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**DEPARTMENT OF BUSINESS ADMINISTRATION**

**'Program Outcomes, Course Outcomes,**

**Competencies, Performance Indicators**

**&**

**Syllabus for**

**BBA 2nd Year**

**course**

Program Outcomes Chart Given Below-

|  |  |  |  |
| --- | --- | --- | --- |
| **Name of the Program**  **Outcome** | **Program Outcome** | **Competencies** | **Performance Indicator** |
| **PO1: Assessment of Choices** | Students will develop the capability to assess alternate managerial choices and come up with optimal solutions. | 1. Demonstrate competencies in Business Construction Model & Decision-Making Model 2. Demonstrate competencies in evaluation of each of the alternatives | Competency 1- (a) Ability to take up analytical approach for problem solving,  (b) ability to take into consideration minute details and factors that influences a business. Competency 2- (a) Ability to weigh the pros and cons of each of the alternatives or options available to a functional area of a business. |
| **PO2:**  **Identification of the Nature of a Problem Area** | Students will be able to apply their conceptual understanding of marketing, finance and human resources in the real world. | 1. Demonstrate an ability to identify an area that requires problem solving.  2. Demonstrate an ability to assess the business environment and understand their impact on the business. | Competency 1- (a) Ability to contribute towards problem solving methods, (b) understanding a problem or issue  belong to which of the specialized areas- Finance, HR or marketing.  Competency 2- (a) To be able to identify the different factors that influence the business. |

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| **PO3: Decision Making Skills** | Students will develop decision making skills with the help of analytical and critical thinking ability. | 1. To be able to demonstrate the different aspects that can get influenced by the decision taken within the business. 2. To be able to demonstrate the optimal solution or close to an optimal solution to a given managerial problem. | Competency 1- (a) Capability of implementation of a decision after proper assessment,  (b) follow up the changes that are occurring due to the implementation (situation analysis methods can be of use)  Competency 2- (a) Reaching to a solution and evaluating it after observing the changes (Case study method can be implemented) |
| **PO4: Communication** | Communication | 1. To | Competency 1- (a) |
| **Skills** | skills will be | Demonstrate | Ability to choose |
|  | enhanced in | the ability to | appropriate words |
|  | Synchronization with the functioning of the business analytics algorithms. | make effective business communication.  2. To Demonstrate the ability to pursue stakeholders and enhancing the convincing skills. | when making verbal communication, (b) to be able to select proper language and words when making written communication.  Competency 2- (a) Ability to present oneself groomed properly and uses formal gestures with appropriate body language. |

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| **PO5: Team Work** | Students will develop the capability of functioning efficiently within the teams. | 1. To Understand Group Formation and Group Cohesiveness 2. To be able to demonstrate the importance of adjustment and the importance of concentrating other group members’   opinion. | Competency 1- (a) Ability to understand the objective of the group and deciding a common goal.  Competency 2- (a) The ability to apply the behavioral science when functioning within the group. |
| **PO6: Integration of Functions** | Students will be able to integrate  functional areas of management for planning, implementation and control of business decisions. | 1.  Demonstration  of the ability to identify gaps in a business strategy, and to be able to close these gaps.  2. Demonstrate the identification of changing trends in a business and operation of the functional areas accordingly. | Competency 1- (a) Continuation of  Professional development and observation skills,  (b) using rational approach towards an issue.  Competency 2- (a) Ability to study the changes in preferences of customers and (b) study in the changes in political & technological environment. |

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| **PO7: Deployable Skill set** | Students will develop deployable skills parallel to the chosen functional/ specialized area. | 1. Demonstrating the ability to identify the nature of a problem appearing during the course of business. 2. Demonstrating the ability to apply the learned skill set as when required. | Competency 1- (a) Acknowledgement of the existence of a problem, (b) deciding the overall nature of the problem and its minor details.  Competency 2- (a) Ability to implement the required knowhow as when necessity arises. |
| **PO8: Moral Sensitivity** | Students will develop the capability to demonstrate increased level of sensitivity towards areas that require ethical and moral addressing during the course of business. | 1. To Demonstrate the ability to identify that there is a moral dilemma.  2.Demonstration of the ability to solve the moral dilemma. | Competency 1- (a) The ability to identify the confusion or the dilemma that is in existence  Competency 2- (a) Ability to select the best path that will serve to a bigger interest of the stakeholders and the society |

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| **Session 2020-23** | | | | | | | | | | | | | | | |
| **A. THEORY** | | | | | | | | | | | | | | | |
| **Year** | **Semester** | **Paper Code** | | **Paper** | | **Contact hour/week** | | | | | | | | **Credits** | |
| **2nd** | **3rd** |  | |  | | **L** | | **T** | | **P** | | | **TOTAL** |  | |
|  |  | BBA - 301 | | Business Research Methods | | 3 | | 0 | | 1 | | | 4 | 4 | |
|  |  | BBA - 302 | | Financial Accounting & Tally | | 3 | | 0 | | 1 | | | 4 | 4 | |
|  |  | BBA - 303 | | Marketing Management | | 2 | | 0 | | 1 | | | 3 | 3 | |
|  |  | BBA - 304 | | Management Information Systems | | 2 | | 0 | | 1 | | | 3 | 3 | |
|  |  | BBA - 305 | | Personality Development | | 1 | | 0 | | 1 | | | 2 | 2 | |
|  |  | BBA - 306 | | Design Thinking | | 1 | | 0 | | 1 | | | 2 | 2 | |
|  |  | BBA(GS) 301 | | Essential Studies for Professionals – III | | 2 | | 0 | | 0 | | | 2 | 2 | |
| **Total credit in theory papers** | | | | | | | | | | | | | | **20** | |
| **B. SESSIONAL** | | | | | | | | | | | | | | | |
|  |  | BBA(GS) 381 | | Skill Development for Professionals-III | | 1 | | 0 | | 0 | | | 1 | 1 | |
|  |  | BBA - 311 | | Project III | | 0 | | 0 | | 2 | | | 2 | 1 | |
| **Total credit in sessional papers** | | | | | | | | | | | | | | **2** | |
| **C. MOOCs** | | | | | | | | | | | | | | | |
|  | MOOCs-5 | | MOOCs (BBA) - 321 | | Business Analytics– III | | 1 | | 0 | | 1 | 2 | | 2 |
|  | MOOCs-6 | | MOOCs (BBA) - 322 | | Digital Marketing | | 2 | | 0 | | 0 | 2 | | 2 |
| **Total credit in MOOCs** | | | | | | | | | | | | | | **4** |
| **TOTAL CREDIT in 3rd SEMESTER** | | | | | | | | | | | | | | **26** | |

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| **Session 2020-23** | | | | | | | | |
| **A. THEORY** | | | | | | | | |
| **Year** | **Semester** | **Paper Code** | **Paper** | **Contact hour/week** | | | | **Credits** |
| **2nd** | **4th** |  |  | **L** | **T** | **P** | **TOTAL** |  |
|  |  | BBA - 401 | Strategic Management | 3 | 0 | 1 | 4 | 4 |
|  |  | BBA - 402 | Marketing Management | 3 | 0 | 1 | 4 | 4 |
|  |  | BBA - 403 | Human Resource Management | 3 | 0 | 1 | 4 | 4 |
|  |  | BBA - 404 | Cost Accounting | 3 | 0 | 1 | 4 | 4 |
|  |  | BBA - 405 | Management Information Systems | 2 | 0 | 1 | 3 | 3 |
|  |  | BBA(GS) 401 | Essential Studies for Professionals - IV | 2 | 0 | 0 | 2 | 2 |
| Total credit in theory papers | | | | | | | | 21 |
| **B. SESSIONAL** | | | | | | | | |
|  |  | BBA(GS) 481 | Skill Development for Professionals-IV | 1 | 0 | 0 | 1 | 1 |
|  |  | BBA - 411 | Project IV | 0 | 0 | 2 | 2 | 1 |
| Total credit in sessional papers | | | | | | | | 2 |
| **C. MOOCs** | | | | | | | | |
|  | MOOCs 3 | MOOCs (BBA) - 421 | Business Analytics– IV | 1 | 0 | 1 | 2 | 2 |
|  | MOOCs 4 | MOOCs (BBA) - 422 | Artificial Intelligence- II | 2 | 0 | 0 | 2 | 2 |
| **Total credit in MOOCs** | | | | | | | | **4** |
| **TOTAL CREDIT in 4th SEMESTER** | | | | | | | | **27** |

**FINANCIAL ACCOUNTING AND TALLY**

**Semester – 3rd Credit Points– 4  
Paper: Financial Accounting and Tally Total Contact Hours - 40**

**Paper Code: BBA – 302**

**Course Outcome:**

CO1. Demonstrate the applicability of the concept of accounting to understand the managerial

Decisions and financial statements.

CO2. Apply the Financial Statement Analysis associate with Financial Data in the organization.

CO3. Analyse the complexities associated with management of cost of product and services in the

Organization.

CO4. Demonstrate how the concepts of accounting and costing could integrate while identification and resolution of problems pertaining to BA Sector

**Module I: Meaning and Scope of Accounting (8L)**

Need, development and definition of accounting, Accounting Principles: GAAP; Accounting Transactions: Accounting Equation, Journal; Rules of debit and credit; Ledger; Trial Balance; Capital and Revenue.

**Module II: Journal Proper (5L)**

Adjustment Entries, Rectification of errors: Rectification of one sided and double sided errors with the effects of suspense account.

**Module III: Depreciation Accounting (7L)**

Concept of depreciation; Causes of depreciation; depletion, amortization ; Depreciation accounting;Methods of recording depreciation; Straight line and diminishing balance method,

**Module IV: Provisions and Reserves :( 3L)**

Preparation of provision for doubtful debt account, provision for discount on Debtors account and provision for Discount on Creditors account.

**Module V: Final Accounts for sole proprietorship business (10L)**

Manufacturing account; Trading account; Profit and Loss Account; Balance Sheet; Adjustment entries Closing stock, outstanding ,prepaid Expenses, Pre received, Depreciation, Provision, Stock lost by Fire, Goods withdrawal by proprietors ,Free sample.

**Module VI: Company accounts (7L)**

Issue of shares (application, allotment, first call, final call), Calls in arrear & forfeiture of shares. Basic Concept of IFRS.

**Module VII: Tally**

Laboratory exercises using business accounting software package (Tally 7.2): Purchase and Sales order.

**Suggested Readings**

1. Gupta, RL and Radhaswamy,M: Financial Accounting; Sultan Chand and Sons.

2. Ashoke Banerjee: Financial Accounting, Excel Books.

3. Maheshwari: Introduction to Accounting, Vikas Publishing

4. M Hanif & A Mukherjee: Financial Accounting.Volume-1. McGraw Hill

5. M Hanif & A Mukherjee: Corporate Accounting.. McGraw Hill

**Marketing Management (BBA – 303)**

**Year: 2nd, Semester: 3rd**

**Credit: 3**

**COURSE OUTCOME:**

CO1: Understand the scope and significance of Marketing Management to the industries related to the domain.

CO2: Learn to correlate marketing concepts and phenomenon to current business events in the industry.

CO3: Develop ability to study the various marketing environment variables and interpret them for designing marketing strategy.

CO4: Students will be able to practice marketing communication skills relevant to the corporate world.

**Course Contents**

**Module I: Introduction:**

Nature and scope of marketing; Importance of marketing; Marketing concepts – traditional and modern; Selling vs. marketing; Functions and Evolution of Marketing; Marketing mix

**Module II: Marketing environment:**

Macro and Micro Environment; SWOT Analysis; PEST Analysis

**Module III: Product:**

Concept of product, Classification of products, Product Mix; New product development – Meaning & steps; Product life cycle – concept, stages & strategies involved in PLC

**Module IV: Price:**

Meaning & Importance of price in the marketing mix; Objectives and Methods of Pricing, Factors affecting price of a product/service; Discounts and rebates

**Module V: Distributions Channels:**

Concept, role& types of distribution channels; Factors affecting choice of a distribution channel; Role of Intermediaries; Distribution Channel Management – VMS & HMS

**Module VI: Promotion:**

Objectives & methods of promotion; Optimum promotion mix; Meaning, objectives & characteristics of promotion mix elements, Relative merits and limitations of promotion mix elements

**Module VII: Consumer Behavior:**

Meaning, nature, scope and significance of consumer behavior; Determinants of consumer behavior; Consumer decision making process

**Module VIII: Segmentation Targeting & Positioning (STP):**

Market segmentation – concepts and importance; Bases for market segmentation; Target Market& Targeting strategies; Positioning – concept & importance; Positioning strategies

**Module IX: Branding:**

Meaning & importance of Brands, Types of Brands, Branding Strategies; Packaging – role and functions

**Suggested Text Book**

Saxena, Rajan: Marketing Management, Tata McGraw Hill

**Suggested Readings**

1. Kotler Philip and Armstrong Gary, Principles of Marketing; Pearson Education

2. Gandhi, J.C.: Marketing, Tata McGraw Hill

3. Tapan Panda: Marketing Management, Excel Books

5. Ramaswamy, V.S. and S. Namakumari: Marketing Management, Macmillian.

**DESIGN THINKING**

**Course: BBA Code: BBA 306**

**Year: 2nd Semester: 3rd Credit : 2\_\_\_\_\_\_\_\_\_**

Charter I: Decision- Definition, heuristics, Tacit knowledge, Decision traps- Cognitive biases.

Chapter II: Decision Framing, Judgment in crisis, Reasoning by analogy, Wisdom of crowd.

Chapter III: Definition, Fundamental concept, Process of thinking process (Divergent and Convergent thinking).

Chapter IV: DT For strategic innovations – Growth – Story telling, Predictability – Strategic Foresight - Change – Sense Making - Maintenance Relevance – Value redefinition - Extreme Competition – experience design - Standardization – Humanization.

Chapter V: Phases of Design thinking – Explore (STEEP Analysis, Stakeholder mapping, Opportunity framing), Empathize, Experiment, Engage, Evolve.

**Text Book**:

1. Michael A. Roberto., The Art of Critical Decision Making, Audible.com, 2013.
2. Harvard Business Essentials: Decision Making – 5 steps for better results, Harvard Review Business Press, 17 June 2010.
3. James Surowiecki, The wisdom of crowds, Little Brown Book Group, Mar-2005.
4. J Edward Russo and Paul J.H. Schoemaker., Decision Traps – The Ten Barriers to Brilliant Decision-Making And How To Overcome Them, Fireside Simon & Schuster Inc., 1st edition., 1990.
5. PlattnerHasso, MeinelChristoph, and Leifer Larry, Design Thinking, Springer, 2010.
6. Roterberg Mueller Christian., Handbook of Design Thinking, Hochschule Ruhr West, November 2018.

Course Outcome:

CO1: Able to apply methods to reduce the impact of cognitive biases in organization and personal decisions.

CO2: Can select appropriate decision making tool and apply it in a given situation to lead teams.

CO3: Can leverage use of tools for the design process

CO4: Apply design thinking for product development.

**Management Information Systems**

**Course – BBA Code-BBA304**

**Year – 2nd Semester – 3rd Credit- 3**

**Course Outcome: -**

CO1: Able to understand concept of MIS and know the importance and use of MIS in business organization and different domain.

CO2: Able to learn different types of telecommunication network and its importance in regular life.

CO3: To learn the concept of data, information and DBMS in detail and how to apply in field of information systems.

CO4: To learn the concept of information system in different phases of development.

CO5: To learn the working of transaction processing and other types of systems.

CO6: To learn the importance of knowledge management and its various aspects and applications in business.

CO7: To know how to apply the concept of information system in different business operations.

CO8: To learn the concept of ERP and how to apply ERP technology.

CO9: To learn about computer security for doing business with the information technology.

Module 1- Introduction to MIS and its various aspects in details.

Module 2- Introduction to Telecommunication Systems.

Module 3- Details about data, information and DBMS.

Module 4- Concept if information system.

Module 5- Transaction processing systems and other types of information system.

Module 6- Knowledge Management and its various aspects.

Module 7- Information Systems for different business operations.

Module 8- Introduction to ERP concept.

Module 9 – Security threats and computer crimes- different types, effects of it and different protection techniques.

**Text Book –**

1. Management Information Systems, 3rd edn – Murthy –HPH
2. Management Information Systems – Priyadarshini, Shahjahan – New Age
3. Management Information Systems – Roy – Vrinda
4. Management Information Systems, 3rd edn – Gupta- S. Chand
5. Management Information Systems – Jawadekar- TMH
6. Management Information Systems, 5th edn- O’ Brien - MGH

**BUSINESS RESEARCH METHODS**

**Course: BBA Code: BBA 301**

**Year: 2nd, Semester: 3rd Credit: 4**

**Course Outcomes:**

On completion of this course, the students will be able to

**CO1.** Develop understanding on various kinds of concepts research, objectives of doing research, research process, research designs and sampling.

**CO2.** To Have basic knowledge of applying qualitative research techniques

**CO3.** To Have adequate knowledge on measurement & scaling techniques as well as the quantitative data analysis for analyzing the data

**CO4.** To demonstrate and exhibit the basic awareness of data analysis-and hypothesis testing procedures

***Module – I (Introduction)***

1. **Introduction to Business Research**–Defining Business Research; Types of Research; Research Methods vs Methodology.
2. **Research Process –** Defining the Research Problem; Selecting and Formulating the Problem; Technique involved in Defining the Problem.
3. **Research Design –** Introduction; Types of Research Designs; Basic Principles of Experimental Designs.

***Module – II (Descriptive Statistics)***

1. **Measurement & Scaling –** Scales of measurement; Nominal, Ordinal, Interval, Ratio; Levels of data measurement; Criteria of for good measurement; Measurement scales.
2. **Questionnaire Design –** Introduction & meaning; Questionnaire design process; Phases of design.
3. **Collection of Data –** Types of data; Collection of primary data; collection of secondary data; Selecting appropriate method of collection; Benefits & limitation of the methods.
4. **Analysis of Data –** Measures of central tendency; Measures of Dispersion; Measures of correlation; Simple & Multiple Regression.

***Module – III (Inferential Analysis)***

1. **Sampling Design –** Introduction; Census vs Sampling Survey; Sampling distribution; Central Limit Theorem.
2. **Methods of Estimation –** Introduction; Criteria of good estimator; Methods of Point Estimation– The Method of Maximum Likelihood; Interval Estimation.
3. **Testing of Hypothesis**– Introduction; Basic concepts and Terminology; Steps of a Statistical Test; Test for Population Mean; Test for Population Proportion.

***Module - IV (Interpretation & Report Writing)***

1. **Introduction –** Importance of interpretation; Technique & Precautions of interpretation

2. **Report Writing –** Significance; Types of report; Organization of report writing; Oral presentation.

**Suggested Readings:**

1. Research Methodology: Methods And Techniques – C.R.Kothari, New Age International Publishers.
2. Business Research Methods – Naval Bajpai, Pearson
3. Statistical Methods – N.G.Das (Vol I & II), Tata MacGraw-Hill.

**PERSONALITY DEVELOPMENT**

**Course: BBA Code: BBA 305**

**Year: 2nd, Semester: 3rd**

**Credit: 2**

**Course Outcomes:**

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

**CO1.** Students will learn to apply personality development theory to solve workplace communication issues.

**CO2.** Students will learn to demonstrate the interpersonal skills required in the workplace.

**CO3.** Students will learn to manage resources effectively and efficiently in a professional context

**CO4.** Students will learn to impart the correct practices of the strategies of effective business interactions.

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| **Module I: Understanding People at Work: Individual Differences and Perception (5L)**  The Interactionist Perspective, Individual Differences (Values and Personality), Perception, The Role of ethics and national culture, using science to match candidates to jobs. Case Study  **(Text Book- An Introduction to Organizational Behaviour, Chapter Name- Perception (Chapter 3)** |
| **Module II: Individual Attitudes and Behaviors, Theories of Motivation (5L)**  Work attitudes, Work behaviour, Rebounding from defeat**.** Need-based theories of motivation, Process based theories, Motivation in action, Case Study  **(Text Book- An Introduction to Organizational Behaviour, Chapter Name- Individual Attitudes and Behaviors (Chapter 4), Chapter Name- Theories of Motivation, (Chapter 5 )** |
| **Module III: Managing Stress and Emotion: (5L)**  What is stress, Avoiding and managing stress, What are emotions?, Emotions at work, Getting emotional: Case study  **(Text Book- An Introduction to Organizational Behaviour, Chapter Name- Managing Stress and Emotion (Chapter 7)** |
| **Module IV: Conflicts and Negotiations, Making Decisions: Lab Activities (5L)**  Understanding conflict, Causes and Outcomes of conflict, Conflict Management, Negotiations, Case study.  Decision-making culture, understanding decision making, Faulty decision making, Decision making in groups, Case Study  **(Text Book- An Introduction to Organizational Behaviour, Chapter Name- Conflicts and Negotiations (Chapter 10), Chapter Name- Making Decisions (Chapter -11)** |

# Digital Marketing

**MOOCs (BBA) – 322**

**Year: 2nd, Semester: 3rd**

**Credit: 2**

**COURSE OUTCOMES:**

CO1: Students should be able to comprehend the essential digital marketing concepts.

CO2: Students should be able to correlate digital marketing concepts and strategies to current business trends in the industry.

CO3: Students should be able to analyze the effective application of digital marketing knowledge to real world business situations.

CO4: Students should be able to understand the integration of digital marketing as a phenomenon, way of life and thought process in addition to its commercial entity.

# Course Contents

|  |
| --- |
| **Module 1:** Introduction to Digital Marketing, what is Digital Marketing? Importance of digital marketing, how can digital marketing be the ultimate tool for success for businesses? How to conduct a competitive  analysis? Difference between traditional marketing and digital marketing Trends and scenario of the industry, how to use digital marketing to increase sales? |
| **Module 2:** Social Media Marketing, Definition of Social Media Marketing & social media, Social Networking, Use of Different Social Media Platforms, Blogging, Video Creation & Sharing. Content Creation |
| **Module 3:** E-Commerce Management, Management of E-Commerce Store, E-Commerce Marketing, Product Keyword Research, Uploading Products to Website, Ensuring Positive Customer Experience, Inventory Management, Supply Chain Management, Selling, Packaging & Shipping |
| **Module 4:** Content Strategy, Blogging, CTC via Content, Guest Blogging, Article Marketing, Promotions, Content Marketing Tools |

**Suggested Reading:**

* Digital Marketing Strategy: An Integrated Approach to Online Marketing by Simon Kingsnorth by Kogan Page limited
* Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation by Damian Ryan

**BUSINESS ANALYTICS-III**

**Course: BBA Code: MOOCs (BBA)321**

**Year: 2nd Semester: 3rd Credits: 2**

**Course Outcomes:**

On completion of this course, the students will be able to

**CO1:** Understand and critically apply the concepts and methods of business analytics

**CO2:** Identify, model and solve decision problems in different settings

**CO3:** Interpret results/solutions and identify appropriate courses of action for a given managerial situation whether a problem or an opportunity

**CO4:** Create viable solutions to decision making problems

***Module 1:***

Introducing the t-distribution and normal distribution, T.DIST function, T.INV function, NORM.DIST, NORM.INV

***Module 2:***

Introducing confidence intervals, CONFIDENCE.T, CONFIDENCE.NORM, z-statistics and t-statistics, using z- and t- statistics to construct a confidence interval

***Module 3:***

Constructing confidence interval for a population proportion, sample size calculation

***Module 4:***

Introduction to Hypothesis testing, performing single tail and two tail hypothesis tests

**Recommended Course:**

1. Business Applications of Hypothesis Testing and Confidence interval Estimation by Rice University (Coursera)

**Subject: Project III (Sessional Paper)**

**Code: BBA -311**

**Year: 2nd Semester: 3rd Credits: 1**

**Course Objectives:**

Students will be able to carry out an analytical research and draw conclusions based on facts and evidences in their project work.

**Course Outcomes:**

CO1: To understand the necessary elements of data collection required to construct a project work.

CO2: Emphasis is given to make the students able to arrange / classify the data so that the desired analysis can be carried out.

CO3: To be able to prepare a presentation summarizing the research work that has been carried out under the project in a proper way.

**Semester – 4th Credit Points– 4  
Paper: Strategic Management [BBA – 401] Total Contact Hours – 40**

**COURSE OUTCOMES:**

CO1: Students should be able to understand the elements of Strategic Management

CO2: Students should be able to comprehend how a firm behaves in a competitive environment.

CO3: Students should be able to analyze various strategic issues and should be able to use various concepts and tools for strategic problem solving.

CO4: Students should be able to exhibit effective decision-making skills, employing analytical and critical thinking ability.

**Module I: Introduction:**

Definition and meaning of strategy & strategic management; Objectives and role of strategic management; Benefits and importance of strategic management; Causes for failure of strategic management; The strategic management process

**Module II: Strategic Intent - Vision, Mission and Objectives (VMO):**

Vision – concept & importance; Mission – concept & relevance; Objectives & goals – concept & relevance; Components of mission statement, Formulation of mission & objectives and their specificity; Examples of VMO.

**Module III: External Environmental Analysis:**

Concept of environment, environmental analysis and appraisal, Need for & component of external environment analysis; Tools & techniques of environment analysis – PESTEL, ETOP; Porter’s Five Forces Model

**Module IV: Internal Environmental Analysis:**

Concept of Internal analysis; Value chain analysis; Factors of internal analysis; Strategic & Situational Analysis – SWOT Analysis, TOWS Matrix

**Module V: Strategic Planning**:

Meaning & Stages of Strategic Planning; Corporate goal setting, functional goal setting, managerial goal setting, positioning organization

**Module VI: Strategy Formulation I - Corporate level strategies:**

Concept, scope, types and significance of corporate level strategies; Generic Growth/expansion strategies - characteristics, forms, applicability; Ansoff matrix

**Module VII: Strategy Formulation II - Business level strategies:**

Concept of business level strategies; Competitive advantage and Core competencies; Cost leadership, differentiation & focus; Porter's framework of competitive strategies; Concept of SBU

**Module VIII: Strategic Analysis & Choice**

Concept of strategic analysis and choice; BCG Matrix & GE-Nine Cell Planning grid.

**Module IX: Implementation of Strategies**:

Issues in strategy implementation, Integrating the functional plan and policies; Role of managers, Leadership, strategic control system & measurement; Strategic Actions - Mergers, Acquisitions & Diversification

**Module X: Strategic Evaluation and Control**

Evaluation of strategy and strategic control, Need for strategic evaluation; Criteria for evaluation and the evaluation process; strategic control process & types of external controls

**Suggested Text Book**

Kazmi, Azhar: Business Policy and Strategic Management, Tata McGraw Hill

**Suggested Readings**

1. Pearce & Robinson: Strategic Management AITBS

2. Bhattacharya. and Venkataraman: Managing Business Enterprise: Strategies, Structures and Systems, Vikas Publishing House

3. Budhiraja, S. B. and Athreya, M. B: Cases in Strategic Management, Tata McGraw Hill

4. Subbarao: Strategic Management, Himalaya Publication

5. Thompson & Strickland: Strategic management Concept & Cases, Tata McGraw Hill,

**Semester – 4th Credit Points – 4**

**Paper: Marketing Management [BBA – 402] Total Contact Hours – 40**

**COURSE OUTCOMES:**

CO1: Understand the scope and significance of Marketing Management to the industries related to the domain.

CO2: Learn to correlate marketing concepts and phenomenon to current business events in the industry.

CO3: Develop ability to study the various marketing environment variables and interpret them for designing marketing strategy.

CO4: Students will be able to practice marketing communication skills relevant to the corporate world.

**Course Contents**

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Nature and scope of marketing; Importance of marketing; Marketing concepts – traditional and modern; Selling vs. marketing; Functions and Evolution of Marketing; Marketing mix

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Macro and Micro Environment; SWOT Analysis; PEST Analysis

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Concept of product, Classification of products, Product Mix; New product development – Meaning & steps; Product life cycle – concept, stages & strategies involved in PLC

**Module IV: Price:**

Meaning & Importance of price in the marketing mix; Objectives and Methods of Pricing, Factors affecting price of a product/service; Discounts and rebates

**Module V: Distributions Channels:**

Concept, role & types of distribution channels; Factors affecting choice of a distribution channel; Role of Intermediaries; Distribution Channel Management – VMS & HMS

**Module VI: Promotion:**

Objectives & methods of promotion; Optimum promotion mix; Meaning, objectives & characteristics of promotion mix elements, Relative merits and limitations of promotion mix elements

**Module VII: Consumer Behavior:**

Meaning, nature, scope and significance of consumer behavior; Determinants of consumer behavior; Consumer decision making process

**Module VIII: Industrial Buying Behavior:**

Industrial Buying Behavior-Meaning, Characteristics; Differences between Consumer Buying & Industrial Buying, Factors influencing industrial buyers

**Module IX: Segmentation Targeting & Positioning (STP):**

Market segmentation – concepts and importance; Bases for market segmentation; Target Market & Targeting strategies; Positioning – concept & importance; Positioning strategies

**Module X: Branding:**

Meaning & importance of Brands, Types of Brands, Branding Strategies; Packaging – role and functions

**Suggested Text Book**

Saxena, Rajan: Marketing Management, Tata McGraw Hill

**Suggested Readings**

1. Kotler Philip and Armstrong Gary, Principles of Marketing; Pearson Education

2. Arun Kumar: Marketing Management, Vikas

3. Gandhi, J.C.: Marketing, Tata McGraw Hill

4. Tapan Panda: Marketing Management, Excel Books

5. Ramaswamy, V.S. and S. Namakumari : Marketing Management, Macmillian.

6. B. Ghosh: Fundamentals of Marketing Management, Books & Allied

**Semester – 4th Credit Points – 4**

**Paper: Human Resource Management [BBA 403] Total Contact Hours – 40**

**COURSE OUTCOMES:**

CO1: Demonstrate a clear understanding of the concepts related to Human Resource Management.

CO2: To develop relevant skills necessary for application in HR related issues.

CO3: Students should be able to apply the requisite knowledge, skills and abilities needed to

successfully manage the employees’ performance

CO4: To enable the students to integrate the understanding of various HR concepts along with the domain concept in order to take correct business decisions.

**Strategic Role of Human Resource Management:**

**Module 1:** Nature of HRM, Scope of HRM, Objective of HRM, Importance of HRM, Systems approach to HRM, HRM and Competitive Advantage, Strategic HRM, Traditional Vs Strategic HRM, Case Study

**(Human Resource Management Text and Cases: V.S.P. Rao) [4L]**

**Module 2 :** History of Personnel/Human Resource Management, Evolution of the Concept of HRM, Personnel Function in Changing Scenario, Traditional Vs Emerging HR Practices, HRM Line and Staff Aspect, Case Study

**(Human Resource Management Text and Cases: V.S.P.Rao)** **[4L]**

**Human Resource Planning**

**Module 3:** Concept of Human Resource Planning or HRP, Objectives of HRP, Importance of HRP, Process of HRP, Case Study

**(Human Resource Management Text and Cases: V.S.P.Rao)** **[4L]**

**Module 4:** Trend Analysis, Work Load Analysis, Job Analysis , Manpower Inventory Analysis, Staffing Table, Replacement Chart, Practical Problem Solving

**(Human Resource Management Text and Cases: V.S.P.Rao)** [**4L]**

**Employee Administration**

**Module 5:** Definition of Recruitment , Sources of Recruitment, Methods of Recruitment, Recruitment: Indian Experiences , Case Study

**(Human Resource Management Text and Cases: V.S.P.Rao)** **[4L]**

**Module 6:** Definition ofSelection, Process of Selection: Selection Test, Types of Selection Test, Selection Interviews, Types of Interviews, Application Blank **,** Case Study

**(Human Resource Management Text and Cases: V.S.P.Rao)**  **[4L]**

**Module 7:** Concept of Training, Need of Training, Training Vs Development, Training Methods, Case Study

**(Human Resource Management Text and Cases: V.S.P.Rao) [4L]**

**Module 8:** Performance Appraisal – Concept, Objectives, Methods, Essential Characteristics of an Effective Appraisal, Potential Appraisal, Case Study

**(Human Resource Management Text and Cases: V.S.P.Rao) [4L]**

**Module 9:** Definition and Concept of Compensation, Nature of Compensation, Objective of Compensation, Components of Pay Structure in India, Concept of Wage, Characteristics of Wage Payments, Methods of Wage Payment

**(Human Resource Management Text and Cases: V.S.P.Rao) [4L]**

**Grievance, Discipline and Industrial Relation**

**Module 10:** Concept Grievance, Model Grievance Procedure, Discipline: Three Interpretations, Approaches to Discipline, Disciplinary Action, Concept of Industrial Relations, Objective of Industrial Relations, Approaches to Industrial Relations, Significance of Industrial Relations, Case Study

**(Human Resource Management Text and Cases: V.S.P. Rao) [4L]**

**Recommended Books:**

1.V.S.P. Rao: Human Resource Management, Excel Books

2. Dwivedi: Human Resource Management, Vikas

3. C.S. Venkata Ratnam & B.K. Srivastava: Personnel Management and Industrial Relations, Tata

McGraw Hill.

4. Anjali Ghanekar: Human Resource Management, Everest Publishing

5. A.M. Sheikh: Human Resource Development and Management, S.Chand

6. E.A. Ramaswamy: Managing Human Resources, Oxford University Press

7. M.S. Saiyadain : Human Resource Management, Tata McGraw Hill

**Semester – 4th Credit Points – 4**

**Paper: Cost Accounting [BBA – 404] Total Contact Hours – 40**

**COURSE OUTCOMES:**

CO1: Demonstrate the applicability of the concept of Cost Accounting to understand the managerial decisions and cost sheet.

CO2: To help the students to develop cognizance of the importance of Costing in organization product costing.

CO3: To enable students to synthesize related information and evaluate options for most logical and optimal solution such that they would be able to predict and control cost incurrence and improve results.

CO4: Analyze the complexities associated with management of cost of product and services in the Organization.

**Module I: Introduction (5L)**

Nature and scope of cost accounting; Cost concepts and classification: direct, indirect, Element wise, function wise, Behaviour wise, sunk cost opportModuley cost: Essentials of a good cost accounting system: Difference between cost and Management accounting: Concept of Cost Audit. Preparation of cost sheet & estimation.

**Module II: Accounting for Material (12L)**

Economic Order Quantity, ABC analysis (selective inventory concept): Concept of Periodic Inventory & Perpetual inventory, Various stock levels: JIT purchase: Selective methods of Material control; pricing of material issues - FIFO, LIFO, Weighted average.

**Module III Accounting for Labour (5L)**

Labour cost control procedure; Labour turnover; Idle time and overtime; Methods of wage payment-time and piece rates; Incentive schemes.

**Module IV: Accounting for Overheads (8L)**

Absorption, Allocation and apportionment of Overheads: Determination of overhead rates; Under and over absorption and its treatment, Primary and secondary distribution of overhead.

**Module V: Cost Ascertainment: (10L)**

Contract Costing; Operating Costing (Transport); Process Costing excluding inter-process profits and joint and by-products.

**Semester – 4th Credit Points – 4**

**Paper: Management Information Systems [BBA 405] Total Contact Hours – 40**

**COURSE OUTCOMES**

CO1: Able to understand concept of MIS and know the importance and use of MIS in business organization and different domain.

CO2: Able to learn different types of telecommunication network and its importance in regular life.

CO3: To learn the concept of data, information and DBMS in detail and how to apply in field of information systems.

CO4: To learn the concept of information system in different phases of development.

CO5: To learn the working of transaction processing and other types of systems.

CO6: To learn the importance of knowledge management and its various aspects and applications in business..

**Module 1: Introduction to Management Information System**

(Chapter1 of Management Information System, by C.S.V. Murthy**)**

1. Introduction to Management Information System
   1. Basic Components of an Information System
   2. Classification of MIS
   3. Definition of Management information System
   4. MIS understanding
   5. Role, Impact and Importance of MIS
   6. MIS characteristics
   7. MIS objectives
   8. Elements of MIS
   9. Systems involving Information in MIS
   10. Basic Parts of the Organization
   11. Implications of the Organisational Structure for MIS
   12. Establishing MIS
   13. Advantages and Disadvantages of MIS
   14. Organisation in Three Layers
   15. Decision Types
   16. Decision -making
   17. MIS functional area
   18. Business Information System
   19. Structure of MIS
   20. Major areas of Information systems Knowledge Used by business people

**Module 2: Computer System and Telecommunication System**

(Chapter 2 of Management Information System , by C.S.V. Murthy**)**

1. Computer System and Telecommunication System
   1. Network of Computers
   2. Telecommunications media, channel, software
   3. Physical Link
   4. Basic Network Architecture
   5. Types of Networks
   6. Types of Data Transmission
   7. Internet, Intranet and Extranet

**Module 3: Data, Information and Database Management**

(Chapter 3 of Management Information System , by C.S.V. Murthy**)**

1. Data, Information and Database Management
   1. Data
   2. Information
   3. Data Processing
   4. Management of Information
   5. Nature of the Information
   6. Manager and Information
   7. The use of Data
   8. Data Representation
   9. Management Information Support for Decision-making
   10. Information System and Decision-making
   11. Structured, Programmable Decision
   12. Unstructured, Non-Programmable Decision
   13. Database and Database Management
   14. Data Processing System
   15. Components of DBMS
   16. Characteristics of DBMS
   17. Objectives of DBMS
   18. Components of Database Management System Package
   19. Major Uses of DBMS
   20. Schemas and mappings
   21. Major types of Databases Used by organizations and Users
   22. Data and its Importance
   23. Meaning of a Database Management System
   24. Designing of Databases
   25. Physical Database Model
   26. Creating Databases
   27. Components to a DBMS
   28. General Function of DBMS
   29. Data Definition Language
   30. Data Manipulation Language
   31. Data Control Language
   32. Database Administrator
   33. Hierarchical Data Model
   34. Network Data Model
   35. Relational Data Model
   36. The Server Architecture

**Module 4: Information System Concepts**

(Chapter 4 of Management Information System, by C.S.V. Murthy)

1. Information System Concepts
   1. Information System Concept
   2. Meaning of System
   3. Definition of System
   4. Characteristics of a System
   5. System classification
   6. Need for System Analysis
   7. Systems Thinking
   8. System Analyst
   9. System Development Model

**Module 5:** **Transaction Processing System and Other Systems**

(Chapter 6 of Management Information System , by C.S.V. Murthy)

1. Transaction Processing System and Other Systems
   1. Transaction Processing System(TPS)
   2. Decision Support System(DSS)
   3. Executive Information System(EIS)
   4. Office Automation System(OAS)

**Module 6: Knowledge Management**

(Chapter 7 of Management Information System , by C.S.V. Murthy)

1. Knowledge Management
   1. Knowledge
   2. Knowledge System
   3. Types of Knowledge System
   4. Knowledge Management
   5. Goals of Knowledge Management
   6. Business Models
   7. Expert System (ES)
   8. The structure of Expert System
   9. Components of Expert System
   10. Use of Expert System
   11. Benefits of Expert System
   12. Limitations of Expert System
   13. Expert System and Management Science

**Module 7:** **Information System for Business Operations**

(Chapter 8 of Management Information System , by C.S.V. Murthy)

1. Information System for Business Operations
   1. Information System in Business Functions
   2. Accounting Information System
   3. Financial Information System
   4. Marketing Information System
   5. Production Information System
   6. Personal Information System
   7. Human Resource Information System

**Module 8: Enterprise Resource Planning**

(Chapter 9 of Management Information System , by C.S.V. Murthy)

1. Enterprise Resource Planning
   1. Introduction of ERP
   2. ERP Technologies
   3. ERP Implementation
   4. ERP Applications
   5. Challenges of ERP
   6. Objectives of ERP System

**Chapter 9: Security Threats and Computer Crimes**

(Chapter 14 of Management Information System , by C.S.V. Murthy)

1. Security Threats and Computer Crimes
   1. Specific Threats
   2. Computer crimes and Prevention
   3. Effect of Threat from Computer Crimes
   4. Hacking
   5. Cyber Theft
   6. Internet Security
   7. Computer Viruses
   8. Challenges Involved
   9. Cyber Terrorism
   10. Card Frauds
   11. New Phishing attack on Gmail
   12. Steps to protect Business against Cyber Crime
   13. Dangers of Digital Cheating on Mobile

**Recommended Books:**

* Management Information System by C.S. V. Murthy Himalaya Publishing House

**Semester: 4th Credit Point: 1**

**Subject: Business Analytics IV [MOOCs (BBA) 421] Total Contact Hours: 12**

**Course Outcomes:**

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

**CO1:** Understand and critically apply the concepts and methods of business analytics.

**CO2:** Identify, model and solve decision problems in different settings.

**CO3:** Interpret results/solutions and identify appropriate courses of action for a given managerial situation whether a problem or an opportunity.

**CO4:** Create viable solutions to decision making problems.

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| **Module 1: Regression Analysis**  Worksheet sheet functions of regression: SLOPE, INTERCEPT, FORECAST, TREND, LINEST, Interpretation of output, performing regression Using Data analysis in Excel |
| **Module 2: Correlation Analysis**  Scatterplots, Worksheet functions of Correlation: CORREL, PEARSON, RSQ, COVAR, Interpretation of output, Performing Correlation using Data Analysis in excel |
| **Module 3: Introduction to SPSS**  Entering and Modifying Data, Defining Variables, Transformation and Selection of data Loading and Saving files, Running analysis |
| **Module 4: Descriptive statistics in SPSS**  Frequency Distributions and Percentile ranks for a Single Variable, Multiple Variables, Measures of Central Tendency and Measures of Dispersion for a Single group and Multiple groups |

**Semester: 4th Credit Point: 1**

**Subject: Artificial Intelligence II [MOOCs (BBA) 422] Total Contact Hours: 12**

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| **Module 1: Adversarial Search(3L)**  Games, Optimal Decision in Games, Alpha-Beta Pruning, Stochastic Games |
| **Module 2: Logical Agents(3L)**  Knowledge based agents, Logic, Propositional logic, Propositional Theorem |
| **Module 3: First Order Logic(3L)**  Syntax and Semantics, Problem using first order logic |
| **Module 4: Classical Planning (3L)**  Definition, Algorithm for planning as state-space search, Planning graph, |

**Subject: Project IV (Sessional Paper)**

**Code: BBA -411**

**Year: 2nd Semester: 4th Credits: 1**

**Course Objectives:**

Students will be able to carry out an analytical research and draw conclusions based on facts and evidences in their project work.

**Course Outcomes:**

CO1: To understand the necessary elements of data collection required to construct a project work.

CO2: Emphasis is given to make the students able to arrange / classify the data so that the desired analysis can be carried out.

CO3: To be able to prepare a presentation summarizing the research work that has been carried out under the project in a proper way