

HUMAN RESOURCE MANAGEMENT		Semester	III
Course Code	BBA301	CIE Marks	50
Teaching Hours/Week(L:T:P)	3+2+0	SEE Marks	50
Total Hours of Pedagogy	50	Total Marks	100
Credits	4	Exam Hours	03
Course objectives: <ul style="list-style-type: none">• To understand the concept of HRD and HRM.• To introduce the fundamental HRM concepts and familiarize with contemporary issues in HRM.• To describe the role and responsibility of HRM functions in business organization.			
Module-1 Introduction to Human Resource Management		10 Hours	
Meaning and Definition of HRM – Features and Objectives, Differences between Human Resource Management and Personnel Management & Human Resource Development, Importance, Functions and Process of HRM, Role of HR Manager, Trends influencing HR Practices.			
Module-2 Human Resource Planning		10 Hours	
Human Resource Planning: Meaning and Importance, Process of HRP, HR Demand Forecasting; Meaning and Techniques, Job Analysis: Meaning and Uses of Job Analysis, Process of Job Analysis, Job Description, Job Specification, Job Enlargement, Job Rotation, Job Enrichment.			
Module-3 Recruitment, Selection and Induction of Employees		10 Hours	
Recruitment – Meaning, Methods of Recruitment, Factors affecting Recruitment, Sources of Recruitment; Selection – Meaning, Steps in Selection Process, Psychometric tests for Selection, Barriers to effective Selection, Making Selection effective; Placement, Gamification – Meaning and Features			
Module-4 Training and Compensation of Employees		10 Hours	
Training: Need for training, Benefits of training, Assessment of Training Needs and Methods of Training and Development; Kirkpatrick Model; Career Development. Compensation: Direct and Indirect forms of Compensation (Meaning Only), Compensation Structure. Perks, Fringe Benefits, Bonus and Incentives.			
Module-5 Performance Appraisal, Promotion & Transfers		10 Hours	
Performance Appraisal: Meaning and Definition, Objectives and Methods of Performance Appraisal – Uses and Limitations of Performance Appraisal, Process of Performance Appraisal, Promotion: Meaning and Definition of Promotion, Purpose of Promotion, Basis of Promotion Transfer: Meaning of Transfer, Reasons for Transfer, Types of Transfer, Right Sizing of Work Force, Need for Right Sizing.			
Course outcome (Course Skill Set) <p>At the end of the course, the students will be able to:</p> <ul style="list-style-type: none">• Understand the concept of HRD and HRM.• Summarize the fundamental HRM concepts and familiarize with contemporary issues in HRM.• Describe the role and responsibility of HRM functions in business organization.			
Suggested Learning Resources: Books <ol style="list-style-type: none">1. Aswathappa, Human Resource Management, McGraw Hill2. Edwin Flippo, Personnel Management, McGraw Hill3. C. B. Mamoria, Personnel Management, HPH4. Subba Rao, Personnel and Human Resources Management, HPH			
Web links and Video Lectures(e-Resources): https://archive.nptel.ac.in/courses/110/105/110105069/			

MARKETING MANAGEMENT		Semester	III
Course Code	BBA302	CIE Marks	50
Teaching Hours/Week(L:T:P)	3+2+0	SEE Marks	50
Total Hours of Pedagogy	50	Total Marks	100
Credits	4	Exam Hours	03
Course objectives: <ul style="list-style-type: none">• To understand the concepts and functions of marketing.• To introduce Marketing Segmentation, Targeting and Positioning.• To describe 4 P's of Marketing and 7 P's of Service Marketing Mix.			
Module-1 Introduction to Marketing		10 Hours	
Meaning and Definition, Concepts of Marketing, Approaches to Marketing, Functions of Marketing. Recent trends in Marketing. E – Business, Tele-marketing, Green Marketing, Relationship Marketing, Concept Marketing, Digital Marketing, Social Media Marketing and E-tailing.			
Module-2 Marketing Environment		10 Hours	
Micro Environment – The company, suppliers, marketing intermediaries competitors, public and customers; Macro Environment- Demographic, Economic, Natural, Technological, Political, Legal, Socio-Cultural Environment.			
Module-3 Market Segmentation and Consumer Behaviour		10 Hours	
Meaning and Definition, Bases of Market Segmentation, Requisites of Sound Market Segmentation; Targeting and Positioning, Consumer Behavior-Factors influencing Consumer Behavior ;Buying Decision Process.			
Module-4 Marketing Mix and Product Mix		10 Hours	
Meaning, Elements of Marketing Mix (Four P's) – Product, Price, Place, Promotion. Product - Product Mix, Product Line, Product Lifecycle. New Product Development, Reasons for Failure of New Product, Branding, Packing and Packaging, Labeling.			
Module-5 Pricing, Physical Distribution and Promotion, Services Marketing		10 Hours	
Pricing – Objectives, Factors influencing Pricing Policy, Methods of Pricing; Physical Distribution – Meaning, Factors affecting Channel Selection, Types of Marketing Channels. Promotion – Meaning and Significance of Promotion, Personal Selling and Advertising. Promotion mix. In Introduction to Services Marketing, Seven P's of Service Marketing Mix			
Course outcome (Course Skill Set) <p>At the end of the course, the students will be able to:</p> <ul style="list-style-type: none">• Understand the concepts and functions of marketing.• Summarize Marketing Segmentation, Targeting and Positioning.• Describe 4 P's of Marketing and 7 P's of Service Marketing Mix.			
Suggested Learning Resources: Books <ol style="list-style-type: none">1. Philip Kotler, Marketing Management, Prentice Hall.2. Lovelock Christopher, Services Marketing: People, Technology, Strategy, PHI, New Delhi3. William J. Stanton, Michael J. Etzel, Bruce J Walker, Fundamentals of Marketing, McGraw Hill4. Bose Biplab, Marketing Management, Himalaya Publishers.			
Weblinks and Video Lectures (e-Resources): https://archive.nptel.ac.in/courses/110/104/110104068/			

PRODUCTION AND OPERATIONS MANAGEMENT		Semester	III
Course Code	BBA303	CIE Marks	50
Teaching Hours/Week(L:T:P)	3+2+0	SEE Marks	50
Total Hours of Pedagogy	50	Total Marks	100
Credits	4	Exam Hours	03
Course objectives: <ul style="list-style-type: none">• To understand the concepts related to productions and operations management.• To introduce the techniques related to the improvement of manufacturing and service operations.• To describe the importance of quality control in products.			
Module-1 Nature and Scope of Production and Operations Management		10 Hours	
Nature of production; production as a system; production as an organization function; decision-making in production; importance of production function; scope of production and operations management; characteristics of modern production and operations function. JIT Significance and concepts.			
Module-2 Plant Location and Layout		10 Hours	
Factors affecting location (Theory & Problems); plant layout principles; types of plant layout -process layout, product layout, combined layout, static product layout or project layout, cellular layout, job shop layout, Different types of facilities; building, sanitation, lighting, air conditioning, safety etc.			
Module-3 Work Study, Method Study and Work Measurement		10 Hours	
Importance of work study, Factors influencing productivity, Concept of Standard time, Method study, Time and motion study, relationship of time and motion study to work study; work measurement; techniques of work measurement (Theory & Problems).			
Module-4 Materials Management		10 Hours	
Purchasing; selection of suppliers; Vendor Management. Inventory management; material handling principles and practices; ABC Analysis, EOQ, inventory control; value analysis; value engineering and ergonomics(Theory only)			
Module-5 Production Planning and Control, Quality Control		10 Hours	
Objectives of production planning and control (PPC); principles of PPC; main functions of production planning and control department. Quality Control Statistical quality control-, Quality Management, Quality circle, Meaning of ISO and TQM (Theory only).			
Course outcome (Course Skill Set) <p>At the end of the course, the students will be able to:</p> <ul style="list-style-type: none">• Understand the concepts related to productions and operations management• Summarize the techniques related to the improvement of manufacturing and service operations.• Describe the importance of quality control in products.			
Suggested Learning Resources: Books <ol style="list-style-type: none">1. S.N. Chary, Production and Operations Management, Tata McGraw-Hill Publishing Company Limited2. Aswathappa K, Production and Operations Management, Himalaya Publishing House3. S.A Chunawalla, D.R. Patel, Production and Operations Management, Himalaya Publishing House4. Thomas E. Morton, Production and Operations Management			
Weblinks and Video Lectures (e-Resources): https://archive.nptel.ac.in/courses/110/107/110107141/			

DESIGN THINKING AND INNOVATION		Semester	III
Course Code	BBA384	CIE Marks	50
Teaching Hours/Week(L:T:P)	2+1+0	SEE Marks	50
Total Hours of Pedagogy	25	Total Marks	100
Credits	2	Exam Hours	1 ½
Course objectives: <ul style="list-style-type: none">• To understand the fundamental concept of innovation and design thinking.• To Understand and learn the concept of design thinking for product and service development.• To apply ideas and innovations in strategic business model canvass.			
Module-1 Design Thinking Background		5 Hours	
Definition of Design Thinking, Business uses of Design Thinking, Variety within the Design Thinking Discipline			
Module-2 Design Thinking Approach		5 Hours	
Empathy, Ethnography, Divergent Thinking, Convergent Thinking, Visual Thinking, Assumption Testing, Prototyping, Time for Learning and Validation			
Module-3 Design Thinking Processes		5 Hours	
Numerous Approaches, Double Diamond Process, Five Stages Process, Designing for Growth Process, Role of Project Management			
Module-4 Design Thinking Tools and Methods		5 Hours	
Different Stages - Empathize Stage, Define Stage, Ideate Stage, Prototype Stage, Test Stages, AEIOU Framework			
Module-5 Basics of Value Propositions		5 Hours	
Definition and concept The Canvas: The Customer Profile, Value Map and Fit, Shared model in team-based design - Theory and practice in Design thinking, MVP or Prototyping			
Course outcome (Course Skill Set) <p>At the end of the course, the students will be able to:</p> <ul style="list-style-type: none">• Understand the fundamental concept of innovation and design thinking.• Understand and learn the concept of design thinking for product and service development.• Apply ideas and innovations in strategic business model canvass.			
Suggested Learning Resources: Books <ol style="list-style-type: none">1. Designing for Growth: A design thinking tool kit for managers”, Jeanne Liedtka and Tim Ogilvie, Columbia University Press.2. Design Thinking, Andrew Pressman, Routledge			
Web links and Video Lectures (e-Resources): https://onlinecourses.swayam2.ac.in/aic23_ge17/preview			

INDIAN CONSTITUTION		Semester	III
Course Code	BBA305	CIE Marks	50
Teaching Hours/Week(L:T:P)	2+1+0	SEE Marks	50
Total Hours of Pedagogy	25	Total Marks	100
Credits	2	Exam Hours	1 ½
Course objectives: <ul style="list-style-type: none"> To analyze and explain the significance of constitutional rigidity and flexibility in the context of democratic values. To assess the impact of fundamental rights, directive principles and fundamental duties. To describe the duties in promoting social justice, unity and integrity in India. 			
Module-1 The Making of the Constitution of India			5 Hours
Evolution, Nationalist Movement, Composition of the Constituent Assembly, Committees of the Constituent Assembly, Enactment of the Constitution.			
Module-2 Constituent Assembly			5 Hours
Role of Dr B.R. Ambedkar, Javaharlal Nehru, Sardar Vallabhbhai Patel iii. Preamble of the Indian Constitution – Values enshrined in the Preamble; Sovereign, Secular, Socialistic, Democratic, Republic, Justice, Liberty, Equality and Fraternity.			
Module-3 Salient Features, Fundamental Rights and Principles of State Policy			5 Hours
Salient Features of Indian Constitution and Basic Structure, Fundamental Rights and how these Rights are safeguarding individual liberties, Directive Principles of the State Policy; Socialist, Gandhian and Liberal-Intellectual. Fundamental Duties			
Module-4 Union Legislature and Union Executive			5 Hours
Parliament; Lok Sabha, Rajya Sabha – Composition, powers, functions President, Vice – President, Prime Minister, Union Council of Ministry, powers and functions, Leadership and collective responsibility			
Module-5 Judiciary			5 Hours
Supreme Court, High Courts, powers and functions and Judicial Activism in India			
Course outcome (Course Skill Set) At the end of the course, the students will be able to: <ul style="list-style-type: none"> Analyze and explain the significance of constitutional rigidity and flexibility in the context of democratic values. Assess the impact of fundamental rights, directive principles and fundamental duties. Describe the duties in promoting social justice, unity and integrity in India. 			
Suggested Learning Resources: Books <ol style="list-style-type: none"> D. D. Basu, Introduction to the Constitution of India, Prentice Hall of India, New Delhi. B. K. Sharma, Introduction to the Constitution of India, Prentice Hall of India, New Delhi. 			
Weblinks and Video Lectures (e-Resources):			
https://onlinecourses.nptel.ac.in/noc24_lw05/preview			

ADVANCE EXCEL SKILLS FOR BUSINESS		Semester	III
Course Code	BBA356	CIE Marks	50
Teaching Hours/Week(L:T:P)	2+1+0	SEE Marks	50
Total Hours of Pedagogy	25	Total Marks	100
Credits	2	Exam Hours	1 ½
Course objectives: <ul style="list-style-type: none">• To understand formatting, sorting, filtering and formulas• To describe custom formatting, data validation, tables and charts• To explain data validation and range names.			
Module-1 Basics of Excel		5 Hours	
Data Formatting in Excel like colors, fonts, Bullets etc Basic Sorting and Filtering Basic Formulae like SUM,AVERAGE,COUNT,MAX,MIN etc Spreadsheet Basics Creating, Editing, saving and Printing spreadsheets.			
Module-2 Getting Advance in Excel		5 Hours	
Sorting Data by values, colors , etc Filtering by numbers , text , values , logical functions ,colors Using Filters to Sort Data Using Auto filter Creating a custom AutoFilter Advance Filtering Options			
Module-3 Custom and Conditional Formats		5 Hours	
Creating a custom format Create a custom number format Conditional Formatting Creating Conditional Formatting Editing Conditional Formatting Adding Conditional Formatting Deleting Conditional Formatting from the selected range			
Module-4 Data Validation		5 Hours	
Specifying a valid range of value of a cell Specifying a valid value for a cell Specifying custom validation based on formula for a cell.			
Module-5 Working with Range Names		5 Hours	
Using Range names Creating range names Using range names in formulas			
Course outcome (Course Skill Set) <p>At the end of the course, the students will be able to:</p> <ul style="list-style-type: none">• Understand formatting, sorting, filtering and formulas.• Describe custom formatting, data validation, tables and charts.• Explain data validation and range names.			
Suggested Learning Resources: Books <ol style="list-style-type: none">1. Microsoft Excel 365 Bible: The Comprehensive Tutorial Resource, Wiley Publications.2. Excel 2019 All-in-One for Dummies by George Harvey.			
Web links and Video Lectures (e-Resources): https://nptel.ac.in/courses/110106064			

SUSTAINABLE DEVELOPMENT GOALS		Semester	III
Course Code	BBA357	CIE Marks	50
Teaching Hours/Week(L:T:P)	2+1+0	SEE Marks	50
Total Hours of Pedagogy	25	Total Marks	100
Credits	2	Exam Hours	1 ½
Course objectives: <ul style="list-style-type: none">• To explain the concept of Sustainable Development in detail.• To study the Economic, Socio-political and Ecological aspects of Sustainable Development.• To understand the concept and importance of natural resources with respect to sustainable development.			
Module-1 Introduction to Sustainable Development		5 Hours	
Meaning, Definition, Brief Historical background of Sustainable Development Features and Principles of Sustainable Development , Sustainable Development Goals (SDGs), United Nations Global Compact, Significance and Challenges of Sustainable Development.			
Module-2 Aspects of Sustainability Development		5 Hours	
Introduction to Sustainability Development, Economic Aspects- Meaning, Ways of Achieving Economic Sustainability, Socio Political Aspects – Meaning, Ways of Achieving Socio Political Sustainability, Ecological (Environmental) Aspects – Meaning, Ways of Achieving Ecological Sustainability			
Module-3 Natural Resources and Sustainable Development		5 Hours	
Meaning of Natural Resources, Importance of Natural Resources, Classification of Natural Resources, Natural Resources Utilisation and Sustainable Development, Salient features of Environment Protection Act 1986, Water Act 1974, Air Act 1981, Salient features of Kyoto Protocol from Indian perspective			
Module-4 Sustainability and Roles,		5 Hours	
Need to adopt sustainable strategy, Triple- bottom line Approach – People, Planet & Profit (3 BL Approach)			
Module-5 Strategies of Business		5 Hours	
Various Strategies for Sustainable Development:-Community Knowledge, Harness Technology, Innovative Practices, Co-Operation and Partnership, Green Organizations, Corporate Social Responsibility and Corporate Governance			
Course outcome (Course Skill Set) <p>At the end of the course, the students will be able to:</p> <ul style="list-style-type: none">• Explain the concept of Sustainable Development in detail.• Study the Economic, Socio-political and Ecological aspects of Sustainable Development.• Understand the concept and importance of natural resources with respect to sustainable development.			
Suggested Learning Resources: Books <ol style="list-style-type: none">1. Sustainable Economic Development & Environment, Raj Kumar Sen Kartik C.Roy, Atlatic Publishers & Distributors Pvt Ltd2. Sustainability Management, Deb Prasanna Choudhary, Zorba Books			
Web links and Video Lectures (e-Resources): https://onlinecourses.nptel.ac.in/noc21_mg94/preview			

MANAGEMENT ACCOUNTING		Semester	IV
Course Code	BBA401	CIE Marks	50
Teaching Hours/Week(L:T:P)	3+2+0	SEE Marks	50
Total Hours of Pedagogy	50	Total Marks	100
Credits	4	Exam Hours	3
Course objectives: <ul style="list-style-type: none">• To explain the application of management accounting and various tool used.• To make inter – firm and inter- period comparison of financial statements.• To analyse financial statements using various ratios for business decisions.			
Module-1 Introduction to Management Accounting		10 Hours	
Introduction- Meaning and Definition, Objectives, Nature and Scope, Functions- Role of Management Accountant, Relationship between Financial Accounting and Management Accounting, Relationship between Cost Accounting and Management Accounting, advantages and limitations of Management, Technique of Management Accounting (Theory Only)			
Module-2 Ratio Analysis		10 Hours	
Introduction-Meaning and Definition of ratio, Meaning of Accounting ratio, and Ratio Analysis – Uses and Limitations – Classification of ratios- Liquidity ratios, Profitability ratios and Solvency ratios. Problems on conversion of financial statements into ratios and ratios into financial statements			
Module-3 Cash Flow Analysis		10 Hours	
Meaning and Definition of Cash Flow Statement – Concept of Cash and Cash Equivalents - Uses of Cash Flow Statement – Limitations of Cash Flow Statement– Provisions of Ind.AS-7. Procedure for preparation of Cash Flow Statement – Cash Flow from Operating Activities – Cash Flow from Investing Activities and Cash Flow from Financing Activities – Preparation of Cash Flow Statement according to Ind. AS-7.			
Module-4 Marginal Costing		10 Hours	
Introduction-Meaning and definition of marginal cost, marginal costing, features of marginal costing- terms used in marginal costing – P/V ratio, BEP, Margin of Safety, Angle of Incidence and Break-Even Chart. Break Even Analysis- assumption and uses problems			
Module-5 Budgetary Control		10 Hours	
Meaning and Definition of Budget and Budgetary Control, objectives of budgetary control, advantages and limitations of budgetary control, essentials of effective budgeting, Types of budget-Functional budgets, Master Budget, Fixed and Flexible Budget, Problems on Flexible budget and Cash Budget.			
Course outcome (Course Skill Set) At the end of the course, the students will be able to: <ul style="list-style-type: none">• Explain the application of management accounting and various tool used• Make inter – firm and inter- period comparison of financial statements• Analyse financial statements using various ratios for business decisions.			
Suggested Learning Resources: Books <ol style="list-style-type: none">1. Dr. S. N. Maheswari, Management Accounting, Mahavir Publications2. T. S. Sexana, Advanced Cost and Management Accounting, Sultan Chand3. Jain and Narang, Cost and Management Accounting, Kalyani Publisher.4. Dr. S. N. Goyal and Manmohan, Management Accounting, S.N. Publications.			
Web links and Video Lectures(e-Resources): https://nptel.ac.in/courses/110101003			

BUSINESS STRATEGY		Semester	IV
Course Code	BBA402	CIE Marks	50
Teaching Hours/Week(L:T:P)	3+2+0	SEE Marks	50
Total Hours of Pedagogy	50	Total Marks	100
Credits	4	Exam Hours	3
Course objectives: <ul style="list-style-type: none">• To understand the concepts of strategy and environmental appraisal.• To introduce internal appraisal and corporate level strategies.• To describe strategic analysis and choice.			
Module-1 Introduction to Strategy		10 Hours	
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.			
Module-2 Environmental Appraisal		10 Hours	
Concept of environment, components of environment (Economic, legal, social, political and technological). Environmental scanning techniques - ETOP, QUEST and SWOT (TOWS).			
Module-3 Internal Appraisal		10 Hours	
The internal environment, organisational capabilities in various functional areas and Strategic Advantage Profile. Methods and techniques used for organisational appraisal (Value chain analysis, Financial and non-financial analysis, historical analysis, Industry standards and benchmarking, Balanced scorecard and key factor rating). Identification of Critical Success Factors (CSF).			
Module-4 Corporate Level Strategies		10 Hours	
Stability, Expansion, Retrenchment and Combination strategies. Corporate restructuring. Concept of Synergy. Mergers & Acquisitions., Corporate Restructuring. Business level strategies—Porter's framework of competitive strategies; Conditions, risks and benefits of Cost leadership, Differentiation and Focus strategies. Location and timing tactics. Concept, Importance, Building and use of Core Competence.			
Module-5 Strategic Analysis and Choice		10 Hours	
Corporate level analysis (BCG, GE Nine-cell, Hofer's product market evolution and Shell Directional policy Matrix). Industry level analysis; Porters' five forces model. Qualitative factors in strategic choice. Strategy implementation: Resource allocation, Projects and Procedural issues. Organisation structure and systems in strategy implementation. Leadership and corporate culture, Values, Ethics and Social responsibility. Operational and derived functional plans to implement strategy. Integration of functional plans.			
Course outcome (Course Skill Set) <p>At the end of the course, the students will be able to:</p> <ul style="list-style-type: none">• Understand the concepts of strategy and environmental appraisal.• Introduce internal appraisal and corporate level strategies.• Describe strategic analysis and choice.			
Suggested Learning Resources: Books <ol style="list-style-type: none">1. Michael Hitt, Robert E. Hoskisson, R. Duane Ireland, S. Manikutty, Strategic Management: A South-Asian Perspective, Cengage Learning2. Contemporary Strategic Management, Robert Grant, Wiley India Pvt. Ltd.3. Azhar Kazmi, Strategic Management and Business Policy, McGrawHill			
Web links and Video Lectures (e-Resources): https://archive.nptel.ac.in/courses/110/108/110108047/			

ENTREPRENEURSHIP DEVELOPMENT		Semester	IV
Course Code	BBA403	CIE Marks	50
Teaching Hours/Week(L:T:P)	3+2+0	SEE Marks	50
Total Hours of Pedagogy	50	Total Marks	100
Credits	4	Exam Hours	3
Course objectives: <ul style="list-style-type: none">• To understand the concept of Entrepreneurship and to learn the professional behavior expected of an entrepreneur.• To analyze the environment for potential business opportunities.• To provide conceptual exposure on converting idea to a successful entrepreneurial firm.			
Module-1 Entrepreneurship		10 Hours	
Meaning of entrepreneurship – Types of Entrepreneurship – Traits of entrepreneurship – Factors promoting entrepreneurship- Barriers to entrepreneurship- the entrepreneurial culture- Stages in entrepreneurial process – Women entrepreneurship and economic development- SHG.			
Module-2 Developing Successful Business Ideas		10 Hours	
Recognizing opportunities – trend analysis – generating ideas – Brainstorming, Focus Groups, Surveys, Customer advisory boards, Day in the life research – Encouraging focal point for ideas and creativity at a firm level-Protecting ideas from being lost or stolen – Patents and IPR.			
Module-3 Opportunity Identification and Evaluation		10 Hours	
Opportunity identification and product/service selection – Generation and screening the project ideas – Market analysis, Technical analysis, Cost benefit analysis and network analysis- Project formulation – Assessment of project feasibility- Dealing with basic and initial problems of setting up of Enterprises.			
Module-4 Business Planning Process		10 Hours	
Meaning of business plan- Business plan process- Advantages of business planning- preparing a model project report for starting a new venture (Team-based project work).			
Module-5 Funding		10 Hours	
Sources of Finance- Venture capital- Venture capital process- Business angles- Commercial banks- Government Grants and Schemes.			
Course outcome (Course Skill Set) <p>At the end of the course, the students will be able to:</p> <ul style="list-style-type: none">• Understand the concept of Entrepreneurship and to learn the professional behavior expected of an entrepreneur.• Analyze the environment for potential business opportunities.• Provide conceptual exposure on converting idea to a successful entrepreneurial firm.			
Suggested Learning Resources: Books <ol style="list-style-type: none">1. Reddy, Entrepreneurship: Text & Cases - Cengage, New Delhi.2. Kuratko / Rao, Entrepreneurship: A south Asian Perspective - Cengage, New Delhi.3. Leach/Melicher, Entrepreneurial Finance – Cengage. , New Delhi.4. K. Sundar – Entrepreneurship Development – Vijay Nicole Imprints private Limited			
Web links and Video Lectures (e-Resources): https://nptel.ac.in/courses/110106141			

BUSINESS RESEARCH METHODS		Semester	IV
Course Code	BBA404	CIE Marks	50
Teaching Hours/Week(L:T:P)	2+1+0	SEE Marks	50
Total Hours of Pedagogy	25	Total Marks	100
Credits	2	Exam Hours	1 ½
Course objectives: <ul style="list-style-type: none">• To understand the basics of research and the research process.• To enable the students in conducting research work and formulating research synopsis and report.• To develop data analytic skills and meaningful interpretation to the data sets so as to solve the business/Research problem.			
Module-1 Introduction		5 Hours	
Objective, Types, and Methods & Process. Research Problem, Concept of Research and Its Application in Various Functions of Management, Defining Research Problem and Framing Hypothesis, Preparing a Research Plan			
Module-2 Research Designs		5 Hours	
Understanding Research Designs: Qualitative and Quantitative Research, Primary and Secondary Methods of Data Collection - Surveys, Observation and Experimentation			
Module-3 Scaling Techniques		5 Hours	
Attitude Measurement and Scaling Techniques Measurement in Research, Types of Measurement Scales, Scaling Techniques - Likert, Thurstone, Semantic Differential scales Sampling Design: Characteristics of a good Sample design, Types of Sample design. Sample size determination, Questionnaire format and Designs			
Module-4 Hypothesis Testing		5 Hours	
Test of Hypothesis for one population & two population, Type I and Type II Errors, One Tailed and Two Tailed Test. Statistical Inference: Estimation for Single Populations – Mean & Proportion (Numerical); Hypothesis Testing for Single Populations- Mean & Proportion (Numerical)			
Module-5 Report Preparation		5 Hours	
Types and Layout of Research Report, Precautions in Preparing the Research Report. Bibliography and Annexure in the Report Their Significance, Drawing Conclusions, Suggestions and Recommendations			
Course outcome (Course Skill Set) <p>At the end of the course, the students will be able to:</p> <ul style="list-style-type: none">• Understand the basics of research and the research process.• Enable the students in conducting research work and formulating research synopsis and report.• Develop data analytic skills and meaningful interpretation to the data sets so as to solve the business/Research problem.			
Suggested Learning Resources: Books <ol style="list-style-type: none">1. Malhotra Naresh; Marketing Research; PHI2. Ken Black; Business Statistics for Contemporary Decision Making, Wiley3. Donald R Cooper and Pamela S Schindler; Business Research Methods, TMG			
Web links and Video Lectures (e-Resources): https://archive.nptel.ac.in/courses/110/107/110107080/			

ENVIRONMENTAL SCIENCE AND SUSTAINABILITY		Semester	IV
Course Code	BBA405	CIE Marks	50
Teaching Hours/Week(L:T:P)	2+1+0	SEE Marks	50
Total Hours of Pedagogy	25	Total Marks	100
Credits	2	Exam Hours	1 ½
Course objectives: <ul style="list-style-type: none">• To create the awareness about environmental problems among people.• To develop an attitude of concern for the environment.• To motivate public to participate in environment protection and improvement.			
Module-1 Introduction		5 Hours	
Environment Definition, scope and importance, components, Ecosystem Definition, Concept, Scope, importance, Structure and functions of ecosystem. Energy flow, Ecological succession Food chains and food webs. Classification of ecosystem.			
Module-2 Natural Resources		5 Hours	
Renewable and Non-renewable Resources: Natural resources and associated problems. Forest resources, Water resources, Mineral resources, Food resources, Energy resources, Land resources: Use and over-utilization, exploitation. Role of an individual in conservation of natural resources. Equitable use of resources for sustainable lifestyles. Ill-effects of fireworks.			
Module-3 Biodiversity and Its Conservation		5 Hours	
Introduction, definition: genetic, species and ecosystem diversity. Biogeographical classification of India. Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values. Biodiversity at global, National and local levels. India as a mega-diversity nation. Hot-spots of biodiversity. Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts.			
Module-4 Environmental Pollution		5 Hours	
Definition, Causes, effects and control measures of Air pollution, Water pollution, Soil pollution , Marine pollution, Noise pollution, Thermal pollution, Nuclear hazards, Solid waste management: Causes, effects and control measures of urban and industrial wastes. Role of an individual in prevention of pollution. Pollution case studies. Disaster management: Foods, earthquake, cyclone and landslides			
Module-5 Sustainability and Management		5 Hours	
Development, GDP ,Sustainability- concept, needs and challenges-economic, social and aspects of sustainability-from unsustainability to sustainability-millennium development goals and protocols Sustainable Development Goals-targets, indicators and intervention areas Climate change-Global, Regional and local environmental issues and possible solutions- case studies. Concept of Carbon Credit, Carbon Footprint.			
Course outcome (Course Skill Set) <p>At the end of the course, the students will be able to:</p> <ul style="list-style-type: none">• Create the awareness about environmental problems among people• Develop an attitude of concern for the environment• Motivate public to participate in environment protection and improvement.			
Suggested Learning Resources: Books <ol style="list-style-type: none">1. Tripathy, S.N., & Sunakar Panda. Fundamentals of Environmental Studies. Vrianda Publications Pvt., Ltd. New Delhi2. Arvind Kumar. A Textbook of Environmental Science. APH Publishing Corporation, New Delhi3. Verma, P.S., & Agarwal, V.K. Environmental Biology (Principles of Ecology). S.Chand and Company Ltd, New Delhi			
Weblinks and Video Lectures (e-Resources): https://archive.nptel.ac.in/courses/127/105/127105018/			

ENTERPRISE RESOURCE PLANNING		Semester	IV
Course Code	BBA456	CIE Marks	50
Teaching Hours/Week(L:T:P)	2+1+0	SEE Marks	50
Total Hours of Pedagogy	25	Total Marks	100
Credits	2	Exam Hours	1 ½
Course objectives: <ul style="list-style-type: none">• To understand basic use of Enterprise software, and its role in integrating business functions• To analyze the strategic options for ERP identification and adoption• To design the ERP implementation strategies			
Module-1 Introduction		5 Hours	
ERP-Introduction; Advantages; ERP and Business – value creation; Integrated Information Management; Enterprise and ERP.			
Module-2 Business Modeling		5 Hours	
Integrated data model. To ERP or not to ERP – Strategic Options; Benefits of ERP: Quantifiable, Intangible; P&G; Risks: People, process, Technology, Implementation, Operational and Managerial risks.			
Module-3 Introduction to ERP Related Technologies		5 Hours	
Functional modules of ERP software. Implementation of ERP: Life cycle.			
Module-4 Implementation Methodologies		5 Hours	
Transition strategies; People involved in implementation; Success and failure in implementation – factors.			
Module-5 Operation and Maintenance		5 Hours	
Operation and Maintenance of an ERP system.			
Course outcome (Course Skill Set) <p>At the end of the course, the students will be able to:</p> <ul style="list-style-type: none">• Understand basic use of Enterprise software, and its role in integrating business functions• Analyze the strategic options for ERP identification and adoption• Design the ERP implementation strategies			
Suggested Learning Resources: Books <ol style="list-style-type: none">1. Alexis Leon, Enterprise Resource Planning, Second Edition, TMH2. Ellen Monk, Bret Wagner, Concepts in Enterprise resource planning, Cengage learning			
Web links and Video Lectures (e-Resources): https://nptel.ac.in/courses/110105083			

DIGITAL MARKETING		Semester	IV
Course Code	BBA457	CIE Marks	50
Teaching Hours/Week(L:T:P)	2+1+0	SEE Marks	50
Total Hours of Pedagogy	25	Total Marks	100
Credits	2	Exam Hours	1 ½
Course objectives: <ul style="list-style-type: none">• To understand core concepts of marketing and the role of digital marketing in society.• To study, collect process and analyze consumer and market data to make informed decisions.• To focus on the importance of digital marketing and its applications.			
Module-1 Introduction to Digital Marketing		5 Hours	
Meaning, Definition, Need of DM, Scope of DM, History of DM, Concept and approaches to DM, Examples of good practices in DM.			
Module-2 Marketing Automation		5 Hours	
Definition, Advantages, Marketing Automation Softwares, CRM, Sales force, Analytics; Customer Experience (CX), How does marketing automation help marketers, Marketing automation tools.			
Module-3 Digital Marketing Mix		5 Hours	
Online Advertising, Lead Generation, Social Media Marketing, Content and Copywriting. Influencer Marketing: Influencer, Payment to Influencer, difference between influencer marketing and celebrity endorsements.			
Module-4 Email Marketing		5 Hours	
Need for Emails, Types of Emails, options in Email advertising, Features of MailChimp, Mobile Marketing: Overview of the B2B and B2C Mobile Marketing.			
Module-5 Blogs		5 Hours	
What are Blogs, Importance of Blogs, Personal Blogs, Corporate Blogs, Popular Blog Platforms, What are Tags, Widgets, Blog Optimization, and Blog Stats.			
Course outcome (Course Skill Set) <p>At the end of the course, the students will be able to:</p> <ul style="list-style-type: none">• Understand core concepts of marketing and the role of digital marketing in society.• Study, collect process and analyze consumer and market data to make informed decisions.• Focus on the importance of digital marketing and its applications.			
Suggested Learning Resources: Books <ol style="list-style-type: none">1. Dave Evans., Susan Bratton, Social Media Marketing: The Next Generation of Business Engagement. Wiley2. Your Google Game Plan for Success: Increasing Your Web3. Michael J. Thibault, The Influencer Blueprint: A Step-by-Step Guide to Harnessing the Power of Influencer Marketing for Business Success.			
Web links and Video Lectures (e-Resources): https://nptel.ac.in/courses/110107431			