ATLAS SKILLTECH UNIVERSITY
SCHOOL OF MANAGEMENT & ENTREPRENEURSHIP

Courses Offered
Core Courses and Elective Courses

Bachelor in Business Administration
3 Year Full Time Program

(Academic Year 2022-23)

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 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 is considered to be 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 also 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 in assessing 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.

Outline of Choice Based Credit System

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

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

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

1.3. A semester normally extends over a period of 16 weeks (6-day week) with 90 working days.

1.4. Every course offered may have three components: Lecture (L), Tutorial (T) and Practical's (P). Tutorial session consists of participatory discussion / self-study/ desk work/ brief seminar presentations by students and such other novel methods.

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

1.6. Credit means the unit by which the course work is measured. One-hour session of Lecture or Tutorial per week for 16 weeks' amounts to 1 credit.

1.7. Two-hour session of Practical's per week for 16 weeks' amounts to 1 credit per semester. The total duration of a semester is 20 weeks inclusive of semester-end examination.

1.8.A course of 3 to 6 credits will be evaluated for 100 marks. A course with less than 3 credits will be evaluated for 50 marks. For any other approved course, the evaluation method shall be decided by the respective BoS.

2. Elective Course:

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

2.1. Discipline Specific Elective (DSE) is a course offered under the main discipline/subject of study or a Project/Dissertation.

2.2. Project/Dissertation is an elective course designed to acquire special/ advanced knowledge, such as supplement study/ support study to a project work. A student has to study such a course on his/her own with advisory support of a faculty member.

2.3. Generic Elective (GE) is an elective course chosen from an unrelated discipline/subject with an intention to seek exposure beyond discipline/subject.

3. Ability Enhancement Courses (AEC): Ability Enhancement Courses may be of two types: Ability Enhancement Compulsory Courses (AECC) and Skill Enhancement Courses (SEC).

3.1. AECC courses are mandatory courses based upon the content that leads to knowledge enhancement viz., Environmental Science, Indian Constitution and English/ Modern Indian Languages (MIL) / Communication skills.

3.2. SEC courses are aimed at providing hands-on-training, competencies, skills, etc.

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 (FIN)

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

PSO2 (MKT)

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

PSO3 (BA)

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 ENT 103	Entrepreneurship Fundamentals	Core	3	-	-	50%	40%	10%	100%	3
BBA MKT 103	Fundamentals of Marketing	Core	3	-	-	50%	40%	10%	100%	3
BBA FIN 103	Introduction to Accounting	Core	3	-	-	50%	40%	10%	100%	3
BBA MKT 105	Introduction to Media	Core	3	-	-	50%	40%	10%	100%	3
BBA LA 101	Behavioral Science (Psychology 1)	Core	2	-	-	50%	40%	10%	100%	2
BBA BA 105	Fundamentals of Statistics	Program Elective	2	-	-	50%	40%	10%	100%	2
BBA BA 107	Brand Identity & Strategy	Program Elective	2	-	-	50%	40%	10%	100%	2
BBA MKT 107	Advanced Excel	Program Elective	1	-	2	50%	40%	10%	100%	2
AE	ATLAS Elective	AE	2	-	-	50%	40%	10%	100%	2
BBA LS 101	Life Skills - Interpersonal	LS								2

	TOTAL									20

Semester 2										
BBA MGT 102	Introduction to Organisational Behaviour	Core	3	-	-	50%	40%	10%	100%	3
BBA ENT 102	Lean Product Process Development	Core	3	-	-	50%	40%	10%	100%	3
BBA MKT 102	Consumer Behavior and Insights	Core	3	-	-	50%	40%	10%	100%	3
BBA FIN 102	Introduction to Finance	Core	3	-	-	50%	40%	10%	100%	3
BBA LA 102	Creative writing & Art of storytelling	Core	3	-	-	50%	40%	10%	100%	3
BBA MGT 104	Environment and Sustainability	Core	2	-	-	50%	40%	10%	100%	2
BBA BA 106	Cloud Computing	Program Elective	1	-	2	50%	40%	10%	100%	2
BBA BA 108	Quantitative Techniques	Program Elective	2	-	-	50%	40%	10%	100%	2
BBA MKT 104	Brand Portfolio Management	Program Elective	2	-	-	50%	40%	10%	100%	2
BBA LS 104	Life Skills - Managerial Skills	LS	2	-	-	50%	40%	10%	100%	2
AE	ATLAS Elective	AE	2	-	-	50%	40%	10%	100%	2
	TOTAL									20
Semester 3										

BBA MGT 207	Business Economics	Core	2	-	-	50%	40%	10%	100%	2
BBA MGT 209	Innovation and Design Thinking	Core	2	-	-	50%	40%	10%	100%	2
BBA FIN 203	Cost Accounting & Management Accounting	Specialis ation-Finance	3	-	-	50%	40%	10%	100%	3
BBA FIN 205	Taxation	Specialis ation-Finance	3	-	-	50%	40%	10%	100%	3
BBA FIN 207	Financial Management Fundamentals	Specialis ation-Finance	3	-	-	50%	40%	10%	100%	3
BBA FIN 209	Investment Analysis & Portfolio Management	Specialis ation-Finance	3	-	-	50%	40%	10%	100%	3
BBA MKT 203	Business Research Methods	Specialis ation-Marketi ng	3	-	-	50%	40%	10%	100%	3
BBA MKT 205	Marketing using CRM	Specialis ation-Marketi ng	3	-	-	50%	40%	10%	100%	3
BBA MKT 207	SEO & SEM Blueprint	Specialis ation-Marketi ng	1	-	4	50%	40%	10%	100%	3
BBA MKT 209	Visual Designing Tools	Specialis ation-Marketi ng	1	-	4	50%	40%	10%	100%	3
BBA BA 203	Data in an Enterprise	Specialis ation-Business Analytic s	1	-	4	50%	40%	10%	100%	3

Code	Course	Type	L	T	P	CA	MTE	ETE	Total	Credits
BBA BA 205	Traditional Industrial Transformation through Analytics	Specialisation-Business Analytics	1	-	4	50%	40%	10%	100%	3
BBA ENT 203	Fundamentals of Social Entrepreneurship	Specialisation-Entrepreneurship	3	-	-	50%	40%	10%	100%	3
BBA ENT 205	21st Century Business Models	Specialisation-Entrepreneurship	3	-	-	50%	40%	10%	100%	3
BBA MGT 211	Business Mathematics	Program Elective (PE)	2	-	-	50%	40%	10%	100%	2
BBA LA 201	Political Science	Program Elective (PE)	2	-	-	50%	40%	10%	100%	2
BBA BA 207	UI/UX	Program Elective (PE)	1	-	4	50%	40%	10%	100%	2
AE	ATLAS Elective	AE	2	-	-	50%	40%	10%	100%	2
BBA IT 201	Business Internship	IT	2							2
	TOTAL									**22**
					Semester 4					
BBA MGT 206	Business Law and Ethics	Core	2	-	-	50%	40%	10%	100%	2
BBA ENT 206	MVP Management	Core	2	-	-	50%	40%	10%	100%	2
BBA FIN 204	Introduction to Financial Modelling	Specialisation-Finance	3	-	-	50%	40%	10%	100%	3
BBA FIN	Wealth Management	Specialisation-	3	-	-	50%	40%	10%	100%	3

206		Finance								
BBA FIN 208	Basics of Derivatives	Specialis ation- Finance	3	-	-	50%	40%	10%	100%	3
BBA FIN 210	Fundamentals of Corporate Finance	Specialis ation- Finance	3	-	-	50%	40%	10%	100%	3
BBA MKT 303	Selling and Negotiations	Specialis ation- Marketi ng	3	-	-	50%	40%	10%	100%	3
BBA MKT 206	Advertising & PR	Specialis ation- Marketi ng	3	-	-	50%	40%	10%	100%	3
BBA MKT 208	Introduction to Marketing Analytics	Specialis ation- Marketi ng	1		4	50%	40%	10%	100%	3
BBA MKT 210	Marketing Strategy	Specialis ation- Marketi ng	3	-	-	50%	40%	10%	100%	3
BBA BA 204	Business Intelligence and Visualisation	Specialis ation- Business Analytic s	1	-	4	50%	40%	10%	100%	3
BBA BA 206	Building useful Predictive Business models	Specialis ation- Business Analytic s	1	-	4	50%	40%	10%	100%	3
BBA ENT 208	Growth Hacking 101	Specialis ation- Entrepre neurship	1	-	4	50%	40%	10%	100%	3
BBA ENT 210	Build your own App	Specialis ation- Entrepre neurship	1	-	4	50%	40%	10%	100%	3

BBA BA 208	Applied Statistics	Program Elective	2	-	2	50%	40%	10%	100%	2
BBA LA 202	International Relations	Program Elective	3	-	-	50%	40%	10%	100%	2
BBA BA 210	AI Tools for Design	Program Elective	1	-	2	50%	40%	10%	100%	2
BBA LS 202	Life Skills - Career Readiness	Elective	2	-	-	50%	40%	10%	100%	2
AE	ATLAS Elective	AE	2	-	-	50%	40%	10%	100%	2
	TOTAL									**22**

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 MGT 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:

This course will provide students with an understanding of basic concepts and principles of management. It will inculcate the ability to apply the multifunctional approach to organizational objectives. To achieve professional competence, managers, both present and prospective, are required to be fully equipped with principles of management and how these principles can be put into practice in an organization. A comprehensive understanding of these principles of management will increase their decision-making ability and sharpen their tools for the purpose.

Course Contents:

Unit	Modules	
1	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	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	3.1	Decision-Making Process
	3.2	Rational vs Intuitive Decisions
	3.3	Types of Problems & Decisions
	3.4	Decision Making Styles
	3.5	National Culture & Decision-Making Practices (Hofstede's Cultural Dimensions)
	3.6	Group Decision Making
	3.7	Biases in Decision Making
4	4.1	Importance (Personality, Perception & Work Teams)
	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	Teamwork Lessons
	4.11	Types of Work Teams, Group Dynamics
5	5.1	Henry Fayol's 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	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	7.1	Leadership vs Authority
	7.2	Managers vs Leaders
	7.3	Golden Circle
	7.4	Leadership Styles

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. Analyze information to isolate issues and formulate control methods
5. Develop leadership and motivational skills

References
1. Robbins, S. P., & DeCenzo, D. A. (2010). *Essentials of management* (6th ed.). Pearson.
2. Robbins, S. P., & Coulter, M. (2016). *Management* (13th ed.). Pearson.
3. Fundamentals of Management Robbins, S.P. and De Cenzo 9th Edition, Pearson

4. Lencioni, P. (2006). *The five dysfunctions of a team: A leadership fable* (1st ed.). Wiley India Pvt Ltd.

BBA 1st Year
Semester 1
Entrepreneurship Fundamentals (BBA ENT 103)

L	T	P
3	-	-

Course Name: Entrepreneurship Fundamentals   **Course Contact Hours: 3**
Course Credit Hours: 3   **Course Code: BBA ENT 103**

Course Objectives:
The main objective of this course is building strong theoretical foundations of entrepreneurship and enabling students to gain hands-on experience of building a startup via gamified learning. The students will be confident and equipped with entrepreneurial mindset and fundamental skills required to start up on their own and go from concept to cash flow quickly.

Course Description:
Entrepreneurship is a need of the digital age. Entrepreneurs across the globe are leading the change in the society, improving human lives and global community as a whole. An entrepreneur plays a huge role in solving problems at scale and providing benefits to humanity, leveraging innovative technologies for the greater good of mankind. This course is designed to expose students to the world of entrepreneurship by enabling them to walk and experience the world from an eye of an entrepreneur and develop a builder's mindset. The modules will take students through an immersive journey from understanding essence of venture building and entrepreneur's characteristics, exploring start-up ideas and market opportunities, product building, venture financing to learning the art of scaling a startup from zero to one.

Course Contents:

Unit	Modules
1	Why, What and How in the world of startups and Entrepreneurs
	1.1 Different types of Businesses – StartUp Vs Traditional Business, Types of Tech Startups, Traits of entrepreneur, world of startups, Entrepreneur's mindset
2	Ideation Phase: How to scout Ideas that become unicorns
	2.1 Sizing a market, ideation process, design thinking, competition analysis to understand the unique opportunities that can be exploited in a market
3	Early Conviction Phase: Defining Business Model, Rapid prototyping and Market testing
	3.1 Developing a unique value proposition, ICP, developing capabilities, building a business model, rapid prototyping, market research and usability testing to gauge how the market responds to your product idea.
4	Go-To-Market Phase: Growth, Sales & Customers
	4.1 Growth Strategies, Product Sales, Customer life cycle, building growth engines
5	Technology & Digitalization for scaling startup teams

5.1	Organizational structure of a tech startup and Learning application of various digital tools, CRM's, CMS, Tech stacks, API and Digital technologies to scale your startup
6	Art of Fundraising: Who to raise from and how to raise capital for your startup
6.1	Understanding different stages of financing, pitch deck creation, approach note, investor research, Investor Memo and pitching to investors to raise capital
7	Society and Entrepreneurship
7.1	The larger impact of entrepreneurship on the society

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 explorative curiosity to deep dive into problems, market landscape and business creation
3. Apply tools, frameworks and methodologies to build and test startup idea and product's feasibility, desirability and viability
4. Develop Cross functional creative & Analytical thinking required to assess opportunities and make rational decisions like an entrepreneur
5. Develop technological literacy and curiosity to explore applications of technology for problem solving and enabling startup growth

References
1. Ries, E. (2011). *The Lean Startup*. in Harvard Business Review's Entrepreneurs Handbook.
2. Chen, A. (2021). *The cold start problem: How to start and scale network effects*. Harper Business.
3. Osterwalder, A., & Pigneur, Y. (2010). *Business model generation*. Wiley.

BBA 1st Year
Semester 1
Fundamentals of Marketing (BBA MKT 103)

L	T	P
3	-	-

Course Name: Fundamentals of Marketing   **Course Contact Hours: 3**

Course Credit Hours: 3   **Course Code: BBA MKT 103**

Course Objectives:

The primary aim of this course is to provide students with a clear understanding of the theories, concepts, and activities in marketing management and provide practice in assessing and solving marketing problems using real time examples. Students will learn based on the real life marketing situations and simulations to provide the required grounding for them in the learning process.

Course Description:

This course includes different strategies and tactics brands use to promote their products and services to consumers. It provides a realistic learning experience for undergraduate students in the area of marketing. Students will be exposed to experiment with marketing strategies and implementation in an engaging set of activities inside enterprises and organizations. It provides a foundation for advanced electives in marketing as well as other business/social disciplines by learning 7 Ps of marketing.

Course Contents:

Unit   Modules
1   Introduction to Marketing concepts
      1.1   Definition of Marketing
      1.2   Features of Marketing
      1.3   Importance and Functions of Marketing
      1.4   Evolution of Marketing Concept – Production Concept, Product Concept, Selling
            Concept, Marketing Concept and Holistic Marketing Concept
2   Introduction to Marketing Mix
      2.1   What is Marketing Mix?
      2.2   Jerome McCarthy's 4 Ps of marketing mix
      2.3   Customer perspective by Robert Lauterborn (4 Cs)
      2.4   How to choose the right marketing mix for your business?
      2.5   Extended marketing mix variables
      2.6   Which Brand follows the best Procedures in the World?
3   Segmentation, Targeting & Positioning
      3.1   What is market segmentation?
      3.2   Why segment the market?

3.3	Types of Market segmentation - Bases for segmenting consumer markets & Business Markets
3.4	Requirements for effective segmentation & Segmentation Variables - VALS Framework
3.5	Steps involved in market segmentation and its benefits
3.6	Targeting Strategies – How to select the target market?
3.7	Positioning Strategies – Types and benefits, 6 steps to create an effective positioning strategy
3.8	STP framework – Advantages and Disadvantages

4   Other Marketing Concepts
4.1	Theodore Levitt's Marketing Myopia
4.2	Green marketing;
4.3	Societal marketing Concept; Social vs. societal marketing;
4.4	Cause-related marketing
4.5	Controversial marketing

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

1. Remember the basics concepts of marketing and relate its application in the practical world
2. Understand how organizations fail when they overlook customer needs
3. Application / approach of marketers across various segments in the market
4. Raise students' employability by undertaking real-life marketing decisions.
5. Create customer value and engagement

References

1. Etzel, M., Walker, B., Stanton, W., & Pandit, A. (2010). *Marketing management* (9th ed.). New Delhi: Tata McGraw Hill.
2. Perreault, W. D., & McCarthy, E. J. (2002). *Basic marketing: A global managerial approach* (15th ed.). New Delhi: Tata McGraw Hill.
3. Ramaswamy, V. S. (2010). *Marketing management: Global perspective, Indian context*. New Delhi: Om Books.
4. Kumar, A., & Meenakshi, N. (2016). *Marketing management* (3rd ed.). New Delhi: Vikas Publishing.

BBA 1st Year
Semester 1
Introduction to Accounting (BBA FIN 103)

L	T	P
3	-	-

Course Name: Introduction to Accounting   **Course Contact Hours: 3**

Course Credit Hours: 3   **Course Code: BBA FIN 103**

Course Objectives:

The course objective is to provide understanding of fundamental concepts, conventions and principles and application of accountancy. The course will help students to apprehend the basics of accounting, prepare Final accounts, understand, analyze and interpret financial statements.

Course Description:

Accounting is as old as business. Business and accountancy goes hand in hand. Therefore, for any entrepreneur it is essential to learn and understand the Basics and fundamentals of accountancy.

Course Contents:

Unit   Modules

1   Introduction to Accountancy
- 1.1   Understanding the meaning, nature, functions and of accounting, branches of accounting, Users of accounting information, accounting equation, accounting concepts and Generally Accepted Accounting Principles

2   Depreciation Accounting
- 2.1   Depreciation – meaning -Causes – purpose
- 2.2   Methods of Calculating Depreciation – Straight Line Method, Diminishing Balance Method

3   Final Accounts
- 3.1   Introduction to Ratio Analysis, Importance of Ratio Analysis
- 3.2   Understanding Liquidity / Leverage & Coverage / Turnover / Expense and Profitability ratios
- 3.3   Using ratios to analyze the financial performance of a company

4   Financial statement Interpretation and use for decision making
- 4.1   Analysis of Financial Statements through Trend Analysis, Common Size Statement
- 4.2   Understanding Annual Report of a Company
Reading of actual balance sheets

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

1. Understand the concepts, conventions and principles on which the fundamentals of accountancy are based.
2. Comprehend what depreciation is, its types and methods.
3. Prepare Final accounts of a manufacturing organization.
4. Use different tools of financial statement analysis
5. Analyze and interpret financial statements for better decision making

References
1. Ainapure, V., & Ainapure, M. (2023). *Accountancy & financial management – IV SYBCOM semester IV* (6th rev. ed.). Manan Publication.
2. Gupta R. L, & Gupta V. K., Financial Accounting, Sultan Chand Publications, New Delhi
3. Narang, K. L., & Jain, S. P. (2008). *Financial accounting analysis*. Kalyani Publications
4. Tulsian, P. C. (2002). *Financial accounting* (1st ed.). Pearson.
5. Grewal, T. S. (2022). *Analysis of financial statements.* Sultan Chand Publications.

BBA 1st Year
Semester 1
Introduction to Media (BBA MKT 105)

L	T	P
3	-	-

Course Name: Introduction to Media   **Course Contact Hours: 3**
Course Credit Hours: 3   **Course Code: BBA MKT 105**

Course Objectives:
In the current transformative era the might of Digitalization is stronger than ever and efficient Digital Media Literacy is the need of the hour. In Order to ensure the same, Introduction to Digital Media & Advertising aims at making the learners aware about its potency & scope for future applicability.

The course emphasizes on acquainting the learners with the basics of Media & Communication, Fundamentals & Practical Applicability of Digital Media along with Insights into the World of Advertising accompanied by Agency Management.

Course Description:
This course has been designed to acquaint the learners with the immersive world of Digital Media & Advertising. The course focuses upon creating a base for the Digital Media and practical experience of working on their various platforms accompanied by the fundamentals of advertising.

Course Contents:

Unit   Modules
1   Fundamentals of Media
    1.1   Introduction to Media & its role in Cultural - Social Development
    1.2   Growth & Influence of Digital Media
    1.3   Essential Communication Models & Media Theories
    1.4   Basics of Visual Communication & their Application
2   Breakthrough of Digital Media
    2.1   Understanding the components of Web 2.0
    2.2   Basics of Digital Marketing
    2.3   Role of Data in the Digital Environment
    2.4   Future Scope of Web 3.0 & Meta Verse
3   Introduction to Advertising
    3.1   Definition & Fundamentals of Advertising
    3.2   Role of Storytelling & Creativity in Advertising
    3.3   Effective Advertising Strategies
    3.4   Advertising Ethics & Role of Research in Advertising
4   Advertising Agency Management

4.1	Basic Structure & Types of Ad Agency
4.2	Importance of Client Servicing & Efficiency in Account Planning
4.3	Media & Campaign Planning
4.4	Creative Processes & Media Production

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

1. Get in depth Knowledge about the Functionality of Digital Media.
2. Understand the applicability of Media & Visual communication Theories in the Digital Environment.
3. Analyze upcoming trends and future scope of Digital Media.
4. Evaluate the components & effectiveness of Advertising.
5. Run Ads on Facebook, Instagram & Google Ads.

References:

1. Baker & Baker (2022). "*Social Media Marketing: A Strategic Approach*". Cengage Learning.
2. Ogilvy, D. (1985). *"Ogilvy on advertising"*. 1st Vintage Books ed. New York: Vintage Books.

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

L	T	P
2	-	-

Course Name: Behavioral Science (Psychology 1)   **Course Contact Hours: 2**

Course Credit Hours: 2   **Course Code: BBA LA 101**

Course Objectives:
1. The student will be able to develop basic knowledge of psychology
2. The learner will be able to analyze, evaluate, and compare major theories in cognitive & social psychology
3. Examine Personality Theory & Motivation Theory
4. Explore various perspectives on Thinking & related theories
5. Investigate mental health and strategies for promoting well-being
6. Students will explore the role of culture and diversity in shaping psychological processes and behaviors, fostering a deeper appreciation for the complexities of human experience

Course Description:

This course will provide students with an understanding of basic concepts and principles of Psychology. This course is designed to introduce students to the study of psychology. It is intended to provide broad coverage of the field by presenting basic theories, research, and applied use of psychology

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 & 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 & Processes
    5.1   Models of Memory
    5.2   Exceptional memory and Neuropsychology
    5.3   Encoding & Transfer of information
    5.4   Retrieval

Course Outcomes (COs): After completing the course, the student shall be able to:
1. Demonstrate knowledge and understanding of well - established theories in cognitive & social psychology
2. Students will be able to demonstrate the ability to engage in self-analysis and introspection, fostering personal growth and self-awareness
3. Students will acquire a comprehensive understanding of human cognition, including attention, sensation, perception, action, and language processes
4. Students will examine behavioral processes within a business context, gaining insights into organizational dynamics and human behavior in the workplace
5. Students will develop proficiency in problem-solving and critical thinking, applying theoretical concepts to enhance learning and memory retention
6. Students will demonstrate an understanding of the principles of mental health and wellbeing, and apply strategies for promoting psychological resilience and optimal functioning in various life domains.

References
1. Ciccarelli, S. K., & Meyer, G. E. (2006). *Introduction to Psychology*. Pearson Education.

BBA 1st Year
Semester 1
Fundamentals of Statistics (BBA BA 105)

L	T	P
2	-	-

Course Name: Fundamentals of Statistics   **Course Contact Hours: 2**
Course Credit Hours: 2   **Course Code: BBA BA 105**

Course Objectives:
1. The scope of Statistics has been well recognized over the years but has very much expanded in the recent years and with the impressive progress in Computers and research, significant applications to Social Sciences have ever been on increase.
2. The objective is to give basic knowledge of statistics and its fundamentals so that the students can gain familiarity with the techniques to use them effectively in future.
3. Students will be able to understand how regression, correlation and other concepts of statistics play an important role in data analysis.

Course Description:
Fundamentals of Statistics" teaches students statistical thinking concepts that are essential for learning from data and communicating insights. Students will gain the foundational skills that prepare them to pursue more advanced topics in statistical thinking and machine learning.

Course Contents:

Unit   Modules
1   Introduction to Statistics
    1.1   Introduction: Functions/Scope, Importance, Limitations
    1.2   Data: Relevance of Data (Current Scenario), Type of data (Primary & Secondary), Primary (Census vs Samples, Method of Collection (In Brief), Secondary (Merits, Limitations, Sources) (In Brief)
    1.3   Presentation of Data: Classification – Frequency Distribution – Discrete & Continuous, Tabulation, Graph (Frequency, Bar Diagram, Pie Chart, Histogram, Ogives)
    1.4   Measures of Central Tendency: Mean (A.M, Weighted, Combined), Median (Calculation and graphical using Ogives), Mode (Calculation and Graphical using Histogram), Comparative analysis of all measures of Central Tendency
2   Measures of Dispersion, Correlation and Linear Regression
    2.1   Measures of Dispersion: Range with C.R(Coefficient Of Range), Quartiles & Quartile deviation with CQ (Coefficient Of Quartile), Mean Deviation from mean with CMD (Coefficient Of Mean Deviation), Standard deviation with CV (Coefficient Of Variance), Skewness & Kurtosis (Only concept)
    2.2   Correlation: Karl Pearson, Rank Correlation

2.3   Linear Regression: Least Square Method

3   Time Series and Index numbers

     3.1   Time Series: Least Square Method, Moving Average Method, Determination of Season

     3.2   Index Number: Simple(unweighted) Aggregate Method, Weighted Aggregate Method, Simple Average of Price Relatives, Weighted Average of Price Relatives, Chain Base Index Numbers, Base Shifting, Splicing and Deflating, Cost of Living Index Number

4   Probability and Decision Theory

     4.1   Probability: Concept of Sample space, Concept of Event, Definition of Probability, Addition & Multiplication laws of Probability, Conditional Probability, Bayes' Theorem (Concept only), Expectation & Variance, Concept of Probability Distribution (Only Concept)

     4.2   Decision Theory: Acts, State of Nature Events, pay offs, Opportunity loss, Decision Making under Certainty, Decision Making under Uncertainty

     4.3   Non-Probability: Maximax, Maximin, Minimax, Regret, Laplace & Hurwicz)

     4.4   Probabilistics (Decision Making under risk): EMV, EOL, EVPI

     4.5   Decision Tree

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

1. Describe a data set including both categorical and quantitative variables to support or refute a statement,
2. Apply laws of probability to concrete problems,
3. Perform statistical inference in several circumstances and interpret the results in an applied context,
4. Use basic concepts of statistics to understand and carry out data analysis.
5. Use Mathematical tools, including calculus and linear algebra, to study probability and mathematical statistics and in the description and development of statistical procedures

References

1. Witte, R. S., & Witte, J. S. (Year). *Statistics* (11th ed.). Wiley.
2. Levin, R., & Rubin, D. S. (Year). *Statistics of Management.* Prentice Hall of India.
3. Anderson, D. R., & Sweney, D. J. (Year). *Statistics for Business & Economics.* Thomson Publication.

BBA 1st Year
Semester 1
Advanced Excel (BBA BA 107)

L	T	P
1	-	2

Course Name: Advanced Excel   **Course Contact Hours: 2**
Course Credit Hours: 3   **Course Code: BBA BA 107**

Course Objectives:
1. The primary aim of this course is to provide students with a clear understanding of the latest computing technologies and its application in descriptive and inferential data analytics.
2. This course makes students familiar with understanding of basic, advanced functions like lookup functions, pivot tables and charts.
3. The main theme of the course modules focuses on How to apply functions to analyze real time data sets and to project the insights using excel visualization techniques

Course Description:
Knowledge of Excel is very essential for the professionals today. Excel can improve the quality of work that professional produce by creating beautiful dashboards, reports, interfaces, charts and nicely formatted data. It is not a programming language but an understanding of commands to ease the work and to handle and present data efficiently. There is no prerequisite required for the subject. Compatible version of excel is available for all type of operating system (Mac OS/Linux OS/Windows)

Course Contents:

Unit   Modules
1   Working with Formulas and Functions I
    1.1   Introduction to basic excel functions and concepts
    1.2   Conditional (Logical) Functions IF, IFS, OR, AND, NOT, XOR
    1.3 Lookup Functions Vlookup, Hlookup, Match and Index
2   Working with Formulas and Functions II
    2.1   Text Functions Join Strings, Left, Right, Mid, Len, Find and Substitute, Separate Strings, Number of Instances, Number of Words, Text to Columns
    2.2   Lower/Upper Case, Remove Spaces, and Compare Text, find vs Search, Text Substitute Vs Replace, Concatenate Strings, Substring
    2.3   Date and time functions
3   Charts and Data Visualization
    3.1   Charts Create a Chart, Change Chart Type, Switch Row/Column, Legend Position, Data Labels,
    3.2   Column Chart, Line Chart, Pie Chart, Bar Chart, Area Chart, Scatter Chart, Bullet chart, Pareto Diagram, Histogram, Gnnt Chart

3.3   Use of Data Analytics Tool pack

4   Data Handling

      4.1   Pivot Tables Insert a Pivot Table, Drag fields, Sort & Filter, Change Summary Calculation,

      4.2   Two-dimensional Pivot Table, Group Pivot Table Items, Multi-level Pivot Table, Frequency Distribution, Pivot Chart, Slicers Update Pivot Table, Calculated Field/Item, Get Pivot Data

      4.3   Macros

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

1. Apply basic, and logical functions of excel to the given dataset.
2. Apply advanced functions (lookup functions) of excel to the given dataset.
3. Understand the insights from data using different visualization graphs, charts etc.
4. Create dashboard representation of the given dataset using pivot table

References

1. Kusleika, M., Walkenbach, R., & Walkenbach, J. (2018). *Excel 2019 Bible.* John Wiley & Sons.
2. Alexander, M., & Kusleika, D. (2019). *Excel 2019 Power Programming with VBA*. John Wiley & Sons, Inc.
3. Webinar, J. (2022). *Excel 2022 Three Books-In-One: A to Z Mastery Guide On Excel Basic Operations, Excel Formulas, Functions, Pivot Tables & Dashboards*. Copyright © 2022 Joe Webinar.

BBA 1st Year
Semester 1
Brand Identity & Strategy (BBA MKT 107)

L	T	P
2	-	-

Course Name: Brand Identity & Strategy   **Course Contact Hours: 2**
Course Credit Hours: 2   **Course Code: BBA MKT 107**

Course Objectives:
The paper on Brand Identity & Strategy seeks to explore many areas of branding. These range from the anatomy, identity and construct of a brand, to brand architecture to launching brands and keeping them living in the market. The other key topics covered in this paper are identity and positioning, new rules of brand management.

Course Description:
Brand identity is the collection of all elements that a company creates to portray the right image to its consumer. Creating a brand identity and strong distinction points has become increasingly pertinent.

Course Contents:

Unit   Modules
1   Social and Psychological perspective of brands
        1.1   Understanding of the roles of brands in our lives
        1.2   Some brands that have gone beyond being just brands
        1.3   How some brands are deeply entrenched in the hearts and minds of consumers
2   Identity and Visual construct of brands
        2.1   What are the visual elements of the brand?
        2.2   What are identifying characteristics of a brand
        2.3   Brand Identity and Kapferer's Prism
3   Brand Associations
        3.1   What can make a person think of a brand
4   Brand and Touchpoint Design
        4.1   What are the various touchpoints for a brand
        4.2   Can consumers be led to a brand

Course Outcomes (COs): After completing the course, the student shall be able to:
1. Work on brand launches
2. Create a positioning differentiation & statement with regard to all facets
3. Identify what makes up a brand's identity in a physical and psychological sense, and apply it to dissect brand identities on the go

4. Understand Brand Associations and how they drive Brand Dialogue Behaviour
5. Work on plans to sustain and rejuvenate brands

References
1. Jacob, I. C., Keller, K. L., Swaminathan, V., & Parameswaran, A. M. G. (2020). *Strategic Brand Management* (5th ed.). Pearson.
2. Kapferer, J.-N. (2002). *Corporate Brand and Organizational Identity* (1st ed.). Routledge.

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

L	T	P
3	-	-

Course Name: Introduction to Organizational Behavior **Course Contact Hours: 3**
Course Credit Hours: 3   **Course Code: BBA MGT 102**

Course Objectives:

1. To enable students to demonstrate a thorough knowledge and understanding of organizational behavior
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 behavior insights

Course Description:

Students study the behavior of individuals and groups as part of the social and technical system in the workplace. They examine individual and group behavior, communication, conflict and various management styles, motivational techniques and coordination in the work environment and apply these concepts to the development of an organization's human resources.

Course Contents:

Unit **Modules**
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,
   1.5 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
   2.2 Expectancy Theory
   2.3 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 do 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. Judge, T. A., & Robbins, S. P. (2019). *Organizational Behavior* (18th ed.). Pearson Education
2. Pattanaik, D. (2016). *The talent sutra* (2nd ed.). Aleph Book Company.
3. Ferriss, T. (2009). *4-hour workweek, expanded and updated: Expanded and updated*. Harmony.

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

L	T	P
3	-	-

Course Name: Lean Product Process Development   **Course Contact Hours: 3**
Course Credit Hours: 3   **Course Code: BBA ENT 102**

Course Objectives:
1. Be able to identify a worthwhile problem to solve for new venture creation
2. Learn the mindset & skill set required for new product development
3. Profile user & customer needs for new product development

Course Description:
Learn the systems-based method of a new product, process, and service innovation that enables you to leverage your entire enterprise to create sustainable—and profitable—value streams. The Lean Product and Process Development are built on six core principles: such as 1) Putting People First, 2) Understanding before Executing, 3) Developing Products is a Team Sport, 4) Synchronizing Workflows, 5) Building in Learning and Knowledge Reuse, and 6) Designing the Value Stream.
The LPPD Guiding Principles provide a holistic framework for effective and efficient product and service development, enabling you to achieve your development goals. By promoting early consideration for not only what gets made but how it will be made, the LPPD process identifies and addresses potential upstream problems in the design phase, so rework in upstream stages is considerably reduced or eliminated.

Course Contents:

Unit	Modules
1	Mapping using case grids
2	Problem Identification
3	User and 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. Iterate on multiple solutions for a given problem statement

2. Conduct user & customer research for new product development
3. Build prototypes to validate user & customer research

References

1. Kejriwal, A. (2018). *Why I stopped wearing my socks*. Westland.
2. Rao, S. (2019). *How I Almost Blew It: Incredible Stories from India's Most Successful Digital Entrepreneurs*. Westland.
3. Ries, E. (2011). *The lean startup: How today's entrepreneurs use continuous innovation to create radically successful businesses* (Illustrated ed.). Crown Currency.
4. Hoffman, R., Yeh, C. (2018). *Blitzscaling: The Lightning-Fast Path to Building Massively Valuable Companies*. Crown Currency.
5. Maurya, A. (2016). *Scaling lean: Mastering the key metrics for startup growth*. Portfolio.

BBA 1st Year
Semester 2
Consumer Behavior and Insights (BBA MKT 102)

L	T	P
3	-	-

Course Name: Consumer Behavior and Insights   **Course Contact Hours: 3**
Course Credit Hours: 3   **Course Code: BBA MKT 102**

Course Objectives:
1. Understand different types of consumers in the market and the decisions that they take in the consumption patterns of buying the product or using the service.
2. Demonstrate the role of Consumer Behavior in Branding and Advertising.
3. Analyze the perspectives of Consumer Behavior and Consumer Insights in the world of marketing.
4. Execute strategies employed by marketers to unlock the consumer psyche in the specific preference and purchase.
5. Use the tools and techniques of Consumer Behavior and Consumer Insights.

Course Description:
This semester the students will study modules based on Consumer Behavior, Consumer Research and Consumer Insights. This study is related to understanding why and how consumers make purchase decisions. The students will acquire the application of theoretical inputs into real life learning experiences (practical knowledge) on the industry best practices by formulating strategies for consumer behavior after understanding consumer psychology and conducting consumer research and analysis.

Course Contents:

Unit   Modules
1   Understanding Consumer Behavior
       1.1   Introduction to Consumer Behavior
       1.2   A Simple Consumer Buying Process Model
       1.3   Types of Consumers and Consumer involvement
2   Determinants of Consumer Behavior
       2.1   Internal / Individual factors (psychological) – needs, motivation, personality, perception
       2.2   External / Environmental factors – family, socio-cultural, economic and group dynamics
3   Introduction to Consumer Research
       3.1   What is Consumer Research?
       3.2   Importance of Consumer Research
       3.3   Types of Consumer Research
       3.4   Understanding the Consumer Research Process
       3.5   Future of Consumer Research – Applications and Agencies in India

4   Introduction to Consumer Insights
    4.1   What are Consumer Insights?
    4.2   Benefits and sources of consumer insights
    4.3   Applications of Consumer Insights in Marketing
    4.4   Ad campaigns of Successful Brands that have used Consumer Insights
    4.5   Turning Consumer Insights into Action (KPMG Article on Dynamic Segmentation)
    4.6   Zara Case study based on consumer insights and consumer co-creation
    4.7   Consumer Insights B2B

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

1. Relate 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 marketplace.
3. Conduct strategic implications of consumer influences and decisions for product, advertising, pricing and distribution strategies.
4. Formulate and analyze the strategies for the implementation of Consumer Insights in Marketing.
5. Identify the connection between the brand, psychology and advertising as the application in the marketplace.

References
1. Kumar, S. R. (2017). *Consumer Behavior: The Indian Context* (2nd ed.). Noida: Pearson.
2. Schiffman, L. G., & Kanuk, L. L. (2008). Consumer behavior (9th ed.). PHI Learning Pvt. Ltd.
3. Kapoor, R., & Madichie, N. O. (2017). *Consumer Behaviour: Text and Cases*. McGraw Hill Education.
4. Jansson-Boyd, C. V. (2019). Consumer psychology (2nd ed.). Open University Press.
5. Trentmann, F. (Ed.). (2005). *The making of the consumer: Knowledge, power and identity in the modern world* (Cultures of Consumption Series). Berg Publishers.
6. Sutherland, M. (2008). *Advertising and the mind of the consumer: What works, what doesn't and why* (3rd ed.). Routledge.

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

L	T	P
3	-	-

Course Name: Introduction to Finance **Course Contact Hours: 3**
Course Credit 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 statements 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 Ascertaining cost and preparing a cost sheet
5. Students will understand the concept of cash management

Course Description:
This course is towards making the students aware of the different areas in Finance with a view to help them understand Financial Statements as well as areas of basic Finance.

Course Contents:

Unit   Modules
1   Learn to Read Financial Statements
        1.1   Balance Sheet
        Income Statement
        Cash Flow Statement
    1.2   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   Understanding various elements of cost

4.1   Preparation of cost sheet of a product

4.2   Items to be included and to be excluded from a cost sheet.

4.3   Estimated cost sheet/ Forecasting a cost structure

5   Introduction to Capital Markets

      5.1 Functions of a Capital Market

          5.1.1   Primary Markets and Secondary Markets

          5.1.2   Primary Issuances - IPO, Book Building,

      5.2   Types of Issuances

          5.2.1   Secondary Market Trading - Working of a Stock Exchange, Stock Market Index, Orders and Execution of Trades, Trading vs Long Term Investments

6   Understanding the cash management concepts

      6.1   Preparation of cash budget and forecasting cash requirements

7   Financial Crisis/ Capital Market Scams

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

1. A good understanding of how theory relates to practical life in the financial world
2. Concepts of Financial Statements, Money & Debt market, Credit Ratings, banking 101 and Primary & Secondary markets covered through the various movies based on financial events

References:

1. Pathak, B. V. (2018). *The Indian Financial System*. Pearson.
2. Ainapure, Dr., & Prakashan, M. (2022). *Financial Management*. Manan Prakashan.

Recommended Resources:

1. Moneycontrol. (n.d.). Retrieved from www.moneycontrol.com
2. Screener. (n.d.). Retrieved from www.screener.in
3. CRISIL. (n.d.). Retrieved from www.crisil.com
4. ICICI Direct. (n.d.). Retrieved from www.icicidirect.com

BBA 1st Year
Semester 2
Creative Writing & Art of storytelling (BBA LA 102)

L	T	P
3	-	-

Course Name: Creative Writing & Art of storytelling **Course Contact Hours: 3**
Course Credit Hours: 3 **Course Code: BBA LA 102**

Course Objectives:
1. Understand the principles of copywriting: Students will learn the foundational principles of copywriting, including how to write attention-grabbing headlines, create compelling copy, and persuade readers to take action.
2. Develop effective writing skills: Students will learn how to write in a way that is clear, concise, and engaging.
3. Learn different types of copywriting: Students will explore how to write different types of copy, such as advertising copy, web copy, email marketing copy, and social media copy. This will help them understand the nuances of each type of copy and how to tailor your writing for each platform.

Course Description:

Creative writing & Art of storytelling will majorly focus on Transmedia Storytelling, Copywriting and Content Marketing. Learners will understand the techniques that good writers & copywriters use to compose a bracing story, populated with memorable characters in an interesting setting, written in a fresh descriptive style along with impactful messaging.

Course Contents:

Unit **Modules**
1 Understanding the essentials of Creative Writing & Storytelling
 1.1 Introductions and Inspirations
 1.2 Characterization and Voice
 1.3 Scenes and Senses
 1.4 Form and Structure
 1.5 Settings & Perspectives
2 Transmedia Storytelling
 2.1 What is Transmedia Storytelling
 2.2 Understanding a Transmedia Audience & User Experience
 2.3 Scope of Creative Technologies & Storytelling
3 Basics of Filmmaking
 3.1 Basics of Filmmaking
 3.2 Scripting
 3.3 Storyboarding
 3.4 Understanding Electronic Grammar in Film making
 3.5 Writing Dialogues
4 Copywriting for Advertising & Digital Media

4.1   Creative Copywriting for Advertisements
4.2   Copywriting for SEO & Art of Writing Blogs
4.3   Writing for Facebook & Google Ads

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

1. Students will be able to shape ideas into compelling and well-structured narratives. Students will be able to identify, understand, and engage different audiences through storytelling.
2. Students will be able to create cohesive content marketing strategies.
3. Students will be able to Generate Transient Advertising copies across digital platforms.

References:
1. Batra, R., Myers, J. G., & Aaker, D. A. (2008). *Advertising Management* (5th ed.). Pearson Education India Pvt. Ltd.
2. Young, M. (2018). *Ogilvy on Advertising in the Digital Age* (1st ed.). Carlton Books.
3. Waters, A. (2018). *Confident Digital Content: Master the Fundamentals of Online Video, Design, Writing, and Social Media to Supercharge Your Career*. New York, NY: Kogan Page.

BBA 1st Year
Semester 2
Environment and Sustainability (BBA MGT 104)

L	T	P
2	-	-

Course Name: Environment and Sustainability　　　　　　**Course Contact Hours: 2**
Course Credit 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. Engage in experiential learning activities by participating in field trips to explore projects related to sustainability.

Course Description:
This semester the students will study modules based on Environment and Sustainability. The late 20th century marked a paradigm shift in environmental practices. Instead of treating environmental considerations as unavoidable costs occurring at the end of a process, companies began to strategically rethink environmental initiatives. Proactive environmental management opportunities include the practice of pollution prevention, industrial ecology, and design for the environment – concepts which dismiss end-of- pipe treatment as the primary option for industrial wastes.

Course Contents:

Unit　　Modules
1　　　Introduction to Environmental Studies
　　　1.1　　Multidisciplinary nature of environmental studies - Definition, scope and importance
　　　1.2　　Ecosystems – Structure and Functions (Food chains, food webs etc.)
　　　1.3　　Energy flow in an ecosystem, Nutrient cycle and ecological succession
2　　　Environmental Pollution and Global Environmental Issues
　　　2.1　　Environmental pollution - types, causes, effects and controls
　　　2.2　　Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture
　　　2.3　　Solid waste management: Control measures of urban and industrial waste, special reference e-waste, Biomedical waste
3　　　Environmental Management
　　　3.1　　Environmental Management system
　　　3.2　　Environmental Laws in India
　　　3.3　　Environmental Ethics: Principles and Types
4　　　Concept of Sustainability and Sustainable Development

4.1   Anthropocene: A Closer Look at Our Human Footprint
4.2   Sustainable development goals (Reduce, Reuse, Recycle)
4.3   Identifying and Analyzing Sustainability Problems, Measuring Your Ecological Footprint

Course Outcomes (COs): After completing the course, the student shall be able to:
1. Explain the dependence of society on natural systems
2. Analyze environmental topics from several different perspectives
3. Identify environmental impacts and implications
4. Understand and analyze different aspects of environmental sustainability.

References:
1. Bharucha, E. (2013). *Textbook of environmental studies for undergraduate courses*. Universities Press.
2. Taylor, R. (2013). *Taking sides: Clashing views in sustainability* (2nd ed.). McGraw-Hill Education.
3. Sachs, J. D. (2015). *The age of sustainable development*. Columbia University Press.

BBA 1st Year
Semester 2
Cloud Computing (BBA BA 106)

L	T	P
1	-	2

Course Name: Cloud Computing   **Course Contact Hours: 2**
Course Credit Hours: 3   **Course Code: BBA BA 106**

Course Objectives:
The primary aim of this course is to provide students with a clear understanding of general cloud computing concepts and AWS fundamentals. The students also build hands-on skills using many of the core Amazon Web Services (AWS) services. Ideal for beginners - absolutely no cloud computing experience is required.

Course Description:
The course covers Cloud Computing for beginners using AWS. This course is the foundation for the students to learn business analytics, decision making and data mining courses in higher semesters using cloud.

Course Contents:

Unit   Modules
1. IT Concepts & Cloud Computing Concepts

2. AWS Account Creation

3. AWS S3 & EC2 Services

4. HTML Basics

5. DBMS Concepts

6. Entity Relationship Model

7. NoSQL Database Concepts

8. Amazon RDS & Dynamo Creation

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

1. Learn fundamental concepts of cloud computing and including storage, database, networking, virtualization, containers, and cloud architecture
2. Create an AWS Free Tier account and launch your first virtual servers (Amazon EC2 instances) on the AWS Cloud
3. Recognize the need of database management system
4. Design ER and EER diagram for real life applications applying the concept of normalization to relational database design

References:

1. Silberschatz, A., Korth, H. F., & Sudarshan, S. (2020). *Database System Concepts*. McGraw-Hill Education.
2. Elmasri, R., & Navathe, S. B. (2018). Fundamentals of Database Systems (5th ed.). Pearson.
3. Vaswani, V. (2017). *MySQL(TM): The Complete Reference* (1st ed.). McGraw Hill Education.

Recommended Resources:

1. Learning Amazon Web Services (AWS): A Hands-On Guide to the Fundamentals of AWS Cloud by Pearson
2. Useful link: https://www.mooc-list.com/tags/dbms

BBA 1st Year
Semester 2
Quantitative Techniques (BBA BA 108)

L	T	P
2	-	-

Course Name: Quantitative Techniques　　　　　　　　**Course Contact Hours: 2**
Course Credit Hours:　2　　　　　　　　　　　　　　**Course Code: BBA BA 108**

Course Objectives:
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.

Course Description:
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 focusing on a different numerical knowledge base and skillset.

Course Contents:

Unit　Modules
1　　　Quantitative techniques and business and trade
　　　1.1　　Commission, Brokerage, Discount- Cash, trade
　　　1.2　　Profit & Loss, Partnership- profit sharing ratio
2　　　Shares, Mutual Funds & Optimization
　　　2.1　　Shares- face value, market value, dividend, equity shares preference shares, bonus shares
　　　2.2　　Mutual funds- NAV, entry and exit load, SIP
　　　2.3　　Linear Programming Problems- using inequalities and graphs
3　　　Mathematics of Finance
　　　3.1　　Derivatives- first order, second order, economic functions
　　　3.2　　Applications of derivatives- Marginal Cost, Marginal Revenue, Elasticity of Demand. Maxima and Minima
4　　　Business Calculus & it's Economic Applications
　　　4.1　　Interest- Simple & Compound
　　　4.2　　Annuity- time value of money, EMI, sinking fund

Course Outcomes (COs): After completing the course, the student shall be able to:
1. Understand the use of quantitative techniques in business.
2. Discuss the concepts of profit, loss and trade discounts, cash discounting, commission-based incentives, and profit-sharing partnership models.

3. Use quantitative skills in numerically intensive areas of economics and investments with an understanding of calculations in the equity market and mutual funds.
4. Demonstrate the principles of interest and annuity to solve relevant problems in banking and finance.
5. Solve optimization problems using calculus, derivatives and linear equations.

References
1. Trivedi, K., & Trivedi, C. (Year of publication). *Business Mathematics* (1st ed.). Pearson.
2. Singh, J.K. (2017). *Business Mathematics*. Himalaya Publishing House.
3. Magar, A. S., & Bhagirath, M. (2016). *Mathematical and Statistical Techniques (Mumbai Univ)*. Himalaya Publishing House.
4. Kumtha, A. P. (2022). *Business Mathematics* (8th ed.). Vipul Prakashan.
5. Dikshit, A., & Jain, J. K. (2019). *Business Mathematics* (1st ed.). Himalaya Publishing House.
6. Kapoor, V. K. (2011). Introductory business mathematics. Sultan Chand & Sons.
7. Bari, S. A. (1971). Practical business mathematics. New Literature Publishing Company.

E-learning Resources:
- https://www.khanacademy.org/math/algebra
- https://www.open.edu/openlearn/science-maths-technology/succeed-maths-part-1/content-section-overview?active-tab=description-tab
- https://www.edx.org/course/introduction-to-mathematics-for-finance-and-business

BBA 1st Year
Semester 2
Brand Portfolio Management (BBA MKT 104)

L	T	P
3	-	-

Course Name: Brand Portfolio Management **Course Contact Hours: 3**
Course Credit Hours: 3 **Course Code: BBA MKT 104**

Course Objectives:
1. The primary aim of this course is to provide students with a clear understanding of Branding Strategies and its application in a real-world context.
2. This course is an advanced level of branding theory and practice. This course will cover branding models and strategies that will be incorporated in the World of Marketing & Branding. This course will help you apply the skills and tools learned from theory to current world of brands

Course Description:

Branding is the Soul of Marketing. Strategic Brand Management deals with how brand strategies are developed and used by the Marketers. This course will provide in-depth knowledge on the How bands use strategies to succeed in the marketplace.

Course Contents:

Unit   Modules
1   Brand Extensions
         1.1   Understanding Brand Portfolio Management.
         1.2   Understanding the Brand Extensions.
         1.3   Types of Brand Extensions.
         1.4   Brand Extension Strategies & Types
         1.5   Checklist for Brand Extensions
         1.6   Brand Stretching and Drawbacks of Brand Extensions
2   Brand Identity
         2.1   What is Brand Identity?
         2.2   Why is Brand Identity important in Branding?
         2.3   Brand Identity Prism Model
         2.4   Limitations of Brand Identity
3   Brand Equity
         3.1   What is Brand Equity?
         3.2   CBBE Model for Brand Equity
         3.3   Creating Customer Value through Brand Equity

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

1. Professional Competency and applications of Branding.
2. Understanding Branding and Brand Strategies and how it is related to the World of business.
3. Understand Brand Extensions, Types of Brand Extensions, Brand Extension Strategies.
4. Understand Brand Prism Model and How Brand Hierarchy is designed by companies.

5. Understand Brand Equity and various measures of Brand Equity Models.
6. Understanding Brand Licensing and Franchising

References:
1. Jacob, I. C., Keller, K. L., Swaminathan, V., & Parameswaran, A. M. G. (2020). *Strategic Brand Management* (5th ed.). Pearson.
2. Ramkishen, Y., & Dutta, N. (2013). *Strategic Brand Management*. Ane Books Pvt. Ltd.

BBA 1st Year
Semester 2
Life Skills - Managerial Skills (BBA LS 104)

L	T	P
2	-	-

Course Name: Life Skills- Managerial Skills   **Course Contact Hours: 2**
Course Credit Hours: 2   **Course Code: BBA LS 104**

Course Objectives:
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. The students can use these skills at present and leverage them in the future.

Course Description:
Life Skill Bootcamp is a 3-month learning intervention that entails a series of 12 classroom workshops for FY BBA students. Each workshop has been designed with the objective of equipping the students with tools to transform into effective professionals.

Course Contents:

Unit   Modules
1   Develop a growth mindset
    1.1   The basic two mindsets that shape our lives - Fixed & growth mindset.
    1.2   Differentiating between fixed and growth mindset.
    1.3   Transitioning from a fixed mindset to a growth mindset.
2   Taking ownership and accountability
    2.1   Defining ownership and accountability
    2.2   The Oz principle of accountability
    2.3   Imbibe the ownership mantras
3   Bring structure to your communication
    3.1   Learn the communication core
    3.2   Understand the pyramid model of communication
4   Communicate with precision
    4.1   Communicate in a specific and concise manner
    4.2   Maintain simplicity and clarity in thoughts
5   Master the art of effective execution
    5.1   Engage in planning
    5.2   Use the PDCA Model of effective execution
6   Productivity Essentials
    6.1   Organize your time and tasks
7   Creative problem solving

| | 7.1 | Ascertain the root cause of the problem |
7.2 Generate the right solutions

8   6 Thinking hats
      8.1   Explore different perspectives on a problem statement

9   Gain an edge through emotional intelligence
      9.1   Develop self-awareness and self-regulation

10   Collaborate to win
      10.1   Build and establish a sense of trust with team members
      10.2   Foster positive working relationships

11   Develop intercultural sensitivity
      11.1   Understand the components of intercultural competence and stages of intercultural sensitivity

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. Embrace challenges as opportunities for growth and continuously seek to expand your skills and capabilities through learning and perseverance.
2. Take full responsibility for your actions and outcomes, demonstrating integrity and commitment to achieving goals even in the face of obstacles.
3. Implement frameworks and strategies to bring clarity and coherence to your communication, ensuring that messages are organized and easily understandable by all stakeholders.
4. Hone the ability to convey information accurately and concisely, using language that is clear, specific, and devoid of ambiguity to facilitate effective understanding and decision-making.
5. Develop the skills and discipline necessary to execute tasks and projects efficiently and effectively, meeting objectives within set timelines and quality standards.
6. Implement strategies and techniques to optimize your workflow, manage time efficiently, and eliminate distractions, resulting in increased productivity and accomplishment of tasks.

BBA 2ⁿᵈ Year
Semester 3
Business Economics (BBA MGT 207)

L	T	P
2	-	-

Course Name: Business Economics **Course Contact Hours: 2**
Course Credit Hours: 2 **Course Code: BBA MGT 207**

Course Objectives:
1. Introduce students to the basic concepts of Micro and Macro Economics.
2. Understand how demand and supply interact to determine price and quantity produced.
3. Examine revenue and cost structure of the firms.
4. Analysis operations of the market under varying competitive conditions to make optimal business decisions.
5. Develop an understanding of the inter-relationships among the various macroeconomic variables and assess their impact on the working of the economy, thereby determining the course of the business strategies.

Course Description:
In the field of management, applied economics and quantitative methods are used to examine business organizations. It focuses on various economic aspects pertaining to business management, planning and strategies.

Course Contents:

Unit   Modules
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   National Income: Where It Comes from and Where It Goes
      2.1   Money and Inflation
      2.2   The Open Economy Unemployment
3   Demand and Supply – Theory and Practice
      3.1   Demand and the consumer
      3.2   Demand and the firm
      3.3   Costs of production
      3.4   Revenue and profit
4   Revenue and profit in competitive market

4.1   Profit maximization under perfect competition and monopoly
4.2   Profit maximization under imperfect competition
4.3   Alternative theories of the firm
4.4   Pricing strategy Decision tree
4.5   Game Theory intro
5   Introduction to Economic Fluctuations
5.1   Economic Growth I: Capital Accumulation and Population Growth
5.2   Economic Growth II: Technology, Empirics, and Policy

Course Outcomes (COs): After completing the course, the student shall be able to:
1. Understand and apply the standard analytical tools of economic analysis to business situations.
2. Develop a sound understanding of economic concepts in decision making.
3. Interpret meaning of revenue and cost and their relevance in business profitability.
4. Ability to identify strategic interactions of the firms under competitive market structures and formulate them in a game theoretic framework.
5. Understand the basic business cycle theories and their application underpinning modern Macroeconomics.

References:
1. Mankiw, N. G. (2016). Principles of Microeconomics (8th ed.). Cengage Learning.
2. Mankiw, N. G. (2013). Macroeconomics (8th ed.). Worth Publishers.
3. Pindyck, R., & Rubinfeld, D. (2013). Microeconomics (8th ed.). Pearson Education.
4. Salvatore, D. (2008). Microeconomics: Theory and Applications (5th ed.). Oxford University Press.
5. Baye, M. R. (2010). Managerial Economics and Business Strategy (7th ed.). McGraw-Hill/Irwin.
6. Vollrath, D. (2013). Introduction to Economic Growth (3rd ed.). Norton.
7. Romer, D. (2012). Advanced Macroeconomics (4th ed.). McGraw Hill.

Recommended References:
1. RBI, Handbook of Statistic on Indian Economy, data retrieved from https://dbie.rbi.org.in/DBIE/dbie.rbi?site=publications#!2
2. 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 3
Innovation and Design Thinking (BBA MGT 209)

L	T	P
2	-	-

Course Name: Innovation and Design Thinking　　　　　　**Course Contact Hours: 2**
Course Credit Hours:　2　　　　　　　　　　　　　　　　**Course Code: BBA MGT 209**

Course Objectives:
1. Familiarize students with the principles and methods of Design Thinking
2. Impress upon students the importance of empathy in design
3. Equip students to conduct empathetic research using skilled interviews and focus groups
4. Allow students to experience work in self-managed teams
5. Make students aware of the necessity of professional attitudes and behavior

Course Description:
Innovation and Design Thinking gives students practical experience working in self-managed teams to complete a project. They develop and display professional attitudes and behaviors while becoming familiar with the 21st Century skill of Design Thinking.

Course Contents:

Unit　　Modules
1　　　　Overview of Design Thinking
　　　　　1.1　　　What is Design Thinking?
2　　　　Steps 1 And 2: Empathize and Define
　　　　　2.1　　　The Importance of Empathy
　　　　　2.2　　　Methods of Empathetic Research
　　　　　2.3　　　Skilled Interviewing
　　　　　2.4　　　Focus Groups
　　　　　2.5　　　Documentation of Research Findings
　　　　　2.6　　　Need Definition
3　　　　Step 3: Ideate
　　　　　3.1　　　Proven Techniques to Boost Creativity
　　　　　3.2　　　Evaluation of Solution Concepts
4　　　　Steps 4 And 5: Prototype and Test
　　　　　4.1　　　Rapid, Iterative Prototyping
　　　　　4.2　　　Techniques for Gathering User Feedback
　　　　　4.3　　　Testing User Experience
　　　　　4.4　　　What Happens Next?

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

1. Enumerate and describe the five steps in the Design Thinking process
2. Conduct empathetic research using skilled interviews and focus groups
3. Reflect thoughtfully about their experience working in self-managed teams
4. Prepare and present their experience and their work clearly, succinctly, and professionally.
5. Identify and address unprofessionalism in their attitudes and behavior

References:
1. Soni, P. (2020). *Design Your Thinking*. Penguin Random House India Private Limited.
2. Kelley, T. (2001). *The Art of Innovation.* Currency/Doubleday.

BBA 2ⁿᵈ Year
Semester 3
Cost Accounting & Management Accounting (BBA FIN 203)

L	T	P
3	-	-

Course Name: Cost Accounting and Management Accounting **Course Contact Hours: 3**
Course Credit Hours: 3 **Course Code: BBA FIN 203**

Course Objectives:
The aim of this course is to provide the students with in-depth knowledge of cost and management accounting so as to enable them to:

1. To understand the cost of a product or service is determined.
2. To analyze cost data and use the information derived for pricing and other management decisions.
3. To incorporate the methods and techniques of Cost Accounting.
4. To achieve the skill understanding of Financial Statement, its analysis and interpretation.
5. To understand emerging trends in cost and management costing.

Course Description:
The course is designed to provide an in-depth coverage of cost accounting and management accounting, its concepts, objectives, control and reduction procedures. Preparation of the cost sheet and reconciliation statement are the majors of this course. Topics include material, labor and overhead costs in joint and by-product costing, process cost and contract cost accumulation systems. Marginal, Absorption and Standard costs analysis are also covered. While in Management Accounting, Analysis and Interpretation of financial statements is covered followed by Emerging Concepts of Cost and Management Accounting.

Course Contents:

Unit **Modules**
1 Introduction to Cost Accounting
  1.1 Concepts of Costs, Classifications and Elements of Cost
  1.2 Material Costing
  1.3 Labour Costing
  1.4 Overhead Costing
2 Preparation of Cost Sheet and Reconciliation Statement
  2.1 Preparation of Cost Sheet
  2.2 Reconciliation of Cost and Financial accounts
3 Methods and Techniques of Cost Accounting
  3.1 Process and Joint and By-Product Costing
  3.2 Contract and Operating Costing
  3.3 Cost Control and Analysis: Marginal, Absorption and Standard Costing

4   Introduction to Management Accounting
    4.1   Introduction to Management Accounting
    4.2   Study of Financial Statement
5   Analysis and Interpretation of Financial Statements
    5.1   Tools of Financial Statements – Comparative Statement Analysis
    5.2   Tools of Financial Statements – Common Size Statement Analysis
    5.3   Ratio Analysis
    5.4   Cash Flow Statement
6   Emerging Concepts of Cost and Management Accounting
    6.1   Target Costing
    6.2   Life Cycle Costing
    6.3   Enterprise Performance Management
    6.4   Business Analytics

Course Outcomes (COs): After completing the course, the student shall be able to:
1. Appreciate the manner in which the cost of the product or service is determined.
2. Analyzing cost data and using the information derived to undertake pricing and other management decisions.
3. Know methods and techniques of cost accounting.
4. Identifying management accounting as a discipline and how it adds value to the management and other users of accounting information.
5. Exhibit the skill understanding of Financial Statement, its analysis and interpretation
6. Understand emerging trends in cost and management costing.

References:
1. Aggrawal, S., Jain, S. P., & Narang, K. L. (2016). *Cost Accounting Principles and Practice*. Kalyani Publishers.
2. Mehta, B. K. (2019). *Management Accounting*. SBPD Publications.

Recommended References:
3. ICAI Resource for Cost and Management Accounting
4. https://www.icai.org/post.html?post_id=17759

BBA 2ⁿᵈ Year
Semester 3
Taxation (BBA FIN 205)

L	T	P
3	-	-

Course Name: Taxation   **Course Contact Hours: 3**
Course Credit Hours: 3   **Course Code: BBA FIN 205**

Course Objectives:
This course helps students to understand 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. The course will enable students to understand the practical implications of these laws and will help them to compute taxable income and various compliances to be done in direct and indirect taxation of an individual.

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.

Course Contents:

Unit   Modules
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
                 Computation of total income and rebate
5   Introduction to GST-Registration under GST Laws

5.1	Concept of Indirect Taxation
5.2	Introduction to Goods and Services Tax (GST)
5.3	Benefits of GST over the previous tax system
5.4	Eligibility and Process for GST Registration
5.5	Types of GST Registrations
5.6	Cancellation and Surrender of GST Registration
5.7	Penalty for Non-Compliance

Course Outcomes (COs): After completing the course, the student shall be able to:
1. Understand the fundamental concepts and principles of Direct and Indirect Taxation in India.
2. Analyze the provisions of the Income Tax Act, 1961, and their implications on individual taxation.
3. Analyze 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 and compliance.

References:
1. Dr. Ainapure. (2021). *Direct Taxation, Semester V*. Manan Prakashan.
2. Dr. Ainapure. (2023). *Indirect Taxation, Semester VI*. Manan Prakashan.
3. Singhania, V. K., & Singhania, M. (2021). *Taxmann's Students' Guide to Income Tax*. Taxmann Publication.

BBA 2ⁿᵈ Year
Semester 3
Financial Management Fundamentals (BBA FIN 207)

L	T	P
3	-	-

Course Name: Financial Management Fundamentals   **Course Contact Hours: 3**
Course Credit Hours: 3   **Course Code: BBA FIN 207**

Course Objectives:
1. Appreciate the existence of tradable securities and look up the values of these online. They will be able to look up credit ratings of these securities and make decisions on their risk profile
2. The strength of finance is that it takes a structured approach to decision making, with one key building block underlying all decisions — understanding the value of time, or the Time Value of Money (TVM). In this module, we will develop this building block using introductory, and simple, applications. We will learn about the Time Value of Money (TVM), Simple Future Value (FV), Simple Present Value (PV), Future Value of Annuity, Loans, compounding, and Valuing Perpetuities. 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.
3. Provide a comprehensive understanding of the functioning and principles of primary and secondary equity markets. Participants will learn about the process of raising capital through initial public offerings (IPOs) and subsequent offerings in the primary market. Additionally, they will gain insights into the mechanics of trading, buying, and selling securities in the secondary market.
4. Understand the importance of managing working capital & cash conversion cycle which includes cash, debtors & inventory management.
5. Understand how a firm allocates capital (the capital budgeting decision)

Course Description:
The Financial Management course offers a comprehensive overview of key financial principles and practices. Participants will explore fundamental concepts in money, debt, equity, primary and secondary markets. The course covers time value of money, capital budgeting, and working capital management strategies. By the end of the course, learners will be equipped with the essential skills and knowledge to effectively manage financial resources and contribute to overall business success.

Course Contents:

Unit   Modules
1   Time Value of Money
         1.1   Present Value, Future Value
         1.2   Annuity, Perpetuity

	1.3	Simple & Compound Interest, ARR, IRR
	1.4	Loans, Loan Amortization Schedule
2	Money Market	
	2.1	Overview of the Money Market
	2.2	Money Market Instruments like Treasury Bills, Commercial paper, Commercial Bill, Certificate of Deposit, Call/Notice Money Market, CBLO
	2.3	Link between Money market & Monetary Policy in India
	2.4	Tools for managing Liquidity in Money Market - Reserve Requirement, Interest Rate, Bank Rate, Refinance from RBI, Repo
3	Debt Market	
	3.1	Debt market Overview
	3.2	Debt Market Instruments, Credit Rating
	3.3	Comparison of Debt market with Money Market
	3.4	Live Demo of Debt market trading
4	Equity Market	
	4.1	Primary Markets
	4.2	IPO, Book building process, Understanding an offer document, Green Shoe Option
	4.3	Primary Issues - Public Issue, Rights Issue, Indian Depository Receipts (IDRs), Private Placement Market, Preferential Issue, Qualified Institutions Placement (QIP)
	4.4	Secondary Markets, SEBI
	4.5	Stock Exchanges and Indexes
	4.6	Live Trading in the Equity Market
	4.7	Resource Mobilization from International Markets - International Markets Global Depository Receipts (GDRs), American Depository Receipts (ADRs)
5	Working Capital Management	
	5.1	Financing Working Capital
	5.2	Cash Conversion Cycle
	5.3	Inventory, A/c Receivables, A/c Payables, Cash
6	Capital Budgeting	
	6.1	Process, NPV,
	6.2	IRR, BCR, Payback, ARR

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

1. Identify various Money & Debt Market Instruments, look up live prices and make financial decisions on their creditworthiness
2. Students will have an understanding of how the value of money changes over time. They will understand the implications of all financial decisions, including saving for the future through different channels and borrowing for future needs. Students will leave with the practical knowledge needed to make informed decisions on a wide range of financial decisions.
3. Equip learners with the knowledge to analyze stock market trends, evaluate investment opportunities, and comprehend the role of market intermediaries, enabling them to make informed decisions as investors or finance professionals.
4. Appreciate the importance of Working Capital management to reduce borrowing costs for a firm

5. Learn about various capital budgeting techniques to make an informed decision of strategic capital allocation to a project.

References:
1. Benninga, S., & Mofkadi, T. (2022). *Financial Modeling* (5th ed.). MIT Press.
2. Ross, S. A., Westerfield, R. W., & Jordan, B. D. (2010). *Fundamentals of Corporate Finance Standard Edition* (9th ed.). McGraw-Hill.
3. Pathak, B. V. (2010). *The Indian Financial System: Markets, Institutions, and Services* (3rd ed.). Pearson.
4. Chandra, P. (2022). *Financial Management – Theory & Practice*. McGraw Hill.
5. Hull, J. C., & Basu, S. (2018). *Options, Futures & Other Derivatives* (10th ed.). Pearson.
6. Pandey, I. M. (2015). *Financial Management*. Vikas Publishing House.

BBA 2nd Year
Semester 3
Investment Analysis & Portfolio Management (BBA FIN 209)

L	T	P
3	-	-

Course Name: Investment Analysis & Portfolio Management   **Course Contact Hours: 3**
Course Credit Hours: 3   **Course Code: BBA FIN 209**

Course Objectives:
1. Develop an understanding of various investment avenues delving deep to the returns and risk associated with investing in different asset classes.
2. Comprehend the functionalities of the securities market and its components and learn about insights to the various analytical techniques used for risk – return evaluation.
3. Apprehend the framework of portfolio theories viz. arbitrage pricing theory, efficient market frontier and capital asset pricing model.
4. Exhibit portfolio construction and rebalancing skills with a thorough understanding of portfolio risk and diversification.

Course Description:
The concept of investment analysis for portfolio designing and management has gained significant importance since the pandemic, with the need for systematic goal based financial planning increasing every day.

Course Contents:

Unit   Modules
1   Introduction to Investments
     1.1   Savings & Investments
     1.2   Investment Avenues
     1.3   Concept of Portfolio
     1.4   Portfolio Designing & Portfolio Management
2   Risk & Return
     2.1   Types of risk – systematic & unsystematic
     2.2   Risk-Return trade off
     2.3   Risk – Return Measures: Sharpe, Jensen & Trenyor, holding period return, expected return, standard deviation, Sortino's ratio & beta
3   Portfolio Theories
     3.1   Capital Asset Pricing Model
     3.2   Arbitrage Pricing Theory
     3.3   Efficient Market Frontier
4   Portfolio Risk

4.1	Concept of Portfolio Risk & Diversification
4.2	Coefficient of Correlation
4.3	Variance & Co-variance
5	Case Studies & Presentations: Portfolio Designing & Revision, Portfolio Management Strategies

Course Outcomes (COs): After completing the course, the student shall be able to:
1. The learners will garner an understanding of the concept of investment along with the different investment avenues.
2. The students will apply different analytical techniques for risk – return evaluation for the investment avenues.
3. The course enables application of portfolio management theories particularly the CAPM.
4. The learners will design and exhibit portfolio construction and revision with experiential learning of portfolio management strategies.

References:
1. Reilly, F., Brown, K., & Leeds, S. (2022). Investment Analysis & Portfolio Management with MindTap (11th ed.). Cengage Learning India Pvt. Ltd.
2. Chandra, P. (2021). Investment Analysis & Portfolio Management (6th ed.). McGraw Hill.

Recommended References:
3. Online Portals - Yahoo Finance, ET Wealth, ET Money, Money control, Pitch book
4. NSE, BSE & SEBI Websites
5. Annual Reports of Companies

BBA 2ⁿᵈ Year
Semester 3
Business Research Methods (BBA MKT 203)

L	T	P
3	-	-

Course Name: Business Research Methods   **Course Contact Hours: 3**
Course Credit Hours: 3   **Course Code: BBA MKT 203**

Course Objectives:
1. To help students in identifying management problems and convert them into research problems.
2. To expose the students towards different types of research studies used in business and enable them to choose appropriate research methods based on the research problem.
3. To assist students in identifying suitable measures and sources of information for literature review and data collection.
4. To explain the nature of the research process, construct research instruments for collecting the required data.
5. To recommend a suitable course of action, based on statistical analysis of the data.

Course Description:
This course aims to develop a research orientation among students thereby making their managerial decision-making process scientific. The course covers all the elements of the business research process including problem discovery, literature review, research design, data collection, and data analysis using software applications, interpretation and reporting of results. It provides a knowledge base on the steps in a research process that are needed to conceptualize, define, design, and execute a business research project.

Course Contents:

Unit	Modules
1	Introduction to Research
	1.1 Meaning of research
	1.2 Types of research
	1.3 Exploratory research
	1.4 Conclusive research
	1.5 The process of research
	1.6 Research applications in social and business sciences
	1.7 Features of a Good research study
2	Research Problem and Hypotheses
	2.1 What is a Research Problem
	2.2 Formulation of Research Problem
	2.3 Research Hypotheses

2.4   Management Decision Problem Vs Management Research Problem
2.5   Problem identification process
2.6   Components of the research problem
2.7   Formulating the research hypothesis
2.8   Types of Research hypothesis

3   Research Design
3.1   Meaning of Research Designs
3.2   Nature and Classification of Research Designs
3.3   Exploratory Research Designs
3.4   Secondary Resource analysis
3.5   Case study Method
3.6   Expert opinion survey
3.7   Focus group discussions
3.8   Descriptive Research Designs

4   Primary and Secondary Data
4.1   Classification of Data
4.2   Secondary Data: Uses, Advantages, Disadvantages, Types and sources
4.3   Primary Data Collection:
4.4   Observation method, Focus Group Discussion, Personal Interview method

5   Measurement Scales
5.1   Types of Measurement Scales
5.2   Classification of Scales
5.3   Single item vs Multiple Item scale

6   Questionnaire Design
6.1   Questionnaire method
6.2   Types of Questionnaires
6.3   Process of Questionnaire
6.4   Designing; Advantages and Disadvantages of Questionnaire Method

7   Sampling
7.1   Sampling concepts- Sample Vs Census
7.2   Sampling vs Non Sampling error; Sampling
7.3   Design- Probability and Non Probability
7.4   Sampling design; Determination of Sample size- Sample size for estimating population mean

Course Outcomes (COs): After completing the course, the student shall be able to:
1. Develop the research proposal for the selected research problem.
2. Apply different methods of research based on the selected research problem.
3. Identify suitable measures and sources of information for data collection.
4. Construct research instruments for collecting the required data.
5. Determine fact-based decisions, based on statistical analysis of the data.

References:

1. B Cooper, D., Schindler, P., & Sharma, J. K. (2017). Business Research Methods. McGraw Hill Education.
2. Malhotra, N. K. (2019). *Marketing Research: An Applied Orientation* (7th ed.). Pearson Education.

BBA 2ⁿᵈ Year
Semester 3
Marketing using CRM   (BBA MKT 205)

L	T	P
3	-	-

Course Name: Marketing using CRM   **Course Contact Hours: 3**
Course Credit Hours: 3   **Course Code: BBA MKT 205**

Course Objectives:
1. Define the role of CRM and its role in marketing.
2. Explain various CRM tools available in the market.
3. Apply effective customer retention and loyalty strategies through CRM implementation.
4. Examine skills in implementing and managing CRM with marketing departments.
5. Formulate ethical considerations and privacy concerns related to CRM data usage in marketing.

Course Description:
In today's business landscape, organizations rely on Customer Relationship management systems to manage their customer relationships effectively and drive marketing success. It is very important in this era of cutthroat competition. Marketing using CRM will help students explore the strategic application of CRM tools and techniques in the field of marketing.

This course will help students to understand the organizational need, benefits and process of creating long-term value for individual customers. The course methodology encourages students to explore for themselves the role of a marketing manager and the boundaries of marketing. It delves into the principles, strategies, and practices of leveraging CRM platforms to enhance marketing efforts and achieve customer-centric objectives.

Course Contents:

Unit   Modules
1   Overview of CRM
       1.1   Introduction and Origin of CRM
       1.2   CRM Literature
       1.3   Definition and Features of CRM
       1.4   Importance of CRM (Marketing, HR, IT, Ecommerce)
       1.5   General Myths about CRM
2   Customer Relationship and its aspects
       2.1   Types of customers, Orientation of customers
       2.2   Need of customer relationships
       2.3   How CRM contributes to performance in different industries
       2.4   Types of CRM – Strategic, Operational, Analytical, Collaborative
3   Understanding Relationships

3.1 How to recognize a relationship?
3.2 Attributes of successful relationships
3.3 The importance of trust and commitment within a relationship
3.4 Why companies and customers are sometimes motivated to establish and maintain
3.5 Relationships with each other, and sometimes not?
3.6 The meaning and importance of customer lifetime value

4 Managing Relationships – Customer Acquisition, Customer retention and development
4.1 Customer Acquisition – First Stage of Customer Life cycle
4.2 The strategies that can be used to recruit new customers
4.3 Key performance indicators for customer acquisition strategies
4.4 Customer Retention – Introduction, Strategy, Determinants
4.5 Difference between Customer Retention and Customer Loyalty
4.6 Customer Recall Strategies
4.7 Three Measures of Customer Retention
4.8 Strategies for Customer Development
4.9 CRM Technologies useful for Customer Development

5 Managing customer experience
5.1 Definition of customer experience
5.2 Three core concepts of customer experience – touch point, moment of truth and customer engagement
5.3 Difference between CRM and CXM
5.4 CRM tools

Course Outcomes (COs): After completing the course, the student shall be able to:
1. Describe the basic concepts of CRM.
2. Explain and use the concept and the benefits delivered by CRM, the contexts in which it is used and the technologies that are deployed.
3. Implement how CRM practices and technologies enhance the achievement of marketing, sales and service objectives throughout the customer life-cycle stages of customer acquisition, retention and development whilst simultaneously supporting broader organizational goals.
4. Analyze CRM strategies by understanding customers' preferences for the long-term sustainability of the organizations.
5. Create and address ethical considerations and privacy concerns associated with CRM data usage in marketing.

References:
1. Buttle, F. & Malkan, S. (2015). *Customer relationship management: Concepts and technologies, 3e.* New York: Routledge

Recommended Resources:
2. Raman, S., & Uma, K. (2015). Grievances redressal mechanism in Indian life insurance industry. *Indian Journal of Arts, 5*(13), 3-6.
3. Anderson, K., & Kerr, C. (2002). *Customer Relationship Management.* McGraw-Hill.

4. Payne, A. (2005). *Handbook of CRM: Achieving Excellence in Customer Management*. Butterworth-Heinemann.
5. Sheth, J. N., Parvatiyar, A., & Shainesh, G. (2017). *Customer Relationship Management: Emerging Concepts, Tools and Applications*. New Delhi: Trinity Press.
6. Mullick, N. H. (2016). *Customer Relationship Management*. Oxford University Press.

BBA 2ⁿᵈ Year
Semester 3
SEO & SEM Blueprint (BBA MKT 207)

L	T	P
1	-	4

Course Name: SEO & SEM Blueprint   **Course Contact Hours: 3**
Course Credit Hours: 5   **Course Code: BBA MKT 207**

Course Objectives:
1. Understand the fundamentals of search marketing and SEO, including the key concepts, principles, and terminology involved.
2. Learn practical techniques for on-page optimization, keyword research, and effective content creation to improve website visibility and search engine rankings.
3. Develop skills in building high-quality backlinks, understanding the importance of link profiles, and implementing effective link building strategies.
4. Gain insights into the evolving landscape of search engine algorithms and stay up-to-date with the latest trends, best practices, and ethical considerations in SEO.
5. Apply analytical tools and data-driven approaches to measure, track, and optimize the performance of SEO campaigns, enabling continuous improvement and achieving desired business objectives.

Course Description:
Explore the dynamic realm of Search Marketing & SEO in our comprehensive course. Gain expertise in optimizing websites for enhanced visibility in search engine results. Master strategies such as on-page optimization, keyword research, and link building to drive organic traffic and amplify digital marketing impact. Join us now to unlock the secrets of Search Marketing & SEO success.

Course Contents:

Unit	Modules
1	Introduction to Search Marketing & SEO
	1.1 Fundamentals of Search Engines and SEO
	1.2 Keyword Research and Analysis
	1.3 On-Page Optimization Techniques
	1.4 Technical SEO and Website Structure
2	Content Creation and Optimization
	2.1 Content Strategy and Planning for SEO
	2.2 Writing SEO-friendly Content
	2.3 Optimizing Multimedia for Search Engines
	2.4 User Experience and SEO
3	Link Building and Off-Page Optimization3.1 Aim.
	3.1 Importance of Link Building in SEO

	3.2	Effective Link Building Strategies and Outreach
	3.3	Social Media and SEO
	3.4	Online Reputation Management and SEO
4		SEO Analytics and Performance Measurement
	4.1	Setting Up SEO Analytics Tools
	4.2	Monitoring Keyword Rankings and Organic Traffic
	4.3	Analyzing SEO Metrics and Performance

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

1. Apply critical thinking skills to analyze SEO data, identify trends, and make informed decisions to optimize website performance and search engine rankings.
2. Generate unique and compelling content ideas, develop innovative SEO strategies, and employ creative approaches to improve website visibility and attract organic traffic.
3. Adapt to the ever-changing landscape of search engine algorithms, stay updated with industry trends, and quickly adjust SEO strategies to ensure sustained website visibility and performance.
4. Identify complex SEO challenges, break them down into manageable components, and employ logical reasoning to develop effective solutions for improving search engine rankings and website visibility.
5. Demonstrate leadership skills by guiding SEO teams, effectively communicating SEO strategies, and influencing stakeholders to implement ethical and effective SEO practices.
6. Recognize the global impact of SEO and understand how cultural factors influence search behavior, enabling the development of culturally relevant and globally effective SEO strategies.

References:
1. Enge, E., Fishkin, R., Stricchiola, J., & Spencer, S. (2020). *The Art of SEO*. O'Reilly Media.

Recommended Resources:
2. E-book –
   http://web-algarve.com/books/SEO/The%20Art%20of%20SEO,%202nd%20Edition.pdf

BBA 2nd Year
Semester 3
Visual Designing Tools (BBA MKT 209)

L	T	P
1	-	4

Course Name: Visual Designing Tools **Course Contact Hours: 3**
Course Credit Hours: 5 **Course Code: BBA MKT 209**

Course Objectives:
1. Understand the importance of graphic design in media & communication
2. Ensure that students become fluent in creating digital advertisements, design process and cross platform working
3. Ensure that students develop design execution and technical skills
4. Develop students into effective communicators both visually and professionally

Course Description:
Digital design study (Visual Design Tools) is a key skill that all students are required to have. This course teaches students how to use the industry standard software, applications, tools & processes design that helps improve their professional careers in media & communication. It provides the student with a set of practical skills that are instantly transferable to industry work & projects.

Course Contents:

Unit   Modules
1   Image Editing Techniques: Adobe Photoshop
         1.1   Photoshop - Interface, Exploration
         1.2   Photoshop - Using Layers, Masking & Text
         1.3   The Fundamentals - Elements & Principles of Visual Design
         1.4   Creating Basic layout
2   Layout Design & Composition: Adobe Illustrator
         2.1   Illustrator - Interface, Working in Vector, Layers
         2.2   Illustrator - Making assets, compositions - Layouts & exports
3   **Design Elements & Principle**
         3.1   Layout Study
         3.2   Color Harmony - Color Theory
         3.3   Application of design elements and principles into layout designing
4   **Working Across Applications: Image editing + Lay outing**
         4.1   Final Project – Research Phase
         4.2   Final Project - Ideation, prototyping & mockups
         4.3   Final Project - The Making Phase
         4.4   Final Project - Review

Course Outcomes (COs): After completing the course, the student shall be able to:
1. Show strength in knowledge of design elements and principles.
2. Understanding the role, functionality & areas of application of design software tools.
3. Competency in using digital design tools through a design thinking process across software.
4. Demonstrate the ability to understand a brief and design an appropriate solution

References:
1. Samara, T. (2011). *Graphic Designer's Essential Reference: Visual Elements, Techniques, and Layout Strategies for Busy Designers* (Reprint edition). Rockport Publishers.

Recommended Resources:
1. Lasquite, M. (Year). What Makes Good Design? Basic Elements and Principles. *Visme Blog*. Retrieved from https://visme.co/blog/elements-principles-good-design/
2. Open Text BC. (2015). Graphic Design and Print Production Fundamentals. *Open Text BC*. Retrieved from https://opentextbc.ca/graphicdesign/
3. Abstract: The Art of Design, Netflix
4. https://youtu.be/BpHtWOQlNoo
5. www.youtube.com/bringyourownlaptop

Software Resources:
1. https://www.adobe.com/in/creativecloud/buy/students.html
2. https://inkscape.org/
3. https://www.photopea.com/

BBA 2nd Year
Semester 3
Data in an Enterprise (BBA BA 203)

L	T	P
1	-	4

Course Name: Data in an Enterprise　　　　　　　　　**Course Contact Hours: 3**
Course Credit Hours: 5　　　　　　　　　　　　　　　**Course Code: BBA BA 203**

Course Objectives:
This course helps students to understand 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. The course will enable students to understand the practical implications of these laws and will help them to compute taxable income and various compliances to be done in direct and indirect taxation of an individual.

Course Description:
1. Understand the importance of data in the enterprise. They will learn about the value of data as a strategic asset and how it can drive decision-making, innovation, and competitive advantage.
2. Learn data management principles and best practices: Students will explore the fundamentals of data management, including data governance, data quality, data integration, and data security.
3. Develop skills in data analysis and visualization and learn to effectively present data insights using visualization tools and techniques.
4. Explore emerging trends in enterprise data

Course Contents:

Unit　Modules
1　　　Evolution of Data & Introduction of Data Science and Analytics in the Enterprise
　　　1.1　　Introduction to flat file formats and their limitations
　　　1.2　　Relational databases and structured data management
　　　1.3　　The emergence of big data, NoSQL databases, and unstructured data
　　　1.4　　Introduction to data lakes, data warehouses, and cloud-based data platforms
　　　1.5　　Overview of data science and Its Role in enterprise decision-making
　　　1.6　　Key challenges and opportunities of working with data in an enterprise context
2　　　Data Management in the Enterprise
　　　2.1　　Introduction to data governance and data management frameworks
　　　2.2　　Data quality management and data cleansing techniques
　　　2.3　　Data integration and data transformation processes
3　　　Business Intelligence and Data visualization
　　　3.1　　Introduction to business intelligence tools and technologies
　　　3.2　　Designing effective dashboards and reports for enterprise data analysis

	3.3	Visualizing data to support business decision-making
	3.4	Data warehousing concepts and Architecture in an enterprise setting
	3.5	Extract, Transform, Load (ETL) processes and data integration strategies.
	3.6	Managing data pipelines and data flow in an enterprise environment
4		Data Analysis and Decision-Making in the Enterprise using Excel
	4.1	Excel fundamentals for data analysis in an enterprise context
	4.2	Advanced Excel functions and formulas for data manipulation
	4.3	Pivot tables and data analysis tools in Excel
	4.4	Ethical Considerations in handling enterprise data
	4.5	Privacy regulations and compliance (e.g., GDPR, CCPA)
	4.6	Data security measures and best practices in an enterprise context
5		Data Governance and Data Lineage in the Enterprise
	5.1	Data governance frameworks and Practices in an enterprise setting
	5.2	Establishing data lineage and traceability for enterprise data
	5.3	Ensuring data quality and accountability in the enterprise
	5.4	Capstone Project or Case Studies - Apply data analytics skills to solve real-world enterprise data challenges
	5.5	Analyze case studies and develop data-driven solutions for enterprise scenarios.
	5.6	Present findings and recommendations to stakeholders

Course Outcomes (COs): After completing the course, the student shall be able to:
1. Illustrate the significance of Data and its lineage
2. Understand the principles of data management in an enterprise
3. Implement data integration and warehousing solutions
4. Utilize data analytics techniques
5. Apply data governance strategies

References:
1. Briney, K. (2015). *Data Management for Researchers: Organize, maintain and share your data for research success*. Pelagic Publishing.
2. O'Neil, B., Fryman, L., & Lorenz, T. *Enterprise Data Management: An Essential Guide for IT Professionals*.

BBA 2ⁿᵈ Year
Semester 3
Traditional Industrial Transformation through Analytics (BBA BA 205)

L	T	P
1	-	4

Course Name: Traditional Industrial Transformation through Analytics
Course Contact Hours: 3
Course Credit Hours: 5   **Course Code: BBA BA 205**

Course Objectives:
1. The objective of this course is to excite the student about the potential of Analytics.
2. The course will be taught through a gentle non-mathematical introduction.
3. The course is case study oriented and hence provides real world relationships effectively.
4. Develop skills in decision-making and problem-solving within a techno-management context

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.

Course Contents:

Unit	Modules
1	What is Analytics
	1.1 Evolution of Analytics from Statistics to AI
	1.2 How do you classify business problems
	1.3 What are the roles of analytics in each type of problem
2	What is Data?
	2.1 What is structured data (Numeric, Categorical and Ordinal)?
	2.2 What is unstructured data?
	2.3 Hybrid data and Data Sets
3	Introduction to Azure
	3.1 Exposure to Azure UI
	3.2 How to Build AI applications using Azure
	3.3 Understanding Azure outputs
4	Use cases
	4.1 Role of HR and Procurement. Supply chain, Finance and Customer Care in businesses
	4.2 Typical problems each of these departments face and how they solve.
	4.3 Analytics oriented solutions for the same
	4.4 A total of 15 use cases will be covered

Course Outcomes (COs): After completing the course, the student shall be able to:
1. Understand types of Data
2. Understand how to spot problems that can be solved using analytics techniques.
3. Understand what data can be used.
4. Gain confidence to solve it using AzureML

References:
1. Patil, D. J., & Mason, H. (2015). *Data Driven* (1st ed.). O'Reilly Media.
2. Morison, R., Davenport, T. H., & Harris, J. G. (2010). *Analytics at Work: Smarter Decisions, Better Results*. Harvard Business Review Press.

BBA 2nd Year
Semester 3
Fundamentals of Social Entrepreneurship (BBA ENT 203)

L	T	P
3	-	-

Course Name: Fundamentals of Social Entrepreneurship   **Course Contact Hours: 3**
Course Credit Hours: 3   **Course Code: BBA ENT 203**

Course Objectives:
1. The main goal of this course is to educate students on the impactful role that existing business can play in addressing societal issues, while still generating financial returns.
2. Through this course, you will gain access to tools and frameworks that will empower you to apply your business education to solving SDG Problems, COP 27, COP28, Carbon Neutral India 2070 and many more with International objectives.

Course Description:
The overall objective of the course is to help students understand the important role that business can play in bringing about social impact in regards to UNSDG 2030, COP27, COP28, Carbon Neutral 2070 while earning monetary rewards. The core aim is to help students with tools and frameworks that will enable them to use business education to solve societal problems. Identify problems and find innovative solutions which can be applied Internationally and match UND SDG 2030. They are given all Social entrepreneurship opportunities across the world which is provided by UNDP Youth Colab (Air table) where they can apply these solutions easily and can represent India Internationally. They will be provided with a list of databases from UNDP Youth colab where there is an airtable (Database) for Investors, Social Entrepreneurs (Aisa pacific), International tools, etc.

Course Contents:

Unit	Modules
1	**Introduction to Social Entrepreneurship**
	The first module focuses on the difference in approach while running a social enterprise vis-à-vis a for- profit enterprise or a non-profit. Students would be exposed to different social enterprises spread across various sectors and would be asked to reflect on societal problems that bother them as individuals and possible business solutions to them
2	**Key tools & frameworks to enable social enterprise growth**
	This module goes beyond the idea exploration to key tools and techniques that can be used to create solutions, deploy them and measure impact. The students will be exposed to different enterprises and would use the above-mentioned tool, to evaluate the impact created by these enterprises.
3	**Key Business Functions vis-à-vis Social Enterprise**

This module focuses on different formats in which an enterprise could be structured and create social and financial impact. This module will also focus on different segments that a social entrepreneur could cater to and various ways in each s/he would market the solutions

4   Scaling social enterprise Internationally and participating in International Competitions

The module focuses on two key components of any business, i.e. scale and sustainability. In this module students will learn different approaches and models they could use to plan for scale and sustainability

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

1. To understand the concept of social entrepreneurship and be inspired to find new ways to tackle the world's greatest challenges
2. Appreciate that social entrepreneurship is a mind-set to tackle problems across different sectors (public, private, non-profit)
3. Discover a pathway for how one can make a change whether this is founding an enterprise, serving as an employee, or supporting social entrepreneurs in other creative ways
4. Develop skills in identifying and analyzing social and environmental issues, as well as creating and implementing sustainable solutions
5. Gain an understanding of the various models and strategies used in social entrepreneurship and learn how to apply them in real-world scenarios.
6. Pitch ready with Innovative solutions to apply Internationally for UN SDG Goals 2030.
7. How to present one self Internationally in Conferences
8. Paper writing skills and its importance Internationally

References:

1. Bornstein, D., & Davis, S. (2016). *Social Entrepreneurship: What Everyone Needs to Know®*. Oxford University Press.
2. Bansal, R. (2011). *I Have a Dream*. Westland.
3. Novogratz, J. (2010). *The Blue Sweater: Bridging the Gap Between Rich and Poor in an Interconnected World*. Rodale Books.
4. Ellis, T. (2010). The New Pioneers: Sustainable Business Success Through Social Innovation and Social Entrepreneurship (1st ed.). Wiley.
5. Galinsky, L., & Nuxoll, K. (2011). *Work On Purpose*. Echoing Green.
6. Elkington, J., & Hartigan, P. (2008). *The Power of Unreasonable People: How Social Entrepreneurs Create Markets that Change the World*. Harvard Business Review Press.

BBA 2ⁿᵈ Year
Semester 3
21st Century Business Models (BBA ENT 205)

L	T	P
3	-	-

Course Name: 21st Century Business Models   **Course Contact Hours: 3**
Course Credit Hours: 3   **Course Code: BBA ENT 205**

Course Objectives:
1. Understand and analyze various 21st-century business models.
2. Develop critical thinking and analytical skills to evaluate contemporary business trends.
3. Foster innovative thinking to create or adapt modern business models.
4. Enhance collaboration and communication skills through practical projects and discussions.

Course Description:
To immerse students in the exploration of emerging and disruptive business models of the 21st century, including SaaS, Web 3, Cloud Kitchens, Blockchain, D2C, and other new-age business trends, fostering analytical and innovative thinking.

Course Contents:

Unit   Modules
1   Software as a Service (SaaS)
          1.1   SaaS Fundamentals - Business Models - Case Studies - Future Trends
2   Cloud Kitchens
          2.1   Concept and Models - Operations Marketing Strategies - Sustainability
3   Blockchain in Business
          3.1   Blockchain Basics - Smart Contracts - Use Cases in Industries - Ethical Considerations
4   Direct-toConsumer (D2C)
          4.1   D2C Fundamentals - Marketing and Branding - Supply Chain Management - Case
                  Studies
5   New Age Business Models
          5.1   Gig Economy - Subscription Models - Sharing Economy- Crowdfunding

Course Outcomes (COs): After completing the course, the student shall be able to:
1. Demonstrate an understanding of innovation management theories and methodologies.
2. Analyze and critically evaluate various innovative business models.
3. Apply creative thinking and problem-solving techniques in entrepreneurial context
4. Develop and present an innovative business concept or model.
5. Collaborate effectively in teams to achieve innovative solutions.

References:

1. Kim, W. C., & Mauborgne, R. (2015). *Blue Ocean Strategy*. Harvard Business Review Press.
2. Bock, A. J., & George, G. (2019). *The Business Model Book*. Pearson Education.
3. Mougayar, W. (2016). *The Business Blockchain: Promise, Practice, and Application of the Next Internet Technology*. Wiley.
4. Choudary, S. P. (2015). *Platform Scale*. Platform Thinking Labs Pte. Ltd

BBA 2ⁿᵈ Year
Semester 3
Business Mathematics (BBA MGT 211)

L	T	P
2	-	-

Course Name: Business Mathematics **Course Contact Hours: 2**
Course Credit Hours: 2 **Course Code: BBA MGT 211**

Course Objectives:
This course covers the necessary statistical concepts that are needed for a management student to understand the managerial problems and deal with them in a proper context. The concepts and models studied in this course have numerous applications in economics, entrepreneurship, data sciences, finance, marketing, management and related domains in business. The course will help students understand the statistical techniques and methods and their application in real life.

Course Description:
This course is for students with a fundamental statistics background. It is an intermediate course on business statistics. It reviews and builds on basic statistical concepts, covered in statistics & mathematics and used in business.

Course Contents:

Unit   **Modules**
1   Fundamentals of Probability & Probability Distribution
          1.1   Random Variables & Introduction of Probability Distribution
          1.2   Discrete Probability Distribution
          1.3   Continuous Probability Distribution
          1.4   Expectation & Variance of Probability Distribution
          1.5   Binomial Probability Distribution
          1.6   Poisson Probability Distribution
          1.7   Normal Probability Distribution
2   Testing Hypothesis & Inferences
          1.1   Rationale for Hypothesis Testing
          1.2   General Procedure for Hypothesis Testing
          1.3   Errors in Hypothesis Testing: Type I and Type II
          1.4   z-Test (One-Sample Mean & Two-Sample Mean)
          1.5   t-Test ((One-Sample Mean & Two-Sample Mean)
          1.6   P-Value Approach to Test Hypothesis
          1.7   Hypothesis testing based on f-Distribution
          1.8   Analysis of Variance (ANOVA)
          1.9   MS Excel for Hypothesis Testing

3	Statistical Quality Control
	3.1 Quality & Quality Control
	3.2 Costs of Quality Control
	3.3 Definition & Techniques of Statistical Quality Control
	3.4 In-Process Quality Control Techniques
	3.5 Control Charts (Mean Chart, R Chart)
	3.6 Control Charts for Attributes (c-Chart, p-Chart, Np-Chart)
	3.7 Sampling plan for Attributes and Variables
4	Data Analysis Using Advanced Excel
	4.1 Data Tables
	4.2 Advanced Filtering
	4.3 Goal Seek
	4.4 Mathematical Functions
	4.5 Pivot Table
	4.6 Scenarios
	4.7 Solver Tool
	4.8 VLOOKUP

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

1. To apply the concepts of probability distribution, hypothesis testing and quality control to real-life problems
2. To distinguish between discrete and continuous probability distribution
3. To use the z, t and f test statistic to test the validity of a claim or assertion about the true value of any population parameter
4. To understand the construction of different types of control charts and identify their use to monitor quality control
5. To analyze data and draw insights with the help of advanced Excel

References:

1. Sharma, J. K. (2019). *Business Statistics* (5th ed.). Vikas Publishing.
2. Levin, I., Siddiqui, H. M., Rubin, S. D., & Rastogi, S. (2017). *Statistics for Management* (8th ed.). Pearson.
3. Levine, D. M., Stephan, D. F., Szabat, K. A., & Viswanatha, P. K. (2017). *Business Statistics: A First Course* (7th ed.). Pearson.
4. Apte, D. P. (2008). *Statistical Tools for Managers: Using MS Excel*. Excel Books.

E-learning Resources:

1. https://www.udacity.com/course/statistics--st095
2. https://www.udemy.com/course/statistics-literacy-for-non-statisticians/?ranMID=39197&ranEAID=Vrr1tRSwXGM&ranSiteID=Vrr1tRSwXGM-mVOXTnGc8jX0JSx6
3. https://probabilitycourse.com/

BBA 2nd Year
Semester 3
Political Science (BBA LA 201)

L	T	P
2	-	-

Course Name: Political Science   **Course Contact Hours: 2**

Course Credit Hours: 2   **Course Code: BBA LA 201**

Course Objectives:
1. Understand political fundamentals for informed participation.
2. Explore roles of governance institutions across all levels.
3. Examine the impact of policies on business and economics.
4. Investigate global economic dynamics and their consequences.
5. Develop insight into entrepreneurs' contributions to society.

Course Description:
Introduction to political science analyzes the functioning of the state, political institutions and governing machinery. Political Science is an academic discipline within the social sciences that provides an elaborate understanding of the mechanisms of governance and its impact on people's social and economic life. Selected topics may include political theory, values, ideologies, international diplomacy, socio-economic policy making, national and international governing bodies, business and politics, state, market and civil society, and contemporary issues in society.

Course Contents:

Unit   Modules
1   Fundamentals of Political Science
      1.1   Basic political values and rights
      1.2   Political Ideologies – Nationalism, socialism, fascism.
      1.3   Free market and state regulation
      1.4   Political Economy – State and capitalism
2   Basic Freedoms and Rights
      2.1   Political Rights – State in Participatory Democracy
      2.2   Economic Rights – Right to life, liberty and property.
      2.3   Social and cultural Rights
      2.4   Liberty and tyranny
3   Institutions of Governance
      3.1   Local Self-governance in India
      3.2   Politics at the State and National level.
      3.3   International governing bodies
      3.4   Diplomacy and global order

4   Trade and Economy
        4.1   Role of state in facilitating economic activity
        4.2   International Labor Standards
        4.3   Decent Work
        4.4   International trade relations
        4.5   Globalization and Multinational corporations
5   Contemporary Issues
        5.1   Digitization of governance
        5.2   Farmers and tribal movements in India
        5.3   Environmentalism and green practices

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

1. Gain a comprehensive understanding of political fundamentals to actively participate in democratic processes and decision-making.
2. Acquire knowledge about the diverse roles and functions of governance institutions at local, national, and international levels, including their structures and mechanisms.
3. Analyze and evaluate the effects of government policies on business operations, market dynamics, and economic activities.
4. Develop a nuanced understanding of global economic dynamics and their implications for national economies, trade relations, and socio-economic development.
5. Appreciate the significant contributions of entrepreneurs to society by examining their roles in economic growth, innovation, and community development within the broader context of political and social frameworks.

References:

1. Christiano, T., & Christman, J. (Eds.). (2009). *Contemporary Debates in Political Philosophy*. Malden, MA: Wiley-Blackwell.
2. Spero, J. E. (1990). *The Politics of International Economic Relations* (4th ed.). Routledge.

Recommended Resources:

3. Kymlicka, W. (2006). Immigration, Multiculturalism, and the Welfare State. *Ethics & International Affairs, 20*(3), 281–304.
4. Krishna, D. (1979). *Political Development: A Critical Perspective*. Oxford University Press.

BBA 2ⁿᵈ Year
Semester 3
UI/UX (BBA BA 207)

L	T	P
1	-	2

Course Name: UI/UX   **Course Contact Hours: 2**
Course Credit Hours: 3   **Course Code: BBA BA 207**

Course Objectives:
The aim of this course is to provide a comprehensive understanding of UI/UX design principles, develop practical skills in design techniques and tools, foster a user-centered approach, and prepare students for real-world design challenges in order to create exceptional user experiences.

Course Description:
The UI/UX Design course aims to equip students with the knowledge, skills, and practical experience necessary to create intuitive and visually appealing user interfaces (UI) and seamless user experiences (UX). This course explores the principles, methodologies, and tools utilized in the field of UI/UX design, enabling students to become proficient in designing effective digital products and interfaces.

Course Contents:

Unit   Modules
1   Introduction to UI/UX design
      1.1   What is UI/UX design?
      1.2   Design principles.
      1.3   Factors that influence User Experience.
      1.4   UX laws.
2   Introduction to Design Thinking
      2.1   Design Thinking Process.
      2.2   Mind Mapping
3   Design Thinking – Part 1 (Empathize)
      3.1   Aim.
      3.2   Design Brief.
      3.3   UX Research Plan.
      3.4   Secondary Research (Websites, Articles, Case Studies etc.).
      3.5   Primary Research (Quantitative Survey, Qualitative Survey etc.)
4   Design Thinking – Part 2 (Define)
      4.1   Affinity Mapping.
      4.2   Persona Mapping.
      4.3   User Journey Mapping.
5   Design Thinking – Part 3 (Ideate)

5.1 Brainstorming.
5.2 Information Architecture.
5.3 Task Flow.
5.4 User Flow.
6 Design Thinking – Part 4 (Prototype)
6.1 Introduction to UI design (Basics).
6.2 Low fidelity wire-framing.
6.3 High fidelity wire-framing.
6.4 Prototyping.
7 Design Thinking – Part 5 (Test)
7.1 Usability Testing.
7.2 Feedback and re-design.

Course Outcomes (COs): After completing the course, the student shall be able to:
1. Understand the principles and theories that underpin effective UI/UX design.
2. Apply user-centered design methodologies and techniques to create intuitive and user-friendly interfaces.
3. Conduct user research to gather insights about user behaviors, needs, and preferences.
4. Develop skills in creating wireframes and prototypes.
5. Gain proficiency in using industry-standard design tools and software for UI/UX design.
6. Understand visual design principles.
7. Evaluate and test designs for usability and make iterative improvements based on user feedback.
8. Stay updated with emerging trends and technologies in the UI/UX design field.

References:
1. Soegaard, M. (2018). *The Basics of User Experience Design: A UX Design Book*. Interaction Design Foundation.

Recommended Resources:
2. Interaction Design Foundation. (2014). *The Encyclopedia of Human-Computer Interaction* (2nd ed.).

BBA 2nd Year
Semester 4
Business Law & Ethics (BBA MGT 206)

L	T	P
2	-	-

Course Name: Business Law & Ethics

Course Credit Hours: 2

Course Contact Hours: 2

Course Code: BBA MGT 206

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 and understanding of the Partnership Act, Intellectual Property Rights and The Companies Act and apply their provisions thereof in real life business situations
4. Develop the ability to identify ethical issues in business and global inequalities. Cultivate a well-reasoned decision-making process that enables students to arrive at ethically defensible choices, fostering a sense of responsibility and ethical leadership.
5. Utilize tools like stakeholder analysis to enhance decision-making in a business context. Learn to assess and prioritize the interests of various stakeholders, thereby promoting a more inclusive and ethically informed approach to business decision-making.
6. Cultivate a holistic mindset by examining business issues from multiple points of view. Encourage students to appreciate diverse perspectives and enhance their critical thinking skills, fostering a well-rounded approach to ethical decision-making.

Course Description:

This comprehensive course delves into the intersection of law and ethics in the business realm, equipping students with foundational knowledge of the legal system's implications on business operations. Participants will gain the ability to discern both legal and ethical considerations inherent in various business decisions and actions. The curriculum encompasses an exploration of business ethics as a contemporary managerial approach, providing a thorough understanding of theoretical concepts while fostering the development of skills for identifying, analyzing, and resolving ethical dilemmas. By the course's conclusion, students will possess a well-rounded perspective on navigating the complex landscape of legal and ethical challenges within the world of business, workplaces, and large-scale organizations.

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   Sale 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

7   Introduction to Business Ethics

7.1   Meaning & Concept of Business Ethics

7.2   Dimensions of Ethics - Prescriptive Ethics, Descriptive Ethics, Applied Ethics

7.3   Ethical Dilemmas such as Singer's Drowning Child Thought Experiment; Heinz Dilemma

8   Global Ethics and Managing for Stakeholder Value

8.1   Meaning & Concept of Global Ethics

8.2   Ethics Dilemmas such as Hardin's Life Boat Ethics

8.3   Major Global Ethical Issues

14.3   Facial Recognition & Deep Fakes

14.4   The Role of Government in AI

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

1. Proficiently understand the legal environment
2. Critically analyse the requirements of a contract agreement
3. Apply business laws and regulations in real-life business situations
4. Identify ethical issues in business and global inequalities
5. Apply stakeholder analysis
6. Holistically examine business issues

References:

1. Gulshan, S. S. (2012). *Mercantile Law* (4th ed.). Excel Books.
2. Kapoor, N.D. (2022). *Business Law*. Sultan Chand & Sons.

BBA 2nd Year
Semester 4
MVP Management (BBA ENT 206)

L	T	P
2	-	-

Course Name: MVP Management　　　　　　　　　　**Course Contact Hours:** 2
Course Credit Hours: 2　　　　　　　　　　　　　　**Course Code:** BBA ENT 206

Course Objectives:
The course objective is to empower students with the methodology and practical tools necessary to develop, manage, and bring a Minimum Viable Product (MVP) to market efficiently.

Course Description:
In the contemporary business landscape, the ability to swiftly bring a product to market can determine the success of an entrepreneurial venture. This course, MVP Management for Entrepreneurs, focuses on equipping MBA students with the skills and knowledge required to navigate the process of developing a Minimum Viable Product (MVP). The curriculum is designed to guide students through the essential stages of identifying market needs, conceptualizing a product, and executing the development of an MVP with a lean and strategic approach. By the end of the course, students will have a comprehensive understanding of MVP development cycles, from ideation to feedback integration, preparing them to lead successful product launches in fast-paced environments. This course is a journey through the heart of the startup process, fostering an entrepreneurial mindset that aligns with the demands of modern business innovation.

Course Contents:

Unit	Modules
1	Introduction to MVP Concepts
	1.1　　What is an MVP?
	1.2　　History and context of MVP in startups
	1.3　　Lean startup methodology
2	Market Research and Need Analysis
	2.1　　Identifying customer needs
	2.2　　Market segmentation
	2.3　　Competitive analysis
3	Design Thinking and MVP Design
	3.1　　Principles of design thinking
	3.2　　 MVP feature prioritization
	3.3　　Prototyping techniques
4	Building the MVP
	4.1　　Agile development methodologies

	4.2	MVP development tools
	4.3	Managing development timelines
5		User Testing and Feedback
	5.1	Creating effective user tests
	5.2	Gathering and interpreting feedback
	5.3	Iterating on the MVP
6		Business Modeling and Planning
	6.1	Business model canvas for MVPs
	6.2	Financial forecasting
	6.3	Risk assessment and mitigation
7		MVP Launch Strategies
	7.1	Go-to-market strategies
	7.2	Marketing and branding
	7.3	Sales and distribution channels
8		Legal and Ethical Considerations
	8.1	Intellectual property concerns
	8.2	Regulatory compliance
	8.3	Ethical considerations in MVP development
9		Scaling and Evolution Post-MVP
	9.1	Scaling strategies
	9.2	Product evolution
	9.3	Post-launch analytics
10		Capstone Project: MVP Proposal
	10.1	Comprehensive project development
	10.2	Presentation of MVP proposal
	10.3	Peer and instructor evaluation

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

1. Demonstrate the ability to ideate and conceptualize an MVP in alignment with market needs and business objectives
2. Develop an MVP using lean startup methodologies and validate it through customer feedback and iterative design
3. Employ effective project management and resource allocation strategies to oversee the MVP development process
4. Analyze and interpret user data to make informed decisions about product features and market fit.
5. Construct a comprehensive business proposal that includes a go-to-market strategy for the MVP, considering potential risks and mitigation strategies

References:
1. Ries, E. (2011). *The lean startup: How today's entrepreneurs use continuous innovation to create radically successful businesses* (Illustrated ed.). Crown Currency.
2. Knapp, J., Zeratsky, J., & Kowitz, B. (2016). Sprint: How to Solve Big Problems and Test New Ideas in Just Five Days. Simon & Schuster.

BBA 2nd Year
Semester 4
Introduction to Financial Modelling (BBA FIN 204)

L	T	P
3	-	-

Course Name: Introduction to Financial Modelling   **Course Contact Hours: 3**
Course Credit Hours: 3   **Course Code: BBA FIN 204**

Course Objectives:
1. Interpret and analyze financial statements, including the income statement, balance sheet, and cash flow statement. Identify key financial ratios and their implications.
2. Develop advanced Excel skills for financial modeling purposes. Learn to use financial functions and tools in Excel for efficient modeling.
3. Gain proficiency in forecasting techniques for revenue, expenses, and financial metrics.
4. Conduct sensitivity analysis to evaluate the impact of changes in key variables on financial outcomes. Learn to create and analyze different scenarios to support decision- making.
5. Apply financial modeling skills to real-world business situations and case studies. Understand the practical challenges and considerations in financial modelling.
6. Understand qualities of Credit Research Report Writing
7. Qualities of a Good Research Report
8. Checklist Based Approach to the Research Reports
9. A Sample Checklist for Investment Research Reports

Course Description:
Financial modelling is the core skill required for many job profiles in the finance arena. Financial modeling course provides the students with a solid foundation in financial analysis and modeling techniques, enabling them to make informed business decisions and navigate complex financial scenarios. The practical application of these skills is crucial, so the course includes hands-on exercises and real-world examples. The course will cover a variety of models on Microsoft Excel, such as credit risk model and sensitivity and scenario analysis. The course provides a solid foundation for professionals in finance, investment banking, consulting, and corporate finance.

Course Contents:

Unit   Modules
 1   Basics of Financial Modelling
         1.1   What is a Financial Model
         1.2   Who uses Financial Modelling
         1.3   Understanding the components of financial statements and their inter-relationship

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

1. Understand the Basics of Financial Modelling including who uses Financial Modelling, understanding the components of financial statements and their inter- relationship
2. Apply advanced techniques to accurately forecast financial statements and establish interconnections between them, demonstrating a comprehensive understanding of financial data analysis.
3. Skillfully forecast and evaluate core capital & working capital needs, utilizing modeling techniques to anticipate and manage liquidity requirements effectively.
4. Integrate scenario analysis and sensitivity testing within financial models, demonstrating the ability to assess and interpret various outcomes under different conditions, thereby enhancing decision-making capabilities in uncertain financial environments.
5. Understand qualities of Credit Research Report Writing including a checklist based approach to the Research Reports
6. Apply the techniques learnt in real-world scenarios thereby demonstrating proficiency in employing a structured methodology for financial modeling, ensuring systematic and organized approaches in creating complex models.

References:

1. Zebra Learn. (2023). *Financial Modeling Handbook: The Step by Step Guide to Building your First Financial Model & Value Companies from Scratch*. Zebralearn Pvt Ltd.
2. Rees, M. (2018). *Principles of Financial Modelling: Model Design and Best Practices Using Excel and VBA*. Wiley.

Recommended Resources:

3. Industry reports and whitepapers
4. Articles from financial journals and newspapers viz. economic times etc.
5. www.morningstar.in
6. www.tickertape.in
7. www.moneycontrol.com
8. www.screener.in
9. www.sebi.gov.in
10. Web Pages of Credit Rating Agencies & Broking Research Companies

BBA 2nd Year
Semester 4
Wealth Management (BBA FIN 206)

L	T	P
3	-	-

Course Name: Wealth Management   **Course Contact Hours: 3**
Course Credit Hours: 3   **Course Code: BBA FIN 206**

Course Objectives:
1. Define the key characteristics of High-Net-Worth Individuals (HNIs) and explain the unique challenges associated with managing their wealth.
2. Explain the implications of global financial market dynamics on wealth management strategies for HNIs.
3. Estimate bond valuation techniques to assess the fair value of fixed-income securities in different market conditions.
4. Devise tax planning strategies for HNIs, considering their financial goals and the current Indian tax regulations.
5. Synthesize information from various modules to create customized wealth management plans for HNI clients
6. Assess the risk-return trade-offs in portfolio construction and make informed decisions to optimize wealth preservation for HNIs.

Course Description:
This comprehensive course is designed for the learner seeking expertise in managing the wealth of High-Net-Worth Individuals (HNIs). Covering a range of critical topics, the program aims to equip participants with the knowledge and skills needed to navigate the complexities of wealth management in today's dynamic financial landscape. Explore strategies for client relationship management, customized financial planning, and wealth preservation techniques. Understand how to construct diversified portfolios tailored to the risk tolerance and objectives of HNIs. Learn how to evaluate various types of bonds and incorporate them strategically into a well-balanced investment portfolio. Explore international investment opportunities, cross-border asset allocation, and the challenges of managing wealth in a globally interconnected economy. Explore tax planning strategies, including wealth structuring, estate planning, and compliance with current Indian tax regulations.

Course Contents:

Unit   Modules
1. Financial Planning to Wealth Management
2. Alternative Investment Avenues
3. Categorisation of investors in the financial market: Concept of HNIs, Emerging HNIs, Ultra HNIs, QIBs.

4. Asset Allocation Strategies
5. Assessment of Portfolio Risk: Coefficient of Correlation
6. Assessment of Portfolio Risk: Variance & Co- variance
7. Bond Valuation: Macaulay Duration.
8. Ethical considerations in client servicing
9. Dissecting Global Financial Markets & the trends in the global market indices
10. Sustainable & impact investing & application of AI in wealth management
11. Taxation for HNIs
12. Tax norms for mutual funds, ETFs & Alternative Investments

Course Outcomes (COs): After completing the course, the student shall be able to:
1. Students will be able to articulate the distinguishing characteristics of High-Net- Worth Individuals (HNIs) and enumerate the specific challenges inherent in managing their wealth.
2. Learners will demonstrate an understanding of how dynamic global financial market dynamics impact wealth management strategies for HNIs, showcasing their ability to interpret and explain these implications.
3. Participants will be proficient in applying various bond valuation techniques to estimate the fair value of fixed-income securities under different market conditions, demonstrating practical application of theoretical knowledge.
4. Graduates will have the capability to devise tax planning strategies tailored to the financial goals and needs of HNIs, showcasing their ability to apply knowledge of Indian tax regulations in practical scenarios.
5. Students will critically analyze risk-return trade-offs in the construction of investment portfolios for HNIs, allowing them to make informed decisions to optimize wealth preservation.
6. Graduates will synthesize information acquired from diverse modules to construct customized wealth management plans uniquely suited to the individual needs and preferences of HNI clients.

References:
1. Dun & Bradstreet. (2017). *Wealth Management*. McGraw Hill Education.

Recommended Resources:
1. Academy, NSE (2018). "Wealth Management Module". NCFM. www.nseindia.com
2. Industry reports and whitepapers
3. Articles from financial journals and newspapers viz. wall street journal, economic times etc.
4. www.morningstar.in
5. www.tickertape.in
6. www.moneycontrol.com
7. www.wallstreetmojo.com
8. www.incometax.gov.in
9. YT channels: CNBC, Wall Street Journal, Financial Times, Bloomberg

BBA 2nd Year
Semester 4
Basics of Derivatives (BBA FIN 208)

L	T	P
3	-	-

Course Name: Basics of Derivatives   **Course Contact Hours:** 3
Course Credit Hours: 3   **Course Code:** BBA FIN 208

Course Objectives:

1. To provide a theoretical understanding of Derivatives Market, concepts covering their meaning, history, structure, participants, and various elements, thereby equipping participants with the essential knowledge for informed decision- making in these financial domains.
2. Develop proficiency in Futures and Hedging through a comprehensive understanding of contract specifications, convergence concepts, pricing, and practical applications, also understand hedging strategies such as speculation, arbitrage, and the implementation of Cash & Carry Arbitrage and Payoff Charts for Futures Contracts.
3. Attain expertise in Options and Options Pricing Models by understanding contract specifications, trading, valuation, and practical implementation, including the application of Option Strategies, Binomial Option Pricing Model, and Black-Scholes Option Pricing Model.
4. Acquire an understanding of Trading, Clearing, and Settlement in the Derivatives Market, including the interpretation of SEBI guidelines, trading mechanisms, clearing functions, settlement processes, and subsequently develop proficiency in Risk Management.

Course Description:

This course is designed with the primary goal of fostering students' intuitive understanding and equipping them with the essential skills required for the pricing and hedging of derivative securities. The curriculum is crafted to empower students in understanding and utilizing these financial instruments effectively for purposes such as investment, risk management, and predictive analysis. Through a combination of theoretical concepts and practical applications, learners will develop the proficiency needed to navigate the complexities of derivative securities, enhancing their capabilities in both financial analysis and decision-making.

Course Contents:

Unit	Modules
1	Introduction to Derivatives Market
	1.1 Introduction to Derivative Market
2	Futures and Hedging
	2.1 Future Contract and its Specifications
	2.2 Hedging with Futures
3	Options and Option Pricing Models; Basic Concept of Swap

3.1   Options and Option Pricing Models;

3.2   Basic Concept, Terminologies and Contract

3.3   Specifications of Swap

4   Trading, Clearing & Settlement in Derivatives Market and Risk Management - Measurement and Control

      4.1   Trading, Clearing & Settlement in Derivatives Market

      4.2   Risk Management, Measurement and Control

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

1. Demonstrate comprehension of Derivative Markets through analysis and evaluation.
2. Apply Future and Hedging tools effectively in the context of Investing and Risk mitigation.
3. Execute the creation and interpretation of Payoff Charts for long and short positions in Future Contracts.
4. Evaluate Option and Option Strategies to make informed decisions.
5. Understand the intricate processes involved in Trading, Clearing, and Settlement in Derivatives Market.
6. Analyze and evaluate various tools of Risk Management.

References:

1. Hull, J. C., & Basu, S. (2018). *Options, Futures, & Other Derivatives* (10th ed.). Pearson.
2. Mishra, B., & Debasish, S. S. (2007). *Financial Derivatives*. Excel Books.
3. Gupta, S. L. (2017). *Financial Derivatives: Theory, Concepts And Problems* (2nd ed.). PHI Learning Pvt Ltd.
4. Rajib, P. (2014). *Commodity Derivatives and Risk Management*. PHI.

Web Resources:

1. https://www.taxmann.com/post/blog/beginners-guide-to-the-derivatives-market-of-india/
2. https://www.tradebulls.in/learn-stock-market/equity-derivatives/basics-derivatives
3. https://www.youtube.com/watch?v=tYkqwIllFX4
4. https://pass4sure.in/workbook/

BBA 2nd Year
Semester 4
Fundamentals of Corporate Finance (BBA FIN 210)

L	T	P
3	-	-

Course Name: Fundamentals of Corporate Finance   **Course Contact Hours: 3**

Course Credit Hours: 3   **Course Code: BBA FIN 210**

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:

In a commercial setup, corporate managers are required to understand and communicate using financial information. As a fundamental prerequisite, they have to make inbound and outbound financial decisions that have a huge impact on the organization's business value. For this purpose, this course aims to enable the learners with a thorough understanding of the basics of corporate finance.

Course Contents:

Unit   Modules

1. Introduction to Corporate Finance
2. Risk Analysis in Capital Budgeting and Financial Decision Making
   2.1   Risk adjusted discount rate
   2.2   Certainty technique
   2.3   Standard Deviation
   2.4   Decision tree
   2.5   CAPM
3. Financial and Operating Leverage
   3.1   Financial Leverage
   3.2   Operating Leverage
   3.3   Combined Leverage
4. Capital Structure and Cost of Capital
   4.1   Introduction to Capital structure
   4.2   Cost of equity
   4.3   Cost of debt
   4.4   Cost of preferred capital
   4.5   WACC

5. Dividend Policy and Theory
    5.1   Practical considerations in Dividend Policy
    5.2   Forms of Dividend
    5.3   Buyback of Shares
    5.4   Walters Model
    5.5   Gordon Model
6. Sources of Financing
    6.1   Long term Sources
    6.2   Short term sources

Course Outcomes (COs): After completing the course, the student shall be able to:
1. Understand the major financial decisions of an organization and the role of financial manager.
2. Develop an understanding of Risk and Return
3. Apply Risk Analysis in investment appraisal techniques for evaluating financial viability of long-term projects
4. Comprehend the capital structure decisions and dividend decisions
5. Understand and estimate the leverage and its impact
6. Develop an understanding of sources of Finance

References:
1. Khan, M. Y., & Jain, P. K. (2018). *Financial Management: Text, Problems and Cases* (8th ed.). McGraw Hill Education.
2. Pandey, I. M. (2016). *Financial Management* (11th ed.). Vikas Publishing House Pvt. Ltd.
3. Damodaran, A. (2020). *Applied Corporate Finance*. [Genre]. Wiley India Pvt. Ltd.
4. Chandra, P. (2019). *Financial Management: Theory and Practice* (10th ed.). McGraw-Hill Education (India) Private Limited.
5. Brigham, E. F., & Houston, J. F. (2021). *Fundamentals of Financial Management* (14th ed.). Cengage Learning India Private Limited.

Recommended Resources:
1. Online Publication: http://www.fm-magazine.com/
2. Online Journal: https://onlinelibrary.wiley.com/journal/1755053x

BBA 2nd Year
Semester 4
Selling and Negotiations (BBA MKT 303)

L	T	P
3	-	-

Course Name: Selling and Negotiations   **Course Contact Hours: 3**
Course Credit Hours: 3   **Course Code: BBA MKT 303**

Course Objectives:
1. Sensitize to the concepts and importance of Negotiations & Selling for all functions of Management.
2. Learn how to adapt to the selling approach to various buyer personas and situations.
3. Understand the psychology of persuasion and how to tailor your message to different personalities and decision-makers.
4. Explore the principles of negotiation and how to create win-win situations.
5. Learn how to navigate challenging ethical dilemmas in the selling and negotiation process.
6. Develop a mind-set of continuous learning and improvement in the ever-evolving landscape of sales and negotiation.

Course Description:
This comprehensive course is designed to equip students with the essential skills and strategies needed to excel in the dynamic and competitive world of selling and negotiation. Whether you are a sales professional, business owner, or anyone involved in deal-making, this course will empower you to navigate complex transactions, build lasting relationships, and achieve mutually beneficial outcomes. It will provide students with an understanding of concepts related to 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.

Course Contents:

Unit	Modules
1	Fundamentals of Selling (7 hours) and Attributes of a Good Sales Person
	1.1 Selling and Marketing Concept
	1.2 Importance of Selling skills
	1.3 Types of Selling and New Business Selling
	1.4 Mc Murry and Arnolds Classification of selling
	1.5 Derch newton Classification of Selling
	1.6 Types of Selling on the basis of Classification
	1.7 Attributes of a good sales person
2	Selling Process

2.1   Psychology of Selling – The Art of Persuasion
2.2   Personal Selling
2.3   Theories of Personal Selling
2.4   Selling Process
2.5   SPANCO Method of Selling

3   Introduction to Negotiations
   3.1   Concept of Negotiation
   3.2   Type of Negotiation, Situation where negotiation not Possible
   3.3   Importance of Negotiation
   3.4   Steps of Negotiation process
      3.4.1   Setting negotiation goals and objectives
      3.4.2   Identifying your negotiation style
   3.5   Conducting research and gathering information

4   Nature of Negotiation
   4.1   Communication Skills for Negotiation
      4.1.1   Active listening
      1.1.2   Questioning techniques
      1.1.3   Nonverbal communication
   4.2   Negotiation Strategies/Tactics/Models
      4.2.1   ZOPA, BATNA, Walking Away Point, WATNA, Anchoring & framing
      4.2.2   Value claiming and value creation & work towards unlocking maximum value on a sustainable basis
      4.2.3   Investigative Negotiation
   4.3   Psychology of Negotiation
      4.3.1   Building rapport
      4.3.2   Managing emotions
      4.3.3   Managing concessions and compromises
      4.3.4   Resistance and objections
      4.3.4   Deadlock
   4.4   Power Dynamics in Negotiation
   4.5   Ethics in Negotiation

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

1. Understand fundamental strategies, styles and tactics of selling and negotiation with practical illustrations.
2. Analyze and interpret buyer motivations, needs, and decision-making processes, enabling the tailoring of sales approaches to diverse scenarios and personas.
3. Analyze various attributes of a good salesman and a negotiator and all the aspects related to this module.
4. Apply negotiation principles to create mutually beneficial agreements, recognizing and adapting to different negotiation styles and tactics.
5. Evaluate the developments of basic conflict resolutions and discuss the main problems about multi-party and cross cultural negotiation.
6. Foster a mind-set of continuous learning and improvement, staying abreast of industry trends and

adopting a proactive approach to professional development.

References:

1. Jadhav, R., & Choudhary, P. (2013). *Selling and Negotiation Skills*. Vishwakarma Publications.
2. Havaldar, K. K., & Cavale, V. M. (2017). *Sales and Distribution Management* (3rd ed.). McGraw Hill Education.

Recommended Resources:

1. Lewicki, R., Barry, B., Saunders, D., & Minton, J. (2003). *Essentials of Negotiation* (3rd ed.). McGraw-Hill Education.
2. Tracy, B. (2022). *The Psychology of Selling: How to Sell More, Easier, and Faster Than You Ever Thought Possible*. HarperCollins Leadership.
3. Fisher, R., & Ury, W. (2012). *Getting to Yes: Negotiating an Agreement Without Giving In*. Random House Business Books.
4. Voss, C., & Raz, T. (2016). *Never Split the Difference: Negotiating As If Your Life Depended On It*. Harper Business.

BBA 2nd Year
Semester 4
Advertising & PR (BBA MKT 206)

L	T	P
3	-	-

Course Name: Advertising & PR   **Course Contact Hours: 3**
Course Credit Hours: 3   **Course Code: BBA MKT 206**

Course Objectives:
1.   Introduce students to the fundamental concepts, theories, and models of advertising.
2.   Explore the integration of advertising and PR within the broader context of marketing communication strategies
3.   Cultivate creative thinking abilities and problem-solving skills relevant to advertising and PR challenges.
4.   Familiarize students with the role and importance of public relations in managing organizational reputation and relationships.
5.   Develop students' analytical skills to evaluate advertising and PR campaigns effectively.
6.   Highlight the ethical implications and responsibilities associated with advertising and PR practices.

Course Description:
This course provides a comprehensive introduction to the dynamic field of advertising. Students will delve into key concepts, gaining an understanding of the principles that govern effective advertising strategies. Emphasis is placed on developing essential skills, from crafting impactful content strategies to selecting diverse media channels. The role of emotional advertising and its compelling appeal will be explored, providing students with insights into the psychological aspects of consumer engagement.

Course Contents:

Unit   Modules
 1   Fundamentals of Advertising
      1.1   Concepts and importance, institutions involved in the field of advertising
      1.2   Appeal: definition, essentials of good advertising appeal, types of advertising appeal
      1.3   Rational approach
      1.4   Emotional advertising: meaning, examples
      1.5   Advertising regulations – role of ASCI
 2   Advertising Planning
      2.1   Research and consumer behavior: ELM, Cognitive Response Model, Central and peripheral routes to persuasion, relationship between recall and persuasion
      2.2   Marketing funnel

| 2.3 | Specifying target segment |
| 2.4 | Objective setting using DAGMAR approach |

3   Creative Development
3.1	Copywriting: the creative process, copywriting, types of television commercial
3.2	Visualization techniques: the psychology of colors, associative bonds, composition, repetition, focal point, direct gaze induction techniques
3.3	Content strategy: identifying target audience and personas, content mapping across buyer's journey, engaging and shareable content, various content formats (blog posts, videos, infographics), content
	distribution channels

4   Media Planning and Buying
4.1	Traditional vs digital: media types and vehicles
4.2	Media planning basics
4.3	Ad placement strategies: media budgeting, buying strategies
4.4	Scheduling and timing decisions

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

1. Students should be able to demonstrate a clear understanding of key advertising and PR concepts, theories, and strategies.
2. Students should be capable of developing advertising and PR campaigns tailored to specific target audiences and objectives.
3. Students should possess the ability to critically evaluate advertising and PR campaigns based on effectiveness, creativity, and ethical considerations.
4. Improve students' communication skills, both written and verbal, necessary for effective advertising and PR practice.
5. Foster teamwork and collaboration skills essential for working in advertising and PR agencies or departments.
6. Equip students with the ability to adapt to changing market dynamics, emerging technologies, and consumer behaviors.

References:

1. Batra, R., & Myers, J. G. (2002). Advertising Management. Pearson Education India

BBA 2nd Year
Semester 4
Introduction to Marketing Analytics (BBA MKT 208)

L	T	P
1	-	4

Course Name: Introduction to Marketing Analytics **Course Contact Hours: 3**
Course Credit Hours: 5 **Course Code: BBA MKT 208**

Course Objectives:
1.   Recall the sequential steps involved in marketing research, including problem formulation, hypothesis generation, and proposal evaluation, demonstrating an understanding of their order and significance in decision-making processes.
2.   Explain the significance of validity and reliability in a research study and describe how they impact decision-making in marketing research, demonstrating comprehension of their roles.
3.   Apply scale construction, purification, reliability testing, and validity testing techniques in marketing research scenarios, illustrating their relevance in diverse situations like positioning research or customer satisfaction studies.
4.   Analyze and interpret different experimental designs in marketing research, such as classical and statistical designs, to evaluate the effectiveness of advertising and sales promotions, showcasing analytical skills in data interpretation.
5.   Evaluate and interpret the outputs of advanced data analysis techniques like conjoint analysis, factor analysis, or discriminant analysis to create strategies supporting market segmentation or target market selection, demonstrating higher-order thinking skills in synthesizing information for decision-making.

Course Description:
1.   Explore Marketing Research and Analytics essentials and diverse research designs for effective decision-making in the marketing realm.
2.   Comprehend data collection techniques, questionnaire design, scaling, and validation methods crucial for marketing research.
3.   Understand experimental designs, sampling methods, and their practical applications in marketing analysis.
4.   Dive into data analysis methodologies like Conjoint Analysis, Factor Analysis, Cluster Analysis, Multidimensional Scaling, and Discriminate Analysis for strategic marketing insights.
5.   Apply statistical tools to interpret and draw meaningful conclusions from marketing data for segmentation, positioning, and decision-making in the business landscape.

Course Contents:

Unit   Modules
 1   Introduction to Marketing Research & Applications of Research Designs-

1.1   Meaning & role of Marketing Research, Role of Information in Marketing Decisions.
1.2   Marketing Research Steps, Types of Research Designs
1.3   Validity & reliability of research, Problem formulation
1.4   Translating decision problem to research problem, Preparing & Evaluating Marketing Research proposal
1.5   Formulating hypotheses using exploratory research techniques, Meaning of Qualitative research & applications

2   Data Collection
2.1   Questionnaires & Scaling Design
2.2   Scale Construction & Basic Scaling Issues
2.3   Scale Purification Process, Reliability & Validity Testing
2.4   Applications of Likert, Semantic Differential & Staple Scales
2.5   Designing questionnaires & observation forms
2.6   Scale construction, specifying domain, generating scale Items

3   Experimental Designs & Sampling Experimentation in Marketing Research
3.1   Classical Experimental Designs
3.2   Statistical Designs
3.3   Case studies on sampling decisions
3.4   Experimentation in Marketing Research
3.5   Test Marketing, advertising effectiveness, and sales promotional campaigns

4   Determinants of Consumer Behavior
4.1   Conjoint Analysis, Factor Analysis
4.2   Applications in consumer studies, Interpretation of output for both Conjoint and Factor Analysis

5   Data Analysis II
5.1   Cluster Analysis, Multi-dimensional Scaling & Perceptual Mapping
5.2   Discriminant Analysis, Interpretation of output for all these techniques

Course Outcomes (COs): After completing the course, the student shall be able to:
1. Knowledge: Identify the sequential steps in marketing research from problem formulation to proposal evaluation.
2. Comprehension: Explain the significance of validity and reliability in marketing research decision-making.
3. Application: Apply scale construction, reliability, and validity testing in various marketing research scenarios.
4. Analysis: Analyze and interpret different experimental designs for evaluating advertising and sales promotions.
5. Synthesis: Synthesize information from advanced data analysis techniques to develop market strategies for segmentation and target selection.
6. Evaluation: Critically assess and justify the relevance of research designs and analysis methods in diverse marketing contexts.

References:

1. Malhotra, N. K., & Das, S. (2019). *Marketing Research* (7th ed., Revised). Pearson..
2. Churchill, G. A., & Iacobucci, D. (2005). *Marketing Research: Methodological Foundations* (9th ed.). Thomson/South-Western.
3. Boyd, H. W., et al. (1989). *Marketing Research: Text and Cases* (7th ed.). McGraw-Hill Inc.,US.
4. Burns, A. C., & Veeck, A. F. (2020). *Marketing Research* (9th ed.). Pearson.
5. Green, P. E., Tull, D. S., & Albaum, G. (2009). *Research for Marketing Decisions* (5th ed.). Prentice Hall India Learning Private Limited.

Web Resources

1. Darden Business Publishing, University of Virginia: store.darden.virginia.edu/
2. Harvard Business School Publishing: https://cb.hbsp.harvard.edu/cbmp/pages/home
3. Ross School of Business, Global Lens, University of Michigan: wdi-publishing.com/
4. INSEAD Case Publishing: cases.insead.edu/publishing/
5. Ivey Cases, Western University: www.iveycases.com/Default.aspxHBS Working Knowledge

BBA 2nd Year
Semester 4
Marketing Strategy (BBA MKT 210)

L	T	P
3	-	-

Course Name: Marketing Strategy　　　　　　　　　　**Course Contact Hours: 3**
Course Credit Hours: 3　　　　　　　　　　　　　　**Course Code: BBA MKT 210**

Course Objectives:
The primary aim of this course is to provide students with the basics of Marketing Strategy with the help of foundational concepts around Marketing. Major objectives of the course are:
1. To expose students to understand fundamental concepts in marketing strategy.
2. To help students understand internal and External Environmental Analysis for devising marketing strategies.
3. To understand various marketing strategy factors in the competitive landscape.
4. To understand Social Responsibility and Ethical Considerations in Marketing strategies

Course Description:
The course aims to provide a comprehensive understanding of the principles and practices involved in creating and executing effective marketing strategies for businesses and organizations backed by research. The course covers a range of topics that equip students with the knowledge and skills necessary to understand market analysis, consumer behavior, and competitive dynamics to make strategic marketing decisions. Key areas covered are product strategy, pricing strategy, channel strategy, and communication strategy. By the end of the semester, students will be well-versed in crafting strategic marketing initiatives to drive business growth in dynamic market environments.

Course Contents:

Unit	Modules
1	Fundamental Concepts of Marketing Strategy
	1.1　　Strategic marketing planning
	1.2　　Mission and Vision Statement
	1.3　　Establishing the Core strategy
	1.4　　Strategy Formulation
2	Environmental Analysis
	2.1　　PESTEL Analysis
	2.2　　SPACE Analysis, SWOC Analysis
3	Marketing Strategies
	3.1　　Product Strategy and New Product Development
	3.2　　Pricing Strategy & Steps of Pricing Strategy
	3.3　　Distribution Strategy

3.4   Brand Strategy
        3.5   Competitive Strategy
        3.6   Competing through Extending Marketing Mix
  4   Corporate Social Responsibility in Marketing Strategies
        4.1   Deceptive advertising practices, Greenwashing concept
        4.2   Ethical Considerations in Marketing strategies
        4.3   Global Marketing Strategies in a changing world

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

1. Understand the fundamental concepts of any given industry before building a marketing strategy.
2. Analyze SWOT and PESTEL analysis of any company to formulate marketing strategies.
3. apply competitive strategies for brands based on competitive status in the market.
4. Examine various marketing strategies in real-world scenarios using integrated marketing communications to formulate comprehensive marketing plans.
5. Design campaigns incorporating social responsibility principles into the marketing strategies.
6. Analyze and interpret global marketing trends.

References
1. Kotler, G. P., Keller, K. L., Chernev, A., & Sheth, J. N. (Year). *Marketing Management: Indian Case Studies Included* (16th ed.). Pearson.
2. Porter, M. E. (1998). *Competitive Advantage: Creating and Sustaining Superior Performance* [Illustrated edition]. Free Press.
3. Ries, A., & Trout, J. (1997). *Marketing Warfare* (New edition). McGraw-Hill Education.
4. Aaker, D. A., & Moorman, C. (2021). *Strategic Market Management, 11th edition: An Indian Adaptation*. Wiley.
5. Wilson, R. M. S., & Gilligan, C. (2004). *Strategic Marketing Management: Planning, Implementation, and Control* (3rd ed.). Butterworth-Heinemann Title.
6. Proctor, T. (2000). *Strategic Marketing: An Introduction* (1st ed.). Routledge Taylor & Francis Group.

BBA 2nd Year
Semester 4
Business Intelligence & Visualization (BBA BA 204)

L	T	P
1	-	4

Course Name: Business Intelligence & Visualization   **Course Contact Hours: 3**

Course Credit Hours: 5   **Course Code: BBA BA 204**

Course Objectives:
1. 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.
2. The course typically aims to achieve the following objectives like understanding the various principles and techniques of data visualization.
3. Students will learn how to communicate complicated business information to stakeholders effectively through visualizations.

Course Description:
The Business Intelligence & Visualization course offers students a comprehensive understanding of data-driven decision-making processes in contemporary business environments. Through this course, students explore the concepts, tools, and techniques used to collect, analyze, and visualize data for strategic insights and informed decision-making. Topics covered include data mining, data warehousing, predictive analytics, and dashboard design. Students gain hands-on experience with leading BI tools and visualization software, learning how to transform raw data into actionable insights and compelling visualizations. Emphasis is placed on real-world applications, enabling students to develop the skills necessary to address complex business challenges and drive organizational success through data-driven strategies.

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

10.2   Data Visualizations using Tableau

10.3   Data Sources and Connections

11   Advanced of Tableau

11.1   Interactive Dashboards and Storytelling

11.2   Data Manipulations and Analysis

11.3   Data Sources and Connections

12   Revision and Doubt Solving /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 and interpret data visualizations and extract meaningful insights to solve business problems
2. Identify the appropriate visualization technique for a given business problem
3. Create effective and visually appealing data visualizations using software tools
4. Communicate insights effectively to stakeholders and derive decision scenarios and conclusions

References:
1. Healy, K. (2018). Data Visualization: A Practical Introduction. Princeton University Press.
2. Winston, W. (2019). *Microsoft Excel 2019 Data Analysis and Business Modeling* (6th ed.). Microsoft Press.
3. Peck, G. (2020). *Data Visualization Through Tableau 2020* [Paperback]. McGraw Hill Education India.
4. Sringeswara, S., Tiwari, P., & Kumar, U. D. (2022). *Data Visualization: Storytelling Using Data* Wiley.

BBA 2nd Year
Semester 4
Building useful Predictive Business Models (BBA BA 206)

L	T	P
1	-	4

Course Name: Building useful Predictive Business Models   **Course Contact Hours: 3**
Course Credit Hours: 5   **Course Code: BBA BA 206**

Course Objectives:
1. Articulate key steps in predictive modeling business objective formulation to ensure alignment with overarching business goals.
2. Evaluate and select data sources, demonstrate proficiency in data preparation and cleaning, and apply processing techniques for enhanced dataset quality.
3. Design models aligned with specific business goals, build them using SPSS Modeler and relevant techniques, and evaluate their performance for effective implementation.
4. Analyze, compare, and select modeling techniques based on strengths, limitations, and suitability for various business scenarios.
5. Identify and justify modeling approaches according to business requirements, ensuring the selection of the most suitable technique.
6. Gain proficiency in using SPSS Modeler, apply hands-on skills to navigate its features, and translate business requirements into actionable steps for predictive modeling.

Course Description:
This course equips participants with practical skills in predictive modeling using Software Modeler for business applications. Covering the entire modeling lifecycle, from formulating objectives to implementation, students gain proficiency in data selection, preparation, and processing, as well as evaluating various modeling techniques. Through hands-on exercises, learners will effectively design, build, and integrate models, aligning decision-making with business goals.

Course Contents:

Unit	Modules
1	Introduction to Data Mining
	1.1 Introduction, what is Data Mining? Concepts of Data mining, Technologies Used, Data Mining Process, Mining on various kinds of data, Applications of Data Mining, Challenges of Data Mining,
2	Data attributes
	2.1 Data Objects and Attribute Types, Basic Statistical Descriptions of Data
3	Data handling
	3.1 Data visualization, distributions and summary statistics, relationships among variables,

extent of missing data. Outlier detection.
4   Model development
     4.1   Model selection, Model Development Techniques, (linear regression, multilinear regression, logistic regression).
5   Model Evaluation
     5.1   Assessing Model Performance (Linear, multilinear, logistic), Updating a Model using relevant metrics
6   Time series forecasting
     6.1   Time series forecasting, Basics of Time-series Forecasting, Additive and Multiplicative Time-series.

Course Outcomes (COs): After completing the course, the student shall be able to:
1. Understand   the   process   of   formulating business objectives data selection/collection
2.   Preparation and process to successfully design, build, evaluate and implement predictive models for various business applications.
3.   Compare the underlying predictive modeling techniques.
4.   Select appropriate predictive modeling approaches to identify cases to progress with.
5.   Apply predictive modeling approaches using a suitable package such as SPSS Modeler
6.   Interpret Predictive Models: Translate model outputs into actionable insights as well as effectively communicate findings to diverse stakeholders.

References:
1. Siegel, E. (2016). *Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die* (2nd ed.). Wiley.
2. Provost, F., & Fawcett, T. (2013). *Data Science for Business: What You Need to Know about Data Mining and Data-Analytic Thinking*. O'Reilly Media.

Web Resources:
1. Kaggle (https://www.kaggle.com/):
2. UCI Machine Learning Repository (http://archive.ics.uci.edu/ml/index.php):
3. Towards Data Science (https://towardsdatascience.com/)

BBA 2nd Year
Semester 4
Growth Hacking 101 (BBA ENT 208)

L	T	P
1	-	4

Course Name: Growth Hacking 101   **Course Contact Hours: 3**

Course Credit Hours: 5   **Course Code: BBA ENT 208**

Course Objectives:
1. The primary aim of this course is to provide students with a clear understanding of different ways of optimizing investments done in marketing & promotion efforts.
2. This course is designed to provide a detailed understanding of the principles of growth hacking with real-world use cases.
3. The core theme of the course revolves around the AAARRR Framework i.e. Awareness, Acquisition, Activation, Retention, Referral, and Revenue.
4. This course will help you apply the skills and tools necessary to increase returns on the investments in marketing and optimize overall costs.

Course Description:
Due to the rise of D2C (Direct to consumer) brands in recent years "Growth Hacking" has garnered a lot of importance. With ever-increasing customer acquisition costs and rising levels of competition, using various growth hacking principles, optimizing marketing efforts with the objective of earning high returns on investments has become inevitable.

Course Contents:

Unit	Modules
1	Gathering Business Insights & Identifying Optimization Opportunities Using digital tools to gather insights:
	1.1 Google Analytics
	1.2 Answer Socrates
	1.3 Google Keyword Planner
	1.4 Facebook Audience Insights
2	Optimizing Key Revenue Metrics
	2.1 CAC (Customer Acquisition Cost)
	2.2 CLTV (Customer Lifetime Value)
	2.3 CR (Conversion Rate)
	2.4 CM1 (Contribution Margin 1)
	2.5 CM2 (Contribution Margin 2)
3	Performance Optimization
	3.1 Top of the funnel optimization using Facebook

3.2	Landing page optimization
3.3	Google Ads Optimization
3.4	Alternate channels of customer acquisition
3.5	Key website optimization metrics
4	Retention Strategy
4.1	Key retention metrics
4.2	Content marketing for retention
4.3	Marketing Automation
4.4	Retention Focused Email and WhatsApp Engagement.
4.5	Bottom of the funnel strategies

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

1. Understand practical application of AAARRR Framework (Awareness, Acquisition, Activation, Retention, Referral, and Revenue)
2. Learn to gather customer insights from the google analytics and apply them to the marketing funnel.
3. Learn tools and frameworks required to optimize landing pages for increasing conversion rates
4. Learn principles of retention and effective use of marketing automation tools.

References:

1. E, S. (2017). Hacking Growth: How Today's Fastest-Growing Companies Drive Breakout Success. Currency Publications.
2. Holiday, R. (2014). Growth Hacker: A Primer on the Future of PR, Marketing, and Advertising. Profile Books.

BBA 2nd Year
Semester 4
Build your own App (BBA ENT 210)

L	T	P
1	-	4

Course Name: Build Your Own App   **Course Contact Hours: 3**
Course Credit Hours: 5   **Course Code: BBA ENT 210**

Course Objectives:
1. Build fully functional web applications using Bubble.io.
2. Design and implement user interfaces with a focus on aesthetics and usability.
3. Manage data effectively and implement complex data models.
4. Implement advanced features and functionalities using backend workflows.
5. Ensure security and privacy of data through proper configuration of privacy rules.
6. Test and deploy Bubble.io applications successfully.

Course Description:
The "Build Your Own App" course explores the advanced features and functionalities of the Bubble.io platform for web and application development.
Students will gain hands-on experience in building dynamic and responsive applications, understanding UI/UX design principles, managing data effectively, implementing security measures, and deploying applications to production.

Course Contents:

Unit   Modules
1   Build Your First App
    1.1   Adding Visual Elements to Applications, Basic Workflows for Data Creation Email Sending in Bubble.io;
    1.2   Front-End Conditional Logic
2   User Interface (UI) Design
    2.1   Setting the Mood with Design Picking Fonts and Color Palette Fundamentals of Layout
3   User Experience (UX) Design
    3.1   Building Good UX in UI (forms, tap states, preloaders, etc.)
    3.2   Building Good UX in Bubble (signup form with data validation, user card)
4   Responsiveness & Advanced UI
    4.1   Thinking About Responsiveness
    4.2   Choosing Format (Mobile vs. Desktop) and Common Breakpoints Practical
    4.3   Examples of Responsiveness

5   Product Management
        5.1   Understanding Product
        5.2   Management Running Customer
                Discovery
        5.3   Developing a Winning Product Strategy
6   Application Architecture
        6.1   Single Page vs. Multiple Pages
        6.2   Navigating Between Pages
        6.3   Reusable Elements and URL Parameters
7   Working With Data
        7.1   Creating, Editing, Updating, and Deleting Data Lists vs.
                Single Rows
        7.2   Effective Data Presentation
8   Data Modeling
        8.1   Understanding Data Modeling Modeling Complex Applications One to Many,
                Many to Many, Link Tables, Option Sets
9   Data Security
        9.1   Essential Settings for App SecurityPrivacy Rules
                Role-Based Security and Advanced Use Cases
10   Data in Production
        10.1   Deploying on Bubble Migration of Data
        10.2   Importing/Exporting CSVs, Bulk Actions
11   Backend Workflows
        11.1   Workflow Concepts
        11.2   Custom Events and Backend Workflows Organizational Strategies
12   Best Practices
        12.1   Project   Initiation
        Design and Styles
        12.2   Workflow and Database Best Practices Documentation
13   Using Plug-ins
        13.1   Overview of Plug-ins Evaluating Available Plug-ins
        13.2   Using Front-end and Back-end Plug-insBuilding Custom Plug-ins
14   Using APIs
        14.1   Overview of APIs & Webhooks
        14.2   Using Webhooks and API Connector API
                Documentation and Authentication
15   Testing & Deployment
        15.1   Project team roles
        15.2   Project Management
        15.3   Scoping and estimating work project process
        15.3   Remote work Tools

Course Outcomes (COs): After completing the course, the student shall be able to:
   1. Create a fully functional web application with a polished user interface.

2. Demonstrate proficiency in designing and managing complex data models.
3. Implement advanced features using backend workflows for enhanced functionality.
4. Ensure data security and privacy through proper configuration of privacy rules.
5. Successfully tested and deployed Bubble.io applications to production.
6. Apply UI/UX design principles to create visually appealing and user-friendly applications.

References:
1. Getting Started: Key Concepts by Bubble Academy
2. Getting Started: Building an App by Bubble Academy
3. Mobile Design and Development by Brian Fling
4. Bubble Academy: https://bubble.io/academy
5. Bubble Forum: https://forum.bubble.io/

BBA 2nd Year
Semester 4
Applied Statistics (BBA BA 208)

L	T	P
2	-	2

Course Name: Applied Statistics   **Course Contact Hours:** 2
Course Credit Hours: 4   **Course Code:** BBA BA 208

Course Objectives:
1. Define the F-test and chi square test and explain the concept of variance. Describe the concept of expected and observed frequencies.
2. Compare the F-statistic to critical values to make statistical decisions. Apply and interpret the results of the Chi-square test and make inferences about the relationships between categorical variables.
3. Define correlation and regression, Explain the concept of correlation as a measure of association between two variables and describe the purpose of regression analysis in predicting and understanding relationships
4. Calculate correlation coefficients, perform simple linear regression analysis using a given dataset and interpret their significance in real-world scenarios.
5. Define and explain the concept of curve fitting as a method to model relationships between variables.
6. Apply basic mathematical functions for curve fitting (e.g., linear, quadratic, exponential)

Course Description:
This course is for students with a fundamental statistics background. It is an intermediate course on business statistics. It reviews and builds on basic statistical concepts, covered in statistics & mathematics and used in business.

Course Contents:

Unit	Modules
1	Testing of Hypothesis
	1.1 Snedecor's F-test for Ratio of Variances
	1.2 Chi-square Test
	1.3 Chi-square Test: Goodness of Fit
	1.4 Chi-square Test for Independence of Attributes
2	Correlation
	2.1 Introduction
	2.2 Types of Correlations
	2.3 Methods of Studying Correlation
	2.4 Scatter Diagram

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

1. Explain the fundamental principles behind the Chi-square test and its applications in categorical data analysis, describe the concept of variance and understand how it relates to the F-test.
2. Apply and analyze the significance of the F-statistics, Interpret the results of the Chi-square test in the context of specific research questions, drawing meaningful inferences.
3. Explain the purpose and importance of correlation and regression in statistical analysis.
4. Apply correlation analysis to assess relationships between variables in real- world datasets, Use regression analysis to make predictions and model relationships in given datasets.
5. Explain the principles of curve fitting and its role in modelling relationships between variables.
6. Use mathematical functions to perform curve fitting and interpret the results.

References:

1. Sharma, J. K. (2021). *Business Statistics* (5th ed.). Vikas Publications.
2. Levine, D. M., Szabat, K. A., Stephan, D. F., & Viswanathan, P. K. (2017). Business Statistics: A First Course (7th ed.). Pearson.

Web Resources:

1. https://www.udacity.com/course/statistics--st095
2. https://www.udemy.com/course/statistics-literacy-for-non-statisticians/?ranMID=39197&ranEAID=Vrr1tRSwXGM&ranSiteID=Vrr1t RSwXGM- mVOXTnGc8jX0JSx6
3. https://probabilitycourse.com/

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

L	T	P
2	-	-

Course Name: International Relations   **Course Contact Hours: 2**
Course Credit 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:
This subject focuses on the causes and character of conflict and cooperation on the international stage. Theories of politics and international relations will be presented and then applied to contemporary and historical cases. It dwells on international affairs and involves a close look at the international politics game and current events surrounding the actions of nation powers.
Through the study and practice of International Relations, students will understand how countries have been maintaining trade and peace from the times treaties were signed, which was the earliest form of international relations.

- International Relations promote successful trade policies between two or more nations.
- International Relations encourage tourism and immigration.
- International Relations allow countries to cooperate and seek ways to face global issues such as terrorism, the environment, pandemics, and more.

Course Contents:

Unit   Modules

1   The Foundation of Nationhood
      1.1.   Political philosophies
           1.1.1   Introduction
           1.1.2   School of Thoughts - Realism, Liberalism, Marxism and Constructivism
      1.2   Political systems
           1.2.1   Introduction
           1.2.2   Types - Democracies, Monarchies, Authoritarian, Totalitarian and Hybrid
      1.3   Political bodies
           1.3.1   Introduction
           1.3.2   International Government Organizations – UN; WTO; NATO

2   The Goals Of International Relations
        2.1 Security:
        2.2 Survival and health of citizens
        2.3 Territorial integrity
        2.4 Prosperity Index
        2.5 Influence

3   Regression
        3.1   Diplomacy
        3.2   Military force
        3.3   Money - IMF
        3.4   Intelligence
        3.5   Cultural influence

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. Brown, C., & Ainley, K. (2009). *Understanding International Relations* (4th ed.). Palgrave Macmillan.
2. McGlinchey, S. (Ed.). (2022). *Foundations of International Relations*. Bloomsbury Academic.
3. Baylis, J., Smith, S., & Owens, P. (Eds.). (2011). *The Globalization of World Politics: An Introduction to International Relations* (6th ed.). Oxford University Press.

BBA 2nd Year
Semester 4
AI Tools for Design (BBA BA 210)

L	T	P
2	-	-

Course Name: AI Tools for Design **Course Contact Hours:** 2
Course Credit Hours: 2 **Course Code:** BBA LA 210

Course Objectives:
1. Introduce students to leading AI technologies for design and their capabilities.
2. Provide hands-on practice interacting with AI tools to generate and refine designs.
3. Equip students for constructing effective prompts to achieve desired outcomes.
4. Demonstrate workflows for integrating AI into ideation, prototyping, and optimization.
5. Enable students to augment their creative processes with AI as a collaborative tool.
6. Equip students to continually improve designs using AI and user feedback.

Course Description:
In this course students will explore the forefront of artificial intelligence technologies and their transformative impact on the design process. They adopt effective, ethical practices for prompting AI tools to achieve goals. Students integrate AI capabilities into their creative workflows to ideate, prototype, animate, and refine designs. Learn effective strategies for constructing prompts and discover workflows for seamless AI integration into ideation, prototyping, and optimization. Understand AI as a collaborative tool in the creative process and gain skills to continually enhance designs through iterative processes guided by both AI insights and user feedback. By the end of this course, students will not only have a deep understanding of the potential of AI in design but also the practical skills to leverage AI tools effectively.

Course Contents:

Unit	Modules
1	Al in Writing & Content Strategy
	1.1 The Role of Artificial Intelligence in Generating and Modifying Text Guidelines and Challenges of Employing Al Writing Tools, Crafting Productive Prompts for ChatGPT/Bard / Interactions
2	Al for Visual Design
	2.1 Unveiling the Potential of Al in Visual Design
	2.2 Augmenting Design Processes with the Integration of AI Tools
	2.3 Incorporating Al Tools Seamlessly into Your Design Workflow Fundamentals for Constructing Effective Prompts
3	Al for UX Research & Analysis

3.1	Elevating User Research Tasks with Al Tools Recognizing Constraints of Al in User Research implementing Al in User Testing Scenarios Leveraging ChatGPT/ BARD/ in the Context of User Research

4   AI for Prototyping
4.1	Introduction to AI-powered prototyping tools like Anthropic and DALL-E/ Firefl
4.2	Leveraging AI to rapidly generate design prototypes
4.3	Best practices for constructing effective prompts and iterating on prototypes
4.4	Hands-on practice with leading AI prototyping platforms

5   AI for Animations and Visual Effects
5.1	Empowering visual storytelling with AI-generated animations and effects
5.3	Overview of tools like DALL-E 2, Midjourney, and RunwayML for motion graphics
5.4	Strategies for tweaking prompts and parameters to achieve desired visuals
5.5	Tutorials for producing AI animations and integrating them into projects

6   AI for Ongoing Design Optimization
6.1	Utilizing AI to continuously improve and refine designs over time
6.2	Setting up systems to gather user feedback and data to inform iterations
6.3	Techniques for prompting AI tools to generate enhanced versions of designs
6.4	Workflows for continually optimizing visuals, copy, layouts, interactions, and more
6.5	Best practices for collaborating with AI tools throughout the design process

Course Outcomes (COs): After completing the course, the student shall be able to:
1. Identify appropriate AI tools and techniques for design tasks and understand the ethical implications of AI design tools.
2. Craft prompts and parameters to steer AI output for intended purposes.
3. Rapidly iterate and refine designs using AI capabilities and Integrate AI into design workflows to boost productivity.
4. Utilize AI to generate animations, visual effects, and functional prototypes.
5. Continuously optimize designs through AI and user feedback loops.

References:
1. Akhtar, M. H., & Ramkumar, J. (2024). AI for Designers (1st ed.). Springer.

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

L	T	P
2	-	-

Course Name: Life Skills - Career Readiness   **Course Contact Hours: 2**

Course Credit Hours: 2   **Course Code: BBA LS 202**

Course Objectives:
1. Enable students to craft effective resumes and cover letters that highlight academic achievements and extracurricular activities, setting the foundation for successful job applications.
2. Guide participants in creating and optimizing LinkedIn profiles, fostering strategic networking skills and establishing a strong online presence for career advancement.
3. Foster public speaking and storytelling skills, ensuring participants can convey information with impact and engage audiences both in-person and through digital platforms.
4. Equip students with a diverse skill set, including advanced time management, leadership, financial literacy, critical thinking, and technology integration, for comprehensive professional development.

Course Description:
Life skills seeking a comprehensive skill set to thrive in the dynamic professional landscape. Students will embark on a transformative journey covering diverse aspects, including resume and LinkedIn profile building, public speaking, time management, leadership, financial literacy, critical thinking, and technology integration. Through practical workshops, engaging discussions, and hands-on activities, students will not only gain essential career tools but also cultivate a holistic professional identity, preparing them for success in their chosen fields. The program emphasizes strategic personal branding, fostering adaptability, and instilling ethical decision-making for well- rounded professional development.

Course Contents:

Unit	Modules
1	Resume Building workshop
	1.1 Crafting Effective Resumes
	1.2 Strategic Cover Letter Writing
2	LinkedIn Profile Building
	2.1 Creating a Professional Online Presence
	2.2 Networking Strategies on LinkedIn
3	Email Writing
	3.1 Mastering the Art of Professional Email Communication
	3.3 Best Practices and Etiquette for Effective Business Correspondence

4   Advanced Time Management and Productivity

    4.1   Advanced Time Management Strategies

    4.2   Enhance Productivity through Personalized Workflows

5. Decision Making & Problem solving using Critical thinking

    5.1   Developing Analytical and Critical Thinking Skills

    5.2   Approaches to Problem-Solving

    5.3   Decision-Making Strategies

6. Handling conflicts, Understanding Adaptability & resilience

    6.1   Develop Conflict Resolution Skills

    6.2   Explore the Importance of Adaptability

    6.3   Foster Resilience in Facing Challenges

7. Understanding human psychology & Emotional Intelligence

    7.1   Delve into the Fundamentals of Human Psychology

    7.2   Explore Behavior, Motivation, and Cognitive Processes

    7.3   Develop Emotional Intelligence Skills

8   Public speaking & The Art of storytelling

    8.1   Learn the Art of Captivating Audiences

    8.2   Effective Public Speaking Techniques

    8.3   Develop Storytelling Skills

    8.4   Conveying Information with Impact

9   Essential Social Etiquettes & Netiquette

    9.1   Cultivate a Refined Understanding of Social Etiquette

    9.2   Learn the Nuances of Professional Behavior, Including Netiquette

10. Personal Branding

    10.1   Explore the Essentials of Personal Branding

    10.2   Develop a Unique Identity and Narrative

    10.3   Discuss Strategies for Leveraging Various Platforms

11   Website Building

    11.1   Master the Basics of Website Building

    11.2   Acquire Skills for Creating an Online Presence

    11.3   In-class website building

12. Basics of Automation & AI

    12.1   Explore Fundamentals of Automation and AI

    12.2   Understanding Applications in Daily Tasks and Business Processes

    12.3   Contribution to Efficiency in Various Contexts

13 Personal Finance and Investment Strategies

    13.1   Understanding Personal Taxation

    13.2   Basics of Budgeting

    13.3   Saving Strategies

    13.4   Introduction to Investment Basics

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

1.   Create refined resumes and cover letters, mastering the art of professional written

communication.

2. Excel in strategic networking on LinkedIn, leveraging the platform for professional connections and opportunities.
3. Exhibit captivating public speaking and storytelling prowess, leaving a lasting impact on diverse audiences.
4. Excel in advanced time management, tailoring workflows for optimal productivity and focus.
5. Gain essential leadership skills, enhancing communication, team motivation, and effective decision-making.
6. Showcase financial understanding, from taxation to budgeting, and grasp basic investment principles for informed decision-making.