- 8 Basic Data Analysis with Python
 - 8.1 Introduction to data analysis libraries (e.g., Pandas, NumPy).

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Understand the fundamental concepts and principles of programming using Python.
2. Develop problem-solving skills and logical thinking using Python programming.
3. Gain hands-on experience in writing Python programs and debugging code.
4. Enhance critical thinking and analytical skills through programming exercises and assignments.
5. Prepare a foundation for further exploration of advanced Python concepts and applications.

References

1. "Python Crash Course" by Eric Matthes
2. "Python for Data Analysis" by Wes McKinney

**BBA 3rd Year
Semester 5
Business Research Methodology (BBA MGT 303)**

L	T	P
2	-	-

Course Name: Business Research Methodology
Course Credit Hours: 2

Course Contact Hours: 2
Course Code: BBA MGT 303

Course Objectives:

1. To understand the role and importance of research and research process
2. To acquaint students with identifying research problem, understanding the research design and implementing a research project.
3. To identify and discuss the concepts and procedures of sampling, data collection, analysis and reporting.

Course Description:

Research Methodology is a foundational course designed to equip students with the knowledge and skills necessary to conduct research effectively across various disciplines. This course covers the principles, methods, and techniques of research, providing students with a comprehensive understanding of the research process from conceptualization to dissemination of findings.

Course Contents:

Unit Module

- 1 Introduction to Research and Research Design
 - 1.1 Meaning of Research
 - 1.2 Objectives of Research
 - 1.3 Research Methods Versus Methodology
 - 1.4 Research Approaches
 - 1.5 Types of Research
 - 1.6 Importance of Knowing How to Conduct Research
 - 1.7 Significance of Research
 - 1.8 Research Process
 - 1.9 Research Problem
 - 1.10 Research Design
 - 1.11 Concepts of Research Design
 - 1.12 Types of Research Design
- 2 Sampling and Data Collection
 - 2.1 Sample Survey and steps in Sampling Design
 - 2.2 Different Types of Sample Designs
 - 2.3 Sampling and Sampling Errors

- 2.4 Methods of Collecting Primary Data
- 2.5 Secondary Data
- 2.6 Questionnaire
- 2.7 Experiments
- 2.8 Observation
- 3 Statistical Analysis and Applications
 - 3.1 Probability
 - 3.2 Hypothesis
 - 3.3 Testing of Hypothesis
- 4 Structure and Components of Research Reports
 - 4.1 Purpose of a Report
 - 4.2 Structure of a Report
 - 4.3 Types of Reports
 - 4.4 Research Report

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Understanding and developing a research problem.
2. Applying different methods of research based on the selected research problem.
3. Identifying suitable measures and sources of information for data collection.
4. Constructing research instruments for collecting the required data.
5. Determining fact-based decisions, based on statistical analysis of the data.

References:

1. Research Methodology by C.R. Kothari
2. Saunders, M., Lewis, P., & Thornhill, A. (2019). Research methods for business students. Pearson education. Harlow
3. Cooper, D., & Schindler, P. (2009). Business research methods (4thed.). New Delhi: Tata McGraw Hill Publications.
4. Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2003). Business research methods 7th ed. Thomson/South-Western: Appendices.

BBA 3rd Year
Semester 5
Data Visualization (BBA BA 305)

L	T	P
1	-	2

Course Name: Data Visualization
Course Credit Hours: 3

Course Contact Hours: 2
Course Code: BBA BA 305

Course Objectives:

The course objective of a data visualization subject is to equip students with the knowledge and skills to effectively communicate complex information through visual representations of data. The course typically aims to achieve the following objectives like understand the various principles and techniques of data visualization. Students will learn how to communicate complicated business information to stakeholders effectively through visualizations.

Course Description:

Data Visualization is a comprehensive course designed to equip students with the knowledge and skills necessary to effectively represent and communicate data through visual means. The course covers a wide range of topics, including visualization principles, techniques, tools, and applications, enabling students to create impactful and informative visualizations across various domains.

Course Contents:

Unit Modules

- 1 Introduction to Data Analytics
 - 1.1 Definition and Overview of Data Analytics-Big Data
 - 1.2 Types of Big Data
 - 1.3 Importance of Big Data Analytics in Business Decision Making
 - 1.4 Big Data Analytics in Various Industries
 - 1.5 Case Studies Related to Big Data Analytics
- 2 Introduction to Data Visualization
 - 2.1 Definition of Data Visualization
 - 2.2 Importance of Data Visualization
 - 2.3 Types of Data Visualization
 - 2.4 Choosing the right type of Data Visualization
 - 2.5 4 Pillars of Data Visualization
 - 2.6 Example of Data Visualization
- 3 Data Analysis and Preparation
 - 3.1 Data Collection
 - 3.2 Data Cleaning

- 3.3 Data Exploration
- 3.4 Data Wrangling
- 3.5 Data Formatting
- 3.6 Data Understanding
- 4 Introduction to Data Visualization Tools and Platforms
 - 4.1 Introduction to Data Visualization tools
 - 4.2 Comparison of various data visualization platforms
 - 4.3 Choosing the right tool
 - 4.4 Gestalt Principles
 - 4.5 Colour Theory
- 5 Basic Visualization Insights
 - 5.1 Bar Graphs
 - 5.2 Line Graphs
 - 5.3 Scatter Plot
 - 5.4 Heat Maps
 - 5.5 Tree Maps
 - 5.6 Sankey Diagrams
- 6 Introduction to Excel for Data Visualization
 - 6.1 Introduction to Excel functions and Formulas
 - 6.2 Data Cleaning
 - 6.3 Macros
 - 6.4 Data Visualization using Charts
- 7 Advanced Excel Functions
 - 7.1 Story Telling using Excel
 - 7.2 Interactive Dashboards
 - 7.3 Business Simulation in Excel
 - 7.4 Statistical Analysis
- 8 Power BI for Data Visualization
 - 8.1 Power BI Introduction
 - 8.2 Business Intelligence, Traditional BI, Self-Serviced BI
 - 8.3 Data Sources and Data Connections
 - 8.4 Data Modelling
- 9 Advanced Power BI
 - 9.1 Dashboards and Reports
 - 9.2 Data Visualization
 - 9.3 Data Analysis
 - 9.4 Data Collaboration and Sharing
- 10 Introduction to Tableau for Data Visualization
 - 10.1 Basics of Tableau
 - 10.2 Data Visualizations using Tableau
 - 10.3 Data Sources and Connections
- 11 Advanced of Tableau
 - 11.1 Interactive Dashboards and Story telling
 - 11.2 Data Manipulations and Analysis

- 11.3 Data Sources and Connections
- 12 Small Project on Data Visualization using Any tool-I
 - 12.1 Sales Report
 - 12.2 Departmental Store Report
 - 12.3 Create Garment Factory Wages Data
 - 12.4 Healthcare Sales Analysis
 - 12.5 Real-world Case Studies
- 13 Small Project on Data Visualization using Any tool-I
 - 13.1 Application of Excel, Power BI, and Tableau for Data Visualization
 - 13.2 Customer Churn Analysis
 - 13.3 Anomaly Detection in Credit Card Analysis
 - 13.4 Marketing Campaign Insight Analysis
 - 13.5 Home Loan EMI Calculation

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Understand the principles of design and visual perception to communicate insights more clearly
2. Interpret data visualizations and extract meaningful insights to solve business problems.
3. Identify the appropriate visualization technique for a given dataset and business question.
4. Create effective and visually appealing data visualizations using software tools.
5. Communicate insights effectively to stakeholders through data visualizations and derive decision scenarios and conclusions.

References

1. Introduction to Data Visualization & Storytelling: A Guide For The Data Scientist (Visual Thinking) by Jose Berengueres and Marybeth Sandell
2. Advanced Analytics with Excel 2019: Perform Data Analysis Using Excel's Most Popular Features Paperback 2020 by Manish Nigam
3. "Power BI: A Complete Step-by-Step Guide for Beginners" by Mike Morris
4. Definitive Guide to DAX, The: Business intelligence for Microsoft Power BI, SQL Server Analysis Services, and Excel (Business Skills)–by Marco Russo, Alberto Ferrari- Pearson Education.
5. Data Visualization Through TABLEAU 2020 by George Peck (Author)
6. Data Visualization (2022) by Sharada Sringswara; Purvi Tiwari; U. Dinesh Kumar

BBA 3rd Year
Semester 5
Content Marketing (BBA MKT 305)

L	T	P
2	-	-

Course Name: Content Marketing
Course Credit Hours: 2

Course Contact Hours: 2
Course Code: BBA MKT 305

Course Objectives:

1. Understand the transformative impact of social media on marketing, from traditional one-way communication to real-time consumer engagement, and the implications for modern marketing strategies.
2. Identify the distinct features of different social media platforms and their suitability for content marketing, including strategies for paid advertising and utilizing visitor insights and analytics.
3. Develop practical skills in creating and implementing effective content marketing campaigns tailored to specific social media platforms, with a focus on maximizing audience engagement and driving measurable results.

Course Description:

Social Media & Content Marketing explores the principles, strategies, and tactics used to create, distribute, and promote content on social media platforms for marketing purposes. This course provides students with a comprehensive understanding of how social media channels can be leveraged to engage audiences, build brand awareness, and drive business results through effective content marketing strategies.

Course Contents:

Unit Modules

- 1 Fundamentals of Social Media Marketing & Content Marketing
 - 1.1 Types of Social Media Platforms
 - 1.2 Communication, Management & Social Media Optimization
 - 1.3 Content Marketing Fundamentals
 - 1.4 Blog & Conceptual writing
- 2 Detailed Walkthrough of Content Marketing & Blog writing
 - 2.1 Hands on practical exercises on Blog Writing
 - 2.2 Visual Behavior Analysis of Consumers
 - 2.3 Bournvita Quiz Competition Case Study
 - 2.4 MTV Coke Studio Case Study
- 3 Detailed Walkthrough of Social Media Platforms
 - 3.1 Facebook
 - 3.2 Instagram
 - 3.3 LinkedIn

- 3.4 Twitter
- 3.5 Google Display Network
- 3.6 Pinterest
- 3.7 Snapchat
- 4 Paid Marketing & Optimization of Campaigns
 - 4.1 Paid Ads on Facebook
 - 4.2 Paid Ads on Instagram
 - 4.3 Paid Ads on LinkedIn
 - 4.4 Paid Ads on Google Display Network
 - 4.5 Paid Ads on Twitter
 - 4.6 Analytics and effective optimization of Paid Ads on Social Platforms

Course Outcomes (COs): After completing the course, the student shall be able to:

1. Separate every social media platform as per the communicational requirement/need of a Brand.
2. Devise strategies to communicate & market on various platforms with different business goals
3. Understand the details of Content Marketing on Social Media and implementing the same across various campaigns
4. Understand repercussions of Social Media strategies (good/bad) on the online reputation of Brands and how to manage the same.
5. Plan, implement and track effectiveness of every campaign through social media analytics and through various social listening tools.

BBA 3rd Year
Semester 6
Logistics & Operations Management (BBA MGT 302)

L	T	P
2	-	-

Course Name: Logistics & Operations Management

Course Credit Hours: 2

Course Contact Hours: 2

Course Code: BBA MGT 302

Course Objectives

1. Understand Supply Chain Management: Gain a deep understanding of the key components of supply chain management, including procurement, production planning, inventory management, and distribution, and their roles in achieving operational excellence.
2. Analyze Logistics Systems: Learn to analyze and assess the effectiveness of logistics systems and processes, identifying areas for improvement and implementing strategies to enhance efficiency and reduce costs.
3. Master Inventory Control: Develop proficiency in inventory control techniques, such as ABC analysis, economic order quantity (EOQ), and just-in-time (JIT) inventory management, to optimize stock levels while minimizing carrying costs.
4. Improve Transportation Strategies: Explore various transportation modes, routing options, and carrier selection strategies, enabling the development of efficient and cost-effective transportation plans within the supply chain.
5. Quality Management: Understand the principles of quality management, including Total Quality Management (TQM) and Six Sigma, to enhance product and service quality, reduce defects, and improve overall customer satisfaction.
6. Demand Forecasting and Planning: Acquire skills in demand forecasting techniques and production planning to ensure adequate inventory levels and meet customer demand while avoiding overstocking or stockouts.

Course Description:

This course typically covers a wide range of topics, including supply chain management, inventory control, transportation, distribution, quality management, and demand forecasting. Students learn how to optimize processes, reduce costs, enhance efficiency, and ensure the timely delivery of products or services to customers. Through case studies, simulations, and real-world examples, students gain practical insights into the complexities of logistics and operations management, equipping them with the skills and knowledge needed to excel in this critical field and contribute to the success of businesses and organizations.

Course Content:

Unit Module

- | | |
|-----|--|
| 1 | Supply Chain Strategy and Design |
| 1.1 | Supply chain network, Importance of Distribution and Supply Chain in |

Operations management

- 1.2 Aligning Supply Chain Strategy with Business Objectives
- 2 Demand forecasting and inventory Management
 - 2.1 Demand forecast types
 - 2.2 Forecasting in supply chain planning
 - 2.3 Challenges in forecasting
 - 2.4 Inventory control models and inventory management techniques
- 3 Logistics and transportation management
 - 3.1 Logistics' role in supply chain efficiency
 - 3.2 Route optimization and network design
 - 3.3 Emerging trends in transportation management
- 4 Supplier relationship management
 - 4.1 Strategic Sourcing and Procurement Strategy
 - 4.2 Supplier collaboration, communication channels
 - 4.3 Supplier related risk management
- 5 Supply chain risk management
 - 5.1 Risk assessment and mapping
 - 5.2 Risk mitigation techniques
 - 5.3 Building supply chain resilience

Course Outcomes (COs) After completion of this course, students shall be able to:

1. Apply Supply Chain Principles to design, analyze, and optimize supply chain
2. Evaluate Logistics Systems identifying inefficiencies and proposing solutions to improve the flow of goods and services throughout the supply chain.
3. Implement Inventory Strategies including ABC analysis, EOQ, and JIT, to maintain optimal inventory levels, reduce carrying costs, and enhance supply chain performance.
4. Optimize Transportation Plans and students will be capable of designing and optimizing transportation plans by selecting appropriate modes, routes, and carriers, leading to cost-effective and timely product delivery.
5. Enhance Quality Management and students will understand quality management principles and methodologies, enabling them to implement quality improvement initiatives
6. Forecast Demand and Plan Production: Graduates will have the capability to forecast demand accurately and develop production plans

References:

1. Operations Management by William J. Stevenson, (2021), 13th Edition
2. Supply Chain Management: Strategy, Planning, and Operation by Sunil Chopra and Peter Meindl

BBA 3rd Year
Semester 6
Ancient Philosophy (BBA LA 302)

L	T	P
2	-	-

Course Name: Ancient Philosophy
Course Credit Hours: 2

Course Contact Hours: 2
Course Code: BBA LA 302

Course Objectives:

1. Deep dive into the major philosophical traditions of ancient civilizations.
2. Develop critical thinking and analytical skills through the examination of ancient philosophical texts.
3. Explore the ethical dimensions of decision-making and leadership in a business context.
4. Facilitate discussions on the practical applications of ancient philosophical ideas in the modern business world.
5. Reflect on their own values and assumptions and how they relate to business practices.
6. Enhance their knowledge and understanding of Indian values and systems in business management practices

Course Description:

This course explores the foundational ideas and philosophical developments of ancient thinkers from various cultures, emphasizing critical thinking, logical reasoning, and ethical considerations. Students will delve into the works of key philosophers from different ancient civilizations, including Greek and Indian traditions. The course aims to provide a comprehensive understanding of ancient philosophical concepts and their relevance to contemporary business management practices.

Course Content:

Unit Module

- | | |
|---|---|
| 1 | Introduction to Philosophy |
| | 1.1 Meaning of Philosophy |
| | 1.2 Characteristics of Philosophy |
| | 1.3 Elements of Philosophy |
| | 1.4 Main Branches of Philosophy |
| | 1.5 Methods of Philosophy |
| | 1.6 Preview of Pre-Socratic Philosophy |
| 2 | Greek Philosophy |
| | 2.1 Socrates- The Socratic Method |
| | 2.2 Plato |
| | 2.3 Aristotle |

- 2.4 Francis Bacon
- 2.5 Edmund Gettier
- 2.6 The Cow in the Field Experiment - The Gettier Problem and the Tripartite Theory of Knowledge
- 3 Indian Ethos in Management
 - 3.1 Features of Indian Ethos
 - 3.2 Need and Relevance of Indian Ethos
 - 3.3 Requisites for Indian Ethos
 - 3.4 Elements of Indian Ethos
 - 3.5 8 Indian Work Ethos and Principles of Indian Management
 - 3.6 Role of Indian Ethos in Managerial Practices
- 4 Indian Philosophy
 - 4.1 Management Lessons from Vedas
 - 4.2 Management Lessons from Mahabharata
 - 4.3 Management Lessons from Kautilya's Arthashastra
 - 4.4 Management Lessons from Bible
 - 4.5 Management Lessons from Quran

Course Outcomes (COs) After completion of this course, students shall be able to:

1. Demonstrate a comprehensive understanding of the major philosophical traditions of at least three ancient civilizations through class discussions.
2. Critically analyze and interpret key passages from ancient philosophical texts, demonstrating the ability to apply various methods of textual analysis.
3. Articulate and evaluate ethical principles derived from ancient philosophies, applying them to contemporary business scenarios
4. Engage in collaborative discussions and case studies, demonstrating an ability to apply ancient philosophical concepts to real-world business challenges.
5. Engage in reflective exercises, demonstrating an increased awareness of their own values and assumptions and how these align or conflict with ancient philosophical principles.
6. Synthesize knowledge gained throughout the course, demonstrating the application of ancient philosophical concepts to contemporary business issues.

References:

1. Philosophy 101: From Plato and Socrates to Ethics and Metaphysics, an Essential Primer on the History of Thought by Paul Kleinman, Paul
2. Indian Ethos in Management by Tushar Agarwal and Nidhi Chandorkar (Himalaya Publishing House)

**BBA 3rd Year
Semester 6
Innovations in FMB (BBA ENT 302)**

L	T	P
3	-	-

Course Name: Innovations in FMB
Course Credit Hours: 3

Course Contact Hours: 3
Course Code: BBA ENT 302

Course Objectives:

1. Recognise the distinctive qualities of family-run businesses and how they affect innovation.
2. Determine the obstacles to innovation in family businesses and the opportunities that exist.
3. Create plans for integrating innovation into the family business model.
4. Analyse how entrepreneurial talent affects the family business's ability to innovate.
5. Apply creative thinking and problem-solving techniques to family-run businesses current challenges.

Course Description:

The course "Innovation in Family-Managed Business" seeks to examine the dynamic interaction between innovation and family enterprises. Students will study the challenges and chances that family-run businesses have in promoting innovation. This course will emphasize on the value of striking a balance between tradition and innovation, of spotting and supporting entrepreneurial talent within the family, and of fostering an atmosphere that supports ongoing learning and adaptation. Students will learn how successful family businesses embrace innovation to remain competitive and sustainable in today's quickly changing business landscape through case studies and real-world examples.

Course Content:

Unit Modules

- 1 Understanding the characteristics of family managed business.
 - 1.1 Understanding what is family managed business.
 - 1.2 Types of family managed business.
 - 1.3 Pros and cons.
- 2 The role of innovation in sustaining family business.
 - 2.1 Understanding the importance of innovation.
 - 2.2 Developing an innovation strategy.
 - 2.3 The relationship between managing innovation and preserving family values.
- 3 Understanding innovations in developing innovative products and services.
 - 3.1 Leveraging innovative marketing strategies.
 - 3.2 Role of customer feedback in product innovation.
 - 3.3 Comprehend branding innovations.
- 4 Managing disruption in family business.

- 4.1 The role of technology disruption in family business.
- 4.2 Techniques for fostering innovations.
- 5 Innovation in family business leadership and business sustainability.
 - 5.1 Understanding the role of business leadership in driving innovation.
 - 5.2 Innovation in CSR

Course Outcomes (COs) After completion of this course, students shall be able to:

1. Entrepreneurial mindset: Students will develop an entrepreneurial perspective and acquire the skills to recognise and take advantage of opportunities within family- owned companies.
2. Problem-solving abilities: Students will improve their ability to solve challenges and be able to use innovative approaches to deal with challenges encountered in family-owned businesses.
3. Agility: Students will exhibit adaptability in response to changing market conditions and foster an innovative culture within the family business.
4. Effective communication: Students will acquire the ability to effectively communicate in order to convey innovative concepts and approaches to family business stakeholders.

References:

1. The TATAS - How a family built a business and a nation (2020) Girish Kuber
2. STARTUP Idea to IPO – What does it take to create a unicorn company (2019) Rajan Bhatia
3. Mason, H., & Mattin, D. (2015). Trend-Driven Innovation: Beat Accelerating Customer Expectations. Wiley.
4. Case Study – Godrej Rebranding strategies.
5. Case Study- Mahindra &Mahindra (A): Transformation of an Indian Family Business into a Globally Competitive Firm
6. Chitale Bandhu Mithaiwale – Creating Sweet Memories through Continuous Innovation- story in practice.
7. De Massis, A., Frattini, F., & Lichtenthaler, U. (2013). Research on technological innovation in family firms: Present debates and future directions. *Family Business Review*, 26(1), 10-31.
8. Chua, J. H., Chrisman, J. J., & Sharma, P. (1999). Defining the Family Business by Behavior. *Entrepreneurship Theory and Practice*, 23(3), 27-43.
9. Habbershon, T. G., & Williams, M. L. (1999). A resource-based framework for assessing the strategic advantage of family firms. *Family Business Review*, 12(3), 199-211.
10. De Massis, A., Frattini, F., & Lichtenthaler, U. (2013). Research on technological innovation in family firms: Present debates and future directions. *Family Business Review*, 26(1), 10-31.

**BBA 3rd Year
Semester 6
Entrepreneurship Launchpad (BBA ENT 304)**

L	T	P
3	-	-

Course Name: Entrepreneurship Launchpad
Course Credit Hours: 3

Course Contact Hours: 3
Course Code: BBA ENT 304

Course Objectives:

1. Analyze emerging business models like SaaS, Cloud Kitchens, and Agritech within the context of technological advancements and market dynamics.
2. Develop persuasive communication and selling skills to launch innovative ventures in digital and tech-centric sectors.
3. Evaluate the feasibility and potential of new business ideas, considering scalability, sustainability, and market innovation.
4. Assess the practical implications and future prospects of emerging business paradigms through case studies and theoretical frameworks.

Course Description

This course offers an in-depth examination of emerging business ideas in the context of technological advancements and changing market dynamics. Students will critically analyze the structure and operational mechanisms of models such as SaaS, Cloud Kitchens, and Agritech, among others, and persuade the elements of business by launching it in the reality. The curriculum emphasizes the intersection of technology, selling skills, ideas, and entrepreneurship, fostering an understanding of value creation in digital and tech-centric sectors. Through a combination of theoretical frameworks and case studies, participants will gain insights into the scalability, sustainability, and innovation that characterize the launchpad. The course culminates in evaluative modules that assess the practical implications and future trajectory of these business paradigms.

Course Content:

Unit Modules

- 1 Introduction to Entrepreneurship
 - 1.1 Overview of entrepreneurship, entrepreneurship mindset
 - 1.2 Characteristics of successful entrepreneurs
 - 1.3 Importance of the right team
- 2 Idea Generation and Validation
 - 2.1 Ideation techniques
 - 2.2 Design thinking
 - 2.3 Prototype development

- 3 Opportunity Recognition
 - 3.1 Identifying opportunities
 - 3.2 Market analysis; customer discovery
 - 3.3 Competitive analysis
- 4 Legal and Regulatory Issues
 - 4.1 Legal structures
 - 4.2 Intellectual property, contracts,
 - 4.3 Regulatory compliance
- 5 Business Models
 - 5.1 Types of business models
 - 5.2 Revenue models
 - 5.3 Cost structures
- 6 Marketing and Sales
 - 6.1 Marketing strategies, branding, pricing
 - 6.2 Sales channels
 - 6.3 Customer acquisition
- 7 Funding and Financing
 - 7.1 Types of funding, sources of financing
 - 7.2 Investor relations
 - 7.3 Crowd funding
- 8 Operations and Growth
 - 8.1 Operations management
 - 8.2 Growth strategies, scaling
 - 8.3 Human resources
- 9 Business plan development
 - 9.1 Financial planning
 - 9.2 Resource acquisition
 - 9.3 Risk management
- 10 Business Plan Presentation
 - 10.1 Students will present their business launch

Course Outcomes (COs) After completion of this course, students shall be able to:

1. Critically evaluate the structure and viability of new-age business models.
2. Understand the market forces and consumer trends influencing these business models.
3. Identify the drivers of innovation and their impact on business sustainability.
4. Comprehend the role of technology in enhancing the efficiency and scalability of businesses.
5. Apply theoretical concepts to practical cases, demonstrating strategic thinking in business development.
6. Launching the business, culminating for the projects

Resources:

1. Business Model Generation by Alexander Osterwalder & Yves Pigneur: A comprehensive guide on innovative business models with visual and practical approaches.

2. The Lean Startup by Eric Ries: Insights into how today's entrepreneurs use continuous innovation to create radically successful businesses.
3. Start with Why, by Simon Sinek
4. Journal of Business Models: Peer-reviewed articles focusing on business model design, innovation, and transformation.

**BBA 3rd Year
Semester 6
Fundamentals of Rural Marketing (BBA MKT 302)**

L	T	P
3	-	-

Course Name: Fundamentals of Rural Marketing
Course Credit Hours: 3

Course Contact Hours: 3
Course Code: BBA MKT 302

Course Objectives:

1. To sensitize the participant on how Rural Markets function in India.
2. To make the participant understand that the urban marketing strategies will not work in Rural India.
3. To make the participant understand the Rural Marketing Mix
4. To provide the participant with relevant marketing strategies in Rural markets.

Course Description:

This course provides participants with an insightful exploration into the dynamics of rural markets in India. Participants will gain a deep understanding of the unique functioning of rural markets, recognizing the distinct differences from urban markets. Emphasis will be placed on dispelling misconceptions about applying urban marketing strategies in rural contexts. Through an examination of the rural marketing mix, participants will grasp the essential components and considerations necessary for effective marketing campaigns in rural areas. Additionally, the course will equip participants with practical and relevant marketing strategies tailored specifically for rural markets, empowering them to navigate and succeed in this challenging yet promising sector.

Course Content

Unit Modules

- 1 Introduction to Rural Markets
 - 1.1 Introduction
 - 1.2 Rural Marketing Definitions
 - 1.3 Rural Marketing Process
 - 1.4 Why Companies Go Rural?
 - 1.5 The underlying Potential in Rural Markets
- 2 The Rural Marketing Mix & Rural Market Entry Strategies
 - 2.1 Why Rural Marketing Mix is important for understanding Rural Markets
 - 2.2 From 4P's to 4 A's – The Changing Landscape in Rural Markets of India
 - 2.3 Determining the potential of Rural Markets by Corporates
 - 2.4 The Rural Market Entry Strategies
- 3 Rural Marketing Strategies
 - 3.1 Introducing the RMS Model

- 3.2 Completing Stage I of the RMS Model
- 3.3 Explaining the Stage II of the RMS Model
- 4 Rural Marketing Strategies
 - 4.1 Understanding the Agricultural & Rural Distribution Strategies
 - 4.2 Video Based Lecture on HUL's Project Shakti (Rural Distribution) & ITC's E-Choupal Model (Agricultural Distribution)
 - 4.3 Rural Communication Media Tools
 - 4.4 Videos of Successful Ads in Rural Communication
 - 4.5 Understanding the Sales Force Strategy for Rural Markets
 - 4.6 Completion of the Stage III of the RMS Model

Course Outcomes (COs) After completion of this course, students shall be able to:

1. Understand the Concept of Rural Marketing & How it is different from Urban Marketing
2. Identify Different Types of Rural Markets
3. Apply the Rural Marketing Mix and Entry Strategies
4. Design & Develop Rural Marketing Strategies
5. Understand Rural Distribution and Communication Strategies
6. Design Sales Force Strategy for Rural Markets

References:

1. The Rural Marketing Book (Text and Practice) by Pradeep Kashyap and Siddhartha Raut
2. Rural Marketing: An Introduction by V.K. Bishnoi
3. Rural Marketing in India: Texts and Cases by Debarun Chakraborty

- 2.7 Role of Creativity in IMC
- 2.8 Copywriting and Visual Elements
- 2.9 Campaign Creativity Evaluation
- 3 Public Relations and Media Relations, Digital Media and Social Media & Events as components of IMC
 - 3.1 PR Fundamentals and Strategies
 - 3.2 Building and Managing Media Relationships
 - 3.3 Collective role and value of public relations, publicity and corporate advertising, publicity as earned media, types of corporate advertising, paid media.
 - 3.4 Digital Marketing Channels and Strategies
 - 3.5 Social Media Marketing and IMC Integration
 - 3.6 Creative strategy, message strategy and execution. Developing and implementing media strategy, Integrated Marketing Communication Strategy
 - 3.7 Role of events in marketing
 - 3.8 Types of events
 - 3.9 Events Planning, Events For marketing
 - 3.10 BTL Activations
 - 3.11 Case Study / project
- 4 Integrated Marketing Communication Planning & Measurement and Evaluation of IMC
 - 4.1 Developing an IMC Plan
 - 4.2 Budgeting and Resource Allocation in IMC
 - 4.3 Media Selection Criteria
 - 4.4 Media Planning Process
 - 4.5 Negotiation and Buying Strategies
 - 4.6 Media Budget Allocation
 - 4.7 Metrics for Measuring IMC Effectiveness
 - 4.8 Analyzing IMC Campaigns
 - 4.9 Key Performance Indicators (KPIs)
 - 4.10 Analytics and Data Interpretation
 - 4.11 Measuring ROI in IMC
 - 4.12 Continuous Improvement Strategies

Course Outcomes (COs) After completion of this course, students shall be able to:

1. Understand the concept and importance of integrated marketing communication (IMC).
2. Identify and analyze the key elements of the integrated communications mix.
3. Develop and execute an integrated marketing communication plan.
4. Learn how to use digital marketing and social media tools as components of IMC.
5. Understand the importance and the process of holding marketing events.
6. Evaluate the effectiveness of IMC strategies.

References:

1. Batra, R., Myers, J.G., Aaker, D. A. (2009), Advertising Management
2. Belch, G.E., Belch, M.A. & Purani, K (2021), Advertising and Promotion: An Integrated Marketing Communication Perspective, 12th edition, McGraw Hill

BBA 3rd Year
Semester 6
Taxation – Direct & Indirect (BBA FIN 302)

L	T	P
3	-	-

Course Name: Taxation – Direct & Indirect
Course Credit Hours: 3

Course Contact Hours: 3
Course Code: BBA FIN 302

Course Objectives:

1. This course helps students to understand the basic principles and concepts of Direct and Indirect Taxation in India.
2. It covers various provisions of the Income Tax Act, 1961, Goods and Services Tax (GST) taxes in India.
3. The course will enable students to understand the practical implications of these laws in real life situations
4. It will help them to compute taxable income of an individual
5. It will help them to understand various compliances to be adhere to in direct and indirect taxation of an individual
6. File their returns of Income tax and GST with various technology tools.

Course Description:

This course introduces students to the basic principles and concepts of Direct and Indirect Taxation in India. It covers various provisions of the Income Tax Act, 1961, Goods and Services Tax (GST), taxes in India. Also helps in computation of taxation and basic procedural requirements of filing returns.

Course Content

Unit Module

- 1 Introduction to Direct Tax and Definitions
 - 1.1 Introduction to Direct Tax
 - 1.2 Definitions under the Income Tax Act, 1961
- 2 Scope of Income
 - 2.1 Introduction to Scope of Income
 - 2.2 Residential Status
 - 2.3 Tax Incidence on Residents and Non- Residents
 - 2.4 Basis of Charge and Exemptions U/S 10
- 3 Heads of Income
 - 3.1 Introduction to Heads of Income
 - 3.2 Income from Salaries
 - 3.3 Income from House Property

- 3.4 Profits and Gains of Business or Profession
- 3.5 Capital Gains
- 3.6 Income from Other Sources
- 4 Deductions under Chapter VI-A and Computation of Total Income
 - 4.1 Deductions under Section 80C, 80 CCD, 80 D, 80E, 80G 80U
 - 4.2 Computation of total income and rebate

Course Outcomes (COs) After completion of this course, students shall be able to:

1. Understand the fundamental concepts and principles of Direct and Indirect Taxation in India.
2. Analyse the provisions of the Income Tax Act, 1961, and their implications on individual taxation.
3. Analyse the provisions of GST in India and their impact on businesses and individuals.
4. Apply the relevant tax laws to understand tax implications and associated computations.
5. Develop an understanding of tax planning of an individual
6. Applying the GST compliance while filing GST returns

References:

1. Direct Tax and Indirect Tax, by Dr. Varsha Ainapure, Manan Prakashan

BBA 3rd Year
Semester 6
Private Equity, Venture Capital & International Finance (BBA FIN 304)

L	T	P
3	-	-

Course Name: Private Equity, Venture Capital & International Finance **Course Contact Hours: 3**
Course Credit Hours: 3 **Course Code: BBA FIN 304**

Course Objectives:

1. To develop general understanding of the venture capital and private equity industry globally and the various players involved.
2. Provide an understanding of the private equity investment process starting from fund raising to exiting.
3. Develop analytical valuation and deal structuring techniques used in venture capital and buyouts.
4. To make students critically reflect on the deal structuring process and how to manage the multiple requirements from the investee company as well as the liquidity providers.

Course Description:

This course aims to provide the learners with an understanding of the venture capital and private equity industry globally and the various players involved. In addition, the issues around managing international finance from an overall as well as cross border purposes from a business exposure perspective will be covered. The students will be provided insights into the working of the private equity investment process starting from fund raising to exiting. The group of students will be exposed and encouraged to develop an analytical valuation and deal structuring techniques used in venture capital and buyouts. The issues around transaction & translation exposure as well as ways to deal with them would be covered.

Course Content:

Unit Modules

- 1 Introduction & Overview of the Private Equity & Venture Capital Industry
 - 1.1 Overview and history of venture capital industry,
 - 1.2 evolution of private equity industry and venture capital industry,
 - 1.3 How to choose and approach a venture capitalist,
 - 1.4 Structure and terms of venture capital and private equity firms
- 2 Process of PEVC Funding
 - 2.1 Venture capital cycle and private equity process
- 3 Structuring of Term Sheets
 - 3.1 Environmental factors surrounding term sheets
 - 3.2 Selected critical elements in venture term sheets

- 4 Exit strategies for multiple stakeholders
 - 4.1 Consider liquidity events such as IPO
 - 4.2 Mergers, later stage financing, including mezzanine financing and buy-outs
- 5 Private Equity & corporate governance with specific emphasis on importance of ethics
 - 5.1 Board members duty to shareholders, composition and roles of the Board of Directors in private companies
- 6 International Finance with specific emphasis on transaction & translation exposure
 - 6.1 How to global firms manage the risk of transaction & translation exposure, what Impact it has on the business profits

Course Outcomes (COs) After completion of this course, students shall be able to:

1. Understand the fundamental concepts and theories of the Private Equity, Venture Capital leading to the appreciation of International Finance
2. Critically analyse applied International Finance theories.
3. Apply International Finance theories in a real world setting Examine and analyse entry and exit strategies based on minority versus buy outs
4. Identify and understand contemporary regional, national and global private equity / venture industry issues with specific reference to late stage funding
5. Analyse and interpret global trends in the International finance area understanding the role of the Private Equity / Venture capital providers

References

1. Pawar, V (2009), Venture Capital Funding – Global & Indian Experiences, 1st edition, New Century Publications
2. Bloomfield, S (2005), Venture Capital Funding – A practical guide to raising Finance, 1st edition, Kogan Page Limited
3. Agarwal, O.P (2017), International Finance, 1st edition, Himalaya Publishing House

**BBA 3rd Year
Semester 6
Economic Analysis & Public Policy (BBA ECO 302)**

L	T	P
3	-	-

Course Name: Economic Analysis & Public Policy
Course Credit Hours: 3

Course Contact Hours: 3
Course Code: BBA ECO 302

Course Objectives:

Economic analysis and Public Policy is at the intersection of mainstream economics and public policy.

1. The main rationale is to enable students to better understand how economists think and how they advise governments and organizations involved in public policy and broad governance issues.
2. To clearly understand the neoclassical (neoliberal) perspective, that has prevailed since the late 1970s, shifting the trend from ‘nation building’ towards pro-market ‘reforms’.
3. Understand some key interventions like the economic growth theory (GDP), post – WWII era, market failure, rational choice, state and governance, GFC, and the new programmable economic space.
4. The post-war decades traversed through the ‘mix economy’, the welfare state and Keynesian economics. This course explores the economic philosophy for the accompanying shifts.

Course Description:

Economic Analysis and Public Policy is an introductory course for undergraduate level students designed to understand the link between economics and government intervention. This course enables critical thinking and also helps understand the history of economics schools of thought that have shaped humanity in the modern world. This course is all about applying concepts and models of economics to policy making.

Course Content

Unit Module

- 1 Economic School of thought
- 2 Transition of the economy over 1970s and 1980s
- 3 Policy analysis and current trends in 21st century

Course Outcomes (COs) After completion of this course, students shall be able to:

1. Clearly understand the neoclassical (neoliberal) perspective, that has prevailed since the late 1970s, shifting the trend from ‘nation building’ towards pro-market ‘reforms’.
2. To fully understand the language and concepts of contemporary economics as applied to governance and Public Policy.
3. To be able to critique alternative policies globally and proffer critical comment on policy proposals.

4. Design and proof read economic/ public policy proposals.
5. Understand the macroeconomic concepts and issues relating to the determination of output, employment, unemployment, interest rates, and inflation, monetary and fiscal policies.
6. Evaluate and suggest ways for improving and maintaining a nation's standard of living and level of economic and societal well-being.

References:

1. Bellinger, W. K. (2016). *The Economic Analysis of Public Policy*. Routledge.

**BBA 3rd Year
Semester 6
International Economics (BBA ECO 304)**

L	T	P
3	-	-

Course Name: International Economics
Course Credit Hours: 3

Course Contact Hours: 3
Course Code: BBA ECO 304

Course Objectives:

1. The course will explore important topics such as why do countries trade with each other and the effect of international trade on welfare and income distribution.
2. The course aims to cover a mix of microeconomic theory of trade and international trade policy issues. Important trade theory and models will be studied to enable students to analyse controversial trade policy issues.
3. The lectures will aim to highlight contemporary issues that challenge policy makers as different economies of the world globalize or integrate with the world economy through trade policy.
4. The course focuses on understanding globalization and international trade patterns.

Course Description:

The course develops a systematic understanding of the key areas of the world economy – international trade, commercial trade policy and exchange rate policy and how they impact on each other. International economics has great relevance in today’s world. It is dynamic in nature and is impacted by real world developments in business, politics and finance.

Course Content

Unit Module

- 1 International Trade Theories
 - 1.1 Mercantilist Views on Trade and Adam Smith Trade
 - 1.2 Model Comparative advantage Theory Practical application of theoretical models on time series data
 - 1.3 Production at Autarky, Heckscher- Ohlin Model
 - 1.4 Practical application of theoretical models on time series data
 - 1.5 Specific Factor Model
 - 1.6 Stopler Samuelson Model
 - 1.7 Rzybnzski Theorems, Factor Price Equalization Theorem
- 2
 - 2.1 Trade Policy Instruments
 - 2.2 Arguments in favour of Free Trade, Arguments against free Trade
 - 2.3 Trade policy tools – Tariffs: Effects of tariffs, Effects of tariff on small country and

- large Country
 - 2.4 Import quota, Export subsidy, VER
 - 2.5 Local content requirements, Anti-dumping
 - 2.6 SPS and other TBTS to trade
- 3 Trade and Economic Integration
 - 3.1 Economic Integration , Regionalism vs Multilateralism
 - 3.2 Multilateral Trade organisation: WTO and its provisions, Impact of the WTO on trade And development of Developing Countries
 - 3.3 NAFTA, ASEAN, LAFTA, SAFTA
- 4 Foreign Exchange Rate Regimes
 - 4.1 Foreign Exchange Rate: Concepts
 - 4.2 Spot and Forward rates - Foreign Exchange rate determination
 - 4.3 Fixed and flexible exchange rate
 - 4.4 Interrelationship between exchange rates and Interest rates. Exchange Rate Regimes

Course Outcomes (COs) After completion of this course, students shall be able to:

1. Understand how international trade theory helps in shaping the real-world events and illustrate economic & trade relationships amongst countries.
2. To identify welfare effects of tariff and non-tariff barriers on producer and consumer groups and the government in the importing and exporting countries.
3. Assess the impact of multilateral and regional trading agreements on the development of EMEs.
4. To comprehend and assess welfare effects of free trade area formation.
5. To recognize which policy to be used to correct an environmental imperfection.
6. Interpreting different exchange rate systems and how this led to coordination in framing policies for the member countries.

References:

1. Paul R. Krugman, Maurice Obstfeld, Marc J. Melitz.(2017). International economics: theory and policy, Person India educational services.
2. Dominick Salvator (2017). International Economics, 13th Edition, Willy Publications, USA.

**BBA 3rd Year
Semester 6
Introduction to Cloud Computing (BBA BA 302)**

L	T	P
1	-	4

Course Name: Introduction to Cloud Computing
Course Credit Hours: 5

Course Contact Hours: 3
Course Code: BBA BA 302

Course Objectives:

1. Understand cloud computing and its historical evolution. Explain the benefits and challenges of adopting cloud computing.
2. Describe the differences between various cloud deployment and services.
3. Recognize each service model's features and applications.
4. Introduce the main cloud service providers. Examine and contrast the services provided by various vendors.
5. Discussion of Microsoft Azure for various cases of machine learning.

Course Description:

This course is for all management students, and it helps gain an understanding of how the new-age technologies like Analytics are transforming various industry practices.

Tech Transformation: Uncover how Analytics and other technologies are revolutionizing industries.

Real-World Applications: Learn through case studies on technology's impact in business.

Management Oriented: Designed for management students to integrate tech with business strategy.

Skill Development: Prepare to lead in a tech-driven business world.

Course Content:

Unit Modules

- | | |
|---|---------------------------------------|
| 1 | Introduction to Cloud Computing |
| | 1.1 Types of Cloud Computing |
| | 1.2 Cloud Computing Paradigm |
| 2 | Cloud Ecosystem |
| | 2.1 Cloud Characteristics |
| | 2.2 Cloud Delivery Models |
| | 2.3 Requirements of cloud services |
| 3 | Architecture of Cloud Computing |
| | 3.1 Cloud Deployment Models |
| | 3.2 Cloud Computing Management |
| | 3.3 Cloud Service Providers |

- 4 Machine Learning Techniques for Cloud Computing
 - 4.1 Supervised Learning
 - 4.2 Unsupervised Learning
- 5 Azure ML studio and Case studies
 - 5.1 Introduction to Azure ML studio
 - 5.2 Supervised Learning-Classifier
 - 5.3 Adult census Case Study 1
 - 5.4 How do departments solve current
 - 5.5 Problems (Student presentations)
 - 5.6 Supervised Learning-Regression
 - 5.7 Sale Price Prediction Case Study 2
 - 5.8 How do departments solve current

Course Outcomes (COs) After completion of this course, students shall be able to:

1. Fundamental concepts and principles of cloud computing.
2. Different cloud deployment and service models
3. Knowledge of major cloud service providers
4. Solve business problems using Azure ML

Resources:

1. Analytics at Work: Smarter Decisions, Better Results by Thomas H. Davenport, Jeanne G. Harris, and Robert Morison
2. Data-Driven: Creating a Data Culture by Hilary Mason and DJ Patil
3. Pre-Read: Data Science for Business: What You Need to Know about Data Mining and Data-Analytic Thinking by Foster Provost and Tom Fawcett

BBA 3rd Year
Semester 6
AI and ML Using Python (BBA BA 304)

L	T	P
1	-	4

Course Name: AI & ML Using Python
Course Credit Hours: 5

Course Contact Hours: 3
Course Code: BBA BA 304

Course Objectives:

1. Introduce students to the significance of AI/ML, Python's role, and ethical considerations. Real-world application discussions and Python library introductions enhance understanding.
2. Covers Python syntax, control structures, and libraries like NumPy and Pandas, ensuring proficiency in data manipulation for AI/ML.
3. Focuses on data cleaning, EDA techniques, and visualization using Matplotlib and Seaborn to prepare data for ML models.
4. Explores regression, classification algorithms, model evaluation, and implementation using Scikit-Learn.
5. Emphasizes planning, data acquisition, model building, and presenting comprehensive AI/ML projects using Python.

Course Description:

AI & ML using Python provides students a comprehensive understanding of AI/ML concepts, Python programming, data preprocessing, and implementation of various ML algorithms, culminating in a practical project to apply learned skills. It Focuses on data cleaning, Exploratory Data Analysis techniques, and visualization methods.

Course Content:

Unit Modules

- 1 Introduction to Artificial Intelligence and Machine Learning
 - 1.1 Overview of AI, ML, and their significance
 - 1.2 Python's role in AI and ML
 - 1.3 Ethical considerations in AI
- 2 Python Basics for AI and ML
 - 2.1 Python syntax, data types, and variables.
 - 2.2 Control structures and functions.
 - 2.3 Working with libraries like NumPy and Pandas.
- 3 Data Pre-processing for Machine Learning
 - 3.1 Data cleaning and handling missing values.

- 3.2 Exploratory Data Analysis (EDA) techniques.
- 3.3 Feature engineering and normalization.
- 4 Supervised Learning Algorithms
 - 4.1 Regression: Linear and Logistic
 - 4.2 Classification: K-Nearest Neighbors, Decision
 - 4.3 Trees, and Random Forests
 - 4.4 Model evaluation and validation techniques
- 5 Unsupervised Learning and Dimensionality Reduction
 - 5.1 Clustering: K-Means clustering.
 - 5.2 Anomaly detection and novelty detection(concept)
- 6 Advanced Machine Learning Concepts & Project
 - 6.1 Ensemble methods: Bagging, Boosting (concept).
 - 6.2 Hyper parameter tuning and model optimization.
 - 6.3 Introduction to Neural Networks and Deep
 - 6.4 Learning (concept)
 - 6.5 Data acquisition and preprocessing.
 - 6.6 Model building, evaluation, and deployment.

Course Outcomes (COs) After completion of this course, students shall be able to:

1. Demonstrate an understanding of the foundational and ethical concepts of Artificial Intelligence (AI) and Machine Learning (ML).
2. Understand and apply EDA concepts using Python programming.
3. Identify and implement different methods of data handling and manipulation.
4. Apply data pre-processing techniques essential for effective ML model development.
5. Implement supervised and unsupervised learning algorithms for regression, classification and clustering.
6. Apply acquired knowledge and skills to solve different case studies based on AI/ML.

References:

1. Hameed, M. A. (2021). *Python for Data Science* (1st ed.). Wiley.

BBA 3rd Year
Semester 6
Sports Management (BBA MGT 304)

L	T	P
2	-	-

Course Name: Sports Management
Course Credit Hours: 2

Course Contact Hours: 2
Course Code: BBA MGT 304

Course Objectives:

1. Students will be able to demonstrate knowledge and understanding of fundamental principles requisite for professional success in the sport management profession.
2. Students will be able to demonstrate the ability to make sound ethical decisions in the sport management profession.
3. Students will be able to demonstrate the ability to solve problems inherent in the sport business industry.
4. Students will be able to demonstrate the ability to articulate the global scope of sport.
5. Students will be able to demonstrate the knowledge of the working of the whole esports industry.

Course Description:

The Sports Management Elective will train students to understand the business of sports and esports. In this elective, students will understand the behind the scenes working of what it takes to build successful sports IPs or teams in a sustainable fashion. This course will empower students to pursue a career within the sports industry ranging from working with a sports organization or starting a sports business of their own.

Course Content

Unit Modules:

- 1 Introduction to Sports Management
 - 1.1 Overview of Sports Management
 - 1.2 Governance and ethics in sports
 - 1.3 Case Studies and Group Discussion
 - 1.4 Role of sports agents and agencies
- 2 Sports Marketing and Branding
 - 2.1 Basics of Sports Marketing
 - 2.2 Marketing mix in the context of sports
 - 2.3 Building and managing a sports brand
 - 2.4 Social media strategies for sports organizations and athletes
- 3 Sports Event Management
 - 3.1 Planning and Organizing Sports Events
 - 3.2 Sponsorship and Partnerships in Sports Events

- 3.3 Game Day Operations and Crisis Management
- 3.4 Guest speaker: Event management professional
- 4 Legal and Ethical Issues in Sports Management
 - 4.1 Sports Law Basics
 - 4.2 Ethical Issues in Sports Management
 - 4.3 Contracts and Buyouts in Sports

Course Outcomes (COs) After completion of this course, students shall be able to:

1. Understand the working of the whole sports and esports industry.
2. Make ethical decisions and solve problems faced within the industry.
3. Will understand sports law and its importance.
4. Will be able to creatively think and design marketing ideas for the sports teams and tournaments.
5. Will be able to create unique business ideas for the sports industry.
6. Will be able to build sustainable large scale IPs.

References:

1. Wilson, R., & Piekarz, M. (2015). *Sport Management: The Basics* (1st ed.). Routledge.
2. Sendhil, R. (2015). *Sports Management* (1st ed.). Sports Publication.

BBA 3rd Year
Semester 6
Business Intelligence (BBA BA 306)

L	T	P
1	-	2

Course Name: Business Intelligence
Course Credit Hours: 3

Course Contact Hours: 2
Course Code: BBA BA 306

Course Objectives:

1. Comprehensive Understanding of Data Warehousing.
2. Hands-on Experience with BI Tools and Technologies.
3. Exploration of Data Mining and Predictive Analytics.
4. Real-world Application of Business Intelligence.
5. Integration of Advanced Analytics and Machine Learning in BI.
6. Application of BI Principles in Business Practice.

Course Description:

This course explores the dynamic realm of Business Intelligence (BI) covering fundamental concepts like Data Warehousing, BI Tools, and Data Mining. Gain hands-on experience with popular BI technologies, delve into predictive analytics, and discover real-world applications, including advanced analytics and machine learning integration, to propel understanding and expertise in BI practices.

Course Content

Unit Modules

- 1 Introduction to Business Intelligence
 - 1.1 Overview of Business Intelligence
 - 1.2 Importance of BI in decision-making
 - 1.3 Historical perspective and evolution of BI
 - 1.4 Key components of BI systems
- 2 Data Warehousing
 - 2.1 Understanding data warehouses
 - 2.2 Design principles of data warehouses
 - 2.3 ETL (Extract, Transform, Load) processes
 - 2.4 Data modelling in data warehousing
- 3 BI Tools and Technologies
 - 3.1 Introduction to popular BI tools
 - 3.2 Hands-on experience with a selected BI tool
 - 3.3 Dashboard design principles

- 4 Data Mining and Predictive Analytics
 - 4.1 Introduction to data mining
 - 4.2 Predictive modelling techniques
 - 4.3 Applications of predictive analytics in business
- 5 Business Intelligence in Practice
 - 5.1 Case studies of successful BI implementations
 - 5.2 Industry-specific BI applications
 - 5.3 Guest lectures from BI professionals
- 6 Advanced Analytics and Machine Learning in BI
 - 6.1 Overview of advanced analytics
 - 6.2 Integrating machine learning with BI
 - 6.3 Practical applications and case studies

Course Outcomes (COs) After completion of this course, students shall be able to:

1. Attain a profound understanding of fundamental data warehousing principles, applying effective design and execution of ETL processes.
2. Utilize popular BI tools proficiently for data analysis, reporting, and dashboard design through practical application.
3. Explore the fundamentals of data mining, applying various predictive modeling techniques in business intelligence contexts.
4. Analyze and interpret case studies on successful BI implementations, evaluating industry - specific applications and gaining insights from BI professionals.
5. Understand the role of advanced analytics and seamlessly integrate machine learning techniques with BI systems, applying them to solve real-world challenges.
6. Apply theoretical knowledge to address practical challenges in real-world business scenarios, demonstrating problem-solving skills and making informed decisions using BI principles.

References:

1. Business Intelligence Guidebook by Rick Sherman
2. Business Intelligence For Dummies by Swain Scheps
3. Data Science for Business: What You Need to Know about Data Mining and Data-Analytic Thinking" by Foster Provost and Tom Fawcett, Publisher: O'Reilly Media, Latest Edition: 2013
4. Competing on Analytics: Updated, with a New Introduction: The New Science of Winning" by Thomas H. Davenport and Jeanne G. Harris, Publisher: Harvard Business Review Press, Latest Edition: 2017

BBA 3rd Year
Semester 6
Financial Innovation (BBA FIN 306)

L	T	P
2	-	-

Course Name: Financial Innovation
Course Credit Hours: 2

Course Contact Hours: 2
Course Code: BB AFIN 306

Course Objectives:

1. Understand the Evolution of Financial Innovation: Explore the historical progression of payment systems, technological advancements, financial inclusion initiatives, and the adoption of alternative finance models.
2. Gain Insight into the Fintech Landscape: Define and scope Fintech, examine applications of Fintech, and analyze the business models of Fintech startups, including unicorns.
3. Explore Latest Trends and the Future of FinTech: Investigate the role of AI and machine learning in Fintech, the concepts of open banking and APIs, neo banking, and the emergence of sustainability and green Fintech.
4. Understand Fintech Regulations and Compliance: Examine compliance requirements for Fintech startups/companies and analyze regulatory challenges and frameworks in the Fintech industry.

Course Content

Unit Modules

- 1 How innovation begins?
 - 1.1 Evolution of Payment Systems: From Barter System to Contactless and Biometric Payments
 - 1.2 Technological Advancements
 - 1.3 Financial Inclusion Initiatives
 - 1.4 Adoption of Alternative Finance Models
- 2 Introduction to the Fintech landscape
 - 2.1 Definition and Scope of Fintech
 - 2.2 Applications of FinTech
 - 2.3 Fintech Startups- Unicorns & their Business Models
 - 2.4 Regulatory Challenges and Frameworks in the Fintech Industry
- 3 Blockchain
 - 3.1 Introduction to Blockchain and how it works?
 - 3.2 Application of Blockchain
 - 3.3 Benefits & Limitations of Blockchain
- 4 Blockchain in Financial Markets
 - 4.1 Banktech & Insurtech

- 4.2 Regtech
- 4.3 Robo-Advisors
- 4.4 Digital Wealth Management Service
- 4.5 Investment Planning Tools
- 4.6 Open Banking and APIs
- 4.7 Neo banking
- 4.8 Fraud Detection
- 5 Cryptocurrencies
 - 5.1 Cryptocurrencies Primer
 - 5.2 Bitcoin and Applications
 - 5.3 Cryptocurrencies and Digital Crypto Wallets
 - 5.4 Types of Cryptocurrencies
 - 5.5 Cryptocurrencies and Applications
 - 5.6 Importance of ICO in Alternative Finance
 - 5.7 Regulations for Cryptos and Tokens
- 6 Unified Payments Interface (UPI)
 - 6.1 Understanding UPI and its Architecture
 - 6.2 UPI Transactions and Security
 - 6.3 UPI Implementation and Use Cases
- 7 India Stack
 - 7.1 Introduction to India Stack
 - 7.2 Aadhaar and India Stack
 - 7.3 Applications of India Stack
- 8 Central Bank Digital Currency (CBDC)
 - 8.1 Understanding CBDC
 - 8.2 Benefits and Challenges of CBDC
 - 8.3 Global Case Studies and Future of CBDC
- 9 P2P Lending, Crowd-Funding And Infrastructure
 - 9.1 Concept of P2P Lending:
 - 9.1.1 P2P and Marketplace Lending
 - 9.1.2 P2P Infrastructure and technologies
 - 9.2 Crowdfunding:
 - 9.2.1 Concept of Crowdfunding
 - 9.2.2 Crowdfunding Architecture and Technology

Course Outcomes (COs) After completion of this course, students shall be able to:

1. Recall and remember the key concepts, principles, and facts related to financial innovation.
2. Apply analytical skills to assess and analyze the Fintech landscape, demonstrating competence in understanding its components.
3. Demonstrate an understanding of emerging trends in the Fintech industry and their implications.
4. Understand the compliance requirements and regulatory frameworks in the Fintech industry.
5. Grasp the fundamental concepts and workings of blockchain technology in the context of financial innovation.

6. Apply knowledge and skills to demonstrate proficiency in handling cryptocurrencies and understanding digital finance.

References:

1. "Fintech Revolution" by Paolo Sironi
2. "Blockchain Basics: A Non-Technical Introduction in 25 Steps" by Daniel Drescher
3. "Cryptoassets: The Innovative Investor's Guide to Bitcoin and Beyond" by Chris Burniske and Jack Tatar