



**MATS UNIVERSITY**

**MATS SCHOOL OF MANAGEMENT & BUSINESS STUDIES**

## **Syllabus**

**For  
(Three - Year Full-Time Degree Course)**

**Bachelor of Business Administration  
(BBA)**

***(2025-2028)***

**(Semester Based Course)**



# SEMESTER – I

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| <b>Name of the Programme: BBA</b>                        | <b>Branch: Management</b>            | <b>Semester - I</b>                       |
| <b>Name of the Subject:<br/>Principles of Management</b> | <b>Subject Code:<br/>11BBADSC001</b> | <b>Total Marks for<br/>Evaluation:100</b> |

**Course outcomes: On successful completion of the course, the students will be able**

- 1) To understand the conceptual framework of Management.
- 2) To apply various management & leadership styles in real business conditions.
- 3) To analyse and apply the best management practices in the organization.
- 4) To analyse the managerial functions having an impact on the organizational effectiveness
- 5) To determine and Construct various controlling measures to solve various problems.

### Syllabus Content

#### MODULE I

##### Introduction to Management

Definition, Concept, Nature, Scope, Process and Significance of Management, Managerial Levels, Skills, Functions and Roles; Management vs. Administration, Coordination as Essence of Management, Social Responsibility of Managers. Theories of Management: Evolution of Management Thoughts, The Pre-Scientific Management Contribution; Scientific Management School, Human Relations Theory; The Behavioral Approach; The System Approach; The Quantitative Approach; The Contingency Approach.

#### MODULE II

##### Planning

Meaning; Definition; Nature Scope and Objectives of Planning; Essentials of a Good Plan; Limitation of Planning; Steps in Planning; Types of Plans. **Decision Making:** Meaning; Definition; Characteristics; Importance; Types of Decisions; Techniques of Decision Making, Process of Decision making. **Management by Objectives (MBO):** Meaning; Definition; Process of MBO; Advantages; Limitation; Suggestion for Improving Effectiveness of MBO.

#### MODULE III

##### Organizing

Concept, Nature, Process and Significance; Principles of an Organization; Span of Control; Departmentation; Types of an Organization; Authority-Responsibility; Delegation and Decentralization; Formal and Informal Organization; Line and Staff Relationships. **Staffing:** Concept, Nature and Importance; Factors Affecting Staffing; Selection Process; Techniques & Instruments; Delegation of Authority.

#### MODULE IV

##### Direction

Meaning; Definition; Scope; Element of Direction; Principles of Direction; Importance of Effective Direction; Direction and Supervision; Effective Supervision. **Motivation: Meaning;** Definition; Importance; Theories of Motivation; Maslow's Theory of Motivation; Herzberg's Theory of Motivation; McClelland's Needs Theory; Theory X and Theory Y of McGregor's; Vroom's Expectancy Theory; Equity Theory; Carrot and Stick Approach Motivation; Theory Z; Methods of Motivation-Financial and Non-financial.

**Leadership:** Meaning; Definitions; Importance; Approaches to Leadership; Personal characteristics of Effective Leader; Styles of Leadership. **Communication:** Meaning;

Definitions; Characteristics; Communication Process; Importance of Communication; Types of Communications; Barriers to Communication; How to ensure Effective Communication.

## **MODULE V**

### **Controlling**

Meaning; Definitions; Features or Characteristics of Managerial Control; Essential pre-requisites of control system; Objectives and Importance of Control; Steps in Controlling; Types of Control; Controlling and Management by Exception.

### **TEXT BOOKS/ REFERENCE BOOKS:**

1. Harold Koontz and Heinz Weihrich; "Management a Global Perspective"
2. Stoner, Freeman and Gilbert Jr., "Management", Prentice Hall of India, New Delhi, 2003.
3. Gupta, C.B., "Management Concepts and Practices", Sultan Chand and Sons, New Delhi, 2003.
4. Koontz and O'Donnell "Essentials of Management".
5. O'Donnel, Koontz and Weirich, "Management", Tata McGraw Hill publishing Company, New Delhi, 2001.
6. Chopra, R.K. "Principles & Practices of Management", Sun India publication, 2005.
7. Tripathi, P.C and Reddy, P.N., "Principles & Practices of Management", 2nd edition, Tata McGrawHill, 2003.

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| <b>Name of the Programme: BBA</b>                   | <b>Branch: Management</b>            | <b>Semester - I</b>                       |
| <b>Name of the Subject:<br/>Business Accounting</b> | <b>Subject Code:<br/>11BBADSC002</b> | <b>Total Marks for<br/>Evaluation:100</b> |

**Course outcomes: On successful completion of the course, the students will be able**

- 1) To understand the conceptual knowledge of financial accounting and apply the process of double entry system in recording and analyzing business transactions.
- 2) To understand the accounting procedure for the preparation of bank reconciliation statement.
- 3) Define and Understand the accounting principles and recording of business transactions in Journal. Prepare ledgers and subsidiary books.
- 4) To Apply the various methods of charging depreciation.
- 5) Prepare and analyze the financial statements of a business with adjustment entries.

### **Syllabus Content**

#### **MODULE I**

Need for Accounting; Learning Objectives; Definition of Accounting; Functions of Accounting; Book Keeping and Accounting; Branches of Accounting: Financial Accounting, Cost Accounting and Management Accounting. Single Entry System: Introduction; Difference between Single Entry and Double Entry

#### **MODULE II**

Meaning of Accounting Principles; Accounting Concepts; Accounting Conventions; Accounting Standards; Systems in Book-Keeping; Journal; Rules Of Debit And Credit; Journal Entries; Ledger Posting; Trial Balance.

#### **MODULE III**

Preparation and Analysis of Financial Statements: Manufacturing Account; Trading Account; Profit & Loss and Balance Sheet with& without adjustments

#### **MODULE IV**

Rectification of Errors: Meaning; Type of Errors; Rectification of the errors; Suspense Accounts Bank Reconciliation Statement: Advantages of Keeping Bank Account; Causes of Difference; Meaning and Objective of Reconciliation; Technique for Preparation.

#### **MODULE V**

Depreciation Accounting: learning Objectives; Concept of Depreciation; Causes of Depreciation; Meaning of Depreciation Accounting; Fixation of Depreciation Amount; Methods of Recording Depreciation; Provisions & Reserves

#### **TEXT BOOKS/ REFERENCE BOOKS:**

1. Financial Accounting – S. M. Shukla
2. Financial Accounting - S. N. Maheshwari
3. Company accounts Hanif Mukherjee, 2<sup>nd</sup> Edition Vol-2, TATA Mc Graw Hill publishing company Ltd.

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| <b>Name of the Programme: BBA</b>                     | <b>Branch: Management</b>            | <b>Semester - I</b>                       |
| <b>Name of the Subject:<br/>Business Organization</b> | <b>Subject Code:<br/>11BBADSC003</b> | <b>Total Marks for<br/>Evaluation:100</b> |

**Course outcomes: On successful completion of the course, the students will demonstrate**

- 1) An understanding of the nature, objectives and social responsibilities of business
- 2) An ability to describe the different forms of organisations
- 3) An understanding of the basic concepts of management.
- 4) An understanding of functions of management.
- 5) An understanding of different types of business combinations

### **Syllabus Content**

#### **MODULE I**

Business: Meaning, Nature, Objectives, Social responsibility of Business, Essentials of successful business; Functional areas of business. Concept of Business Organization.

#### **MODULE II**

Sole proprietorship: Meaning, Features, Merits and Demerits. Partnership: Meaning, Features, Merits and Demerits. Joint Stock Company: Meaning, , Features, Merits and Demerits. Co-operatives: Meaning, Features, Merits and Demerits.

#### **MODULE III**

Government Departmental Undertakings: Meaning, Features, Merits and Demerits.

#### **MODULE IV**

Public Corporations: Meaning, Features, Merits and Demerits. Government Companies: Meaning, Features, Merits and Demerits

#### **MODULE V**

Business Combinations - Meaning, Reason, Types, Forms, merits and demerits of Business Combinations, Recent Trends in Business Combinations.

#### **TEXT BOOKS /REFERENCE BOOKS**

1. C B. Gupta - Business Organisation and Management, Sultan Chand & Sons.
2. Dr. S. C. Saxena - Business Administration & Management, Sahitya Bhawan.
3. M. C. Shukla - Business Organisation and Management. S Chand & Company Pvt. Ltd.
4. S.A Sherlekar - Business Organization, Himalaya Publishing House.
5. Y.K. Bhushan. Fundamentals of Business Organisation and Management, Sultan Chand & Sons.
6. R.K. Sharma, Business Organisation & Management Kalyani Publishers
7. Dr. I.M. Sahai, Dr. Padmakar Asthana,' Business Organisation & Administration', Sahitya Bhawan Publications Agra.

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| <b>Name of the Programme: BBA</b>                           | <b>Branch: Management</b>             | <b>Semester - I</b>                       |
| <b>Name of the Subject:<br/>Fundamental Computer Skills</b> | <b>Subject Code:<br/>11BBASEC-004</b> | <b>Total Marks for<br/>Evaluation: 50</b> |

**Course outcomes: On successful completion of the course, the students will be able**

1. Explain basics of computer fundamentals.
2. Make use of the word document with the help of word processing tools and technique.
3. Apply the various formulas and formatting in excel.

### **Syllabus Content**

#### **MODULE I**

##### **Introduction to Computer**

Computer-definition and meaning, characteristics, Generation of computers, Types of computers, Block diagram, Input- output devices, Memory, Types of memory, Storage devices, Computer network. Search engine -concept and working of search engine, Operating and number system.

#### **MODULE II**

##### **Introduction to MS word and PowerPoint**

Microsoft Word- Introduction to word components, working with word document, formatting documents, working with tables, tools. Microsoft PowerPoint: Introduction to PowerPoint components, working with PowerPoint, creating presentation, formatting presentation, Adding effects to presentation.

#### **MODULE III**

##### **Introduction to MS Excel**

Microsoft Excel: Introduction to Excel, spreadsheet, formatting worksheet, working with graphics in excel, types of charts, mathematical and statistical functions in Excel.

#### **Text Books:**

1. Computer Fundamentals: Concepts, Systems & Applications, Priti Sinha, Pradeep K., Sinha, BPB Publications.
2. Computer Today -Basandra Suresh K..Galgotia Publications Pvt. Ltd.
3. Fundamentals of Computer – V.Rajaraman, Prentice Hall India Learning Private Limited.
4. Computer Fundamentals, R.S.Salaria, Khanna Book Publishing Company.

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| <b>Name of the Programme: BBA</b>                        | <b>Branch: Management</b>             | <b>Semester - I</b>                      |
| <b>Name of the Subject:<br/>Communicative English -I</b> | <b>Subject Code:<br/>11BBAAEC-001</b> | <b>Total Marks for<br/>Evaluation:50</b> |

**Course outcomes: On successful completion of the course, the students will be able**

- 1) Improve student's written and oral communication skills in English.
- 2) Make the students apply effective communication skills in a variety of public and interpersonal settings.
- 3) Recall the basics of grammar without error. The students will list the usage of parts of speech and avoid the common errors in spoken and written communication. The students will summarize and develop the appropriateness of grammar in speech and writing and use English language correctly and effectively.

### **Syllabus Content**

#### **MODULE I**

Basic Grammar: Noun, Pronoun, Adjective, Verb, Adverb, Preposition, Articles, Voice, Reported Speech. Comprehension Skills: Unseen Passage, Writing Skills: General principal of Writing, Improving Writing skills, Essentials of good Style Grammar and usage,

#### **MODULE II**

Writing business letter, importance and difference between personal and business letters, Circulars, Memos and notices, Report writing.

#### **MODULE III**

Definition of Reading, Reading: meaning and process, Components of Reading Skills, Improvement of Reading skills, Importance of Speaking skills, Pronunciation, Pause, Tone, Stress.

#### **TEXT BOOKS/ REFERENCE BOOKS:**

1. Professional Communication: Dr. T.N. Chhabra (Sun Indira Publication)
2. Essentials of Business Communication, Rajendra Pal and J.S. Korlhalli (Sultan Chand & Son's)
3. Business Communication, K.K. Sinha (Galgotia Publishing Company)
4. Business Correspondence and Report Writing R.C. Sharma & Krishna Mohan (Tata Megrow Hill Publishing Company Limited).



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| <b>Name of the Programme: BBA</b>                   | <b>Branch: Management</b>             | <b>Semester - I</b>                      |
| <b>Name of the Subject:<br/>Yoga and meditation</b> | <b>Subject Code:<br/>11BBAVAC-001</b> | <b>Total Marks for<br/>Evaluation:50</b> |

**Course outcomes: On successful completion of the course, the students will be able**

- 1) Students gain good knowledge on the concept of yoga.
- 2) Students know about the scientific benefits of various yogic practices
- 3) Students can perform practical skills proficiently
- 4) Students gain an awareness about the value of health & wellness through yoga
- 5) Makes the students more enthusiastic about further study/research in the field of Yoga

### **Syllabus Content**

#### **MODULE I**

##### **Introduction to Yoga:**

Meaning and definitions of Yoga, History of Yoga, Importance of Yoga as art, science and philosophy, Yogic Diet.

#### **MODULE II**

##### **Philosophical Perspective of Yoga:**

Yoga in Bhagavad Gita: Karma Yoga, Raja Yoga, Jnana Yoga and Bhakti Yoga, The 'Yoga Sutras' in general; its significance in life. Limbs/parts of yoga (Astanga Yoga) according to the 'Yoga Sutras', Concept of Ishwara; Ishwara in Yoga Philosophy.

#### **MODULE III**

##### **Yogic Practices for Health & Wellness:**

Asana, its classification and effects, Pranayama, its types and effects, Kriya, Mudra and Bhandha: Procedure and Effects, Yoga Vs Physical Exercise.

#### **MODULE IV**

##### **Human Consciousness & Meditation**

Meaning & Definition of Human Consciousness., Need for Study of Human Consciousness., Current Crisis of Human Consciousness & Measures for meaningful solution. The Theory of Meditation- Japa Meditation, Ajapajapa Meditation, Yoga Nindra, Tratak.

#### **PRACTICAL**

##### **i. Suryanamskara – (12 counts)**

##### **ii. Asana**

- a) Standing:** -Tadasana, Ardhakatichakrasana, Ardhashakrasana, Trikonasana, Vrikshasana.
- b) Sitting:** - Vajrasana, Padmasana, Gomukhasana, Paschimottanasana, Shashankasana.
- c) Lying Supine Position:** - Shavasana, Setubandhasana, Chakrasana, Sarvangasana, Halasana.
- d) Lying Prone Position** - Makarasana, Bhujangasana, Shalabhasana, Dhanurasana, Naukasana.

##### **iii. Pranayama**

Nadishodhana, Suryabhedana, Chandrabhedana, Shitali, Bhastrika, Bhramari.

**iv. Bandh & Mudra**

Jalandharabandha, Uddiyanbandha, Moolabandha, Yogamudra, Viparitkarnimudra, Shambhavimudra,

**Dhyana and its forms****Reference Books:**

1. Holistic Approach of Yoga- G. Shankar: Aditya Publishers
2. Patanjali's Yoga Sutra – Translation and Commentary-Dr.P.V. Karambelkar: Lonavla
3. Guidelines to Yogic Practices – M.L.Gharote: Lonavla
4. Yoga and Indian Philosophy – Karel Werner: Motilal Banarsidass
5. Yoga: The Path to Holistic Health- B.K.S. Iyenger: Dorling Kindersley Limited

# SEMESTER - II

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| <b>Name of the Programme: BBA</b>                    | <b>Branch: Management</b>            | <b>Semester - II</b>                      |
| <b>Name of the Subject:<br/>Business Mathematics</b> | <b>Subject Code:<br/>11BBADSC004</b> | <b>Total Marks for<br/>Evaluation:100</b> |

**Course Outcomes: On successful completion of the course, the students will be able to**

- 1) Understand the basics of Quadratic Equation and Progression.
- 2) Understand the basics of Matrix and Determinant.
- 3) Understand about Business Mathematics.
- 4) Analyze the matrix and determinate.
- 5) Evaluating Ratios, Profit and loss, Interest etc.

### Syllabus Content

#### MODULE I

##### Number System

Introduction – Natural Numbers - Even Numbers – Odd Numbers – Integers – Prime Numbers – Rational & Irrational numbers, Real Numbers, HCF & LCM (Simple problems).

#### MODULE II

##### Theory of Equations

Introduction – Meaning – Types of Equations – Simple, Linear and Simultaneous Equations (only two variables) Eliminations and Substitution Method only. Quadratic Equation – Factorization and Formula Method ( $ax^2 + bx + c = 0$  form only). Problems on Commercial Application.

#### MODULE III

##### Progressions

Introduction – **Arithmetic Progression** - Finding the  $n^{\text{th}}$  term of an AP and Sum to 'n' th term of AP. Insertion of Arithmetic Means in given terms of AP and representation of 3 terms of AP. **Geometric Progression** –Finding nth term of GP – Sum to 'n' th Term of GP – Insertion of Geometric Means in given Geometric Progression and also representation of 3 terms of GP.

#### MODULE IV

##### Matrices and Determinants

Introduction, Meaning, types of matrices – operations of addition, subtraction, multiplication of two matrices – problems, transpose of a square matrix. Determinant of a square matrix- minor of an element, co-factor of an element of a determinant. Adjoint of a square matrix, singular and non-singular matrices –inverse of a square matrix – Problems on linear equations in two variables using Cramer's rule.

#### MODULE V

##### Commercial Arithmetic

Simple interest, Compound interest including half yearly and quarterly calculations, annuities, Percentages, bills discounting, concepts of Ratios, duplicate-triplicate and sub-duplicate of a ratio, Proportions, third, fourth and inverse proportion - problems.

**TEXT BOOKS/ REFERENCES BOOKS:**

1. Business Mathematics by D.C. Sancheti, V.K Kapoor.
2. "*Quantitative Methods*" by D R Agrawal.
3. Business Mathematics, HPH by Dikshit & Jain.
4. Business Mathematics (Sahitya Bhawan) by Dr. S.M Shukla.
5. Business Mathematics (HPH) by G.K. ranganath
6. Business Mathematics and Statistics by G.R. Veena & Seema
7. Business Mathematics and Statistic by Dr. Sancheti & Kapoor.

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| <b>Name of the Programme: BBA</b>               | <b>Branch: Management</b>            | <b>Semester - II</b>                      |
| <b>Name of the Subject:<br/>Cost Accounting</b> | <b>Subject Code:<br/>11BBADSC005</b> | <b>Total Marks for<br/>Evaluation:100</b> |

**Course Outcomes: On successful completion of the course, the students will be able to**

- 1: To understand the conceptual framework of cost accounting and its application.
- 2: To understand the implication of Job, batch and contract costing
- 3: Understand the basic of Material and labour costing.
- 4: Analyze various overheads.
- 5: Understand and examine in detail the usefulness and practical usage of job, batch and process costing.

### **Syllabus Content**

#### **MODULE I**

##### **Introduction to Cost Accounting:**

Learning Objectives, Difference between the Financial and Cost Accounting. Cost Concepts for Control, Cost Concepts of Decision Making. Elements of Cost.

#### **MODULE II**

##### **Costing and Control:**

Material Costing - Control of Material, Cost of Inventory and Costing Methods. Labour Costing-Different Remuneration Method & Difference Between Halsey & Rowan Plan and Group Bonus Plan.

Overheads - Cost Allocation, Absorption of Factory Overheads & apportionment of Expenses.

#### **MODULE III**

##### **Job, Order, Process Costing:**

Introduction to Job Order Costing, Batch Costing, Contract Costing. Process Cost, Joint Costing and By-product Costing. Practical Problems.

#### **MODULE IV**

##### **Standard Costs:**

Introduction, Meaning of Standards, Establishing Cost Standards Components of Standard Cost. Calculation of MV, LV, SOHV.

#### **MODULE V**

##### **Budgets:**

Introduction, The Planning Process, Budget Purpose, Preparation Types Of Budgets.

#### **TEXT BOOKS/ REFERENCE BOOKS:**

- 1.“Cost Accounting” by M.L. Agrawal, Jain Narang, Maheshwari
- 2.“Cost Accounting” by M.L. Agrawal, Sahitya Bhawan publication,
- 3.“Cost Accounting” by Jain Narang, Kalyani Publishers
- 4.“Cost Accounting” by S.N. Maheshwari,
- 5.“Cost Accounting” by Saxena and Vashist, Sultan Chand and Sons

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| <b>Name of the Programme: BBA</b>                    | <b>Branch: Management</b>            | <b>Semester - II</b>                      |
| <b>Name of the Subject:<br/>Managerial Economics</b> | <b>Subject Code:<br/>11BBADSC006</b> | <b>Total Marks for<br/>Evaluation:100</b> |

**Course Outcomes: On successful completion of the course, the students will be able to**

1. Explain the basic concept of demand, supply and their determinant.
2. Demonstrate the theory of Consumer Behaviour in business domain.
3. Interpret the concepts of cost, nature of production and its relationship to Business operations.
4. Compare the concept of price and output decisions of firms under various market structure
5. Solve the basic concept of national income accounting and its various methods.

**Syllabus Content**

**MODULE I**

Meaning, Nature and Scope of Business Economics, Micro and Macro Economics, Basic Economic Problems. Demand, Supply and Market Equilibrium: Individual Demand, Market Demand, Elasticity of Demand, Law of Supply and Market Equilibrium.

**MODULE II**

Theory Of Consumer Behaviour: Cardinal Utility Theory, Ordinal Utility Theory- Indifference Curves, Budget Line, Consumer Choice, Inferior and Giffen Goods. Law of Diminishing Margin Utility.

**MODULE III**

Production: Three Stages of Production. Optimizing Behavior in Long Run: Isoquants, Isocost Line, Optimal Combination of Resources.

Costs and Scale: Traditional Theory of Cost-Short Run and Long Run, Modern Theory of Cost: Short Run and Long Run, Economies of Scale, Economies of Scope.

**MODULE IV**

Price-output decisions under different market conditions: Perfect and Imperfect market.

Market structure: Monopoly, Oligopoly and Duopoly, Monopolistic Competition, Non-Price Competition, Price Discrimination, Product Differentiation.

**MODULE V**

National Income: Concepts, Definition, Methods of Measurement, National Income in India, Problems in Measurement of National Income &; Precautions in Estimation of National Income

**Text Books:**

1. Managerial Economics Theory and Applyings, D.N Dwivedi, Vikas Publishing House, 8thEdition. 2016.
2. Principles of Economics, Deviga Vengedasalam, Karunaagarn Madhavan, Oxford University Press, Reprint 2018.
3. Managerial Economics, Geetika and Piyali Ghosh, Tata McGraw Hill, 3rdEdition 2017.
4. Managerial Economics Principles and World-wide Applying (MEPWA), Dominick Salvatore and Siddhartha K. Rastogi, Oxford University Press,8th Edition, 2016.
5. Managerial Economics Theory and Applyings, Dr.D.M Mithani, Himalaya Publishing House, 2013.
6. Economics, Paul A Samuelson, William D Nordhaus, McGraw-Hill Publication, 20 th edition.

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| <b>Name of the Programme: BBA</b>                      | <b>Branch: Management</b>            | <b>Semester - II</b>                     |
| <b>Name of the Subject:<br/>Business Case Analysis</b> | <b>Subject Code:<br/>11BBASEC014</b> | <b>Total Marks for<br/>Evaluation:50</b> |

**Course Outcomes: On successful completion of the course, the students will be able to**

1. Explain business cases and case lets.
2. Analyze various theories and strategic principles.
3. Analyzing for high level presentations.

### **Syllabus Content**

#### **Methodology**

In this course you will be presented with information by the primary course instructors as well as instructors brought in to present specific information necessary to successfully analyze and present a case. After each major learning unit your group will be required to produce and present an assignment demonstrating your use of the information provided in the class. Each team will be assigned a case from past case competitions, which will be used in their assignments and final presentation.

The students will be taught how to develop, write & solve cases of business & management pertaining to the subjects taught (viz: management concepts, managerial economics, Accounts, Business communications, business environment, behavioral science, etc.) during the ongoing semester. The students will be given a case which they need to analyze in different groups (group size: minimum two and maximum three). The students will be asked to present their group presentation (5-10 minutes for each presentation) in front of an internal and an external examiner.



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| <b>Name of the Programme: BBA</b>                         | <b>Branch: Management</b>            | <b>Semester - II</b>                     |
| <b>Name of the Subject:<br/>Communicative English -II</b> | <b>Subject Code:<br/>11BBAAEC003</b> | <b>Total Marks for<br/>Evaluation:50</b> |

**Course Outcomes: On successful completion of the course, the students will be able to**

1. Explain Communication concept and its forms.
2. Demonstrate listening Skills and distinguish between active and Passive Listening
3. Develop vocabulary and Speaking Skills.

### **Syllabus Content**

#### **MODULE I**

##### **Listening Skills**

Types of Listening, Active Listening or effective Listening Skills, Barriers in good listening, Importance of Reading, Definition of Reading, Reading: meaning and process, Components of Reading Skills, Improvement of Reading skills, Importance of Speaking skills, Pronunciation, Pause, Tone, Stress

#### **MODULE II**

##### **Oral Communication skills,**

Oral Presentation, Objectives of Presentation, Types of Presentation, Communication in an organization, Channels of internal and external Communication, Communication Network: upward, downward, horizontal, diagonal

#### **MODULE II**

##### **Corporate Communication**

Resume; content of good Resume, guidelines for writing Resume and different types of Resumes, Job Interview; importance and factors involving job Interview, Characteristics and process of Job interview, Technique of Job Interview, Manners and Etiquettes to be followed in Job Interview

#### **TEXT BOOKS/ REFERENCE BOOKS:**

1. Professional Communication: Dr. T.N. Chhabra (Sun Indira Publication)
2. Essentials of Business Communication, Rajendra Pal and J.S. Korlhalli (Sultan Chand & Son's)
3. Business Communication, K.K. Sinha (Galgotia Publishing Company)
4. Business Correspondence and Report Writing R.C. Sharma & Krishna Mohan (Tata Megrow Hill Publishing Company Limited)
5. Communicate to Winruchard Denny (Kogan Page Indira)

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| <b>Name of the Programme: BBA</b>   | <b>Branch: Management</b>            | <b>Semester - II</b>                     |
| <b>Name of the Subject:<br/>Environmental Studies and Disaster<br/>Management</b> | <b>Subject Code:<br/>11BBAVAC002</b> | <b>Total Marks for<br/>Evaluation:50</b> |

**Course Outcomes: On successful completion of the course, the students will be able to**

1. Identify the historical origins of destructive attitudes and practices towards the natural environment.
2. Know the compatibility of human and environment/ecological values.
3. Know the nature resources available on earth and how to concern and manage them.
4. Understand the disaster and pandemic they are facing and empower the new generation to face the new challenges.

### **Syllabus Content**

On successful completion of the course students will be able to:

#### **Module-I (Environment)**

The Atmosphere, Lithosphere, Hydrosphere, Biosphere. Ecosystem: Energy flow in the ecosystem Biogeochemical Cycle: Water Cycle, Carbon Cycle, Nitrogen Cycle Pollution: Water Pollution, Air Pollution, Soil Pollution, Radiation Pollution, Industrial Pollution, Light Pollution, Sound Pollution. Environmental Laws: (Water Act 1974, Air act 1981, The Wildlife Protection Act 1972, The Environment Protection Act 1986), The Forest Conservation Act 1980.

#### **Module-II (Climate Change & Sustainable Development)**

Population Ecology: Individuals, Species, Population, Community (01 Period) Human Population Growth, Population Control Methods (01 period) Urbanization and its effect on society (01 Period) Climate Change: Cause, Effect, Global Warming, Carbon Footprint and environmental protection (05 Periods) Step taken towards Sustainable Development: Ban of single-use plastic automobile Scrapping Policy, Promotion of Electrical Vehicles, Brief idea on Sustainable Development Goals (SDGs), Agenda 21 of Rio Earth Summit.

#### **Module -III (Disaster Management)**

Disaster Management: Types of Disasters (Natural and Man-made and their cause and effect) Vulnerability Assessment and Risk Analysis: Vulnerability to various disasters (Flood, Cyclone, Earthquake, Heat waves and Lightning) Institutional Framework: Institutional arrangements for disaster management (National Disaster Management Authority (NDMA), Chhattisgarh State Disaster Management Authority (CSDMA), District Disaster Management Plan-(DDMP) Raipur. Preparedness Measure and Survival skills adopted during and after disaster

#### **Module –IV (Public Health Management)**

Brief idea on Epidemics and Pandemics Non-Communicable Diseases with special reference to cardiovascular diseases, Cancer, Hypertension and Obesity and their prevention.

Communicable Diseases with special reference to Covid-19, Flu, Hepatitis, AIDS and Tuberculosis and their transmission Dynamics of Disease Transmission: Mode of transmission (Direct/Indirect), Events after infection: Immunity (Active vrs Passive, Innate vrs Acquired, Herd Immunity), Incubation Period. Prevention of Epidemics/Pandemics Disease: Preventing Measures (Quarantine, Sanitization, Personal Protective measures such as Hand Washing and

use of protective devices, Vaccination); Control Measures (Surveillance, Isolation, Contact Tracing) Life Style Management (Diet, Physical Exercise, Yoga and sleeping habit)

**Reference Book:**

- Environment and Disaster Management Ecology Climate Change Biodiversity, 3<sup>rd</sup> Edition, by D.R Khullar
- An Introduction to Disaster Management Natural Disasters and Man-Made Hazards, 3<sup>rd</sup> Edition by S. Vaidyanathan
- Environment, Disaster Management Climate Change, by Dr. Y. K. Sharma & P. Jain.
- Environmental Studies and Disaster Management by Rajneeta Soni

# SEMESTER - III

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| <b>Name of the Programme: BBA</b>                    | <b>Branch: Management</b>            | <b>Semester – III</b>                     |
| <b>Name of the Subject:<br/>Business Environment</b> | <b>Subject Code:<br/>11BBADSC007</b> | <b>Total Marks for<br/>Evaluation:100</b> |

**Course outcomes: On successful completion of the course, the students will be able**

- 1) To understand the conceptual framework of business environment.
- 2) To analyse the structure of economic & Govt policy for real business environment.
- 3) To analyse the effects of technological on business environment.
- 4) To analyse the impact of societal implication on the business environment.
- 5) To determine the various factor of political and legal issue to solve various problems.

### **Syllabus Content**

#### **MODULE I**

##### **Introduction to Business Environment**

Nature and significance of environmental analysis for business decisions Dimensions of Business Environment: Economics, Technological, Socio-cultural, Political, Legal-Regulatory, Demography Environment and Societal Environment.

#### **MODULE II**

##### **Economic Environment**

Structure of Economics – An overview Changes in Government policies since 1991(2). Impact of liberalization, globalization Import-export policy and its domestic and international implications. Financial sector reforms

#### **MODULE III**

##### **Natural & Technological environment**

Innovation, Technological Leadership and Followership; Dynamics of technological environment, Challenge of technology up gradation, Impact of foreign investment and foreign collaboration Globalization, EXIM policy and role of EXIM bank, FDI policy, Multinational Corporation (MNCs) and Transnational Corporations (TNCs), Global Competitiveness, technology and competitive advantage, technology transfer - importance and types, Appropriate technology and technology adaptation.

#### **MODULE IV**

##### **Societal Environment**

Business and Society; Objectives and Important of Business, Professionalization Business Ethics, Business and Culture, Religion, Language, Culture and Organization Behavior Other Socio-Cultural Factors, Technological Development and Social Change

#### **MODULE V**

##### **Political and Legal Environment**

Economics Roles of Government in India, New Economic Policy of Government , Functions of States and central Government towards business environments, Government and Legal Environment.

#### **TEXT BOOKS /REFERENCE BOOKS**

1. Sankaran. S - Business Environment
3. Aswathappa - Business Environment
4. Dasgupta & Sengupta - Government and Business in India
5. Jalan, B,—*India's Economic Crises, 1991*”, Oxford Univ. Press, New Delhi.

6. Aswathappa, K.; —*Essentials of Business Environment*”, Himalaya.
7. Sanjay - Business Environment
8. Francis Cherunilam - Business Environment
9. Cherunilam, Francis; —*Business Environment*”, Himalaya Pub. House, 1996.

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| <b>Name of the Programme: BBA</b>                   | <b>Branch: Management</b>            | <b>Semester – III</b>                     |
| <b>Name of the Subject:<br/>Business Statistics</b> | <b>Subject Code:<br/>11BBADSC008</b> | <b>Total Marks for<br/>Evaluation:100</b> |

**Course outcomes: On successful completion of the course, the students will be able to-**

1. Explain and evaluate about central tendency and dispersion.
2. Evaluate the relationship between variables by correlation and regression.
3. Compare various Probability Distributions and their properties.
4. Explain measures of central tendency, variability and dispersion.
5. Compute the correlation coefficient of random variables and formulate regression equations.

## Syllabus Content

### MODULE I

#### Introduction to Statistics

Background and Basic concepts: Introduction – Definition of Statistics – Functions – Scope – Limitations, Classification and Tabulation of Data.

### MODULE II

#### Measures of Central Tendency

Introduction – Types of averages – Arithmetic Mean (Simple and Weighted) – Median – Mode – Graphic location of Median and Mode through Ogive Curves and Histogram.

### MODULE III

#### Measures of Dispersion and Skewness

**Part – 1: Measures of Dispersion:** Meaning– Calculation of Absolute and Relative measures of dispersion - Range – Quartile Deviation – Mean Deviation – Standard Deviation and Coefficient of Variation.

**Part – 2: Measures of Skewness:** Meaning of Skewness - Symmetrical & Skewed Distributions- Measures of Skewness - Absolute and Relative Measures of Skewness – Karl Pearson's Coefficient of Skewness and Bowley's Coefficient of Skewness

### MODULE IV

#### Correlation and Regression Analysis

**Correlation** – Meaning & Definition - Uses – Types – Probable error – Karl Pearson's & Spearman's Rank Correlation

**Regression** – Meaning and Definition, Regression Equations - Problems

### MODULE V

#### Index Numbers and Probability

**Index Numbers**-Meaning & Definition – Uses – Classification – Construction of Index Numbers – Methods of constructing Index Numbers – Simple Aggregate Method – Simple Average of Price Relative Method – Weighted Index numbers – Fisher's Ideal Index (including Time and Factor Reversal tests) – Consumer Price Index – Problems

**Probability Theory** – Basic concepts of probability, multiplication and addition theorem of probability; conditional probability.

#### TEXT BOOKS/ REFERENCES BOOKS:

1. Mathematics and statistics by Suranjan Saha
2. "Quantitative Methods" by D R Agrawal

3. "Fundamentals of statistics" by D N Elhance
4. Business Statistics by S. C. Gupta
5. Business Statistics by Dr. S.M Shukla
6. Statistical Methods by Dr.S.P.Gupta
7. Quantitative Methods for Business (Kalyani Pub.) by S. L. Agrawal
8. Quantitative Method for Business - II by Chikodi & Pradad



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| <b>Name of the Programme: BBA</b>                       | <b>Branch: Management</b>            | <b>Semester – III</b>                     |
| <b>Name of the Subject:<br/>Organizational Behavior</b> | <b>Subject Code:<br/>11BBADSC009</b> | <b>Total Marks for<br/>Evaluation:100</b> |

**Course outcomes: On successful completion of the course, the students will be able to-**

- 1: To understand the need and importance of organization behavior.
- 2: To understand & analyze the personality and learning theories.
- 3: To understand the importance of attitude and its effect on personality building and emotional competence.
- 4: To Apply basic knowledge about group dynamics, team building and organization structure.
- 5: To Evaluate the importance of organizational change and development.

### **Syllabus Content**

#### **MODULE I**

##### **Focus and Purpose**

Definition; need and importance of Organisational Behaviour; Nature and scope; Framework - Organisational Behaviour Models.

#### **MODULE II**

##### **Individual Behaviour**

Personality; Types; Factors influencing personality; Theories; Learning: Types of Learners; The Learning Process - Learning Theories Organizational Behaviour Modification. Attitudes - Characteristics - Components - formation – measurement. Perception - Importance - Factors influencing perception - Interpersonal perception. Motivation - Importance - Theories - Effects on work behaviour.

#### **MODULE III**

##### **Group Behaviour**

Organisation Structure - Formation- Groups in Organisations - Influence - Group Dynamics - Emergence of informal leaders and working norms- Group Decision Making Techniques interpersonal relations - Communication - Control.

#### **MODULE IV**

##### **Leadership and Power**

Meaning – Importance- Leadership styles – Theories- Leaders vs Managers - Sources of Power - Power Centers -Power and Politics.

#### **MODULE V**

##### **Dynamics of Organisational Behaviour**

Organisational Climate - Factors affecting Organisational climate - Importance. Job Satisfaction - Determinants - Measurement – Influence on behaviour. Organisational change - Importance - Stability vs. change - Proactive vs. Reactive change - The change process - Resistance to change - Managing change. Organisational Development - Characteristics - Objectives - Team building. Organisational Effectiveness - Perspectives - Effectiveness vs. efficiency - Approaches – The Time Dimension - Achieving organisational effectiveness.

#### **TEXT BOOKS/REFERENCE BOOKS:**

1. Stephen P. Robbins, “*Prentice Hall of India*” 9<sup>th</sup> Edition, 2001.
2. Hellriegel, Slocum and Woodman, “*Organisational Behavior*” South-Western, Thomson Learning, 9<sup>th</sup> edition, 2001.
3. Schermerhorn, Hunt and Osborn, “*Organisational Behavior*” John Wiley, 7<sup>th</sup> edition, 2001.
4. “*Organisational Behavior*”, Jit S.Chand, Vikas Publishing House Pvt. Ltd, 2<sup>nd</sup> edition, 2001.

5. Fred Luthans, "***Organisational Behavior***", McGraw-Hill Book Co., 1998.
6. New Strom and Davis, "***Organisational Behaviour***", McGraw-Hill, 2001.
7. Jeff Harris and Sandra Hartman, "***Organisational Behaviour***", Jaico, 2002.

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| <b>Name of the Programme: BBA</b>               | <b>Branch: Management</b>            | <b>Semester – III</b>                    |
| <b>Name of the Subject:<br/>IT For Managers</b> | <b>Subject Code:<br/>11BBASEC022</b> | <b>Total Marks for<br/>Evaluation:50</b> |

**Course outcomes: On successful completion of the course, the students will be able to-**

- 1) To Understand the concepts of computer along with the hardware & software.
- 2) To recall and understand all the concept of peripheral devices,
- 3) To apply formula to sort and filter data.
- 4) To analyze the role of data and information.
- 5) To analyze chart and table data.

### **Syllabus Content**

#### **MODULE I**

##### **COMPUTER BASICS AND CLASSIFICATION**

Introduction to computers: Computer System Characteristics and Capabilities, classification of Computers: Classification as per logic used by computer; Major Components of Computer; Organization of Computer; Communication Paths; Working of CPU. Memory Types: Primary memory, secondary memory, and cache memory. Software Overview: System Software and Application Software.

#### **MODULE II**

##### **OPERATING SYSTEMS AND DATABASE BASICS**

Operating System: Concepts; Types of Operating System; Features of Operating System; Objective of Operating System: Layers of Computer System; OS Overview. Introduction to DBMS: Definition, purpose, and importance. Introduction to MIS: Definition, characteristics, and importance. MIS Components: Hardware, software, database, network, and people. Role of MIS in Organizations: Decision-making, planning, and control.

#### **MODULE III**

##### **DATA REPRESENTATION AND CONVERSION**

Introduction to Number Systems: Decimal, Binary, Octal, and Hexadecimal Number Systems. Conversions: Conversion of any number system to Decimal, Conversion of Decimal to Binary, Octal, and Hexadecimal. Applications of Number Systems: Practical use in computing systems.

#### **MODULE IV**

##### **NETWORK TECHNOLOGIES AND INTERNET BASICS**

Network Technologies: Introduction; Types of Networks: LAN, WAN, Intranet, Extranet; Network Topologies; Network Architecture & Protocols. ITES and Call Centers: GIS and applications in information technology-enabled services. Internet Basics: History; Indian Internet History; Internet Protocols (TCP/IP); URL; IP Addresses; Domain Name System (DNS).

#### **MODULE V**

##### **INTERNET APPLICATIONS AND SECURITY**

World Wide Web (WWW): Browsing and Information Retrieval; Exploring the WWW; Concept of Website; Web Standards. Internet Applications: Uploading and Downloading Files; Introduction to HTML (HTML Documents/Files); Search Engines. E-Commerce and M-Commerce: Overview, Benefits, and Online Marketing. Internet Security: Importance, Applications, and Measures for Secure Online Practices.

**TEXT BOOKS/ REFERENCE BOOKS:**

1. Using IT - Williams, Tata McGraw Hills
2. Fundamentals of Information Technology- Chetan Srivastav, Kalyani Publication
3. Fundamental of computers P.K Sinha
4. Data Communication and Network Tanunbaum

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| <b>Name of the Programme: BBA</b>                   | <b>Branch: Management</b>            | <b>Semester – III</b>                    |
| <b>Name of the Subject:<br/>Presentation Skills</b> | <b>Subject Code:<br/>11BBAAEC010</b> | <b>Total Marks for<br/>Evaluation:50</b> |

**Course outcomes: On successful completion of the course, the students will be able to-**

1. Develop ways to control nervousness when presenting.
2. Recognize the components of dynamic verbal communication.
3. Demonstrate body language and gesture for impact.
4. Analyse the feedback for effective engagement of audience.

## **Syllabus Content**

### **MODULE I**

**Preparation of presentation** – 1st part – what, how, for whom, structure, principles and presentation technique, business presentation specifications, Report Writing, Developing Effective Presentation Skills. Oral Presentation: Principles of oral presentation, factors affecting presentation, sales presentation, training presentation, conducting surveys, speeches to motivate, effective presentation skills. Slide Presentation: Craft your message, Make a visuals, Include proper Content of your presentation

### **MODULE II**

**Verbal communication** – jawbreakers, argumentation, usable and unsuitable phrases Communication skills – listening, empathic reaction, how to question, stealing the show, opening door question Conflict situation solving, attack from the audience – communication skills as a work experience, vicious circle of attack and defense Nonverbal communication during presentation – how to manage stress, what to do with hands, legs, activating the audience with nonverbal communication, body language

### **MODULE III**

**Work with audience** – ice-breaking, get them in the mood, work with emotions, visualization tools, nonstandard situations Improvisation and unprepared presentations Personal typology, professional typology, social aspect, man-woman view

### **MODULE IV**

**Feedback** – appreciation and critique, Paradigm of human cooperation – why there could be problems to start the communication and what to do with it – Defense against manipulation, how to say NO, stress management, Image and etiquette.

### **TEXT BOOKS/REFERENCE BOOKS:**

1. Effective Presentation Skills – Robert Dilts, Meta Publication
2. Business Communication Today - Bovee and Thill: Tata McGraw Hill, Presentation Skills 2011

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| <b>Name of the Programme: BBA</b>                      | <b>Branch: Management</b>             | <b>Semester – III</b>                    |
| <b>Name of the Subject:<br/>Leadership Development</b> | <b>Subject Code:<br/>11BBADVAC007</b> | <b>Total Marks for<br/>Evaluation:50</b> |

**Course outcomes: On successful completion of the course, the students will be able to-**

- 1.Understand the concepts of leadership.
2. Develop basics of effective leadership skills
3. Demonstrate leadership skills and decision making.

## **Syllabus Content**

### **MODULE I**

#### **Introduction to Leadership**

Roles, functions and characteristics of a leader; evolution and growth of leadership; Leadership traits and ethics; Attitude, Behaviour, Personality traits and leadership; Types and Styles of leadership.

### **MODULE II**

#### **Theories of Leadership.**

Trait Theory, Behavioural theories, Contingency Theories, Transactional Theories and Transformational Leadership Theory.

### **MODULE III**

#### **Issues and Challenges for Leaders**

Emerging trends in leadership; Servant leadership, Situational leadership; Gender and leadership; Effective Leadership Communication; Emotional intelligence and leadership.

### **MODULE IV**

#### **Self-Discovery**

Awareness of personal values, beliefs and vision that motivates behavior; Personal SWOT; Trust: Openness, confidentiality, blind spot and unknown part of personality; Self-disclosure, seeking feedback, self-reflection, introspection and self-management.

### **TEXT BOOKS/REFERENCE BOOKS**

1. Managing Soft Skills for Personality Development-B.N. Ghosh-McGraw Hill Education
2. Interpersonal Skills and Career Management-Dr. C.S.G.Krishna Macharyulu and Dr. Lalitha Ramakrishnan-Himalaya Publishing House Pvt. Ltd.
3. Stephen P. Robbins, Management, Pearson
4. Koontz and O'Donnell, Management, McGraw Hill.
5. L M Prasad, Principles of management, Sultan Chand and Sons
6. V.S.P Rao/Bajaj, Management process and organization, Excel Books.GH25

# SEMESTER - IV

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| <b>Name of the Programme: BBA</b>                       | <b>Branch: Management</b>            | <b>Semester - IV</b>                      |
| <b>Name of the Subject:<br/>Principles of Marketing</b> | <b>Subject Code:<br/>11BBADSC010</b> | <b>Total Marks for<br/>Evaluation:100</b> |

**Course outcomes: On successful completion of the course, the students will be able to**

1. Understand the concepts of marketing.
2. Analyse marketing environment impacting the business environment.
3. Describe the concepts of product and strategies of pricing.
4. Explain the communication process and promotion tools.
5. Analyze the emerging trends in marketing fields.

### **Syllabus Content**

#### **MODULE I**

##### **Fundamentals of Marketing:**

Introduction to Marketing: Meaning, nature and scope of marketing; Marketing philosophies; Marketing management process; Concept of marketing mix.

#### **MODULE II**

##### **Market Analysis and Consumer Behaviour**

Understanding marketing environment; Market measurement; Consumer Behaviour, Process and Factors influencing Consumer behavior, Consumer and industrial goods & buyer behavior, Market segmentation, Targeting and Positioning

#### **MODULE III**

##### **Product Planning and Pricing**

Product concept; Types of products; Major product decisions; Brand Management; Product life cycle, New Product Development process; Pricing decisions; Determinants of price; Pricing process; Pricing policies and strategies.

#### **MODULE IV**

##### **Promotion and Distribution decisions**

Communication process; Promotion tools – advertising, personal selling, publicity and sales promotion; Distribution channel decisions – types and functions of intermediaries, Selection and management of intermediaries; Logistics decisions – inventory management, warehousing, transportation and insurance.

#### **MODULE V**

##### **Marketing Organization**

Emerging trends and issues in marketing – Consumerism, rural marketing; Social marketing; direct and online marketing; Green marketing.

##### **Textbooks:**

1. Marketing Management, Philip Kotler & Kevin Lane Keller, Pearson Publication, 15th Edition 2016
2. Marketing Management, C N Sontaki, Kalyani Publishers, 2nd Edition 2017.

##### **Reference Books:**

1. Marketing Management, Biplab S Bose, Himalaya Publishing House, 1st Edition 2011.
2. Marketing Management, H R Ramanath & Appannaiah, Himalaya Publishing House, 7th Edition 2010.



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| <b>Name of the Programme: BBA</b>                    | <b>Branch: Management</b>            | <b>Semester - IV</b>                      |
| <b>Name of the Subject:<br/>Financial Management</b> | <b>Subject Code:<br/>11BBADSC011</b> | <b>Total Marks for<br/>Evaluation:100</b> |

**Course outcomes: On successful completion of the course, the students will be able to:**

1. Recognize the importance of financial management from a strategic perspective
2. Compute cost of capital and develop innovative financial strategies
3. Analyze the capital structure decisions through relevant models
4. Discuss the dividend policy of a firm
5. Take both long-term and short-term financing decisions

### **Syllabus Content**

#### **MODULE I**

##### **Introduction:**

Meaning, Importance and Objectives of Financial Management; Time value of money; Conflicts in profit versus value maximization principle; Financial Planning.

#### **Module II**

##### **Tools of Financial Analysis and Planning**

Ratio Analysis to evaluate performance and financial health; Application of Ratio analysis in financial decision making; Analysis of cash flow and funds flow statements.

#### **Module III**

##### **Management of working capital**

Cash and Marketable securities management; Treasury management. Receivables management, Inventory management, Financing of working capital,

#### **Module IV**

##### **Investment decisions:**

Capital Budgeting; Techniques for evaluation like payback method, accounting rate of return, internal rate of return, Net present value and Profitability index – simple problems; Relationship between risk and return.

#### **Module V**

##### **Financial Decisions:**

Cost of capital; Cost of different sources of finance, Weighted average cost of capital, Marginal cost of capital, Concepts of operating and financial leverage; Capital structure patterns; Designing optimum capital structure; Constraints; Various capital structure theories; Different sources of finance: Long, medium, and Short-term finance, Operating and Financial Leverage – their measure, effects on Profits, Analyzing alternate financial plan.

#### **Text Books/ Reference Books:**

1. Arnold, G.C: Corporate Financial Management, Financial Times Pitmom Publishing. 11
2. Atrill, P; Financial Management for Non-Specialists, Prentice Hall.
3. Besant Raj. A: Corporate Financial Management, Tata McGraw Hill.
4. Block & Hirt: Foundation of Financial Management, Irwin Homewood.

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| <b>Name of the Programme: BBA</b>                         | <b>Branch: Management</b>            | <b>Semester - IV</b>                      |
| <b>Name of the Subject:<br/>Human Resource Management</b> | <b>Subject Code:<br/>11BBADSC012</b> | <b>Total Marks for<br/>Evaluation:100</b> |

**Course outcomes: On successful completion of the course, the students will be able to:**

1. Define the concepts, functions and process of human resource management.
2. Explain the concept of human resource planning.
3. Apply techniques off job analysis & design.
4. Select the appropriate methods of training and development
5. Make use of performance appraisal methods.

### **Syllabus Content**

#### **MODULE I**

##### **Introduction to HRM**

Meaning, definition, Philosophy; Nature and scope of HRM, Objectives of HRM; Importance of HRM, Personnel Management Vs. HRM; Problems of HRM, HRM as a profession; HRM practices in Indian Industries

#### **MODULE II**

##### **Human Resource Planning**

Meaning, basis, need and factors affecting Human Resource Planning; Objective of human Resource Planning – short-term and long term; Prerequisites for Human Resource Planning; Human Resource planning process.

#### **MODULE III**

##### **Job Analysis**

Meaning, purpose, steps and techniques of Job Analysis; Meaning, purpose, contents, preparation and Characteristics of a good Job description; Meaning, purpose, contents, preparation and Characteristics of a good Job Specification; Meaning, approaches and Guidelines for job Designing Jobs; Job simplification, Job Enlargement, Job Rotation, and Job Enrichment.

#### **MODULE IV**

##### **Recruitment, Selection and Placement**

Meaning of Recruitment- Internal and External, Evaluation of sources of Recruitment; Meaning of Selection, factors affecting selection, Selection Policy, steps in selection, techniques of selection; Placement and Induction of Employees.

#### **MODULE V**

##### **Performance Management System**

Concept, Uses and Methods of Performance Appraisal, Common Rating Error. Compensation: Components of Pay Structure, Factors influencing Compensation Levels, Wage differentials & Incentives, Profit Sharing, Gain Sharing, Employees' Stock Option Plans. Introduction of Social Security, Health, Retirement & Other Benefits.

#### **Text Books:**

1. Human Resource Management-K. Aswathapa, Tata McGraw Hill Publishing Co. New Delhi, 8 th Edition, 2017.

2. A Textbook of Human Resource Management, R.S. Dwivedi, Vikas Publishing, 1st edition, 2009.

**Reference Books:**

1. Human Resource Management-Gary Dessler, Pearson Education, 15th Edition 2017.
2. Fundamental of Human Resource Management-De Cenzo, D.A. & Robbins S P, New York, Wiley, 12th Edition, 2015.
3. Designing and Managing Human Resource Systems-UdaiPareek and T.V. Rao, Oxford & IBH Publishing Co Pvt. Ltd; 3rd Revised edition, 2015.
4. Personnel Management-Monappa, A. & Saiyadain M., McGraw Hill Education; 2nd edition, 2008.
5. Human Resource Management, Leslie W. Rue, Lloyd L. Byars and Nabil Ibrahim, McGraw Hill 11th Edition, 2016.

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| <b>Name of the Programme: BBA</b>                       | <b>Branch: Management</b>             | <b>Semester - IV</b>                      |
| <b>Name of the Subject:<br/>Business Ethics and CSR</b> | <b>Subject Code:<br/>11BBADSE001A</b> | <b>Total Marks for<br/>Evaluation:100</b> |

**Course outcomes: On successful completion of the course, the students will be able to:**

1. Explain ethics & its fundamental concept.
2. Explain the concept of Business Ethics & ethical decision making in functional areas of business.
3. Explain the role of regulatory bodies in corporate governance.
4. Illustrate the roles, duties & responsibilities of auditor in corporate governance.
5. Explain the concept of corporate social responsibility.

### **Syllabus Content**

#### **MODULE I**

Ethics: Meaning, and Nature of Ethics, Importance of Ethics. Belief, Values, Attitude & Virtue Ethics, Difference between Morality & Ethics Theory of Ethics: Utilitarianism; Weighing Social Cost and Benefits, Ethics of Care, integrating utility, Rights, Justice and Caring. Virtue Ethics.

#### **MODULE II**

Business Ethics: Meaning, Nature, & Importance of ethics in business. Types of Business Ethics, Principles of Business Ethics and Moral issues in Business, Worker's and Employee's Rights and Responsibilities.

Making Decision in Business Ethics: Meaning and Importance of Ethical Decision, Process of Ethical Decision Making, Ethics in Functional area of Business: Marketing, Finance, HR and Production.

#### **MODULE III**

Corporate Governance: Concept, Need to improve Corporate Governance Standards, Features of Good Governance, The Board Quality, Independent Directors on the Board, Executive and Non- Executive Directors, SEBI Clause 49, Directors and Financial Institutions in enhancing Corporate Governance, Critical issues in Governance of Board Directors.

#### **MODULE IV**

Role of Auditors in enhancing Corporate Governance, Duties and Responsibilities of Auditors, Corporate Governance and Internal Auditors, Whistle blowing: Kinds of Whistle blowing. Discrimination, Affirmative action and Reverse Discrimination: Equal Employment Opportunity, Affirmative action, Preferential hiring.

#### **MODULE V**

Corporate Social Responsibility: Meaning, Evolution of Corporate Social Responsibility, Common Indicators for measuring Business Social Performance, Impact of CSR Practices on Sustainable development, Reporting Social Responsibility measures in Annual Report.

#### **Textbooks:**

1. Business Ethics, Andrew Crane and Dirk Matten, Oxford University Press, 4<sup>th</sup> Edition 2015.
2. Governance, Ethics and Social Responsibility of Business, C B Gupta, Sultan Chand and Sons, 2nd Edition 2014.

**Reference Books:**

1. Business Ethics, C.V.S Murthy, Himalaya Publishing House, 3rd fully revised edition 2016
2. Business Ethics and Values, D. Senthil and A Senthil, Himalaya Publishing House, 4th Edition 2016.
3. Business Ethics and Corporate Social Responsibility, SumithaAyodhya and K Govinda Bhat, Himalaya Publishing House, 2nd Edition.

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| <b>Name of the Programme: BBA</b>              | <b>Branch: Management</b>             | <b>Semester - IV</b>                      |
| <b>Name of the Subject:<br/>Cyber Security</b> | <b>Subject Code:<br/>11BBADSE001B</b> | <b>Total Marks for<br/>Evaluation:100</b> |

**Course outcomes: On successful completion of the course, the students will be able to:**

1. Understand the concept of Cyber security and issues and challenges.
2. Understand the cyber-crimes, their nature, legal remedies through available platforms and procedures.
3. Explain various privacy and security concerns on online social media.
4. Explain the basic concepts related to E-Commerce and digital payments.
5. Explain the concept of security aspects related to Computer and Mobiles.

### **Syllabus Content**

#### **MODULE I**

Defining Cyberspace and Overview of Computer and Web-technology, Architecture of cyberspace, Communication and web technology, Internet, World wide web, Advent of internet, Internet infrastructure for data transfer and governance, Internet society, Regulation of cyberspace, Concept of cyber security, Issues and challenges of cyber security.

#### **MODULE II**

Classification of cyber-crimes, Common cyber-crimes- cyber-crime targeting computers and mobiles, cyber-crime against women and children, financial frauds, social engineering attacks, malware and ransomware attacks, zero day and zero click attacks, Cybercriminals modus-operandi , Reporting of cyber-crimes, Remedial and mitigation measures, Legal perspective of cyber-crime, IT Act 2000 and its amendments, Cyber-crime and offences, Organizations dealing with Cyber-crime and Cyber security in India, Case studies.

#### **MODULE III**

Introduction to Social networks. Types of social media, social media platforms, social media monitoring, Hashtag, Viral content, social media marketing, social media privacy, Challenges, opportunities and pitfalls in online social network, Security issues related to social media, Flagging and reporting of inappropriate content, Laws regarding posting of inappropriate content, best practices for the use of social media, Case studies.

#### **MODULE IV**

Definition of E- Commerce, Main components of E-Commerce, Elements of E-Commerce security, E-Commerce threats, E-Commerce security best practices, Introduction to digital payments, Components of digital payment and stake holders, Modes of digital payments- Banking Cards, Unified Payment Interface (UPI), e-Wallets, Unstructured Supplementary Service Data (USSD), Aadhar enabled payments, Digital payments related common frauds and preventive measures. RBI guidelines on digital payments and customer protection in unauthorized banking transactions. Relevant provisions of Payment Settlement Act,2007.

#### **MODULE V**

End Point device and Mobile phone security, Password policy, Security patch management, Data backup, Downloading and management of third-party software, Device security policy, Cyber Security best practices, Significance of host firewall and Ant-virus, Management of host firewall and Anti-virus, Wi-Fi security, Configuration of basic security policy and permissions.

**TEXT BOOKS/REFERENCE BOOKS:**

1. Cyber Crime Impact in the New Millennium, by R. C Mishra, Author Press. Edition 2010.
2. Cyber Security Understanding Cyber Crimes, Computer Forensics and Legal Perspectives by Sumit Belapure and Nina Godbole, Wiley India Pvt. Ltd. (First Edition, 2011)
3. Electronic Commerce by Elias M. Awad, Prentice Hall of India Pvt Ltd.
4. Cyber Laws: Intellectual Property & E-Commerce Security by Kumar K, Dominant Publishers.

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| <b>Name of the Programme: BBA</b>                              | <b>Branch: Management</b>            | <b>Semester - IV</b>                      |
| <b>Name of the Subject:<br/>Personality Development skills</b> | <b>Subject Code:<br/>11BBAAEC011</b> | <b>Total Marks for<br/>Evaluation: 50</b> |

**Course outcomes: On successful completion of the course, the students will be able to:**

1. Understand the concept of Personality.
2. Explain the concepts of self-esteem.
3. Explain the concepts of emotional intelligence.
4. Prepare good resume and prepare effectively for interview.
5. Explain communication beyond language.

### **Syllabus Content**

#### **MODULE I**

##### **Introduction to Personality Development**

The concept of personality - Dimensions of personality – Theories of Freud & Erickson- Significance of personality development. The concept of success and failure: What is success? - Hurdles in achieving success - Overcoming hurdles - Factors responsible for success – What is failure - Causes of failure. SWOT analysis.

#### **MODULE II**

##### **Self-esteem**

Term self-esteem - Symptoms - Advantages - Do's and Don'ts to develop positive self-esteem – Low self-esteem - Symptoms - Personality having low self-esteem - Positive and negative self-esteem. Interpersonal Relationships – Defining the difference between aggressive, submissive and assertive behaviors – Lateral thinking.

#### **MODULE III**

##### **Emotional Intelligence and Self-Confidence**

Understanding Emotional Intelligence: Managing emotions, empathy, and self-regulation. Developing Self-Confidence: Overcoming self-doubt, positive self-talk, and body language. Stress Management: Techniques to handle stress and maintain emotional well-being. Adaptability and Resilience: Dealing with change and challenges effectively. Positive Attitude: Cultivating optimism and a growth mindset.

#### **MODULE IV**

##### **Employability Quotient**

Resume building- The art of participating in Group Discussion – Facing the Personal (HR & Technical) Interview -Frequently Asked Questions - Psychometric Analysis - Mock Interview Sessions.

#### **MODULE V**

##### **Body Language**

Body language - Problem-solving - Conflict and Stress Management - Decision-making skills - Leadership and qualities of a successful leader – Character building -Team-work – Time management - Work ethics –Good manners and etiquette.

#### **Text Books:**

1. Hurlock, E.B (2006). Personality Development, 28th Reprint. New Delhi: Tata McGraw Hill.



2. 2. Stephen P. Robbins and Timothy A. Judge(2014), Organizational Behavior 16th Edition: Prentice Hall.

**Reference Books:**

1. Andrews, Sudhir. How to Succeed at Interviews. 21st (rep.) New Delhi. Tata McGraw-Hill 1988.
2. Heller, Robert. Effective leadership. Essential Manager series. Dk Publishing, 2002
3. Hindle, Tim. Reducing Stress. Essential Manager series. Dk Publishing, 2003
4. Lucas, Stephen. Art of Public Speaking. New Delhi. Tata - Mc-Graw Hill. 2001

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| <b>Name of the Programme: BBA</b>                      | <b>Branch: Management</b>            | <b>Semester - IV</b>                      |
| <b>Name of the Subject:<br/>Constitutions of India</b> | <b>Subject Code:<br/>11BBAVAC008</b> | <b>Total Marks for<br/>Evaluation: 50</b> |

**Course outcomes: On successful completion of the course, the students will be able to:**

1. Understand the key aspects of the Indian Constitution.
2. Comprehend the structure and philosophy of the Constitution
3. Understand the power and functions of various constitutional offices and institutions.
4. Explain the significance of the constitution and appreciate the role of constitution and citizen oriented measures in a democracy.

### **Syllabus Content**

#### **MODULE I**

Meaning and Significance of Constitution, Constituent Assembly- Composition, Objectives, Preamble and Salient features of the Indian Constitution, Fundamental Rights, Fundamental Duties. Directive Principles.

#### **MODULE II**

President of India- Election, Powers and functions, Prime Minister and Cabinet – Structure and functions, Governor- Powers and functions, Chief Minister and Council of Ministers – Functions.

#### **MODULE III**

Parliament – Lok Sabha and Rajya Sabha – Composition and powers, State Legislative Assembly and Legislative Council – Composition and powers,

#### **MODULE IV**

Judicial System in India – Structure and features, Supreme Court and High Court: Composition, Jurisdiction.

#### **MODULE V**

Federalism in India – Features, Local Government -Panchayats –Powers and functions; 73rd and 74th amendments, Election Commission – Composition, Powers and Functions; Electoral Reforms, Citizen oriented measures – RTI and PIL – Provisions and significance.

#### **TEXT BOOKS/REFERENCE BOOKS:**

1. Durga Das Basu, Introduction to the Constitution of India, Gurgaon; LexisNexis, (23rd edn.) 2018.
2. M.V. Pylee, India's Constitution, New Delhi; S. Chand Pub., (16th edn.) 2017.
3. J.N.Pandey, The Constitutional Law of India, Allahabad; Central Law Agency, (55th edn.) 2018.
4. K B Merunandan, Bharatada Samvidhana Ondu Parichaya, Bangalore, Meragu Publications,2015.

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| <b>Name of the Programme: BBA</b>                  | <b>Branch: Management</b>            | <b>Semester - IV</b>                      |
| <b>Name of the Subject:<br/>Negotiation Skills</b> | <b>Subject Code:<br/>11BBASEC023</b> | <b>Total Marks for<br/>Evaluation: 50</b> |

**Course outcomes: On successful completion of the course, the students will be able to:**

1. Understand the fundamental principles and theories of negotiation.
2. Develop practical negotiation strategies and techniques.
3. Explain the negotiating in diverse management contexts.
4. Explain communication, persuasion, and conflict-resolution skills.
5. Explain negotiation skills in business scenarios through simulations and case studies.

### **Syllabus Content**

#### **MODULE I**

Overview of Negotiation; Negotiation Styles; Negotiation process; Tactics in negotiation; Handling conflicts in negotiation; Best alternative to a negotiated agreement.

#### **MODULE II**

Communication: Key to effective negotiation; Non-verbal communication in negotiations; Emotions: dealing with others and ourselves.

#### **MODULE III**

International negotiations; Cross cultural issues in negotiations; Power in negotiation; Workplace negotiations.

#### **MODULE IV**

Turning negotiation into a corporate capability; Effective negotiators; Do's and Dont's of negotiations.

#### **MODULE V**

Negotiating over the telephone/ electronic media; Ethics in negotiation; Negotiation-exercise.

#### **TEXT BOOKS**

1. Roy J. Lewicki, David M. Saunders and Bruce Barry, Negotiation, Tata McGraw- Hill Limited, 2006, 5th edition.
  2. Leigh L. Thompson, The Mind and Heart of the Negotiator, Thomson Learning, 2005, 3rd edition.
- REFERENCE BOOKS**
3. David Rees and Christine Porter, Skills of Management, Thomson Learning, 5 e, 2001.
  4. Joseph T. Straub, The Rookie Manager, AMACOM, 2000.

# SEMESTER - V

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| <b>Name of the Programme: BBA</b>                                    | <b>Branch: Management</b>            | <b>Semester - V</b>                       |
| <b>Name of the Subject:<br/>Indian Ancient Management (IKS core)</b> | <b>Subject Code:<br/>11BBADSC013</b> | <b>Total Marks for<br/>Evaluation:100</b> |

**Course outcomes: On successful completion of the course, the students will be able to:**

1. Understand the evolution of management thought in ancient India and its relevance in modern times.
2. Describe the ethical and moral values, leadership qualities, and strategic management lessons derived from the Ramayana, the Mahabharata and the Bhagavad Gita.
3. Explain the management and economic principles elucidated in Kautilya's Artha Sastra and the Jain texts.
4. Explain the concepts of Indian management thought.
5. Explain the varna system in Indian management system.

### **Syllabus Content**

#### **MODULE- I**

##### **Introduction to Ancient Indian Knowledge System**

Introduction- Definition, Concept and Scope of IKS, IKS in ancient India and in modern India, Bhartiya education system – ancient to modern era, domains of education such as gurukul, pathshala, vidyalay, vishvavidyalay Chaturdas Vidya – importance and classification, Vedas, Vedāṅgas, Veda-upāṅgas and Upavedas. Evolution of Indian management thought; Need of India oriented Approach. Management perspective in Vedantic Literature.

#### **MODULE- II**

##### **Management lessons in the Ramayana**

Ethical and moral values, leadership, governance, strategic alliance. Management lessons in the Mahabharata. Attributes of a king, his roles and responsibilities in Ramayana and Mahabharata and the Bhagavat Gita: Conflict management, Inspirational leadership, alternative perspective on work and performance.

#### **MODULE- III**

##### **Kautilya's management lessons**

Qualities of a leader, functions and role of a leader, motivation and communication; Principles and practice of governance of a state and of a corporation; Economic Thought of Kautilya. Vidura Niti: advice to head of the nation, Trading in ancient India, ancient Indian agriculture, crops and tools; ways of travelling and business, animal husbandry, ancient Indian ports.

#### **MODULE- IV**

##### **Evolution of Indian Management Thought**

Introduction, Precursor to Management in Ancient India, Ancient Indian Wisdom, Objective of Management in India, The stakeholder value creation, Individual freedom, Group behaviour Ethics, Issues relating to gender.

#### **MODULE- V**

##### **Corporate Life in Ancient India**

Introduction to the Vedic Varna System and Corporate Life, Corporate Life in brahmanas, Corporate life in Kshatriyas. The characteristics of ancient Indian corporation, the Sreni, Functions of Srenis. Corporate life in vaishyas, Corporate life in shudras, Conflicts, Alliances and Social Concerns, Trade and Corporate Life,

**Text Book**

1. Dr. Munmun Mohanty and Dr. N.M. Khandelwal Management Practices and Thoughts in Ancient India, Himalaya Publishing house, 2024.
2. Swami BB Vishnu, Vedic Science and History - Ancient Indian's Contribution to the Modern World, gosai publication, 2015.

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| <b>Name of the Programme: BBA</b>                 | <b>Branch: Management</b>            | <b>Semester - V</b>                       |
| <b>Name of the Subject:<br/>Business Research</b> | <b>Subject Code:<br/>11BBADSC014</b> | <b>Total Marks for<br/>Evaluation:100</b> |

**Course outcomes: On successful completion of the course, the students will be able to:**

1. Explain the concept of Research and its types.
2. Select the appropriate methods for data collection.
3. Apply different techniques for univariate and bivariate analysis
4. Outline the types of research report.
5. Explain the documentation of report structure.

### **Syllabus Content**

#### **MODULE I**

Research: Concept, Types, Process and Application in Business Decision. Defining the Research Problem, Theoretical Foundations and Model Building Formulation of Research Hypothesis. Nature of Research Designs and its Types. Concept of Independent & Dependent variables.

#### **MODULE II**

Sampling: Concepts of Statistical Population, Sample, Sampling Frame, Sampling Error, Sample Size, Non Response. Characteristics of a Good Sample. Sampling Methods for determining Size of the Sample, Practical considerations in Sampling and Sample Size. Data Collection Methods.

#### **MODULE III**

Introduction, Types of Measurement Scale, Classification of Scale, Measurement Error, Criteria for Good Measurement. Criteria for Questionnaire Designing, Procedure for Questionnaire Designing, Determining the type of Question, Pilot Testing of Questionnaire, Administering the Questionnaire. Data Editing, Coding, Classification and Tabulation of Data.

#### **MODULE IV**

Analysis of Data Techniques. Data Preparation: Univariate Analysis- Frequency Tables, Bar Charts, Pie Charts, Percentages, Bivariate Analysis-Cross tabulations, Concept and Procedure of Hypothesis Testing, Basic Preliminaries of Hypothesis Testing. t-Test, Z- Test, Chi Square Test, Simple Regression Analysis .

#### **MODULE V**

Importance of Report Writing, Types of Research Report, Report Preparation and Presentation. Report Structure and Formulation Guidelines for Effective Documentation.

#### **Text Books:**

1. Research Methodology, Deepak Chawla and Neena Sondhi, Vikas Publication, 2ndEdition 2016.
2. Business Research Method , J. K. Sachdeva, Himalaya Publishing House, 3rdEdition 2017.

#### **Reference Books:**

3. Marketing Research - G C Beri, Tata McGraw Hill, 4 th Edition,9th Reprint, 2011
4. Business Research Methods - William Zikmund, Cengage Publications,8th Edition, 2010.

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| <b>Name of the Programme: BBA</b>            | <b>Branch: Management</b>            | <b>Semester - V</b>                       |
| <b>Name of the Subject:<br/>Business Law</b> | <b>Subject Code:<br/>11BBADSC015</b> | <b>Total Marks for<br/>Evaluation:100</b> |

**Course outcomes: On successful completion of the course, the students will be able to:**

1. Explain the provisions of The Indian Contract Act 1872.
2. Explain the provisions of Sale of Goods Act 1930.
3. Outline the concept and types of Negotiable Instruments as per Negotiable Instruments Act 1881.
4. Summarize the provisions of Companies Act 2013.
5. Interpret the provision of Consumer Protection Act 1986 and The Right to Information Act 2005.

### **Syllabus Content**

#### **MODULE I**

The Indian Contract Act 1872: Meaning and Essentials of Contract. Kinds of Contract: Based on- Validity, Formation & Performance. Laws relating to Offer and Acceptance, Consideration, Competency to Contract, Free Consent, Void Agreements. Performance of Contracts. Discharge of Contracts. Breach of Contracts and Quasi Contract. Special Contracts: Contract of Indemnity and Guarantee, Bailment and Pledge, and Agency.

#### **MODULE II**

Sale of Goods Act 1930: Sale and Agreement to Sell. Implied Conditions and Warranties. Sale by Non- Owners, Rights of Unpaid Seller.

#### **MODULE III**

Negotiable Instruments Act 1881: Meaning of Negotiable Instruments, Types of Negotiable Instruments, Promissory Note, Bills of Exchange, Cheque.

#### **MODULE IV**

The Companies Act 2013: Meaning and Types, Incorporation, Memorandum & Articles of Association, Prospectus, Issue of Shares and Bonus Shares, Rights Issue, Sweat Equity, Role of Directors, Share Qualification, Company Meetings.

#### **MODULE V**

Consumer Protection Act 2019 : Objectives and Machinery for Consumer Protection, Defects and Deficiency Removal, Rights of Consumers. The Right to Information Act 2005: Salient Features and Coverage of the Act, Definition of terms-Information, Right, Record. Public Authority, Obligations of Public Authorities, Requesting Information and Functions of PIO.

#### **Text Book:**

1. Elements of Mercantile Law, N.D Kapoor, Sultan Chand & Sons, 37th Revised Edition 2015.
2. Business Law for Managers ” by SK Tuteja; Sultan Chand and Sons, New Delhi.

#### **Reference Books:**

1. Business Law, M C Kuchhal & Vivek Kuchhal, Vikas Publishing House Pvt Ltd., 6th Edition, 2013.



2. Business Law, K.R. Bulchandani, Himalaya Publishing House, 2017.
3. Taxman's General and Commercial Laws, 2009.
4. Kumar, Legal Aspect of Business 1st, Edition, 2009, Cengage Learning.
5. Business Law, P C Tulsian, Bharat Tulsian, McGraw Hill, 2017.

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| <b>Name of the Programme: BBA</b>                 | <b>Branch: Management</b>              | <b>Semester - V</b>                       |
| <b>Name of the Subject:<br/>Consumer Behavior</b> | <b>Subject Code:<br/>11BBADSE002 A</b> | <b>Total Marks for<br/>Evaluation:100</b> |

**Course outcomes: On successful completion of the course, the students will be able to:**

1. Explain the concept of consumer behavior and industrial buying behavior.
2. Apply motivation, perception, personality, and attitude theories in consumer buying behavior.
3. Explain the relevance of consumer behavior theories and concepts in decisions making.
4. Explain Group Dynamics & Consumer Reference Groups in consumer buying behavior.
5. Illustrate different models of consumer behavior.

### **Syllabus Content**

#### **MODULE I**

Introduction to Consumer Behavior; Diversity of consumer behavior; Concept, Scope, Importance and interdisciplinary nature; Marketing management factors influencing consumer-buying behavior; The consumer research paradigms and process.

#### **MODULE II**

Consumer decision-making and its process: Models and views of Consumer decision making; the process of opinion leadership and motivation behind opinion leadership; Reutilized response, limited and extensive problem solving behavior; Diffusion and adoption process of innovations; Profile of consumer innovators.

#### **MODULE III**

Individual Determinants of Consumer behavior: Perception (Meaning of Perception, The perceptual process, Factor responsible for perceptual, Distortion). Learning (Elements, Process, Learning theories and measures of consumer learning). Personality (Meaning and Nature, Characteristics of Personality, Stages in the development of personality, personality Influences and consumer behavior, VALS model and its development).

#### **MODULE IV**

Group Dynamics & Consumer Reference Groups: Different Types of Reference Groups, Factors Affecting Reference Group Influence, Reference Group Influence on Products & Brands, Application of Reference Groups. Family & Consumer Behavior: Consumer Socialization Process, Consumer Roles within a Family, Purchase Influences and Role played by Children, Family Life Cycle. Social Class & Consumer Behavior: Determinants of Social Class, Measuring & Characteristics of Social Class.

#### **MODULE V**

Purchase Decision-Compensatory Decision Rule, Conjunctive Decision, Rule, Lexicographic Rule, Affect Referral, Disjunctive Rule, Post Purchase Evaluation. Situational influences Models of Consumer Decision Making: Nicosia Model, Howard-Sheth Model, Howard-Sheth Family Decision Making Model, Engel, Kollat & Blackwell Model, Sheth Newman Gross Model of Consumer Values.

#### **Text Books:**

1. Consumer Behavior , Leon G. Schiffman & Leslie Lazar Kanuk, P H IDelhi, 11th Edition 2015.

2. Consumer Behavior & Marketing Strategy, J.Paul Peter & Jerry C. Olson, Tata McGraw Hill Publication, 7th Edition 2011.

**Reference Books:**

1. Consumer Behavior, David L. Loudon & Albert J. Della Bitta, Tata McGraw Hill, 4th Edition 2010.
2. Shopper, Buyer and Consumer Behavior, Jay D. Lindquist & M.Joseph Sirgy, 2nd Edition 2008.

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| <b>Name of the Programme: BBA</b>                     | <b>Branch: Management</b>             | <b>Semester - V</b>                       |
| <b>Name of the Subject:<br/>Banking and insurance</b> | <b>Subject Code:<br/>11BBADSE002B</b> | <b>Total Marks for<br/>Evaluation:100</b> |

**Course outcomes: On successful completion of the course, the students will be able to:**

1. Understand about different types of banks and their functions.
2. Describe about different technological development in banking sector.
3. Explain various significance of insurance sector for individuals, organizations and economy
4. Describe regulatory measures in the insurance and banking sector as well as safety measures in insurance and banking sector.
5. Analyze the Insurance Regulatory & Development Authority (IRDA).

### Syllabus Content

#### MODULE I

##### **Introduction to Banking**

Fundamental role and evolution, Banking structure in India, Licensing of banks in India, Foreign Banks, Private Banks – Capital and voting rights of the shareholders, Corporate Governance and ethical responsibility.

**Banking and Economy:** Cash Reserve Ratio (CRR), Statutory Liquidity Ratio (SLR), Repo and Reverse Repo, Capital Account Convertibility.

#### MODULE II

##### **Bank Deposits, Nomination and Deposit Insurance**

Kinds of deposits, Joint accounts, Nomination, Closure of a deposit account, Concept of Deposit insurance.

##### **Other Banking services**

Fund-based services, Non-Fund based services, Money Remittance Services, Banking Channels.

#### MODULE III

**Security Creation:** Pledge, Hypothecation, Mortgage, Assignment

**NPA:** Non-Performing Assets, NPA categories, NPA Provisioning Norms, SARFAESI Act

#### MODULE IV:

##### **Basic Principles of Insurance**

Indemnity, Insurable interest, Materiality of facts, Uberimmae Fidae and implications, Types of Insurance: Life Insurance, General Insurance, Health & Medical Insurance, Property related Insurance, Liability Insurance, Critical Illness or Dread Disease Insurance, Reinsurance, Principles governing marketing of insurance products Need for insurance functions of insurance, Benefits and costs of insurance, The development of insurance, Global importance of Indian Insurance Industry.

#### MODULE V:

**Insurance Regulatory & Development Authority (IRDA):** Insurance legislation, Registration of Insurance companies, Licensing of Insurance Agents and Surveyors, Professional Standards, Rules and Ethics Governing Insurance Practice, Code of conduct in advertisement.

**Text Books/ Reference Books:**

1. Besanko, D., & Thakor, A. V. (1995). 10 Relationship banking, deposit insurance and bank portfolio choice. *Capital markets and financial intermediation*, 292.
2. Rajan, A. (1984). *New technology and employment in insurance, banking and building societies: Recent experience and future impact*. Aldershot, Hants: Gower.
3. Cornett, M. M., & Saunders, A. (2003). *Financial institutions management: A risk management approach*. McGraw-Hill/Irwin.
4. Scott, H. S. (Ed.). (2005). *Capital adequacy beyond Basel: banking, securities, and insurance*. Oxford University Press.

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| <b>Name of the Programme: BBA</b>                 | <b>Branch: Management</b>              | <b>Semester - V</b>                       |
| <b>Name of the Subject:<br/>Retail Management</b> | <b>Subject Code:<br/>11BBADSE003 A</b> | <b>Total Marks for<br/>Evaluation:100</b> |

**Course outcomes: On successful completion of the course, the students will be able to:**

1. Explain the basic concepts of retail and its formats
2. Explain retail consumer and their decision-making process.
3. Describe the criterion for retail location and steps involved in choosing retail location.
4. Explain retail operations and retail pricing
5. Explain the retail space, its management and retail marketing.

### **Syllabus Content**

#### **MODULE I**

Introduction to Retailing: Concept of retailing, Functions of retailing, Terms & Definition, Retail formats and types, Retailing Channels, Retail Industry in India, Importance of retailing, Changing trends in retailing. Modern retail formats, E-tailing, Challenges faced by the retail sector.

#### **MODULE II**

Understanding the Retail Consumer: Retail consumer behavior, Factors influencing the Retail consumer, Customer decision making process, Types of decision making, Market research for understanding retail consumer. Retail Market Segmentation and Strategies: Market Segmentation and its benefits, Kinds of markets, Definition of Retail strategy, Strategy for effective market segmentation, Strategies for penetration of new markets, Growth strategies

#### **MODULE III**

Retail Location Selection: Importance of Retail locations, Types of retail locations, Factors determining the location decision, Steps involved in choosing a retail location, Measurement of success of location. Merchandise Management: Meaning of Merchandising, Factors influencing Merchandising, Functions of Merchandising Manager, Merchandise planning, Merchandise buying, Analyzing Merchandise performance.

#### **MODULE IV**

Retail Operations and Retail Pricing: Store administration, Premises management, Inventory Management, Store Management, Receipt Management, Customer service, Retail Pricing, Factors influencing retail prices, pricing strategies, Controlling costs

#### **MODULE V**

Retail Space Management and Marketing: Definition of Space Management, Store layout and Design, Visual Merchandising, Promotions Strategy, Relationship Marketing Strategies, CRM, Retail Marketing Mix, Retail Communication Mix, POP Displays.

#### **Text Books:**

1. Textbook on Retailing Management, Michael Levy and Barton Weitz and Dhruv Grewal, Himalaya Publishing House, 10th Edition, 2019.
2. Textbook on Retail Management, Chetan Bajaj, Rajnish Tuli and Nidhi Verma Shrivastava, Oxford University Press, 1st Edition, 2010.

#### **Reference Books:**

1. Retail Management, U C Mathur, I K International Publishing House, 4th Edition.
2. Retail Management, Gibson G Vedamani, Jaico Publication, 3rd Edition.

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| <b>Name of the Programme: BBA</b>                        | <b>Branch: Management</b>              | <b>Semester - V</b>                       |
| <b>Name of the Subject:<br/>Training and Development</b> | <b>Subject Code:<br/>11BBADSE003 B</b> | <b>Total Marks for<br/>Evaluation:100</b> |

**Course outcomes: On successful completion of the course, the students will be able to:**

1. Define the training need analysis.
2. Explain the tasks of the training function.
3. Illustrate the various methods of training.
4. Explain the concept of management development program and its methods.
5. Interpret the significance of organizational development.

### **Syllabus Content**

#### **MODULE I**

##### **Introduction to Training**

Role of training and development in HRD, Organization Vision & Plans, Assessment of Training Needs, Setting Training Objectives, Designing Training Programmes, Spiral Model of Training, opportunities and challenges for training.

#### **MODULE II**

**Tasks of the Training Function:** Building Support, Overall Training Capacity, Developing Materials, Strategic Planning, Networking.

#### **MODULE III**

##### **Training Methods:**

On the Job Training & Off the Job Training- Job Instruction Training, Apprenticeship, Coaching, Job Rotation, Syndicate Method, Knowledge Based Methods, Lecture, Conferences, Programmed Learning, Simulation Methods, Case Study, Vestibule Training, Laboratory Training, Inbasket Exercise, Experiential Methods, Sensitivity Training. E- Training.

#### **MODULE IV**

##### **Management Development Programme Methods:**

Understudy, Coaching, Action, Learning, Role Play, Management Games, Seminars, Behavioral Modeling, Job Rotation, Case Study, Multiple Management, Sensitivity Training. Post Training: Training Evaluation, Training Impact on Individuals and Organizations, Evaluating Programmes, Participants, Objectives.

#### **MODULE V**

##### **Organizational Development:**

Definition, Foundations of OD, Managing the OD Process. OD Interventions: Team Interventions, Inter-Group and Third-party Peacemaking Interventions. Comprehensive OD Interventions, Structural Interventions and The Applicability of OD. Training Experiences.

##### **Text Books:**

1. Effective Training Systems, Strategies and Practices, Blanchard P. Nick & Thacker James, Pearson Publications, 6th Edition 2018.
2. Training & Development, Janakiram, Biztantra, Indian Text, 1st Edition.2011.

##### **Reference Books:**

1. Training and Development, Pani, Prabhat, S K Book Agency, 1st Edition, 2015.

2. Training and Development Text and Cases, Naik, Pandu G, Excel Book New Delhi, 1st Edition, 2008
3. Practitioner's Guide to Training and Development, Bangaruswamy, Mohan, ANE Books India, 1st Edition, 2016.



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| <b>Name of the Programme: BBA</b>                             | <b>Branch: Management</b>            | <b>Semester - V</b>                      |
| <b>Name of the Subject:<br/>Internship Project &amp; Viva</b> | <b>Subject Code:<br/>11BBARP-001</b> | <b>Total Marks for<br/>Evaluation:50</b> |

**Course outcomes: On successful completion of the course, the students will be able to:**

1. Understand the complexities of the business words.
2. Interpret the skills needed to be successful in the business world.
3. Analyze the business problems and find out its probable solution.
4. Create a business idea into reality.

### **Syllabus Content**

**The criteria for selection of company (business organization) would be based upon:**

1. Goodwill of the company
2. Strength of manpower for training of HR students
3. Sales turnover of the company for marketing students
4. Placement potential in the training organization
5. Existence of training and development department will be preferred
6. Professional approach in management
7. Proximity within or near Chhattisgarh State
8. Suitability of the students with reference to specialization

### **Training Diary**

Each student has to maintain a diary in which he will record/writing the details of work/ activity progress, the diary has to be got checked by the concerned officer/section in-charge

### **Preparation of Training Report**

The student has to keep record in their training diary regarding organization structure, number of persons working, their designations and nature of duties performed and all other activities relating to work. After the completion of training the student will submit training report to the Head of the Department within 15 days

### **Project Work**

After carefully having understanding of the working environment of the business organization the student has to undergo a major project work in consultation with company and its guide from the institution in his related field of specialization i.e. Human Resource Management or Marketing Management or Finance. The student is expected to undergo detailed study regarding the topic from books and available journals and prepare a questionnaire duly approved by the company and the faculty. He will collect the relevant data with the help of questionnaire and observation method. He/she is expected to complete the project report in a nice manner (types and bind) after getting consultation from the guide of the company and guide from the institution He is supposed to prepare Two copies of the project report.

### **GUIDELINES FOR SUBMISSION PROJECTS AND SUMMER INTERNSHIP**

All the candidates of BBA-IV SEMESTER after their term end examinations are required to submit a project-report based on the work done by him/her during the summer period.

### **THE GUIDE**

The Guide for BBA would be a person from the MATS

A guide cannot guide more than six projects at a given time.

## **PROJECT TIME / MAN-HOURS**

- The BBA Major Projects would be of approximately 4 to 6 weeks and carries total marks of 50 including project report and viva.
- Number of students in a project group will not be more than three for BBA.

## **PROJECT EVALUATION GUIDELINES**

**A.)** The evaluation of Major Project /Summer Assignment will be done on the basis of following heads:

Presentation and viva - 30% of total marks.

Thesis/Project report - 70% of total marks.

### **B.) To be done at MATS Campus by External Examiner**

Presentation and viva - 30% of total marks.

Thesis/Project report - 70% of total marks.

The evaluation of Major/Minor Project will be done on the basis of following heads:

## **SUMMARY/ABSTRACT**

All students must submit a summary/abstract separately with the project report. Summary, preferably, should be of about 3-4 pages. The content should be as brief as is sufficient enough to explain the objective and implementation of the project that the candidate is going to take up. The write up must adhere to the guidelines and should include the following:

- Name / Title of the Project
- Statement about the Problem
- Why is the particular topic chosen?
- Objective and scope of the Project
- Methodology (including a summary of the project)
- What contribution would the project make?

**TOPIC OF THE PROJECT-** This should be explicitly mentioned at the beginning of the Synopsis. Since the topic itself gives a peep into the project to be taken up, candidate is advised to be prudent on naming the project. This being the overall impression on the future work, the topic should corroborate the work.

**OBJECTIVE AND SCOPE:** This should give a clear picture of the project. Objective should be clearly specified. What the project ends up to and in what way this is going to help the end user has to be mentioned.

**RESOURCES AND LIMITATIONS:** The requirement of the resources for designing and developing the proposed system must be given. The resources might be in form of the hardware/software or the data from the industry. The limitation of the proposed system in respect of a larger and comprehensive system must be given.

**CONCLUSION:** The write-up must end with the concluding remarks-briefly describing innovation in the approach for implementing the Project, main achievements and also any other important feature that makes the system stand out from the rest.

### **The following suggested guidelines must be followed in preparing the Final project Report:**

Good quality white executive bond paper A4 size should be used for typing and duplication. Care should be taken to avoid smudging while duplicating the copies.

Page Specification :(Written paper and source code)

- Left margin - 3.0 cms
- Right margin- 2.0 cms
- Top margin 2.54 cms
- Bottom margin 2.54 cms
- Page numbers - All text pages should be numbered at the bottom center of the pages.

**Normal Body Text: Font Size:** 12, Times New Roman, Double Spacing, Justified. 6 point above and below para spacing

**Paragraph Heading Font Size:** 14, Times New Roman, Underlined, Left Aligned. 12 point above & below spacing.

**Chapter Heading Font Size:** 20, Times New Roman, Centre Aligned, 30 point above and below spacing.

**Binding::** The project report should be book binding (Spiral binding and other forms of bindings are not permitted)

Colo

**Submission of Project Report to the MATS :** The student will submit his/her project report in the prescribed format. The Project Report should include:

1. One copy of the summary/abstract.
2. Two hard Copy of the Project Report.
3. Soft copy of project on CD in a thick envelope pasted inside of the back cover of the project report.
4. The Project Report may be about 75 pages.

## **FORMAT OF THE STUDENT PROJECT REPORT ON COMPLETION OF THE PROJECT**

- Cover Page as per format
- Acknowledgement
  - Certificate of the project guide as at Annexure III
  - Certificate of the Company/Organisation
  - Synopsis of the Project
  - Main Report
    - ◆ Objective & Scope of the Project
    - ◆ Theoretical Background Definition of Problem
    - ◆ Methodology adopted,

### **Annexure:**

1. Brief background of the organisation where the student has developed the project.
3. List of abbreviations, Figures, Tables
4. References
  - Bibliography
  - Website
5. Soft copy of the project on CD/Floppy

## **Formats of various certificates and formatting styles are as follows:**

### **1) Certificate from the Guide**

Guide Name & Designation Full Address

#### **CERTIFICATE**

This is to certify that this project entitled “ xxxxxx xxxxx xxxxx xxxx xxxx xxx” submitted in partial fulfillment of the degree of Bachelor of Business Management to the MATS, Raipur, done by Mr./Ms. \_\_\_\_\_, Roll No. \_\_\_\_\_ is and is an authentic work carried out by him/her at \_\_\_\_\_ under my guidance. The matter embodied in this project work has not been submitted earlier for award of any degree or diploma to the best of my knowledge and belief.

Signature of the student

Signature of the Guide

### **2) Project Report Cover Page Format:**

***Title of the thesis/report*** (Times New Roman, Italic, Font size = 24)

Submitted in partial fulfillment of the requirements for the award of the degree of Bachelor of Computer Applications (Bookman Old Style, 16 point, centre)

Guide

(Guide Name)

Submitted by:

(Student's name) Roll No.:

Submitted to MATS, RAIPUR

LOGO

### **3) Self certificate by the students**

#### **SELF CERTIFICATE**

This is to certify that the dissertation/project report entitled “ \_\_\_\_\_ ” is done by me is an authentic work carried out for the partial fulfillment of the requirements for the award of the degree of Bachelor of Business Management under the guidance of \_\_\_\_\_. The matter embodied in this project work has not been submitted earlier for award of any degree or diploma to the best of my knowledge and belief.

Signature of the student

Name of the Student

Roll No

#### **ACKNOWLEDGEMENTS**

In the “Acknowledgements” page, the writer recognizes his indebtedness for guidance and assistance of the thesis adviser and other members of the faculty. Courtesy demands that he also recognize specific contributions by other persons or institutions such as libraries and research foundations. Acknowledgements should be expressed simply, tastefully, and tactfully.

#### **BIBLIOGRAPHY**

# SEMESTER - VI

|   |                                      |   |
|---|--------------------------------------|---|
| <b>Name of the Programme: BBA</b>                           | <b>Branch: Management</b>            | <b>Semester - VI</b>                      |
| <b>Name of the Subject:<br/>Entrepreneurship Management</b> | <b>Subject Code:<br/>11BBADSC016</b> | <b>Total Marks for<br/>Evaluation:100</b> |

**Course Outcomes: On successful completion of the course, the students will be able to:**

1. Define the concept of Entrepreneurs and importance of entrepreneurs to society and economy.
2. Explain the concept of Project and source of business idea.
3. Plan a project report for new ventures.
4. Explain the various ownership structure for entrepreneurship.
5. Classify various institutional support for new entrepreneurial ventures

### **Syllabus Content**

#### **MODULE I**

##### **Entrepreneurs and Entrepreneurship Development**

**Entrepreneur:** Evolution and concept of Entrepreneur, Characteristics of Entrepreneur, Distinction between Entrepreneur and Manager, Functions of an Entrepreneur, classification of Entrepreneur, Intrapreneurs, Ultrapreneurs.

#### **MODULE II**

##### **Developing Entrepreneurship:**

Concept of Entrepreneurship, characteristics and scope of entrepreneurship, Barriers to Entrepreneurship. Environment, Entrepreneurship Development, Training. Entrepreneurial Motivation.

#### **MODULE III**

##### **Project Preparation and Marketing:**

Concept and Classification, Search for a Business Idea, Project Identification, Formulation, Project Design and Network Analysis, Project Report, Project Appraisal. Marketing: Methods, Channels, Marketing Institutions and Assistance for Entrepreneur.

#### **MODULE IV**

##### **Institutional Finance:**

Commercial Banks & Other Financial Institution. Institutional Support to Small Entrepreneurs. Ownership Structures: Proprietorship, Partnership, Company, Co-operative, Selection of an Appropriate Form of Ownership Structure.

#### **MODULE V**

Institutional Support for New Ventures: Support System, Incentives and Facilities, Credit Policies, Rajiv Gandhi Udyami Mitra Yojana, Small Industries Development Organization (SIDO), Entrepreneurship Development Institute of India (EDI), Technical Consultancy Organization (TCOS), Khadi and Village Industries Development (KVIC), Small Industrial Development Bank of India (SIDBI), The National Science and Technology Entrepreneurship Development Board (NSTEDB).

##### **Text Books:**

1. Entrepreneurial Development, S.S. Khanna, S. Chand publication, Revised Edition (2020).
2. Entrepreneur Development, Satish Taneja, Himalaya Publishing House, 1 st Edition 2015.

**Reference books:**

1. Principles of Entrepreneurship Development, P. Lalitha, C. Karthikeyan, Walnut Publication, edition 2020.
2. The Dynamics of Entrepreneurial Development and Management, Vasant Desai, Himalaya Publishing House 5th edition 2012.
3. Entrepreneurship Development, S. Anil Kumar, New Age International publisher, Revised edition 2003.
4. Fundamental of Entrepreneurship, Sanjay Gupta & Dr. A.N. Bharti Dr. Vliswajit Singh, Dr. Pramod Kumar Tripathi , SBPD Publications; Latest Edition (1 January 2015).

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| <b>Name of the Programme: BBA</b>                    | <b>Branch: Management</b>            | <b>Semester - VI</b>                      |
| <b>Name of the Subject:<br/>Strategic Management</b> | <b>Subject Code:<br/>11BBADSC017</b> | <b>Total Marks for<br/>Evaluation:100</b> |

**Course Outcomes: On successful completion of the course, the students will be able to:**

1. Explain the core concepts of business policy and strategy in functional areas of management.
2. Illustrate various techniques for environmental scanning and organizational appraisal.
3. Outline various corporate and business level strategies.
4. Apply various strategic analysis model at corporate and industry level.
5. Apply the elements of strategy implementation in business organization.

### **Syllabus Content**

#### **MODULE I**

Introduction to Business Policy, Understanding Strategy, Strategic Decision-Making. Process of Strategic Management and Levels of Strategy. Strategic Intent, Vision, Mission, Business Definition, Objectives and Purpose.

#### **MODULE II**

Business Environment: Concept of Environment, Environmental Scanning Techniques: ETOP, QUEST and SWOT (TOWS). Internal Appraisal: Internal Environment, Organizational Capabilities in Various Functional Areas and Strategic Advantage Profile. Methods and Techniques used for Organizational Appraisal: Value Chain Analysis, Financial and Non-Financial Analysis, Historical Analysis, Industry Standards and Benchmarking, Balanced Scorecard and Key Factor Rating. Identification of Critical Success Factors (CSF).

#### **MODULE III**

Corporate Level Strategies: Stability, Expansion, Retrenchment and Combination Strategies, Corporate Restructuring. Concept of Synergy, Mergers & Acquisitions, Corporate Restructuring Business level Strategies: Porter's Framework of Competitive Strategies, Conditions, Risks and Benefits of Cost Leadership, Differentiation and Focus Strategies.

#### **MODULE IV**

Strategic Analysis and Choice: Corporate Level Analysis- BCG Matrix, GE Nine Cell Matrix, Hofer's Product Market Evolution and Shell Directional Policy Matrix, Industry Level Analysis, McKensy 7S Framework, Qualitative Factors in Strategic Choice.

#### **MODULE V**

Strategy Implementation: Resource Allocation, Projects and Procedural issues. Organization structure and Systems in Strategy Implementation. Operational and Derived Functional plans to implement Strategy, Integration of Functional Plans. Strategic Control and Operational Control, Organizational systems and Techniques of Strategic Evaluation.

#### **Textbook:**

1. Business Policy & Strategic Management, Azhar Kazmi, Tata McGraw Hill, 3rd Edition 2008.
2. Strategic Management and Business Policy TOWARD GLOBAL SUSTAINABILITY, Thomas



3. L. Wheelen J. David Hunger, Pearson 13th Edition

**Reference Books:**

1. Crafting and Executing Strategy, Thompson & Arthur A & Others, Tata McGraw Hill, 17th edition, 2009.
2. Strategy & The Business Landscape, Pankaj Ghemawat, Pearson Education Asia, 2nd edition, 2007.
3. Strategic Management – A South-Asian Perspective – Hitt,Ireland,Hoskinson, Manikutty, Cengage Learning, NewDelhi, edition 9th , 2018
4. Strategic Management: Concepts and Cases: Competitiveness and Globalization,
5. Michael A. Hitt | R. Duane Ireland | Robert E. Hoskisson , Cengage Learning, NewDelhi, 11th edition.
6. Crafting and Executing Strategies, Concepts and Cases,Arthur A. Thompson ,Jr. Margaret A.
7. Peteraf, John E.Gamble Thomas Joseph, Mcgrawhill Publication, 21st edition.

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| <b>Name of the Programme: BBA</b>                                   | <b>Branch: Management</b>            | <b>Semester - VI</b>                      |
| <b>Name of the Subject:<br/>Production and operation Management</b> | <b>Subject Code:<br/>11BBADSC018</b> | <b>Total Marks for<br/>Evaluation:100</b> |

**Course Outcomes: On successful completion of the course, the students will be able to:**

1. Define the concept, functions and types of Production system.
2. Explain the concept of facility design and location selection.
3. Illustrate the concepts and process of capacity planning.
4. Compare the concepts of work measurement and its various techniques.
5. Explain the importance of industrial safety and maintenance management.

### **Syllabus Content**

#### **MODULE I**

##### **Introduction to Production and Operations Management**

Introduction - Meaning & Definition – Classification - Objectives and Scope of Production and operation Management -Automation: Introduction – Meaning and Definition – Need – Types - Advantages and Disadvantages.

#### **MODULE II**

##### **Plant Location and Layout**

Introduction – Meaning & Definition - Factors affecting location, theory and practices, cost factor in location - Plant layout principles - space requirement- Different types of facilities, Organization of physical facilities – building, sanitation, lighting, air conditioning and safety.

#### **MODULE III**

##### **Materials Management**

Introduction – Meaning & Definition - Purchasing, Selection of Suppliers, Inventory Management, Material Handling Principles and Practices, Economic Consideration, Criteria for Selection of Materials Handling Equipment, Standardization, Codification, Simplification, Inventory Control Techniques

#### **MODULE IV**

##### **Production Planning and Quality Control**

Objectives and Concepts, capacity planning, corresponding production planning, controlling, scheduling routing – Quality Control - Statistical Quality Control, Quality Management, Control charts and operating characteristic curves, acceptance sampling procedures, Quality Circle, Meaning of ISO and TQM.

Productivity – factors influencing productivity - Concept of Standard Time, Method study, Time and Motion Study, Charts and Diagrams, Work Measurements

#### **MODULE V**

##### **Maintenance and Waste Management**

Introduction – Meaning – Objectives - Types of maintenance, Break down, spares planning and control, preventive routine, relative advantages, maintenance scheduling, equipment reliability and modern scientific maintenance methods - Waste Management - Scrap and surplus disposal, salvage and recovery.

#### **TEXT BOOKS/ REFERENCE BOOKS:**

1. Alan Muhlemann, John Oaclank and Keith Lockyn, Production & Operations Management, PHI
2. Thomas E. Morton, Production Operations Management, South Western College.

3. Everett E Adam Jr., and Ronald J Ebert, Production & Operations Management, Sage Publishers.
4. Ghousia Khatoon, Production & Operation Management, VBH.
5. Ashwathappa. K & Sridhar Bhatt: Production & Operations Management, HPH.
6. Gondhalekar & Salunkhe: Productivity Techniques, HPH.
7. SN Chary, Production & Operations Management, McGraw Hill.
8. K KAhuja, Production Management, CBS Publishers.
9. S.A. Chunawalla& Patel: Production & Operations Management, HPH.
10. Dr. L. N. Agarwal and Dr. K.C. Jain, Production Management

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| <b>Name of the Programme: BBA</b>                              | <b>Branch: Management</b>             | <b>Semester - VI</b>                      |
| <b>Name of the Subject:<br/>Product &amp; Brand Management</b> | <b>Subject Code:<br/>11BBADSE004A</b> | <b>Total Marks for<br/>Evaluation:100</b> |

**Course Outcomes: On successful completion of the course, the students will be able to:**

1. Understand the product policy, product mix, product line, product modification and new product development.
2. Examine the different growth strategies of new product and product portfolio analysis.
3. Recognize the brand image, brand awareness, brand decision, brand personality and also the benefits of brand.
4. Illustrate brand valuation procedure and managing brand equity.
5. Analyse the Brand building process and strategies.

### **Syllabus Content**

#### **MODULE I**

##### **Product Management**

Meaning of Product, Product Characteristics, Products levels, Types of Products – Product Line, Product Mix.

#### **MODULE II**

##### **Product Development**

Factors influencing design of the product, Changes affecting Product Management, Developing Product Strategy; Setting objectives & alternatives, Product strategy over the lifecycle, New product development, Product Differentiation and Positioning strategies, Failure of New Product.

#### **MODULE III**

##### **Introduction to Branding**

Meaning of Brand, Significance of Branding, Historical perspective of Branding, Differentiating Product and Brand, Types of Brands, Branding Challenges, overcoming the Challenges, Creating a brand, Measuring brand personality, Brand Image.

#### **MODULE IV**

##### **Understanding and Measuring Brand Equity**

Defining Brand equity, Need for building Brand Equity, Steps in building a brand, Consumer bases Brand Equity, Brand Elements, Measuring Brand Equity

#### **MODULE V**

##### **Building Strong Brands**

Branding Strategies, Need for designing Branding Strategies, Strategies for Choosing a Brand Name, Branding strategies, Brand Extension, Critical factors for Brand Extension, Launching a Brand Extension

#### **TEXT BOOKS:**

1. Harsh V. Verma; Brand Management, Excel Books.
2. Subrato Sengupta, Brand Positioning Strategies for Competitive Advantage, McGraw Hill.
3. The New Strategic Brand Management- Kapfere, Jean-Noel, Kogan page 5th edition
4. Das & Naveen, Brand Management Perspectives and Practices, ICFAI University Press.

#### **REFERENCE BOOKS**

1. Chaturvedi, B.M, Total Brand Management: An Introduction-, ICFAI University Press.
2. Kruti Shah, Brand Management, Oxford Publication
3. Gupta SL: Brand Management, HPH.

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|---|---------------------------------------|---|
| <b>Name of the Programme: BBA</b>                     | <b>Branch: Management</b>             | <b>Semester - VI</b>                      |
| <b>Name of the Subject:<br/>International Finance</b> | <b>Subject Code:<br/>11BBADSE004B</b> | <b>Total Marks for<br/>Evaluation:100</b> |

**Course Outcomes: On successful completion of the course, the students will be able to:**

1. Revise the Concept of International Financial Management
2. Discuss the Concept of International Financial Markets
3. Identify with the Concept of International Financial Institutions
4. Recognize the concept of International Financial Instruments and FDI
5. Assess multinational corporate decisions in Global Markets

### **Syllabus Content**

#### **MODULE I**

##### **Unit I: Introduction to International Finance**

International Financial Environment: Overview, Nature and Scope of International Finance  
Evolution of international financial system–gold standard, Breton woods standard, floating exchange rate; International Finance Management VS Domestic Financial Management.

#### **MODULE II**

##### **International Financial Markets**

Foreign institutional Investors- GDR, ADR, IDR- Meaning; Features. Foreign Direct Investment (FDI)- growth of FDI; Advantages and disadvantages of FDI to host country and home country; Loan syndication, External commercial borrowing, Euro currency Market.

#### **MODULE III**

##### **International Financial Institutions**

IMF, Bank for International Settlements; international banking-euro bank, types of banking, offices-correspondent bank, representative office, foreign branch, subsidiary bank, offshore bank.

#### **MODULE IV**

##### **International Financial Activities and Its Implication**

International taxation-double taxation-Bilateral relief and unilateral relief, Tax havens and transfer pricing, Balance of Payment-functions of Balance of Payment ,Components of Balance of Payment ,reasons for disequilibrium in Balance of Payment.

#### **MODULE V**

##### **Foreign Exchange Markets**

Need of foreign exchange; foreign exchange market and market intermediaries; Exchange rate determination- Simple problems ; Forwards , Futures, Swaps and Options, derivatives; Valuation of futures and swaps; Valuation of option and efficiency of the exchange MarketSimple problems; Convertibility of Rupee and its implications, , International Risk Management-types of risk-political risk, exchange rate fluctuation risk, risk of non-payment, managing risk.

#### **Text Books:**

1. O P Agarwal International Financial Management, 3rd Edition 2014 HPH
2. Gupta Shashi K., Rangi Praneet International Finance 2nd Edition 2017, Kalyani Publishers

#### **Reference Books:**

1. Eun C.S., Resnick B.G., “International Financial Management”, 2010, Tata McGraw Hill Education Pvt. Ltd., 4th Ed. Special Indian Edition

2. Shailaja G, "International Finance", 2010, 2nd Ed. Orient Black'swan.
3. Hendrik Van den Berg, "International Finance and Open Economy Macro Economics", 2009, 1st Ed. Cambridge.
4. Sharan V., "International Financial Management", 2009, 5th Ed. PHI, EEE.

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| <b>Name of the Programme: BBA</b>                     | <b>Branch: Management</b>            | <b>Semester - VI</b>                     |
| <b>Name of the Subject:<br/>Impression Management</b> | <b>Subject Code:<br/>11BBAAEC012</b> | <b>Total Marks for<br/>Evaluation:50</b> |

**Course Outcomes: On successful completion of the course, the students will be able to:**

1. Understand the fundamentals of impression management and its role in organizational behavior.
2. Analyze impression management strategies used in various professional contexts.
3. Develop practical skills to manage personal and organizational reputation effectively.
4. Critically evaluate the ethical implications of impression management practices.
5. Apply impression management techniques in leadership and interpersonal interactions.

### **Syllabus Content**

#### **MODULE I**

##### **Introduction to Impression Management**

Definition and significance, Theoretical frameworks (e.g., Goffman's dramaturgical model)  
The role of impression management in professional success. Building trust and credibility  
Inspiring and influencing others. Leadership styles and impressions.

#### **MODULE II**

##### **Nonverbal Communication and Impression Management**

Body language, Facial expressions and tone of voice, Improving nonverbal cues, Effective vs. ineffective nonverbal communication.

#### **MODULE III**

##### **Personal Branding**

Definition and significance, The psychology of personal branding, Self-assessment: Strengths, weaknesses, opportunities, and threats (SWOT). Defining your personal mission and vision

#### **MODULE IV**

##### **Impression Management in Virtual Environments**

Managing impressions on social media, Networking and relationship building, Professional networking on LinkedIn, Optimizing online profiles, The challenges of virtual impressions, Global leaders' impression strategies

#### **MODULE V**

##### **Managing Negative Impressions**

Repairing damaged reputations, Handling criticism and feedback, Crisis management scenarios  
**Ethics in Impression Management**, Ethical dilemmas, Authenticity vs. manipulation, Ethical boundaries of impression management.

#### **Textbooks:**

1. Goffman, E. The Presentation of Self in Everyday Life.
2. Post, E. Emily Post's Etiquette for Professionals.



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| <b>Name of the Programme: BBA</b>                                      | <b>Branch: Management</b>           | <b>Semester - VI</b>                      |
| <b>Name of the Subject:<br/>Project-Preparation of a Business Plan</b> | <b>Subject Code:<br/>11BBARP002</b> | <b>Total Marks for<br/>Evaluation:100</b> |

**Course Outcomes: On successful completion of the course, the students will be able to:**

1. Describe extensive experience in business planning.
2. Recognize powers of innovation and creativity.
3. Improve writing/revision skills and critical thinking skills.
4. Analyze the risk associated with business in domestic as well as globally.

### **Syllabus Content**

#### **Progressive Creation and Expected Outcome:**

This Project is a semester-long project that will require immediate and continuous work throughout the entire 13 weeks of the semester. To help keep you on track for successful completion of the project will include the following:

- Create and submit a description of your group structure, roles and responsibilities.
- Conceive and select two business ideas with mission statements and general descriptions of the product/service to be offered and a reasonable discussion of how each business will meet all of the required criteria for the project.
- Based on feedback received from the instructor, select one of the two businesses to form the basis for your business plan.
- Submit an industry analysis
- Submit a market analysis, plan, and sales forecast
- Submit a cash budget

#### **Guidelines:**

The idea behind the business plan is to familiarize students more extensively with the problems related to the business issues and also to allow them to deal with examples of the practical problems that always are ahead while starting a business plan. This assignment is a semester-long project that will require immediate and continuous work throughout the entire 13 weeks of the semester. To help keep students on track for successful completion of the course, there will be many assignments due throughout the semester.