



CIMAGE PROFESSIONAL COLLEGE

Affiliated by Aryabhata knowledge University, Patna



**PROGRAM OUTCOMES (POs), PROGRAM SPECIFIC
OUTCOMES (PSOs)
OF
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
(THREE YEAR PROGRAM)**



LEARNING OUTCOMES:

On successful completion of Bachelor of Business Administration (BBA) from Cimage Professional College, Students will graduate with a regular Degree and the relevant skills, knowledge and their applications as per the demand of the present scenario.

PROGRAM OUTCOMES:

1. Knowledge of Business, Management and Administration in contrast with emerging Technologies
2. An Understanding of Business Functions
3. Situation Analysis, Problem Solving and Decision-Making Skills.
4. Theory and Data Driven Decision Making skills.
5. Research and Business intelligence Skills
6. Creativity, Innovation and Intercultural competence and Communication.
7. Global Citizenship and Business Ethics (Collaborate, Negotiate & Resolve Conflicts)
8. Providing Global Perspectives & Insight.
9. Developing Critical and Analytical Thinking Abilities
10. Interpersonal Skill Development & Teamwork.
11. Creating Social Sensitivity and Understanding CSR, Ethical and Sustainable Business
12. Practices Demonstrate sensitivity to social, ethical and sustainability issues
13. Developing Entrepreneurship Acumen

PROGRAM SPECIFIC OUTCOMES:

1. Acquiring Conceptual Clarity of Various Functional Areas in Management.
2. Ability to apply reflective thinking and research skills using latest technology tools and techniques.
3. Acquire technical and functional knowledge of operations in business organization.
4. Ability to analyze various functional & Technical issues affecting the organization.
5. Demonstrating ability to evolve strategies for organizational benefits.
6. Analysis and interpretation of the data which is used in Decision Making & Problem Solving.
7. Demonstrate the ability to develop models / frameworks to reflect critically on
8. specific business contexts
9. Demonstrate Strategic and Proactive thinking towards Business Decision Making.
10. Demonstrate Ability to work in Groups/ Teams.

11. Demonstrate understanding of social cues and contexts in social interaction.
12. Ability to Recognize, Explain and Illustrate the importance of ethical conduct and resolve ethical issues in business.
13. Demonstrate understanding of sustainability related concerns in varied areas
14. Analyze Global Environment and its Impact on Business
15. Explain the nature of creativity and innovations and translate insights into opportunities and action for entrepreneurship.
16. Demonstrate the ability to create business plans and execute those plans.

SYLLABUS TAUGHT IN BACHELOR IN BUSINESS ADMINISTRATION

SEMESTER WISE SUBJECT LIST

B.B.A. Semester I

BBA-101	PRINCIPLES&PRACTICESOFMANAGEMENT
BBA-102	MICRO ECONOMICS
BBA-103	MACRO ECONOMICS
BBA-104	INFORMATION TECHNOLOGY IN MANAGEMENT—1 [OFFICE/PRODUCTIVITY SUITES]
BBA-105	MARKETING MANAGEMENT—1 [MARKETING & SALES]
BBA-106	COMMUNICATIVE ENGLISH
BBA-107	Lab :104

B.B.A. Semester II

BBA-201	BUSINESS ORGANIZATION & ENVIRONMENT
BBA-202	FINANCIAL MANAGEMENT—1 [FINANCIAL ACCOUNTING]
BBA-203	HUMAN RESOURCE MANAGEMENT—1 [ORGANIZATIONAL BEHAVIOR]
BBA-204	BUSINESS MATHEMATICS & STATISTICS—1 {MATHEMATICAL ECONOMICS}
BBA-205	INFORMATION TECHNOLOGY IN MANAGEMENT—2 [MANAGEMENT INFORMATION SYSTEM]
BBA-206	BUSINESS ENGLISH
BBA-207	Lab:204

B.B.A. Semester III

BBA-301	MARKETING MANAGEMENT—2 [CONSUMER BEHAVIOR]
BBA-302	FINANCIAL MANAGEMENT—2 [MANAGERIAL ACCOUNTING]
BBA-303	HUMAN RESOURCE MANAGEMENT—2
BBA-304	BUSINESS MATHEMATICS & STATISTICS—2 [MATHEMATICAL STATISTICS]
BBA-305	CORPORATE COMMUNICATION
BBA-306A	BUSINESS TAXATION
BBA-306B	PSYCHOLOGY

B.B.A. Semester IV

BBA-401	STRATEGIC MANAGEMENT
BBA-402	PRODUCTION AND OPERATIONS MANAGEMENT
BBA-403	OPERATIONS RESEARCH AND LOGISTICS
BBA-404	PROJECT & EVENT MANAGEMENT
BBA-405	SOCIAL & MARKETING RESEARCH METHODS
BBA-406A	ENTREPRENEURSHIP DEVELOPMENT PROGRAMME
BBA-406B	BUSINESS ETHICS, CORPORATE GOVERNANCE, AND SOCIAL WORK

B.B.A Semester V

BBA-501	RETAIL MANAGEMENT
BBA-502	INDIAN FINANCIAL SYSTEM
BBA-503	SECURITY ANALYSIS & PORTFOLIO MANAGEMENT
BBA-504	E-COMMERCE
BBA-505	OJT [ON-THE-JOB-TRAINING]

B.B.A. Semester VI

BBA-601	SERVICES MARKETING
BBA-602	INTERNATIONAL FINANCE
BBA-603	RISK MANAGEMENT
BBA-604	BUSINESS LAW AND INDUSTRIAL RELATION
BBA-605	MANAGEMENT THESIS

CLASS OBJECTIVES (COs) OF THE SUBJECTS:

B.B.A. Semester I

BBA -101: Principles & Practices of Management

Module I

Concept of Management: Definition, nature and scope and overall view of management. Relation with other social sciences and industry

Module II

Classical theory of management, Bureaucracy by Max Weber, Scientific Management by F.W Taylor.

Process management by Henry Fayol, Human Relations by Elton Mayo , Behavior science approach by Maslow, Herzberg.

Module III

Management Functions – Planning Organizing, Staffing, Directing & Controlling
Executive Functions – Production, Marketing, Finance, Personnel

Module IV

PLANNING: Concept, Nature, Importance, Objectives, Policies, procedures, Strategies and Methods of decision making

Module V

Organization: Definition, theories of organization, Forms of organization, Formal and Informal organization, Departmentation, span of control

Module VI

Staffing, Directing & Controlling (Man-Power planning, Training & Development) Recruitment Selection Welfare

BBA -101: Principles & Practices of Management OC

CO1: Students will be able to understand and apply fundamental management principles including planning, organizing, leading, and controlling.

CO2: Students will be able to analyze various management theories and their practical applications in real-world scenarios.

CO3: Students will be able to develop skills to effectively manage resources and achieve organizational goals.

CO4: Students will be able to critically evaluate different management practices and their impact on business performance.

CO5. Students will be able to analyze organizational structures, theories, and the impact of departmentation and span of control.

CO6.Students will be able to develop skills in staffing, directing, and controlling, including manpower planning, recruitment, and employee welfare.

BBA -102: Microeconomics

Section I

- Demand, supply & market equilibrium, Demand ANALYSIS: Nature of demand for a product individual demand, Market demand, determinants of demand, concepts of income elasticity of demand price elasticity of demand, revenue concepts.

Section II

- Theory of consumer behavior: Marginal utility theory: indifference curve theory.
- Theory of production and costs: production with one variable input: production and optimal input proportions; two variable inputs: Theory of costs in short run and in long run.

Section III

- Theory of firm and market organization: pricing under perfect competition; pricing under monopoly, pure and discriminating; pricing under monopolistic competition; pricing under oligopoly, kinked demand curve and price leadership.

BBA -102: Microeconomics OC

CO1: Students will be able to developed an understanding about demand and supply aspect of market

CO2: Students will able to analysis the market equilibrium.

CO3: Student will develop the understanding about maximizing the level of satisfaction and how would they behave under different consumption scenario.

CO4: Students will be able to analysed how different inputs can be used towards optimizing the output

CO5: Students will understand how costs and production are inter related and why a firm should emphasise on cost.

CO6: Students will be able to identify market on the basis of competition such as monopoly, monopolistic competition and so on.

CO7: Students will also be able to understand the pricing under different forms of markets.

BBA -103: Macroeconomics

Section I

- Introduction to macroeconomics: Macro static and macro dynamics.
- National Income: Concepts, analysis and measurement through double entry, sectoral accounting and matrix approach.
- Keynesian theory of income determination: Concept of employment, determinant of macroeconomics equilibrium with aggregate demand and aggregate supply analysis.

Section II

- Consumption: Meaning, determinant and importance. Consumption function. Theories of consumption — absolute income, relative income and permanent income hypothesis.
- Theory of multiplier: Income generation process in a static and dynamic setting. Tax multiplier, foreign trade multiplier and balanced budget multiplier bankers from multiplier process, relevance of multiplier to a developing economy.

Section III

- Theory of investment: Management efficiency of capital and measures to promote investment, internal rate determination — classical, non-classical and Keynesian control.
- Inflation: Meaning, types and theories, stabilization policies monetary and fiscal policies.

BBA -103: Macroeconomics OC

- CO1: Students will be able to understand the concept of national income and also how the same is calculated.
- CO2: Students will be able to analyse the equilibrium of economy, based upon aggregate demand and aggregate supply.
- CO3: Students will be able to analyse the impact of changes in one micro economic factor upon other through the concept of multiplier.
- CO4: Students will be able to identify the factors responsible for determining the investment in economy and also how different factors effect investments.
- CO5: Students will be able to understand the concept of price, changes in the economy and how the monitory and fiscal policy measured are used by central bank for controlling price rise in the economy.

BBA-104: Information Technology in Management — 1 (Office/Productivity Suites)

Section I

Basic components of computer system: Functional units and their interrelation.

- types of computer system: Computer categories & classification.
- Information Technology : Introduction, New Developments, Information Systems, Software and data, Application of IT in Business & Industry, Home, Education & Training, Entertainment & Arts, Science, Engineering and Math.
- Communication - The Electronic Web: Network Applications: Fax, voice, Information Services, Person to person Communication, Group Communication;
- LAN: Architecture, System; Introduction to WAN; Link between Networks: Devices & Media, Protocol and dial up access.
- World Wide Web: Introduction, Web access through online services, Using Web Browser.
- Internet and Intranet: Meaning of Internet; Difference between the Internet and Intranet: Introduction to TCP/IP; Setting up an Internet, what is Internet addressing, IP address; types of Internet connections, sending and reading emails.

Section II

- MS - Excel: Concepts of spreadsheet, building a spreadsheet application using formulae, conditional calculations and inbuilt functions; printing worksheets; using graph plotting capabilities of spreadsheet package to display and print graphs; database management & interfacing spreadsheets with database systems; writing macros and creating customized menus with macros.
- MS - Word: Creating and editing files, basic formatting and text enhancement, block operations, printing, file management global searches & substitutions, special print features merging files with mail merge, checking spelling with spell star, index & table of contents.
- MS - PowerPoint: Creation of new slides; Slides from templates; Animation effects; Inserting objects in the slides; Creating hyperlinks; embedding audio/video files.

Section III

- Windows: What is Windows, using the programme manager to run programme, creating and using ICONS, using the file manager to work with directions, files and disks; customizing windows with the control panel, installing a printer and using the print manager using windows accessories like windows write, paintbrush etc.
- Linux: Introduction; Flavors of Linux — Debian Family, Red Hat Family; Graphical Desktop Display Managers — GNOME, Unity, KDE - features, functions, customizations, default programmes, software management. LibreOffice suite, GIMP, Inkscape, Scribus.

BBA-104: Information Technology in Management — 1 (Office/Productivity Suites) OC

1. CO1: Students will be able to gain proficiency in using office productivity software such as word processors, spreadsheets, and presentation tools.
2. CO2: Students will be able to apply IT solutions to enhance business operations and decisionmaking processes.

3. CO3: Students will be able to understand the role of information technology in management and its strategic importance.
4. CO4: Students will be able to develop the ability to manage and analyze data effectively using various software tools.

BBA-105: Marketing Management — 1 (Marketing & Sales)

Section I

- Marketing: Nature and scope of marketing, concepts of traditional and modern marketing, marketing environment-marketing and its environment.
- Consumer Buying Behavior: Factors affecting, purchase behavior.

Section II

- Market segmentation: Nature, basis & strategies.
- Marketing mix: Introduction & factors affecting.
- Product decisions: Product definition, new product development process, product life cycle, positioning, branding & packaging decisions.

Section III

- Pricing decision: Importance, objectives & strategies.
- Product promotion: Promotion mix & factors affecting it.
- Distribution: Channel decisions, types & factors, physical distribution system & its components.
- Marketing of services: Introducing services, characteristics, services marketing mix, successful marketing of service, mastering service quality.

BBA-105: Marketing Management — 1 (Marketing & Sales) OC

1. CO1: Students will be able to understand the core concepts and principles of marketing.
2. CO2: Students will be able to analyze market research data to inform marketing strategies.
3. CO3: Students will be able to develop skills in consumer behavior analysis and product development.
4. CO4: Students will be able to formulate and implement effective sales and marketing strategies, including digital marketing techniques.

BBA-106: Communicative English

Unit 1: Business Correspondence: Structure of a Letter, Inquiry Letter, Sales Letter, Order Letter, Complaints, Complaint Handling, Routine letter

Unit 2: Government Correspondence: Memo, Agenda, Minutes, Proposals

Unit 3: Writing Skills: Report Writing, Composition (argumentative, explanatory, descriptive and narrative)

Unit 4: Paragraph writing Grammar: Sentence Structure, Idiomatic Usage of Language, Tenses, Direct & Indirect Parts of Speech, Active & Passive Voice, Vocabulary.

Unit 5: Selected Short Stories: Three short stories from the book, "Added Value: The Life Stories of Indian Business Leaders." by Peter Church, Lotus Collection, New Delhi

1. Rahul Bajaj/ Bajaj Group

2. Subhash Chandra/ Essel Group/Zee TV

3. NR Narayana Murthy/Infosys

Unit 6: Preparation for Job: Writing Applications for Jobs, Preparing Curriculum Vitae, Preparing for Interviews, Preparing for Group Discussions.

BBA-106: Communicative English OC

C01: These topics will enable the students to know about the formal way of exchanging information by which professional relationships are maintained between organizations, employees and clients.

C02: These topics will provide the ideas to the students about the govt. correspondence. They will come to know about official and formal documentation.

C03: These topics will help the students writing professionally so that data can be presented logically

C04: These will help the students building the strong foundation of grammar.

C05: These stories are taught to the students to motivate them to do something bigger in their life.

C06: Students will get to know how to write application to get job. They will come to know about tart of cracking interviews.

BBA 107: Lab (104)

1. CO1: Students will be able to gain hands-on experience with office productivity software and other relevant IT tools.

2. CO2: Students will be able to apply theoretical knowledge from the Information Technology in Management course in practical settings.

3. CO3: Students will be able to develop the ability to create and manage documents, spreadsheets, and presentations efficiently.

4. CO4: Students will be able to enhance problem-solving and technical skills through practical assignments and projects.

B.B.A. Semester II

BBA -201: Business Organization & Environment

Section I

- Principles of Modern Industry: Division of Labour, Standardization, Scientific Management, Rationalization, Integration, Combination - Horizontal and Vertical, Factors leading to combination, Forms of Business Combination - Trusts, Cartels, Syndicates, Holding Companies.
- Forms of Business Organizations and Ownership: Sole Proprietorships, Partnerships, Joint Stock Companies, Managing Agency System, Public and Pvt. Cos. Public Management and its various functions.

Section II

- Economic environment: Economic systems, economic planning in India, objectives, strategies and evaluation of current five-year plan. Industrial policy and industrial licensing. New economic policies.
- Political Environment: Three political institutions- Legislature, Executive and Judiciary. Fundamental rights and Directive Principles of state policy. Rationale and extent of state intervention.
- Social environment: social responsibility of business, consumer movement & Consumer Protection Act 1986, The Environment Protection Act 1986.
- Technological environment: Impact of technology on business. Technological policy, import of technology, appropriate technology, problems in technology transfer.
- Structure of Public Enterprises in India: Public and Joint Sectors, Management of Industries

BBA 201: BUSINESS ORGANIZATION & ENVIRONMENT OC

CO1 – This module introduces students to the principles of modern industry including rationalization, integration, combination and factors leading to combination. Students will be able to identify different forms of business and ownership.

CO2– Students gain an in-depth knowledge of economic, political, social and technological environment factors along with respective plans, policies and acts that influence a business organization. They also get to learn about the structure of public enterprises in India.

BBA -202: Financial Management — 1 (Financial Accounting) BASIC ACCOUNTING

Section I

- Accounting — Introduction, importance and scope, concepts & conventions — Introduction generally accepted accounting principles, Double Entry Framework: The accounting equation, Accounting cycle — Journals, Ledgers, Purchase Book, Sales Book, Cash Book, Petty Cash Book, Trial Balance.

Section II

- Preparation of financial statements — Profit and loss account and Balance Sheet with necessary adjustments.
- Analysis and interpretation of Financial Statement — meaning and significance.

Section III

- Tools of Financial Analysis — Ratio Analysis, Trend Analysis, Common size and Comparative Financial Statement.
- Fund Flow Statement and Cash Flow Statement
- Marginal Costing, Break-Even Analysis, Applications of Marginal Costing.

COST ACCOUNTING

Section IV

- Concept & classification: Material, labour, overhead, fixed & variable, direct & indirect, product & period costs.
- Cost volume profit analysis: Contribution, PV ratios, Break even analysis

Section V

- Conditions of boom & depression, margin of safety.
- Relevant costs & decision making: Pricing product profitability, make or buy decision.

Section VI

- Standard costing and variance analysis: Material labour & overhead, reconciliation between budgeted profit and actual profit, preparation of cost-sheet.

BBA -202: Financial Management — 1 (Financial Accounting) OC

- CO1: Students will be able to understand the concept of Financial Accounting, types and nature of accounting.
- CO2: Students will be able to prepare the final account i.e Profit and loss account, Balance sheet through the different stages of Book keeping like journal, Ledger and trial balance.
- CO3: Students will be able to differentiate and identify among operating, investing and financing activity.
- CO4: Students will be able to understand the meaning of fund and identify the sources and application of fund.
- CO5: Students will be able to understand the concept of Margin of Safety and Relationship between sales, profit and fixed cost.
- CO6: Students will be able to understand what is fixed, variable and semi variable cost

BBA -203: Human Resource Management — 1 (Organizational Behavior)

Section I

- **Organizational Behaviour** - What managers do, definition of OB, field of OB, contributing discipline to OB, models of OB, challenges and opportunities for OB.
- **Foundations of Individual behavior** - meaning, biographical characteristics, ability, and learning
- **Values, Attitudes and Job satisfaction**
- **Personality, emotion and Emotional Intelligence**
- **Perception** -Process & principles, Nature & importance, sensation vs perception, Perceptual
- **selectivity, organization, errors social perception**

Section II

- **Motivation** - Concept, Theories of Maslow, Herzberg, McClelland, Porter & Lawler Model, Application of Motivation concept.
- **Foundations of Group Behaviour** — types, theories, Group formation, development and structure, group processes, group decision- making techniques, work teams.
- **Interpersonal Skill** - Transactional analysis, Life Positions, Johari Window, games and strokes, body language
- **Leadership: Concept, theories, models, Styles and their application.**
- **Communication process-** Types, processes and reaction patterns

Section III

- **Power and politics in organization**
- **Conflict Management, Stress Management**
- **Organizational Culture**

BBA -203: Human Resource Management — 1 (Organizational Behavior) OC

- CO1: Students will be able to understand the Meaning and importance of OB and contributory discipline to the OB field
- CO2: Students will be able to Understand the Meaning and definition of perception. How the same thing is being interpreted differently by two different individuals
- CO3: Students will learn to Addressing and mitigating the factors that lead to misperceptions and enhancing those that contribute to accurate perceptions.
- CO4: student will be able to know Definition and Theories of motivation.
- CO5: Students will be able to know How employees can be motivated- Motivation by Goal setting, MBO, Types of reward and their implications.

CO6: After completion of this module the student will be able to know the Definition, Meaning Functions of Culture, How Culture is created and sustained & How employees learn culture.

CO7: Students will be able to understand the concept of Power & Politics in Organization.

CO8: Students will be able to learn the concept of Conflict and conflict Resolution Techniques.

BBA -204: Business Mathematics & Statistics — 1 (Mathematical Economics)

Section I

- Set theory, linear and quadratic equation. Permutations and combinations.

Section II

Binomial theory, arithmetic and geometric progressions, functions, limitations and continuity, differential calculus, maxima and minima; (excluding trigonometric functions).

Section III

Integral calculus — Integration by parts, by substitution, by partial fractions and its applications to business (excluding trigonometric functions).

Matrix: Algebra of Matrices, simultaneous equations, gauss limitation methods and their application to business.

BBA -204: Business Mathematics & Statistics — 1 (Mathematical Economics) OC

1. CO1: Students will be able to understand and apply mathematical concepts in business and economics.
2. CO2: Students will be able to use statistical methods to analyze business data and make informed decisions.
3. CO3: Students will be able to develop mathematical models to solve business problems.
4. CO4: Students will be able to understand the role of quantitative analysis in economic decision making.

BBA -205: Information Technology in Management - 2 (Management Information System)

Section I

Introduction: Definition & Significance, Evolution, MIS Support for Programmed and Non-Programmed Decision Making, Model of Decision Making. Structure of MIS: Based on Management Activity & Organizational Function, Conceptual & Physical Structure of MIS.

Systems Concept: Definition of a System, Types of Systems, Sub-System, and Systems Concepts & Organization.

Information Concept: Definition of Information, Information Presentation, Quality of Information.

Section II

Decision Support Systems: Characteristics of DSS, Decision Support & Structure of Decision Making. Decision Support & Repetitiveness of Decisions. Classes of DSS, DSS Users, GDSS, Characteristics of GDSS.

Organization & Information Systems: Relationship, Salient Feature of Organization, Effect of organization on Information Systems and Vice Versa.

Advanced Information Systems: Knowledge Work Systems, Executive Support Systems, Expert Systems Artificial intelligence.

Section III

ERP: An Introduction, Application Examples of Information Systems

BBA-205: Information Technology in Management-2 (Management Information System) OC

1. CO1: Students will be able to understand the key components and functions of Management Information Systems (MIS).
2. CO2: Students will be able to analyze the role of MIS in supporting business operations and decision-making.
3. CO3: Students will be able to develop skills to design and implement effective MIS solutions.
4. CO4: Students will be able to understand the ethical and security issues related to the use of information systems.

BBA 206: BUSINESS ENGLISH

Section I: Grammar

Expressing in Style; Words often confused; One-word substitution; Phrases; Idioms.

Section II: Advanced Reading

Paraphrasing; Interpreting visual information: Tables, Graphs, Charts; Speed Reading. Comprehension and Analysis of the book, "Who Moved My Cheese."

Section III: Effective Writing

Business Correspondences: Fax, Email; Taking Notes; Making Inquiries; Placing Orders; Asking & Giving Information; Registering Complaints; Handling Complaints; Drafting Notices; Job Applications; Expository Composition; Argumentative Composition; Techniques of Argument; Logical Presentation; Descriptive Composition; Narrative Composition; Summary Writing, Proposal; Abstract, Agenda, Minutes.

Section IV: Speaking

Business Etiquettes; Impromptu Speech; Debate; Role Play; Presentations

Section V: Listening

Business-related conversation Exercises

BBA 206: BUSINESS ENGLISH OC

- C01: These topics were taught to enhance the word power. They will learn to use the appropriate words
- C02: These topics help the students to have better comprehending and analytical ability.
- C03: This unit is designed to get the students familiar with business correspondence, how to register and handle complains. It helps the students to draft notice. Students will be able to write well presented business documents. They will learn to write business documents in a proper format.
- C04: This unit boosts up the confidence of speaking instantly. It also enhances the analytical ability of the students. Students can convey the ideas clearly and concisely. They will be able to speak intelligibly using word stress.
- C05: This unit will give the students the insight of different types of listening skill.

BBA 207: Lab (204)

1. CO1: Students will be able to gain practical experience with business mathematics and statistical software.
2. CO2: Students will be able to apply mathematical and statistical theories to real-world business scenarios.
3. CO3: Students will be able to develop problem-solving skills through hands-on practice and projects.
4. CO4: Students will be able to enhance their technical skills and data analysis capabilities through lab exercises.

B.B.A. Semester III

BBA -301: Marketing Management — 2 (Consumer Behavior)

Section I

- Consumer Behaviour: Nature & Application.
- Consumer as an individual
- Consumer needs & Motivations.
- Influence of personality, psychographics & attitude on consumer behavior.

Section II

- Consumer as a perceiver & learner.
- Individual differences in behavior personality, values, lifestyle.
- Consumer behavior & external influences
- Group dynamic & consumer reference groups

Section III

- Social class & Status.
- Culture & ethical values.
- Family & household influences.
- Situational influences.

BBA 301: MARKETING MANAGEMENT — 2 [CONSUMER BEHAVIOR] OC

- CO1: Students will be able to understand consumer nature and behaviour & to identify consumers' needs and motivations
- CO2: Students will be able to understand the about different consumers and the impact of personality, attitude on behaviour
- CO3: Students will be able to understand the influence of external factors, group dynamics and reference groups on consumer behaviour
- CO4: Students will be able to know the relationship between social class and status
- CO5: Students will be able to understand the different value system of consumers
- CO6: Students will be able to understand impact of family members on consumer behaviour

BBA -302: Financial Management — 2 (Managerial Accounting)

Section I

- Scope of Financial Management, Traditional Approach, Modern approach, Investment Decision, Financing Decision, Dividend decision, Objectives of Financial management, Profit Maximization vs Wealth Maximization.

Section II

- Capital Budgeting-Meaning, importance and various techniques-accounting rate of return, pay back method, net present value, net terminal value, internal rate of return, profitability index method.
- Measurement of cost of capital: cost of debt, cost of preference shares, costs of equity shares, calculation of overall cost of capital based on Historical and Market Weights.

Section III

- Operating and Financial Leverage, Capital Structure Decision. NI approach, NOI approach, MM approach, Traditional approach.
- Working Capital Management-Definition, importance, factors affecting working capital. Sources of raising working capital finance.

BBA -302: Financial Management — 2 (Managerial Accounting) OC

- CO 1: Students will be able to understand the meaning of financial management and what the role of financial manager has to perform.
- CO 2 : Students will be able to identify the areas to which financial management applies.
- CO 3 : Students will be able to how financial management is helpful in maximizing the wealth of shareholders.
- CO 4 : Students will be able to identify and select the best project for allocating long term funds for generating cash flows through different techniques
- CO 5: Students will be able to the meaning of cost of capital and how cost of capital of different sources can be calculated
- CO 6: Students will be able to understand the meaning of leverage and how should a company design its capital structure by taking help of different theory and practical requirements.
- CO 7: Students will be able to understand the meaning of working capital and its importance in business operations.

BBA -303: Human Resource Management- 2

Section I

- Introduction: Meaning, scope, objectives and importance of Human Resource Management, Personnel Management, its functions, policies & roles. Organizing the Human Resource Management department in the organization. Human Resource Management practices in India.
- HR audit
- Human Resource Planning: Definition, objectives, process and importance, job analysis, description, specification, Recruitment, selection, placement and induction process

Section II

- Personnel Development Program: Employee training, executive development and career planning & development, performance appraisal.
- Job Compensation: Job evaluation, wage & salary administration, incentive plans & fringe
- benefits, variable compensation individual & group.
- Promotions, demotions, transfers, separation, absenteeism & turnover.

Section III

- Quality of work life & quality circles, job satisfaction and morale. Social security, health and safety, employee welfare
- Counseling for effective Human Resource Development.
- Human Relations: definition, objectives & approaches to human relations, employee grievances and discipline, participation & empowerment, Introduction to collective bargaining.

BBA -303: Human Resource Management — 2 OC

- CO1: After completion of this module student will be able to know the concept, nature, scope, objectives, & Importance of HRM
- CO2: Students will be able to Acquire the knowledge, understanding and key skills that are required by today's HR professionals and to enable students to effectively contribute to dynamic organizations
- CO3: Students will be able to Demonstrate an understanding of key terms, theories/concepts and practices within the field of HRM
- CO4: Students will be able to understand competence in development and problem-solving in the area of HR Management
- CO5: After completion of this module the student will be able to know the importance of staffing function and how it involves predicting future staffing needs, evaluating current workforce skills, and ensuring a good fit between employees and jobs
- CO6: Understand basic concepts associated with learning process, learning theories, training and development;
- CO7: Students will be able to Understand the concept of training needs, identification of training needs, training processes, training methods, and evaluation of training & Emerging trends in training and development;
- CO8: students will be able to know the performance appraisal process, the meaning, objectives and importance of performance appraisal, making decisions about promotions, raises, and other jobrelated matters. How to reward employees based on their performance and help them stay motivated to achieve more

CO9: students will be able to know the important causes & impact of industrial disputes & Industrial Dispute settlement procedures. Worker rights protection, social fairness, economic progress, and industrial peacekeeping are among the goals of labor laws.

CO10: Students will learn the concepts, principles and issues connected with trade unions and collective bargaining

BBA -304: Business Mathematics & Statistics-2 (Mathematical Statistics)

Section I

- Data Analysis: collection and presentation of business data, Measure of Central Tendency
- Measures of Dispersion: Range Quartile Deviation, Mean Deviation, and Standard Deviation
- Measures of Variations Skewness and Kurtosis
- Correlation Analysis: Rank Method & Karl Pearson's Coefficient of Correlation and
- Properties of Correlation
- Regression Analysis: Fitting of a Regression Line and Interpretation of Results, Properties of Regression Coefficients and Relationship between Regression and Correlation

Section II

- Theory of Probability: Law, Conditional Probability, Bayes' Theorem & Probability Functions
- Forecasting: Techniques, Exponential smoothing & Regression
- Theoretical Distributions: Binomial, Poisson and Normal Distribution
- Theory of Estimation

BBA -304: Business Mathematics & Statistics-2

1. CO1: Students will be able to understand advanced statistical concepts and their applications in business.
2. CO2: Students will be able to use statistical methods to analyze and interpret business data.
3. CO3: Students will be able to develop statistical models to support business decision-making.
4. CO4: Students will be able to apply probability theory and inferential statistics in real-world business scenarios.

BBA 305: CORPORATE COMMUNICATION

Section I:

- Different types of Media Vehicles; Broadcast; Electronic, Print, Outdoor, Non-conventional.

Section II:

- Promotional Mix: 1. Advertising: History; types; Marketing Mix; Objectives; DAGMAR; Budget;
- Positioning; Ethics; 2. Sales promotion: Introduction, Types, Tools, Ethics, Case Studies; 3. Direct
- Marketing: Tools: Writing of mailers; 4. Public Relationship: Introduction; Tools; Event Management; 5. Personal Selling: Introduction; Steps.

BBA 305: CORPORATE COMMUNICATION OC

- CO1. Students would be able to create awareness and proactively deliver information, provide accessible communication, strengthen relationships, and build company identity.
- CO2. Students would be able to pro-actively offer clear, accessible, timely relevant and targeted information that best match our community and requirement
- CO3. Students would be able to provide our community with digital services which are informative and engaging and able to satisfy the requirements
- CO4. Students would be able to strengthen relationship. Enhance Connections within our community through communication. CO5. would be able to build a brand image and company identity. Present a brand which is easily recognizable

BBA -306 A: Business Taxation

UNIT 1

- Income Tax Act-1961. (Meaning, Concepts and Definitions): Income, Person, Assesses, Assessment year, Previous year, Agricultural Income, Exempted Income, Residential Status of an Assesses, Fringe benefit 'tax, Tax deducted at Source, Capital and Revenue Income and expenditure.

UNIT 2

Computation of Taxable Income under the different heads of Income.

- Profits and Gains: Definitions, Deductions expressly allowed and Business and professions disallowed (Theory and Problems).
- Capital Gains: Chargeability-definitions-Cost of Improvement Short term and long-term capital gains-deductions (Theory only).
- Income from other sources: Chargeability-deductions-Amounts not deductible (Theory only).

UNIT 3

Tax Planning with Reference to Financial Management Decisions.

- 1. Capital Structure; 2. Dividend Policy including Section 194; 3. Inter-Corporate Dividend; 4. Bonus Shares — Equity and Preference Shareholders.

UNIT 4

Miscellaneous:

Tax deducted at source-Return of Income-Advance payment of Tax- methods of payment of tax- Forms of Returns-Refund of Tax. (Theory). Central Sales Tax Act 1956 — Introduction; VAT, Registration of Dealers, Levy and Collection of Tax and Penalties. Service Tax (Finance Act 1994).

UNIT 5

- Income Tax Authorities: Organization structure of Income Tax Authorities (Administrative and Judicial Originations)
- Central Board of Direct Tax (Functions and powers of various Income Tax Authorities).

BBA -306 A: Business Taxation OC

CO1: Students will be able to understand the meaning of basic terminology of Tax like person, Assessee, Assessment year, Previous year and Residential Status of different person.

CO2: Students will be able to learn how to compute taxable income from different heads of income like PGBP, Capital gain and Fios

CO3: Students will be able to understand the TDS concept under different Section, Dividend policy, Income tax Return and Advance tax.

CO4: Students will be able to the understand the indirect tax like VAT, CST, Service Tax.

CO5: Students will be able to know the Income tax Authorities including Administrative or Judiciary

BBA -306 B: Psychology

Section I

Introduction: Definition, Scope, Methods and Branches of Psychology (with special reference to Industrial/Organizational Psychology). Major Viewpoints — Behaviouristic approach, Gestalt school, Psychoanalytic school (Freud).

Section II

Sensation, Attention and Perception: Attributes and classification of sensation; Attention Determinants, shift, fluctuations, distraction; Perception — Definition, determinants.

Learning Process: Factors of Learning, Theories — Connectionism, Classical and Operant Conditioning, Programmed Learning.

Memory: Encoding. Storage, Retrieval; STM, LTM, Other types. Forgetting — its causes.
Emotion:

Reaction (types), Physiological basis. Intelligence: Definition, Concept of IQ, Emotional Intelligence. Personality: Definition, Types, Traits, Tests.

BBA -306 B: Psychology OC

- CO1: Students will be able to understand the fundamental concepts and theories of psychology and its different approaches.
- CO2: Students will be able to analyze the psychological factors influencing individual and group behavior. They will understand the concepts and theories of Perception.
- CO3: Students will be able to apply psychological principles to enhance personal and professional development. They will be able to understand the concept and theories of Learning.
- CO4: Students will be able to evaluate the role of psychological theories in understanding human behavior in organizational settings.
- CO5: Students will be able to know about the concept of Personality, Emotional Intelligence, IQ and Forgetting

B.B.A. Semester IV

BBA -401: Strategic Management

Section I

- Definition, nature, scope, and importance of strategy and strategic management (Business policy). Strategic decision-making. Process of strategic management and levels at which strategy operates.

Role of strategists.

- Defining strategic intent: Vision, Mission, Business definition, Goals and Objectives.

Section II

- Environmental Appraisal: Concept of environment, components of environment (Economic, legal, social, political and technological). Environmental scanning techniques- ETOP, QUEST and SWOT (TOWS).
- Corporate level strategies: Stability, Expansion, Retrenchment and Combination strategies. Corporate restructuring. Concept of Synergy.
- Business level strategies: Porter's framework of competitive strategies; Conditions, risks and benefits of Cost leadership, Differentiation and Focus strategies. Location and timing tactics. Concept, Importance, Building and use of Core Competence.

Section III

- Strategic Analysis and choice: Corporate level analysis (BCG GE Nine-cell, Hofer's product market evolution and Shell Directional policy Matrix). Industry level analysis; Porter's five forces model. Qualitative factors in strategic choice.
- Strategic control and operational Control. Organizational systems and Techniques of strategic evaluation.

BBA 401: STRATEGIC MANAGEMENT OC

- CO1. Students will be able to identify the meaning, importance, process & factors of Strategic Management. They will also learn to differentiate among different levels of strategies and know the concepts of the intents.
- CO2 . Students will be able to know the concept & components of environment and learn about different techniques/tools for environmental scanning. They will also learn the capabilities of identifying the strategies implemented at various strategic levels.
- CO3. Students will be able to know the art of analyzing different levels of Strategies using various matrix techniques. They will learn the techniques and systems of strategic formulation, implementation, evaluation and control. Students can analyse business vertical/market players using Porter's five force model.

BBA -402: Production and Operations Management

Section I

- Operations Management - Concepts; Functions, introduction, nature and scope, strategic
- issues- impact of quality, cost, flexibility and efficiency
- Product Design & Development - Product Design and its Characteristics; Product Development Process (Technical); Product Development Techniques.
- Process Selection - Project, Job, Batch, Mass & Process types of Production Systems;
- Product - Process Mix
- Facility Location & Layout - importance; Factors in Location Analysis; Location Analysis Techniques; Basic Types of Layouts, mode of processing- job shop or process layout- flow line or product layout, Hybrid layout, Cellular manufacturing, line balancing, material handling

Section II

- Capacity Planning - Concepts; Factors Affective Capacity. Planning, capacity Planning Decisions.
- Production Planning & Control (PPC) - Concepts, Objectives; Functions

- Materials Management - Concepts, Objectives, supply chain, MRP-I and MRP-II, inventory control models Functions

Section III

- Quality Management - Quality Concepts, Difference Between Inspection, Quality Control, Quality Assurances, Total Quality Management-Quality function deployment-monitoring performance for quality and improvement- Kaizen, incremental vs. breakthrough improvement, QM tools, ISO 9000, Just-in-time (JIT) philosophy, Kanban production system, world class manufacturing, TPM; Control Charts; acceptance Sampling

BBA -402: Production and Operations Management OC

- CO1: Students will be able to understand the principles and practices of production and operations management.
- CO2: Students will be able to analyze production processes and optimize operational efficiency.
- CO3: Students will be able to develop strategies for managing supply chains and inventory.
- CO4: Students will be able to apply quality management techniques to improve product and service quality.

BBA -403: Operations Research and Logistics

Operations Research

Section I

- Introduction to OR Managerial Decision Making and OR. OR Models: Principles and Types.
- Linear Programming: Problem Formulation, Graphical & Simplex Method, Duality, and Sensitivity Analysis

Section II

- Transportation Models, Transshipment Problem, Traveling Salesman Problem, Assignment Models.
- Game Theory — Two-person zero sum game, Pure strategy, mixed strategy & saddle point, rules of dominance, Solution of special kind of games
- Decision Theory — Maximax, maximin, minimax regret criterion, Laplace criterion etc.

Section III

- Waiting line models — Components and operating characteristics of Queuing system and channel configurations
- PERT-CPM

Logistics

Section I

- Introduction, concepts & significance, functions.
- Physical distribution, transportation, inventory control, ware housing, packaging, material handling, order processing, location analysis.

Section II

- Logistic Cost: Inventory, ware housing, production cost, channels communication, transportation, material handling, packaging, customer service.

Section III

- Logistic information systems: Need, components and design.
- Transportation modes, mode choice, inter transport, containerization, routing, logistic organization.

BBA -403: Operations Research and Logistics OC

- CO1: Students will be able to understand the methodologies and applications of operations research.
- CO2: Students will be able to use quantitative techniques to solve complex business problems.
- CO3: Students will be able to develop logistical strategies to enhance supply chain efficiency.
- CO4: Students will be able to apply operations research tools to optimize resource allocation and decision-making.

BBA -404: Project & Event Management

Section I

- Project: Definition, characteristics, importance, types, steps in identification of projects, project life-cycle.
- Project management: meaning and scope.
- Technical appraisal, Environmental appraisal, Managerial appraisal.

Section II

- Economic & market appraisal including market survey for forecasting future demand and sales.
- Financial appraisal: project cost estimation & working capital requirements, sources of funds, appropriate composition of funds (capital budgeting), preparation of projected financial statements viz. Projected balance sheet, projected income statement, projected funds & cash flow statements. Preparation of detailed project report.

- Need & techniques for ranking of projects: payback method, accounting rate of return, internal rate of return, net present value method, net terminal value method, multiple internal rate of return.

BBA -404: Project & Event Management OC

- CO 1: Students will be able to understand the meaning of project, types of projects and PLC.
- CO 2: Students will be able to understand project management and how to implement it.
- CO 3: Students will be able to learn how to prepare the projected financial statement, Projected fund & Cash flow Statement.
- CO 4: Students will be able to learn how to prepare detailed project report.
- CO 5. Students will be able to learn when & how to accept or reject the project through various tools & techniques.

BBA -405: Social & Marketing Research Methods

Section I

Indian Society: Social Stratification: Caste System, Class System, Communities, Ethnic Groups, Religions, Weaker Sections and Minorities, Constitutional Provisions for Scheduled Castes, Scheduled Tribes and other Backward Classes.

Section II

- Socio-Economic Problems: Poverty, Illiteracy, Unemployment, Housing, Child Labour, Migration, Occupational Diseases, Insurgency, Terrorism, Crime, Project Affected People, Social Destitution, Beggary, Aged Population, Juvenile Delinquency, Problems in Family Life.

Section III

- Indian Culture: Features, Characteristics and Diversity. Differences with Western Culture, Human Values, Values in Work Life, Value Crisis in Contemporary Indian Society.

Section IV

- Research Methods: Terminology: Data and Information, Validity and Reliability, Deduction and Induction, Quantitative and Quantitative Methods. Research Project: Choice of Topic, Writing a Research Proposal - Objective, Hypothesis, Methodology, Timeframe. Research Design: Exploratory, Descriptive and Experimental design.

Section V

- Research Methods: Interview Method, Observational Method, Questionnaires, Case Studies, Action Research, Documentary Sources. Survey Methods: Survey Design — Sampling, Qualitative Data, Quantitative Data, Scaling Techniques: Concepts, Types, rating scales & ranking scales.

Section VI

- Data Analysis: Types of Research Data; Frequency Distributions, Bar Charts, Histograms, Pareto Charts.
- Statistical Tools of Data Analysis — Mean, Median, Mode, Correlation, Regression, Tests of significance based on T, F & Z Distribution and Chi- Square test, Basic Concepts of Discriminant Analysis, Factor Analysis, Cluster Analysis and Conjoint Analysis.
- Marketing Research Applications.

Section VII

- Report Writing: Formatting, Title Page, Abstract, Body, Introduction, Methods, Sample, Measures, Design, Results, Conclusions, References, Tables, Figures, Appendices. Presentation of Report: Skills and Methods.

BBA -405: Social & Marketing Research Methods OC

- CO1: Students will be able to understand the difference between caste and class system of India.
- CO2: Students will be able to understand different socio- economic problems of India and other developed and under- developed countries in detail.
- CO3: Students will be able to understand about Indian Culture and difference between Indian and Western Culture, Human Values and Work ethics.
- CO4: Students will be able to understand the methodologies and techniques used in social and marketing research.
- CO5: Students will be able to design research projects to gather and analyze data, scaling techniques and measurement.
- CO6: Students will be able to apply statistical tools to interpret research findings.
- CO7: Students will be able to use research results to inform marketing strategies and social interventions.

BBA -406 A: Entrepreneurship Development Programme

Section I

- Definition of entrepreneurship - A conceptual model of entrepreneurship- Views of Schumpeter, Walker and Drucker - Entrepreneurship culture - trail of a true entrepreneur.
- Entrepreneur & Manager.
- Entrepreneurial Motivation - Motivation factors - entrepreneurial ambitions Compelling factors - Facilitating factors - The Achievement Motivation Theory - The Kakinada Experiment Establishing idea - Source of ideas, idea processing - selection of idea-input

- requirement, personnel finance, information and intelligences - Role of industrial fairs. Start your own business or buy an existing one: Advantages and disadvantages. Evaluating the existing business.

Section II

- Policy Incentive for entrepreneurial growth small scale Industrial Policy Meaning of incentives and subsidies. Need for incentives and subsidies - Institutions assisting entrepreneurs - Role of District Industry Centres.

Section III

- Definition of small business - The benefits & opportunities of small business ownership
 - The potential drawbacks of entrepreneurship. Strategic Planning for small business
 - steps in Strategic Planning.
- Steps for starting a small industry - Selection of product form of ownership, Preparation of project report, Registration as SSI, Power connection obtaining license compliance under Factories Act, Arrangement of finances, Presentation of Project Report.

BBA -406 A: Entrepreneurship Development Programme OC

- CO 1: Students will be able to know Concept of Entrepreneurship in relation with the view of Schumpeter, Walker and Drucker Entrepreneurship and Innovation minors will be able to sell themselves and their ideas
- CO2: Students will be able To know about the facets of entrepreneurship are the areas where large, medium-sized, small, and startup businesses must function for the benefit of the industry as a whole
- CO3: Students will be able to know to know about subsidy and incentive and how they motivate entrepreneurs and encourage development in backward areas.
- CO4: Students will know About how subsidy is a motivational force which makes the prospective entrepreneur to enter into manufacturing line
- CO5: Students will know about how subsidy facility to an entrepreneur brings uniformity in industrial development in all regions
- CO6: Students will be able to know about the process of staring a new business, benefits and disadvantages of buying an existing business – strategies that may tempt an entrepreneur
- CO7: Students will be able to know How to register through a portal regarding SSI, Benefits of registration as per government schemes and License compliance under factories Act 1948

BBA -406 B: Business Ethics, Corporate Governance, and Social Work

Section I

- Ethics in Business: Concept of Business Ethics. Corporate Code of Ethics: Environment, Accountability, Responsibility, Leadership, Diversity, Discrimination. Principles and Theories of Business Ethics: Principles of Business Ethics, Characteristics of Ethical Organisation, Theories of Business Ethics, Globalization and Business Ethics, Stakeholder's Protection, Corporate Governance and Business Ethics.

Section II

- Corporate Governance: Conceptual framework of Corporate Governance, Insider Trading, Rating Agencies, Whistle Blowing, Corporate Governance Reforms, Initiatives in India including clause 49.
- Major Corporate Scandals: Junk Bond Scam (USA), Bank of Credit and Commerce International (UK), Maxwell Communication Corporation and Mirror Group Newspapers (UK), Enron (USA), WorldCom (USA), Tyco (USA), Andersen Worldwide (USA), Kirch Media (Germany), Vivendi (France), Parmalat (Italy) and Satyam Computer Services Ltd (India).

Section III

- Corporate Social Responsibility: Arguments for and Against; Strategic Planning and Corporate Social Responsibility; Corporate Philanthropy, Meaning of CSR, CSR and CR, CSR and Corporate Sustainability, CSR and Business Ethics, CSR and Corporate Governance, Environmental Aspect of CSR, CSR Models, Drivers of CSR, ISO 26000.

Section IV

- Social Work: Concept, Definition, Objectives and Functions of Social Work, and Methods of Social Work. Values and Principles: Religious, Political and Utilitarian values, Code of professional ethics, Generic principles of social work.
- Social Work Practice in India: Concepts: Social work, Social welfare, Social service, Social services, Social development, Social change, Social action, Human rights, Social exclusion (marginalization, exploitation, oppression), Empowerment.

Section V

- Social Movements: Dalit movements, Tribal movements, Peasants movements, Working class movements, Naxalite movements, Women's movements, Environment and Ecological movements, Movements of project affected persons.

BBA -406 B: Business Ethics, Corporate Governance, and Social Work OC

CO1: This module introduces the students to the concept Ethics in business and gives them in-depth knowledge about code of ethics, principles and theories of Business Ethics.

CO2: Students get an idea about the conceptual framework of corporate governance, its reforms and major corporate scandals.

- CO3: Students learn the concept and application of corporate social responsibility, corporate philanthropy and CSR models.
- CO4: This module lends an insight into the concepts, definition, objectives and functions of Social Work. Students become familiar with religious, political and utilitarian values
- CO5: Students get an exposure to various social movements like Dalit, tribal, Peasant's, Naxalite, working class, women, environment, ecological etc.

B.B.A. Semester V

BBA -501: Retail Management

Section I

Introduction to Retailing: An Overview: Definition and scope— Retailer— Evolution of retailing industry — Factors behind the change of Indian Retailing industry— Economic growth Retailers' role in distribution channels—benefits of retailing— Retailing Environment— The legal Environment Economic Environment, technological Environment, competitive environment.

Section II

Retail institutions: Theories of Institutional change: wheel of retailing, dialectic process, retail accordion, natural selection. Classification of retailers: Store based and Non — store based retailers Understanding the Retail Customer: The Market Structure: structure of buying population and their behavior. Population Analysis. Demographic Analysis. Geographic Analysis.

Section III

Merchandise Assortment Planning: Organizing the buying process by categories: Category Management process, The Buying Organization, Assortment planning process: Need for trade-off between variety, assortment and product availability, Assortment plan, Product mix finds: Shotgun merchandising, Rifle merchandising, Purchasing Hysterias. Merchandise Purchasing. Mechanize Pricing. Retail promotion mix.

Section IV

Store management: Store management, Role of Store managers, Retail Personnel Management Process, legal and ethical issues in managing store personnel, cost controls, reducing inventory shrinkage, detecting and preventing shoplifting. Store layout, design and visual merchandise. Customer service. Retail selling. Contemporary Issues to Retailing: Ethical and Legal issues in retailing. Careers in retailing.

BBA -501: Retail Management OC

- CO1: Students will be able to understand the structure and functioning of the retail industry.
- CO2: Students will be able to analyze consumer behavior and retail market trends.
- CO3: Students will be able to develop strategies for effective retail operations and management.
- CO4: Students will be able to apply retail marketing techniques to enhance customer satisfaction and loyalty.
- CO5: Students will learn about Store Layout, design and visual merchandise, Ethical and Legal Issues in Retailing.
- CO6: Students will get knowledge regarding Careers in retailing.

BBA -502: Indian Financial System

Section I

- Financial system in India: RBI and financial system, money market, characteristics, instruments, role of DFID, introduction to capital market, its role, significance.
- History of Stock exchanges, regulations of stock exchanges, licensed dealer, online trading concept, qualification for membership, functions of stock exchanges, regulations on trading, measures to promote healthy stock markets.

Section II

- Structure of Indian Financial markets; Major players in the capital market-NSE, OTCEL, Regional Exchanges; Role of Broker, merchant banker, underwriter, depository
- Types of instruments in the Indian Market - Equity, Preference Shares, Debentures, Bonds, Warrants, Options, Convertible securities, Fixed deposits, Derivatives, Debt Securitization, Commercial Paper, Euro Issue etc.

Section III

- Regulations of the capital market in India; Securities and contracts Regulation Act; SEBI
- Evolution of Merchant Banking, scope, functions and its role in Indian context. SEBI Guidelines for Merchant Bankers.
- SEBI Guidelines on Issue Management, Pre-Issue & Post Issue work; Designing & pricing of Instruments preparing for public issues

BBA -502: Indian Financial System OC

- CO1. Students will be able to understand how the financial system functions along with different financial instruments such as equity and preference shares, debentures options and other money market instruments, how a capital market function along with its role in economic development.

CO2. Students will be able to know about the history of BSE and NSE. What are the traits for becoming the members of stock exchange.

CO3. Students will be able to know about brokers, jobbers, dealers and merchant bankers

CO4. Students will be able to know about SEBI, its functions and how it regulates the issue management and its guidelines.

BBA -503: Security Analysis & Portfolio Management

Section I

- Investment management: objective, investment opportunities, and philosophy of individual & institutional investors.
- Fundamental analysis: concept and significance of economic analysis, industry analysis: introduction, need for industry analysis, alternative classification of industry, industry life cycle analysis, economic factors & industry analysis, SWOT analysis for industries.

Section II

- Company analysis: nature and style of management, key role of financial analysis, ratio analysis.
- Technical analysis: different techniques of analysis, Dow Theos, volume indicators, market sentiment indicators, confidence indicators, points & figure charting, bar charting.
- Efficient market theory random walk: weak form, semi-strong, strong form of market.
- Empirical tests. Comparison of random walk, technical & fundamental analysis.

Section III

- Portfolio analysis selection' portfolio theory, return portfolio risk, efficient set of portfolios, optimum portfolio, capital asset pricing theory (CAPM), capital market line, security market line, corporate or folio management in India, portfolio Revision techniques, constant value & constant ration plan, formula plan, dollar cost averaging.
- Options & futures: concept of derivatives, option trading, option contracts settlement, pricing of option futures, concept of fixtures, characteristics of future contract, its types, difference between future, options, forwards & bald contracts.
- Introduction to Investments.
- Portfolios of risky securities.
- Efficient frontier.
- Sharpe's Single index model: Capital assets pricing model.

BBA -503: Security Analysis & Portfolio Management OC

- C01: Students will be able to understand the meaning of managing investments, identifying various opportunities of investments.
- C02: Students will be able to identify different sectors and securities for investments through fundamental analysis.
- C03: students will be able to identify companies for investments through company analysis on the basis of different financial ratios.
- C04: Students will be able to do technical analysis of securities by using different indicators.
- C05: Students will be able to make portfolio analysis through risk return matrix and also analysis the pricing of options future etc.

BBA -504: E-Commerce

Section I

- Introduction: E-Business & E-Commerce.
- Fundamentals: E-Commerce: E-Business Infrastructure; E-Environment.
- Internet, Intranet, World Wide Web: Introduction; Gopher, FTP, Telnet, HTTP, Network Protocols; Internet facilities through www.

Section II

- E-Business Strategy: Supply Chain Management; E-Procurement.
- Case Studies: Online Gambling; Music Industry; Amazon.com & Flipkart.com.

Section III

- E-Marketing: Customer Relationship Management; Change Management.

BBA -504: E-Commerce OC

- C01: Students will be able to understand the fundamentals of e-commerce and its business models.
- C02: Students will be able to analyze the impact of digital technologies on business operations and marketing.
- C03: Students will be able to develop strategies for launching and managing e-commerce ventures.
- C04: Students will be able to apply principles of e-commerce to enhance online customer experience and satisfaction.

BBA -505: OJT (On-the-Job Training)

1. C01: Students will be able to apply theoretical knowledge in practical business environments.

2. CO2: Students will be able to develop professional skills through hands-on experience in a real world setting.
3. CO3: Students will be able to analyze and solve practical business problems encountered during the training.
4. CO4: Students will be able to evaluate their own performance and growth through reflective practice and feedback from mentors.

B.B.A. Semester VI

BBA -601: Services Marketing

Section I

- Growth of service sector economy, Service Characteristics, Service Classification, Service product, Traditional 4 P's of marketing and extended Marketing mix, Service Marketing Triangle, Service Marketing Mix, Quality Gaps Model
- Consumer Behaviour in Services, Customer Expectation of Service, Customer Perception of Service. Understanding Customer expectation and Perception through Marketing Research.
- Relationship Marketing - Concept, Benefits and Strategies.

Section II

- Service recovery.
- Service Development and Design: New Service Types, Supplementary Services, Developing Positioning Strategy, Positioning Maps
- Servicescape Types, Servicescape effects on behaviour
- Importance and Strategies for effective delivery through Employees, Intermediaries and Customer Participation.

Section III

- Demand, Managing Capacity, Waiting Line Strategies
- Services Marketing Communication Mix, Communication Strategies
- Factors related to Pricing, Pricing approaches Pricing Strategies
- Customer Service Function.

BBA -601: Services Marketing OC

- CO1: Students will be able to Understand about the service sector, use of marketing mix in service industry, to learn about gap in service industry & to understand importance of relationship in service industry.

CO2: Students will be able to understand issues in service delivery, to understand the new service development

CO3: Students will learn about the importance of physical evidence in service industry & to understand the service delivery process

CO4: Students will be able to understand capacity planning in service industry, importance of waiting line management and to understand the importance of communication mix in service industry To understand the importance of customer service

BBA -602: International Finance

Section I

- The international monetary system — History, Bretton woods and period after 1971.
- Foreign Exchange Market and Exchange Rate Determination.
- Currency Risk Management.

Section II

- Interest Rate Exposure Management.
- Eurocurrency Markets.
- International Project Appraisal & Project Finance.
- Currency future & options, currency swaps.

Section III

- Country Risk Analysis.
- International cash management.
- International Portfolio Management.
- International Accounting Standards - Effect of changes in Foreign Exchange Rate.

BBA -602: International Finance OC

C01: Students will be able to know about the history of international monetary systems, the evolution of Bretton wood system and its failure.

C02: Students will be able to know the meaning of foreign exchange, foreign exchange market and how the foreign exchange rate are determinant.

C03: Students will be able to know about the currency risk due to exchange rate fluctuations and ways of managing the currency risk.

C04: Students will develop and understanding about risk associated with interest rates and how to manage such risks.

C05: Students will be able to understand about project finance and international appraisals of projects.

C06: Students will be developing and understanding about currency futures and Options, Swaps and Euro Currency Market.

C07: Students will also be able to understand the international cash management and international portfolio management.

BBA -603: Risk Management

Section I

- Market Risk Measurement: Risk management Principles; Sources of Market Risk; Derivatives and Risk Management; Risk Measurement before VaR; Measures of Financial Risk; VaR, Coherent Risk Measures; Estimating Market Risk; Estimating Liquidity Risk.

Section II

- Credit Risk Measurement: Concept; Credit Analysis of Corporate Bonds; Agency Ratings; Modeling Credit Risk; Elements of Credit Risk; Default Risk; Measuring Default Probabilities; Loss given Default; Loan Portfolios, Expected Losses & Unexpected Losses; Credit Derivatives; CLN; CDO; CDS.

Section III

- Operational Risk Measurement: Concept; Identification; Drivers; Approaches; Managing operational risk; Insurance; Hedging using derivatives; Application of Var; Risk Adjusted Performance Measurement; Var Based; Earnings Based; SVA; Integrated Risk Management; Legal; Reputational; Accounting; Other types — Regulatory, Political; Firm wide performance; Controlling Firm Wide Risk; Model Risk.

Section IV

- Investment Risk Measurement: Investment companies & Evaluation Portfolio Performance; Hedge Fund Management; Hedge fund basics; Analysis of performance of Hedge funds; Risks in Hedge Funds; Individual Hedge Fund Strategies; Style Drifts — Monitoring, detection and control.

BBA -603: Risk Management OC

C01: Students will be able to understand about the sources of market risk, estimating liquidity risk

C02: Students will be able to know about the measures of financial risk and value at risk.

C03: Students will be able to make credit analysis of corporate bond, how do agencies give credit rating.

C04: Students will be able to understand the credit risk, default risk and credit derivative instruments like CDS.

C05: Students will be able to understand how to manage operational risk, insurance and hedging.

C06: Students will be able to understand about the investment companies and how to evaluate portfolio performance. Students will also be understanding about the hedge fund risk and the management of such risk.

BBA -604: Business Law and Industrial Relations

Section I

- **Indian Contract Act:** nature of contract, offer and acceptance, consideration, capacity to contract, free consent, legality of object, agreements not declared — void, contingent contract, quasi contract. Special Contracts - Indemnity and Guarantee, Bailment and Pledge, Contract of Agency. Sale of goods act 1930 — Formulation of contract. Conditions and Warranties transfer of Property, Performance of Contract, Right of an unpaid seller.
- **Negotiable Instruments Act:** Definition Bills & Cheques, Parties to Negotiable Instruments, Negotiation Presentment, Dishonor, Discharge of a Negotiable Instruments, Rules of Evidence, Estoppel, Hundi, Bank and Customer.

Section II

Concept and Importance of Industrial Relations

- **Trade Unions:** Structures of Trade Unions, management of trade Unions, Problems of Trade Unionism, in India New Directions in Trade Unions-White Collar Unionism, Rural Unionism.

Section III

- **Workers Participation in management:** Conceptual Aspects, Practice of Workers Participation-Self Management Systems Member of Management Bodies, Work Councils, Joint management Councils.
- **Collective Bargaining:** Concept and Importance, process of Bargaining, Goals and Strategy in Bargaining; Problems of collective Bargaining.

Section IV

- **Industrial Disputes:** Theoretical Framework, Causes of Disputes. Types of Disputes: Settlement of Industrial Disputes, Conciliations, Arbitration, Adjustments.
- **Grievances:** Causes, Grievance Procedure, Employee Discipline.

BBA -604: Business Law and Industrial Relations OC

CO1: Students will be able to know about the Overview of Indian Contract Act ,About Sale of goods Act , Different Negotiable Instruments & Legal Aspects of business and practical application of business laws to commercial practical situation

CO2: Students will be able to know the Concept and nature of industrial relations and objective of Trade Union. Why do workers join trade union & Problems of Trade Union in India

CO3: Students will be able to know the Definition Meaning Functions of Workers Participation in management, Meaning and concept and Process of Collective Bargaining- Impasse Ratification, practical aspects of Collective Bargaining

CO4: Students will be able to know the Meaning and types of Industrial Disputes and Different types of strikes.

CO5: Students will understand why a grievance redressal process is necessary in any organization.

BBA -605: Management Thesis [BASED ON 2 WEEKS INTERNSHIP IN SERVICES INDUSTRY]

1. CO1: Students will be able to conduct independent research on a topic relevant to business management.
2. CO2: Students will be able to analyze and synthesize research findings to draw meaningful conclusions.
3. CO3: Students will be able to develop and present a well-structured and coherent thesis.
4. CO4: Students will be able to apply critical thinking and analytical skills to address complex business problems.