

## Holistic Development

3T6-A

### Course Outcome

CO1	The students will be able to get familiarise with concept of holistic development
CO2	The student will be able to manage their time effectively.
CO3	The students will be able to identify causes of stress and will be helped in managing them.
CO4	The student will be able to demonstrate the concept of spirituality and will be able analyses the relations between spirituality and health.
CO5	The student will be able to improve their academic and overall performance in a holistic way

### Unit One

#### Introduction

- Holistic Development: Definition, Basic concepts of Holistic Development,
- Need, goals, and scope of Holistic Development;
- Multidisciplinary approach;
- Elements of holistic development

### Unit Two

#### Time Management

- Meaning, Essentials, importance,
- Time management techniques
- Time management matrix
- Time management and effective planning
- Time allocation: - Need and significance

### Unit Three

#### Stress Management

- Meaning, types, causes of stress, consequences of stress
- Stress Management: - meaning, importance, strategies for stress management
- Creation of stress-free environment

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- Stress Intervention: Performance and Stress Intervention- The relationship between stress and performance;

#### **Unit Four**

#### **Spiritual development**

- Spirituality: - Meaning, Characteristics, types, need
- Spiritual development: - Meaning, Purpose, importance and stages
- Fowler's Stages of Faith
- Relationship between spirituality and health

#### **Reference Books**

- ❖ Structured Holistic Development Program : A Tool for Success, Dr. Sujata Parwani , kaav Publication
- ❖ Spiritual Development – 20 Ways to Achieve Spiritual Growth, Elsabe Smit
  - ❖ Developing Holistic Education, Seed Philip Taylor and Fransis
  - ❖ Skill Development Dr. Tushar Chaudhari, Payal Prakshan
  - ❖ The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change by Stephen Covey

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## Question Paper Pattern

# Holistic Development

N.B. – 1) All questions are compulsory.

2) All questions carry equal marks.

Time :- 3 hours

Marks-80

Q.1. (a) UNIT – I 08 Marks

(b) UNIT – I 08 Marks

OR

(c) UNIT – I 16Marks

Q.2. (a) UNIT – II 08 Marks

(b) UNIT – II 08 Marks

OR

(c) UNIT – II 16Marks

Q.3. (a) UNIT – III 08 Marks

(b) UNIT – III 08 Marks

OR

(c) UNIT – III 16Marks

Q.4. (a) UNIT – IV 08 Marks

(b) UNIT – IV 08 Marks

OR

(c) UNIT – IV 16Marks

Q.5

a) UNIT – I 04 Marks

b) UNIT – II 04 Marks

c) UNIT – III 04Marks

d) UNIT – IV 04 Marks

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# Organisational Behaviour

## 4T5A

### Course outcome

CO1	The students will be able to get familiarise with concept of Organisational Behaviour
CO2	The student will be able to distinguish different types of organisational culture
CO3	The students will be able to evaluate organisational culture on its performance
CO4	The student will be able to demonstrate the significance of motivation as well as morale
CO5	The student will be able to identify the factors responsible to organisational change

### Unit one

#### Introduction

- Organisational Behaviour :- meaning, OB History and Development; Importance of OB to the field of management.
- Basic behavioural Process: Cognitive functions - intelligence, Creativity, Problem solving, Learning and its process – implications.
- Challenges and Opportunities in development of Organisational Behaviour
- Impact of technology on Organisational Behaviour.

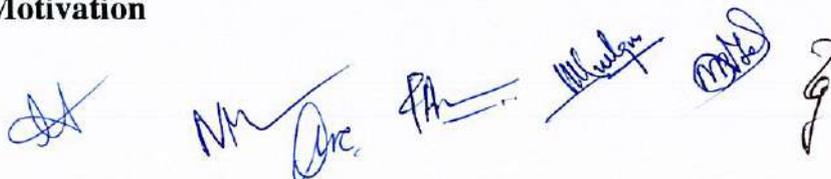
### Unit Two

#### Organizational Culture

- Meaning and dimensions
- Types of organizational cultures
- Role of manager in creating and sustaining culture
- Impact of organisational culture on performance of the organization
- Human resource management policies and practices, diversity at work.

### Unit Three

#### Morale and Motivation



- Morale :- Meaning, types, consequences, importance and methods of improving morale
- MASLOW'S NEED HIERARCHY MODEL THEORY, HERZBERG'S TWO FACTOR THEORY, THEORY X & THEORY Y
- Motivation:- meaning, Types, Techniques and importance
- Relationship between morale and motivation

## Unit Four

### Organisational changes

- Concept and factors responsible for Organisational changes
- Management of Organisational changes
- Resistance to Organisational changes
- Approaches to manage Organisational changes

### Reference Books

- ❖ Robbins, S. P/ Judge, T. A/ Sanghi, S., Organizational Behavior, Pearson Publication
- ❖ Aswathappa, K., Organisational Behaviour- Text and Problem, Himalaya Publication
- ❖ Pardeshi, P. C., Organizational Behaviour & Principles & Practice Of Management, Nirali publication

## Question Paper Pattern

# Organisational Behaviour 4T5A

N.B. – 1) All questions are compulsory.

2) All questions carry equal marks.

Time :- 3 hours

Marks-80

Q.1. (a) UNIT – I 08 Marks

(b) UNIT – I 08 Marks

OR

(c) UNIT – I 16Marks

Q.2. (a) UNIT – II 08 Marks

(b) UNIT – II 08 Marks

OR

(c) UNIT – II 16Marks

Q.3. (a) UNIT –III 08 Marks

(b) UNIT – III 08 Marks

OR

(c) UNIT – III 16Marks

Q.4. (a) UNIT – IV 08 Marks

(b) UNIT – IV 08 Marks

OR

(c) UNIT – IV 16Marks

Q.5

a) UNIT – I 04 Marks

b) UNIT – II 04 Marks

c) UNIT – III 04Marks

d) UNIT – IV 04 Marks

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B.B.A

Semester- III, IV, V and VI.

### **SEMESTER III**



**Bachelor of Business Administration**  
**BBA (CBCS) SEM – III**  
**Course Type: Compulsory Course**  
**Course Name: Organizational Behaviour**  
**Course Code: CC 6**

**Course Outcomes**

CO1	The student will be able to <b>understand</b> the basics of Organizational behaviour and various challenges for organisational behaviour.
CO2	The student will be able to <b>analyse</b> the foundations of individual behaviour and various factors influencing individual behaviour.
CO3	The student will be able to <b>understand</b> various dimensions of attitude and personality.
CO4	The student will be able to <b>examine</b> the dynamics of group development and group properties.
CO5	The student will be able to <b>develop</b> an understanding about motivation and <b>apply</b> its theories as a manager.

**Unit 1: Introduction to Organisational Behaviour (OB)**

Introduction: Meaning of organizational behaviour and its relevance in today's business Environment. Challenges and opportunities for OB. Foundations of individual behaviour, Factors influencing individual behaviour. Learning: Meaning, characteristics and theories: Classical conditioning theory, operant conditioning theory, social learning theory.

**Unit 2: Personality, Attitude and Perception**

Personality: Meaning, determinants of personality, personality traits. Attitude: Meaning, importance, components and types of work-related attitude. Perception: Nature, importance, perceptual process, factors influencing perception, perceptual errors.

**Unit 3: Motivation and Leadership**

Motivation: Meaning, types of motivation, theories of work motivation given by Maslow, Herzberg, Vroom and Porter – Lawler. Leadership: Nature, Theories, Leadership styles.

**Unit 4: Group Dynamics and Organisational Conflicts**

Group behaviour in organization: Group dynamics, Types of groups, Group development, theories of group development, Group norms and roles, Group cohesiveness. Introduction of organisational conflicts, types of conflicts and conflict management styles.

**Reference Books:**

1. Organization Behaviour, Robbins, Pearson Education.
2. Organization Behaviour, Luthans, Tata McGraw Hill.
3. Organizational Behaviour: Human Behaviour at Work, Newstrom, Tata McGraw Hill.
4. Organisation Behaviour, L.M. Prasad, S. Chand.
5. Organization Behaviour, Aswathappa, Himalaya Publishing House.



**Bachelor of Business Administration**  
**BBA (CBCS) SEM – III**  
**Course Type: Core Course**  
**Course Name: Managerial Economics**  
**Course Code: CC 7**

**Course Outcomes**

CO1	The student will be able to <b>understand</b> the various concepts of economics.
CO2	The student will be able to <b>use</b> the various techniques of demand forecasting.
CO3	The student will be able to <b>understand</b> the theory of production and cost function.
CO4	The student will be able to <b>analyze</b> the price determination under different types of competition.
CO5	The student will be able to <b>analyze</b> the various techniques used in managerial economics.

**Unit 1: Introduction to Managerial Economics**

Introduction to Economics, concept of managerial economics. Nature and Scope, Types of Economies – Capitalist, socialist, and mixed economies. Concept of Utility, Types, Law of Diminishing Marginal Utility, Its application. Indifference Curve analysis, Consumer Choice Theories.

**Unit 2: Demand Analysis**

Demand theory – Law of Demand, Exceptions and assumptions. Elasticity of Demand, Types, and its role in Managerial decision making, Demand forecasting, Techniques of Demand forecasting.

**Unit 3: Theory of Production and Analysis of Cost**

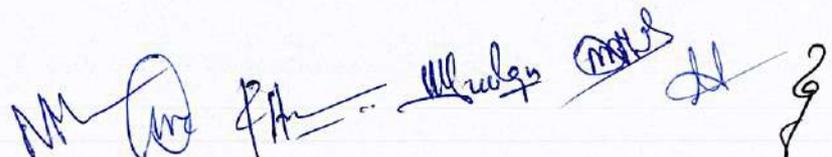
Laws of variable proportions and Return to scale. Isoquants and Isocost. Elasticity of substitutions; Cost concepts: Kind of costs, Short run and long run cost functions, Economies and Diseconomies of scale.

**Unit 4: Determination of Price and Output**

Concept of Market equilibrium and Revenue curves, Characteristics of different market structures, Price determination and firms equilibrium under perfect competition, monopolistic competition, oligopoly and monopoly, Price discrimination, pricing methods.

**Reference Books:**

1. Managerial Economics, D. N. Dwivedi, Vikas Publications.
2. Managerial Economics: Analysis, Problems and Cases, P. L. Mehta, S. Chand.
3. Managerial Economics, Damodaran Suma, Oxford University Press.



**Bachelor of Business Administration**  
**BBA (CBCS) SEM – III**  
**Course Type: Skill Enhancement Courses**  
**Course Name: Aptitude Development 2**  
**Course Code:**

**Course Outcomes**

CO1	The Students will be able to <b>illustrate</b> quantitative and mathematical computational ability.
CO2	The student will be able to <b>interpret</b> various codings based on conditions, word patterns, direction, distance etc.
CO3	The student will be able to <b>inspect</b> situations logically and <b>draw</b> conclusions
CO4	The student will be able to illustrate the ability of verbal comprehension.
CO5	The student will be able to <b>develop</b> critical thinking ability.

**Unit 1: Quantitative Aptitude II**

Percentage: Basic concept of percentage & it's shortcut rules & their applications, Ratio: Basic concept of Ratio & Proportion, Partnership – concept, rules & Applications, Percentage Advanced problems & shortcuts, HCF, LCM, Profit & Loss- Basic concept, formulae, shortcut tricks & their application.

**Unit 2: Logical Mental Ability**

Direction Sense: Conditional Coding, Word-Pattern Coding, Chinese Coding, Direction Sense Test, Direction Distance Test, and Shadow based Questions.

**Unit 3: Logical Reasoning**

Problems on Cube and Dice, Problems on data sufficiency, Cause & Effect.

**Unit 4: Verbal Reasoning**

Logical Sequence of Words, Antonyms and Synonyms, Venn diagram, Verification of truth. Character Puzzles

**Reference Books:**

1. A Modern Approach to Verbal and Non-Verbal Reasoning, Dr. R. S. Aggarwal, S. Chand.
2. A Modern Approach to Logical Reasoning, Dr. R. S. Aggarwal, S. Chand.
3. Quantitative Aptitude for Quantitative Examinations, Dr. R. S. Aggarwal, S. Chand.

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**Bachelor of Business Administration**  
**BBA (CBCS) SEM – III**  
**Course Type: Skill Enhancement Courses**  
**Course Name: MS Word and PowerPoint**  
**Course Code:**

**Course Outcomes**

CO1	The student will be able to <b>create</b> basic documents on MS word
CO2	The student will be able to <b>apply</b> advanced functions of MS word.
CO3	The student will be able to <b>create</b> basic presentation using MS PowerPoint
CO4	The student will be able to <b>apply</b> advanced functions of MS PowerPoint in making presentations
CO5	The student will be able to <b>use</b> various functions of MS Word and Powerpoint in their day to day office work.

**Unit 1: Text Basics and Text Formatting**

Various functions under the tab Home – Clipboard, Font, Paragraph, Styles and Editing. Insert – Pages, Tables, Illustrations, Links, Comments, Header, Footer, Text, and Symbols. Design – Documents Formatting, and Page Background. Page Layout – Page Setup, Paragraph, and Arrange. Functions under File tab.

**Unit 2: Working with Objects, Bullets & Numbering, List and Tables**

Various functions under the tab references – Table of contents, Footnote, Citations & Bibliography, Captions, Index. Mailings – Creating Envelopes and Labels, Mail Merge. Review – Proofing, View – Various view options.

**Unit 3: PowerPoint Slides, Themes**

Various functions under the tab Home- Clipboard, Slides, Font, Paragraph, Drawing, Editing. Insert – Slides, Tables, Images, Illustrations, Text, Symbols, and Media. Design – Themes, Variants, & Customize options. Functions under File tab.

**Unit 4: Working with Objects, Movies, Sounds, SmartArt, Animation and Slide Transition**

Various functions under the tab – Transition & timings. Animations - Animation, Advance animations and timings. Slide show –Setup. View – Presentation views, Master Views.

**Reference Books:**

1. MICROSOFT WORD 2021 FOR BEGINNERS & POWER USERS: The Concise Microsoft Office Word A-Z Mastery Guide for All Users by James Jordan
2. The Microsoft Office 365 Bible: The Most Updated and Complete Guide to Excel, Word, PowerPoint, Outlook, OneNote, OneDrive, Teams, Access, and Publisher from Beginners to Advanced by James Holler
3. Microsoft PowerPoint: From Zero to Hero by Ken Shepard



**Bachelor of Business Administration**  
**BBA (CBCS) SEM – III**  
**Course Type: Skill Enhancement Course**  
**Course Name: Advance Excel**  
**Course Code:**

**Course Outcomes**

CO1	The student will be able to <b>apply</b> functions of MS -Excel for various mathematical and conditional analysis.
CO2	The student will be able to <b>perform</b> formatting operations and <b>create</b> a password protected worksheet
CO3	The student will be able to <b>extract</b> information from data using logical functions in MS Excel.
CO4	The student will be able to <b>use</b> advanced functions for statistical calculation and analysis using ToolPak of MS Excel.
CO5	The student will be able to <b>use and apply</b> various advanced functions of MS Excel in their professions.

**Unit 1: Functions of Excel**

Using functions: Sum, Average, Max., Min., Count, Counta. SumIf, SumIfs, CountIf, CountIfs, Averagelf, Averagelfs.

**Unit 2: Text Functions and Protecting Excel**

Upper, Lower, Proper, Left, Mid, Right, Trim, Len, Exact, Concatenate, Find, Substitute. File level protection, Worksheet protection.

**Unit 3: Logical and Lookup Functions**

If Function, How to fix error: iferror, Nested If, Complex if and or functions, Vlookup/Hlookup, Index and Match, Creating smooth User Interface using Lookup, Nested Vlookup, Reverse Lookup using Choose Function, Vlookup with Helper Column.

**Unit 4: Advanced statistical functions.**

Use of Analysis ToolPak for complex statistical analysis (Correlation, Covariance, Regression, Histogram etc)

**Reference Books:**

1. Excel 2019: All in One, Lokesh Lalwani, BPB Publications.
2. Microsoft Official Academic Course Microsoft Excel 2013,2014, John Wiley & Sons.
1. Microsoft Excel 2016 Step by Step, Curtis Frye, Microsoft Press.

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**Bachelor of Business Administration**  
**BBA (CBCS) SEM – III**  
**Course Type: Skill Enhancement Courses**  
**Course Name: Business Analytics**  
**Course Code:**

**Course Outcomes**

CO1	The student will be able to <b>understand</b> the basic concepts of Business Analytics
CO2	The student will be able to <b>understand</b> the basic concepts of Descriptive Analytics
CO3	The student will be able to <b>develop</b> model for forecasting and analysis using the basic concepts of Predictive Analytics
CO4	The student will be able to <b>apply</b> the tools of optimization for improving models.
CO5	The student will be able to <b>understand</b> the concepts of business analytics and <b>apply</b> them in building model for analysis

**Unit 1: Introduction to Business Analytics**

Terminology of Business Analytics, Business Analytics Process, Relationship of Business Analytics and organization, Business Analytics and decision making process.

**Unit 2: Descriptive Analytics**

Meaning of descriptive analytics, visualizing and exploring data, Sampling and Estimation, Sampling Methods,

**Unit 3: Predictive Analytics I**

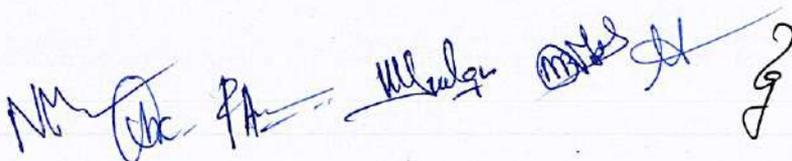
Predictive Modeling and Analysis, Forecasting Techniques, Simulation and Risk Analysis, Introduction to Data Mining.

**Unit 4: Predictive Analytics II**

Linear Optimization, Applications of Linear Optimization, Integer Optimization, Nonlinear and Non-Smooth Optimization, Optimization Models with uncertainty.

**Reference Books:**

1. Business Analytics, R. Evans James. Pearson Education.
2. Business Analytics Principles, Concepts, and Applications, What, Why, and How, Marc J. Schniederjans, Dara G. Schniederjans, Christopher M. Starkey, Pearson Education.

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**Bachelor of Business Administration**  
**BBA (CBCS) SEM – III**  
**Course Type: Generic Elective**  
**Course Name: Content Writing**  
**Course Code:**

**Course Outcomes**

CO1	The student will be able to <b>understand</b> basic concepts of content writing.
CO2	The student will be able to <b>gain</b> knowledge regarding types of content writing and editing.
CO3	The student will be able to <b>acquire</b> knowledge on various writing styles.
CO4	The student will be able to <b>create</b> plagiarism-free content.
CO5	The student will be able to <b>understand</b> and <b>write</b> effective content without plagiarism.

**Unit 1: Basics of Content Writing**

Concept of Content Writing and its relevance, Role and functions of Content Writers, Print and Web Content Writing, Scope and Types of Content Writing, Principles and processes of Content Writing.

**Unit 2: Types of Content Writing**

Process of Content Writing: getting the brief, ideating, researching, structuring, formatting; editing and Proof-Reading: following company style sheet, grammar, copy flow, restructuring, market research,

**Unit 3: Writing Styles**

Writing Styles: Non-fiction (Essays, Reports), Advertising, Newspapers, Writing blogs, Case Studies, White Papers; Corporate Communications: writing for business to business (B2B), business to consumer (B2C), press releases; Newsletters: focus on language, jargon, writing style, and target audience, formal and informal language.

**Unit 4: Plagiarism and Content Writing**

Introduction to plagiarism, rules of plagiarism, techniques of writing plagiarism-free content.

**Reference Books:**

1. Turk, Christopher and John Kirkman. Effective Writing. London and New York: Chapman & Hall. Indian Reprint 2003
2. Pinker, Steven. The Sense of Style: The Thinking Person's Guide to Writing in the 21st Century . Penguin Books, Reprint edition ,2015
3. Seely, John. Oxford Guide to Effective Writing and Speaking. OUP 2nd edition, 2005
4. Goins, Jeff. You Are a Writer (So Start Acting Like One). Tribe Press
5. Brohaugh, William. Write Tight: Say Exactly What You Mean with Precision and Power.
6. Janzer. Anne. The Writer's Process: Getting Your Brain in Gear. Cuesta Park Consulting, 2016
7. King, Stephen. On Writing: A Memoir of the Craft. Scribner, 2010

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**Bachelor of Business Administration**

**BBA (CBCS) SEM – III**

**Course Type: Generic Elective**

**Course Name: Healthy Living**

**Course Code:**

**Course Outcomes**

CO1	The student will be able to <b>identify</b> what lifestyle changes are required for health and wellness
CO2	The student will be able to <b>assess</b> mental and emotional health and <b>cope with</b> various mental disorders.
CO3	The student will be able to <b>assess</b> nutritional status of diets and <b>develop</b> diet plans for them
CO4	The student will be able to <b>understand</b> about causes and risks associated with various communicable diseases.
CO5	The student will be able to <b>develop</b> preventive measures for better overall health.

**Unit 1: Health and Wellness Basics**

Healthy lifestyle, setting goals for health, Personal care, choosing health services, making wise personal safety decisions.

**Unit 2: Mental and Emotional Health**

Evaluating mental and emotional health, Managing emotions, Developing positive self-esteem, Mental health disorders, Anxiety and depression, Stress and health, Coping with stress.

**Unit 3: Nutrition and Physical Activity**

Benefits of physical activities, Physical fitness attitude, Your fitness plan, Food and health, Nutritional needs, Guidelines for healthy eating, Diets, Body image and Eating disorders.

**Unit 4: Diseases and Disorders**

Meaning of communicable diseases, Preventing Communicable Diseases, Common Communicable Diseases, Risks of Sexually Transmitted Infections, Common Sexually Transmitted Infections, Understanding HIV and AIDS, Cardiovascular Diseases, Cancer, Common Non-communicable Diseases.

**Reference Books:**

1. Textbook of Nutrition and Dietetics, 1 January 2016, by Ranjana Mahna & Seema Puri Kumud Khanna, Sharda Gupta, Santosh Jain Passi, Rama Seth (Author)
2. Physical Activity and Health by Claude Bouchard, Steven N. Blair, William L. Haskell.
2. Mental Health Workbook by Emily Attached & Marzia Fernandez, 2021.
3. Mental Health Workbook for Women: Exercises to Transform Negative Thoughts and Improve WellBeing by Nashay Lorick, 2022
4. Lifestyle Diseases: Lifestyle Disease Management, by C. Nyambichu & Jeff Lumiri, 2018.
5. Physical Activity and Mental Health by Angela Clow & Sarah Edmunds, 2013.



**SEMESTER IV**

*Mr. A. P. ...*

**Bachelor of Business Administration**  
**BBA (CBCS) SEM – IV**  
**Course Type: Core Course**  
**Course Name: Fundamentals of Marketing Management**  
**Course Code: CC 8**

**Course Outcomes**

CO1	The student will be able to <b>examine</b> the marketing environment and explain various terms such as need and value.
CO2	The student will be able to <b>understand</b> market segmentation and positioning for a product or service.
CO3	The student will be able to <b>classify</b> the products into various categories and <b>recommend</b> a suitable pricing strategy as per the product's life cycle stage.
CO4	Given a situation, the student will be able to <b>recommend</b> specific media for advertising and <b>evaluate</b> the distribution channels suitable for the situation.
CO5	The student will be able to <b>understand</b> the various marketing concepts in day to day life.

**Unit 1: Introduction to Basic Marketing Concepts**

Evolution of Marketing concept, Concept of Need, Want and Demand, Value and Satisfaction, Marketing environment, Introduction to Marketing mix.

**Unit 2: Market Segmentation, Targeting & Positioning**

Market segmentation- importance and Bases for segmentation; Market Targeting- various targeting strategies; Positioning, De-positioning and Repositioning.

**Unit 3: Setting Product and Price Strategies**

Product classifications, Product mix, Product line strategies; Product life cycle; Packaging and Labeling, Pricing methods and strategies

**Unit 4: Developing distribution and promotional strategies**

Distribution channels: types, importance. Channel intermediaries: wholesalers and retailers, Promotion mix: Introduction to Personal selling, Advertising, Sales Promotion, Public Relations and Publicity

**Reference Books:**

1. Marketing Management A South Asian Perspective, by Philip Kotler, Kevin Lane Keller, Pearson Education.
2. Marketing Management, Rajan Saxena, McGraw Hill Education.
3. Marketing Management- Indian Context with Global Perspective, V S Ramaswamy & S Namakumari, McGraw Hill India.

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**Bachelor of Business Administration**  
**BBA (CBCS) SEM – IV**  
**Course Type: Core Course**  
**Course Name: Fundamentals of Human Resource Management**  
**Course Code: CC 9**

**Course Outcomes**

CO1	The student will be able to <b>differentiate</b> between Personnel Management and Human Resource Management.
CO2	The student will be able to <b>appraise</b> the various sources of recruitment and methods of selection in an organization.
CO3	The student will be able to <b>analyze</b> the need for training and evaluate the applicability of various training techniques.
CO4	The student will be able to <b>assess</b> the performance appraisal process and justify the utility of various modern and traditional methods of performance appraisal.
CO5	The student will be able to <b>apply</b> various techniques of human resource management in an organization.

**Unit 1: Human Resource Management Concepts**

Introduction, Nature, scope, objectives, importance and functions of HRM, Human resource as an asset in organization, Difference between Personnel Management and Human Resource Management, Roles and Qualities of HR Manager, Concept of Strategic HRM.

**Unit 2: Recruitment & Selection**

Factors Affecting Recruitment, Sources of Recruitment, Selection Process, Methods of selection: Interviews, Tests; Induction Program.

**Unit 3: Training and Development**

Introduction of Training; Objectives and Importance of Training; Training Process, Training Needs Identification. Types and Techniques of Training and Development, Evaluation of Training, Management/Executive Development Programs: Need and Importance & Objectives.

**Unit 4: Performance Appraisal**

Basic Concepts, Objectives, process and methods of Performance Appraisal, Performance Vs Potential Appraisal, Types of employee appraisal systems, Errors during Appraisal.

**Reference Books:**

1. Human Resource and Personnel Management –Text and cases, K. Aswathappa, McGraw-Hill Publishing.
2. Human Resource Management, Dr. S S Khanka, S. Chand Publication.
3. Human Resource Management, L: R. Wayne Mondy, Robert M., Noe, Pearson Education.

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**Bachelor of Business Administration**

**BBA (CBCS) SEM – IV**

**Course Type: Core Course**

**Course Name: Fundamentals of Financial Management**

**Course Code: CC 10**

**Course Outcomes**

CO1	The student will <b>understand</b> the concept of financial management and <b>classify</b> the various sources of finance available for financing.
CO2	The student will be able to <b>compute the time</b> value of money to know the future/present value of money.
CO3	The student will be able to <b>estimate</b> the cost of capital of business and understand its impact on business.
CO4	The student will be able to <b>estimate</b> the need of working capital in the business.
CO5	The student will be able to <b>use</b> various concepts of financial management in day to day life.

**Unit 1: Introduction to Business Finance & Financial Management**

Meaning and significance of business finance, relationship of finance with other disciplines. Meaning of financial management, objectives of financial management, scope of financial management, organization of financial management function, emerging role of finance manager; Financial needs.

**Unit 2: Sources of Finance and Cost of Capital:**

Type of sources of finance: long term and short term. Cost of capital: Cost of equity, cost of preference, cost of debt, cost of retained earnings, calculation of weighted average cost of capital.

**Unit 3: Financial Planning:**

Financial Planning – Introduction, Financial Forecasting, Profit Planning, Projected Financial Statements, (Projected Balance Sheet and Projected Income Statements).

**Unit 4: Dividend Decisions**

Dividend: meaning and importance, types of dividends, factors affecting dividend decisions, dividend and value of firms, dividend policy evaluation, Calculation of value of shares using Walters Model, Gordon's Model, & MM Approach

**Reference Books:**

1. Financial Management, Ravi M. Kishore, Taxmann.
2. Financial Management, M. Y. Khan & P. K. Jain, Tata McGraw Hill.
3. Financial Management, I. M. Pandey, Vikas Publication.

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**Bachelor of Business Administration**  
**BBA (CBCS) SEM – IV**  
**Course Type: Generic Elective**  
**Course Name: Financial Wellbeing**  
**Course Code:**

**Course Outcomes**

CO1	The student will be <b>identify</b> financial goals for individuals and <b>prepare</b> budget to achieve financial goals
CO2	The student will be able to <b>classify</b> the various personal investment instrument
CO3	The student will be able to <b>prepare</b> plans for specific financial objectives
CO4	The student will be able to <b>assess</b> the indebtedness and <b>understand</b> the management of debts.
CO5	The student will be able to <b>assess</b> overall financial wellbeing of an individual

**Unit 1: Introduction to Goal Setting and Budgeting**

Understanding short-term and long-term goals, Evaluate and track expenditure, The rule of 70-20-10, Rule of 72, Introduction to budgeting, budgeting process: Goal, Income and Expenses, Create a budget.

**Unit 2: Personal Investments and Insurance**

Differentiate between savings and investments, Investment Instruments: Long Term and Short term, Risk and Return, Investment Strategies for individuals. Insurance for individuals.

**Unit 3: Planning for Specific Objectives**

Retirement Planning, Tax Planning, Financial Planning for Children's Education, Pension Plans

**Unit 4: Management of Debts**

CIBIL Score, Credit Cards, Types of Loans for individuals, Financial Ratios Assess Your Financial Strength (Basic Liquidity Ratio, Asset-to-Debt Ratio, Debt Service-to-income Ratio, Debt Payments-to-Disposable income Ratio, Investment Assets-to-Total Assets Ratio), Security tips for preventing fraud

**Reference Books:**

1. Personal Finance, E. Thomas Garman, Raymond E. Fogue, Cengage Learning.
2. Financial Planning: A Ready Reckoner, Madhu Sinha, Tata McGraw Hill.
3. Ultimate Financial Planning Guide, Nikhil Kale, [www.UltimateFinPlan.com](http://www.UltimateFinPlan.com).

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**Bachelor of Business Administration**  
**BBA (CBCS) SEM – IV**  
**Course Type: Generic Elective**  
**Course Name: Business Startup Skills**  
**Course Code:**

**Course Outcomes**

CO1	The student will be able to <b>identify</b> the key traits required for an entrepreneur
CO2	The student will be able to <b>assess</b> business opportunities for an entrepreneur
CO3	The student will be able to <b>design and develop</b> a business plan
CO4	The student will be able to <b>identify</b> institutional financial support for start-up
CO5	The student will be able to <b>acquire</b> requisite information and skills for entrepreneurship

**Unit 1: Traits for Business Startup**

Nature and characteristics of entrepreneur, Traits of a successful entrepreneur, Role of a successful entrepreneur, Ethics and social responsibilities of an entrepreneur, Factors to consider for making better strategic decisions.

**Unit 2: Opportunities for an Entrepreneur**

Opportunity in commerce or trade, Opportunity in services, Women in Startup and their problems.

**Unit 3: Creating the Startup**

Sources of idea for startup, Preparation of business plan, Content of business plan, Startup planning and development.

**Unit 4: Financing and Managing for Startup**

Types of financing for startup, Record keeping: types, need and importance, Institution support to startup.

**Reference Books:**

1. Taxmann Entrepreneurship By Abha Mathur Edition March 2021
2. Entrepreneurship, Class XI, CBSE Text Book
3. Innovation And Entrepreneurship, Arvind Kumar Bhatt, Laxmi Publications Pvt. Ltd
4. Entrepreneurship Development, New Age Publication – 25 June 2021 by S A Kumar, S C Poornima, M K Abraham, K Jayshree
5. Entrepreneurial Development, S Chand Publication– 1 December 2007, by Khanka S.S.
6. Creativity and Innovation in Entrepreneurship, Khanka SS (Dr), Sultan Chand & Sons, Publishing Year: 2021



**Bachelor of Business Administration**  
**BBA (CBCS) SEM – IV**  
**Course Type: Generic Elective**  
**Course Name: Business Psychology**  
**Course Code:**

**Course Outcomes**

CO1	The student will be able to <b>understand</b> the importance of psychology in a business enterprise.
CO2	The student will be able to <b>comprehend</b> the process of psychological research
CO3	The student will be able to <b>apply</b> psychological tests for evaluation of individuals in business
CO4	The student will be able to <b>relate</b> the causes and effects of stress on an individual
CO5	The student will be able to <b>assess and develop</b> appropriate psychological traits for an individual in business.

**Unit 1: Introduction to Business Psychology**

Meaning, scope and major areas of business psychology, Research by business psychologist, Contemporary challenges faced by business psychologist.

**Unit 2: Psychological Research**

Concept and requirement of psychological research, Limitations of psychological research, Methods of psychological research, Concept of descriptive statistics, inferential statistics, and meta-analysis.

**Unit 3: Psychological Test**

Principles of psychological testing, Implications of fair employment practices, Different types of psychological tests, Limitations of psychological testing.

**Unit 4: Stress Management**

Physiological effects of stress, Contribution of individual differences in stress responses, Nature of work-family conflict, Causes and effects of stress in the workplace, approaches to treatment of stress in the workplace.

**Reference Books:**

1. Psychology and Work Today, Schultz, D. & Schultz, S., Pearson Education Pvt Ltd.
2. Work Psychology: understanding human behavior in the workplace, Arnold, J. (ed), Pearson Education Limited.
3. Industrial Psychology, Ghosh P.K., & Ghorpade M.B., Himalaya Publishing House.



**Bachelor of Business Administration**  
**BBA (CBCS) SEM – IV**  
**Course Type: Generic Elective**  
**Course Name: Indian Social Values and Business Ethics**  
**Course Code:**

**Course Outcomes**

CO1	The student will be to <b>understand</b> the concept of values and relate it with loyalty , behavior and culture.
CO2	The student will be able to implement the concept of values in Indian culture in developing attitudes and beliefs
CO3	The student will be able to <b>understand and apply</b> ethical principles in business
CO4	The student will be able to <b>compare</b> various corporate governance standards for effective business conduct.
CO5	The student will be able to <b>develop and implement</b> values and ethics in business.

**Unit 1: Values**

Meaning and importance of values, Sources of value system, Types, Values, Loyalty and Ethical Behavior, Values across Cultures.

**Unit 2: Indian Values**

Respect for Elders, Hierarchy and Status, Need for Security, Non - Violence, Cooperation, Simple Living high Thinking, Rights and Duties, Relevance of Values in Management, Attitudes and Beliefs.

**Unit 3: Introduction to Business Ethics**

Business Ethics: Definition, Importance, Arguments For And Against Business Ethics, Types of ethical issues, Gandhian Approach in Management and Trusteeship, Business Ethics and Moral Obligations, Ethics in Work life.

**Unit 4: Corporate Governance**

Introduction, mechanisms and systems of corporate governance, Indian model of Corporate Governance, OECD principles, World Bank on Corporate Governance, McKinsey Survey on corporate governance.

**Reference Books:**

1. Values and Ethics for Organisations, Chakraborty, S. K., OUP
2. Business Ethics and Values, D. Senthil Kumar & A. Senthil Rajan, Himalaya Publishing House.
3. Business Ethics - An Indian Perspective, Fernando, A.C, Pearson Education.



**SEMESTER V**

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**Bachelor of Business Administration**  
**BBA (CBCS) SEM – V**  
**Course Type: Core Course**  
**Course Name: Business Research Methods**  
**Course Code: CC11**

**Course Outcomes**

CO1	The student will be able to <b>understand</b> the various kinds of research.
CO2	The student will be able to <b>classify and decide</b> the sampling technique to be used in a research.
CO3	The student will be able to <b>design</b> a questionnaire for collecting primary data.
CO4	The student will be able to <b>analyze</b> the data for report writing.
CO5	The student will be able to <b>conduct</b> the research for various purposes.

**Unit 1: Introduction to Research, Research Process and Design**

Meaning, objectives and types of research, Steps in Research Process, Types of research design.

**Unit 2: Sampling Technique**

Population, Sampling frame, Sample, Sampling distribution, Sampling & non-sampling errors, Probability & Non-Probability Sampling.

**Unit 3: Data Collection Method**

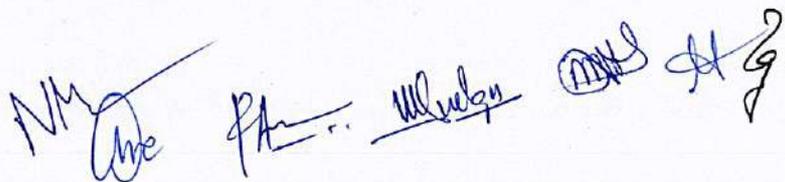
Introduction to primary and secondary data, Methods of primary data and secondary data collection, Scales of measurement, Questionnaire designing.

**Unit 4: Analysis and Report Writing**

Data preparation, Descriptive statistics, Inferential statistics, Key elements of report writing, Formatting and referencing.

**Reference Books:**

1. Research methodology-Concepts and Cases, Chawla, D., and Sondhi, N., S. Chand.
2. Business Research Methods, Mishra, P., Oxford University Press.
3. Business Research Methodology, Sachdeva, J.K., Himalaya Publishing House.



**Bachelor of Business Administration**  
**BBA (CBCS) SEM – V**  
**Course Type: Generic Elective**  
**Course Name: Holistic Development**  
**Course Code:**

**Course Outcomes**

CO1	The student will be able <b>identify</b> various components of holistic development
CO2	The student will be able <b>understand</b> various element of holistic development
CO3	The student will be able to <b>compare</b> the models of emotional intelligence
CO4	The student will be able to <b>apply</b> the concepts of interpersonal skills in communication
CO5	The student will be able to <b>develop</b> an holistic personality for self

**Unit 1: Introduction to Holistic Development**

Meaning of holistic development, Physical capability development, intellectual capability development, Cognitive ability development, Emotional ability development, social skill development

**Unit 2: Elements of Holistic Development**

Key elements of holistic development: Cognitive, Language, Social-Emotional, Physical

**Unit 3: Emotional Intelligence**

Emotional intelligence: Components, Importance, Models of emotional intelligence, Building blocks of emotional intelligence.

**Unit 4: Interpersonal Skills**

Introduction to interpersonal skills, Body language as a part of communicative skills, Group dynamics and group effectiveness.

**Reference Books:**

1. Emotional Intelligence (The Vivekananda Way), by A R K Sarma, Shri Sarada Book House, Vijaywada
2. Emotional Intelligence: Achieving Academic and Career Excellence in College and in Life 2nd Edition, Pearson Publishing, by Darwin Nelson, Gary Low
3. Interpersonal Communication Book, The: Pearson New International Edition – 1, August 2013 by Joseph A DeVito
4. Structured Holistic Development Program : A Tool for Success, KAAV PUBLICATIONS, by Dr. Sujata Parwani

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**Bachelor of Business Administration**  
**BBA (CBCS) SEM – V**  
**Course Type: Generic Elective**  
**Course Name: International Business Management**  
**Course Code: GE 2**

**Course Outcomes**

CO1	The student will be able to <b>explain</b> various concepts and terminologies involved in international business.
CO2	The student will be able to <b>compare</b> the various trading blocs across the globe.
CO3	The student will be able to <b>examine</b> the presence of macro factors (PESTLE) in the international business environment.
CO4	The student will be able to <b>analyze</b> the role of various government institutions in India which support International trade.
CO5	The student will be able to <b>understand</b> the role and importance of international trade for a country.

**Unit 1: Introduction to International Business**

Introduction to International business, Need, Importance and limitations of International trade, Factors affecting international trade, Trade Barriers: Tariff and Non-Tariff barriers.

**Unit 2: Trading Blocs**

Trading Blocs, Types of Trading Blocs, Political & Economic Case for Integration, Effects of Trading Blocs, Major Trading Blocs: EU, NAFTA, SAARC, ASEAN, & MERCOSUR.

**Unit 3: International Business Environment**

Macro factors affecting International Business Environment: Political, Economical, Socio-cultural, Technological, Environmental and Legal factors.

**Unit 4: Foreign Trade in India**

Flow and Trends of FDI, EXIM Policy, Govt. Institutes supporting Foreign Trade: DGFT, EXIM Bank, ECGC, Export Promotion Councils, EPZ, EOU & SEZ.

**Reference Books:**

1. International Business, P. Subba Rao, Himalaya Publishing House.
2. International Business, K. Aswathappa, McGraw Hill Education.
3. International Business Environment and Management, V. K. Bhalla, Anmol Publications Pvt. Ltd.

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**Bachelor of Business Administration**  
**BBA (CBCS) SEM – V**  
**Course Type: Core Course**  
**Course Name: Sales and Distribution Management**  
**Course Code:**

**Course Outcomes**

CO1	The student will be able to <b>explain</b> the sales management process
CO2	The student will be able to <b>apply</b> selling techniques in given situation
CO3	The student will be able to <b>analyze</b> the components of distribution process
CO4	The student will be able to <b>explain</b> the various types of marketing channels.
CO5	The student will be able to <b>use</b> sales and distribution management in their professional career.

**Unit 1: Sales Management**

Nature, importance and objectives of sales management, Establishing a sales force, Setting goals and performance measures. Management by Objectives.

**Unit 2: Personal Selling**

Concept, nature and objectives of personal selling, Personal Selling Process, Personal selling model: AIDAS theory, sales funnel.

**Unit 3: Distribution Management**

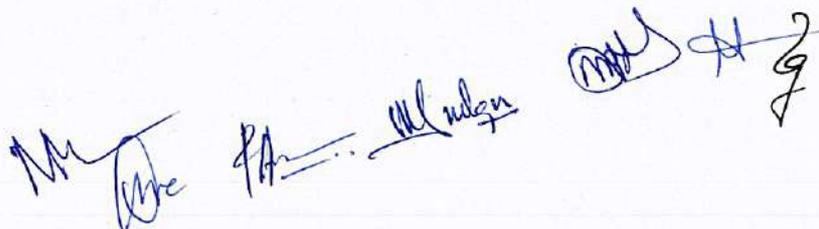
Concept of physical distribution, Participants in physical distribution, components of distribution: material handling, storage, warehousing, transportation, information tracking.

**Unit 4: Channel Management**

Nature, functions of marketing channels, Types of Marketing Channels: Conventional and non-conventional distribution channel, Channel conflicts.

**Reference Books:**

1. Sales and Distribution Management, S. A. Chunawalla, Himalaya Publishing House.
2. Sales and Distribution Management: A Practice based Approach, Vikas Publishing.
3. Selling and Sales Management, David Jobber & Geoffrey Lancaster, Pearson Education.



**Bachelor of Business Administration**  
**BBA (CBCS) SEM – V**  
**Course Type: Core Course**  
**Course Name: Consumer Buying Behaviour**  
**Course Code:**

**Course Outcomes**

CO1	The student will be able to <b>determine</b> the impact of consumer behavior in marketing and realize the importance of segmentation
CO2	The student will be able to <b>examine</b> various individual determinants of consumer behavior
CO3	The student will be able to <b>evaluate</b> the impact of external determinants and <b>understand</b> the concept of consumer adoption
CO4	The student will be able to <b>explain</b> the consumer's buying decision making process and <b>compare</b> consumer buying with organizational buying
CO5	The student will be able to <b>understand</b> the role of consumer behavior

**Unit 1: Introduction to Consumer Behaviour**

Meaning of Customers & Consumers, Importance of consumer behavior studies in the field of Marketing, Customer segmentation and its bases.

**Unit 2: Individual determinants of Consumer behavior**

Personality: Meaning of Personality, Influence on Purchase Decisions. Motivation & Involvement: Types of Buying Motives, Motive Hierarchy, Dimensions of Involvement. Learning: Meaning & Principal Elements of Learning, Characteristics of Memory Systems, Recall Attitudes: Meaning & Characteristics, Strategies for Changing Attitudes

**Unit 3: External determinants of consumer behavior and Consumer Adoption**

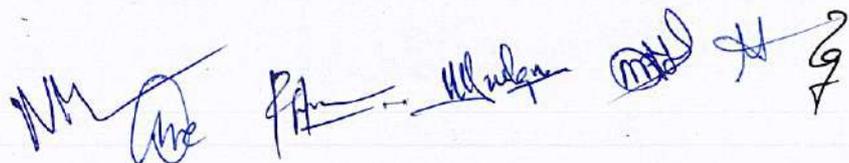
Culture, subculture, social class & reference group, Consumer adoption process

**Unit 4: Consumer Decision Making Process**

Consumers' Buying Decision Making Process, Post-purchase Evaluation & Behavior: Consumer Satisfaction, Dissatisfaction, Post- Purchase Dissonance. Types of Buying Behavior: Complex, Extensive, Consumer buying Vs. Organizational buying

**Reference Books:**

1. Consumer Behavior - In Indian Perspective, Suja R. Nair, Himalaya Publishing House.
2. Consumer Behaviour in Indian Context, P.C. Jain and Monika Bhatt, S. Chand Publication.
3. Consumer Behavior, Leon G. Schiffman, Leslie Lazar Kanuk, S. Ramesh Kumar, Pearson Publications.



**Bachelor of Business Administration**  
**BBA (CBCS) SEM – V**  
**Course Type: Discipline Specific Electives**  
**Course Name: Financial Mathematics**  
**Course Code:**

**Course Outcomes**

CO1	The student will be able to <b>classify</b> the financial statements and also able to <b>compare</b> financial statements
CO2	The student will be to <b>calculate, compare and interpret</b> key ratios for a firm
CO3	The student will be <b>calculate</b> present and future value of money and also able to <b>construct</b> EMI schedule for loan repayment
CO4	The student will be able to <b>evaluate</b> the long term investment proposal
CO5	The student will be able to <b>assess</b> the financial performance of a firm and also <b>decide</b> the financial viability of long term investment proposal

**Unit 1: Financial Statement and Analysis – I:**

Meaning of Financial Statements, Objectives, Types of Financial Statement and Tools for Analysis – Common Size statement, Comparative statement and Trend Analysis.

**Unit 2: Financial Statement and Analysis – II:**

Ratio analysis – Meaning, Objectives, Advantages, Limitations. Types of Ratios – Profitability, Efficiency, Turnover, Financial and Liquidity ratios

**Unit 3: Interest and Time Value of Money:**

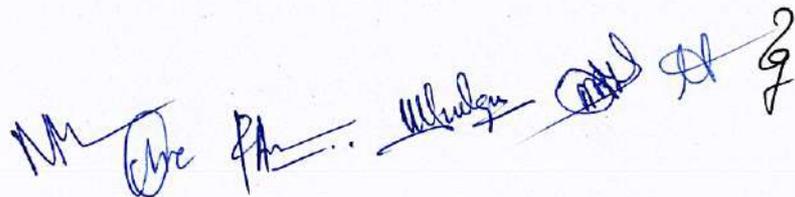
Calculations of Present value, Future value and Annuities; Simple Interest and compound interest; Nominal Interest and Real interest; preparation of amortization and EMI schedules.

**Unit 4: Capital Budgeting:**

Meaning, Objectives, Tools of Capital Budgeting – ARR, Payback period, NPV, IRR, PI (Calculations, Merits and Demerits),

**Reference Book:**

1. How to Analyze Financial Statements by Kakani Ramchandran, 2nd Edition – 1 July 2017, McGraw Hill Professionals,
2. Financial Management, by Ravi M Kishore, Taxman Publication.
3. Financial Management, by I M Pandey, Vikas Publishing House.
4. Financial Management, Theory, Concepts and Problems, by Dr. R. P. Rustagi, Taxman Publication.
5. Principles of Corporate Finance, by, Brealy, Myers, Allen and Edmans, Mc Graw Hill Publications.



**Bachelor of Business Administration**  
**BBA (CBCS) SEM – V**  
**Course Type: Discipline Specific Elective**  
**Course Name: Financial Services Management**  
**Course Code:**

**Course Outcomes**

CO1	The student will be able to <b>understand</b> the institutional framework of financial services.
CO2	The student will be able to <b>understand and differentiate</b> the functions of primary and secondary markets
CO3	The student will be able to <b>classify</b> the types of mutual funds and <b>calculate</b> NAV
CO4	The student will be able to <b>understand</b> the insurance service and functions of IRDA.
CO5	The student will be able to <b>evaluate</b> the role of financial services in India.

**Unit 1: Overview of Financial Services**

Nature, scope and importance Financial System and Markets: Types, Constituents and functioning, SEBI- Role and functions Overview of Foreign Markets Financial Sector Reforms in India Introduction to Banking; Plastic Money; Concept and Different Forms of Plastic Money – Credit and Debit Cards, Pros and Cons. RBI – Role and functions.

**Unit 2: Primary and Secondary Markets and their Intermediaries**

Introduction of Primary & Secondary Markets (BSE, NSE & OTCEI), Money market Merchant banking services including new issue management- Prospectus of Public Offering, Book Building, IPO and FPO, Green shoe Option, Underwriter, Registrar and Share Transfer Agent Stock broking Depositories Custodial services and short selling and securities lending and borrowing services.

**Unit 3: Mutual Funds**

Concept, Different schemes, Advantages. UTI: Objectives, functions, regulation, role of UTI in industrial finance. History of Mutual fund Industry in India – Formation, regulations and organization – fund accounting and Net Assets Value (NAV).

**Unit 4: Introduction to Insurance Services**

Definition and Nature of Insurance, Evolution of Insurance, Role and Importance of Insurance, IRDA: Role and functions, Types of various insurance services.

**Reference Books:**

1. The Indian Financial system – Market, Institutions and Services, Bharti V Pathak, Pearson.
2. Financial Services, M.Y Khan, Tata McGraw Hill.
3. Insurance: Principles And Practice, : M.N. Mishra & S B Mishra, S. Chand.

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**Bachelor of Business Administration**  
**BBA (CBCS) SEM – V**  
**Course Type: Discipline Specific Elective**  
**Course Name: Recruitment, Training and Development**  
**Course Code:**

**Course Outcomes**

CO 1.	The student will be able to <b>understand</b> basics associated with the concept of recruitment and related areas.
CO 2	The student will be able to <b>analyze</b> and explain concepts of training needs, identification, processes, methods, and evaluation techniques.
CO 3	The student will be able to <b>relate</b> with the emerging trends in training and development.
CO 4	The student will be able to <b>develop</b> a relevance and usefulness of training expertise in the organizational work environment.
CO 5	The student will be able to <b>develop</b> an understanding about MDPs and allied topics of career development.

**Unit 1: Recruitment and Selection**

Meaning of recruitment, Methods of Recruitment, Factors affecting Recruitment, Sources of Recruitment, Meaning of selection, Steps in Selection Process, Psychometric tests for Selection, Barriers to effective Selection.

**Unit 2: Training**

Concept of training, characteristics of effective training system, nature of training and development, importance of training and development, Training process, Organization vision & perspective plans, assessment of training needs.

**Unit 3: Methods of Training**

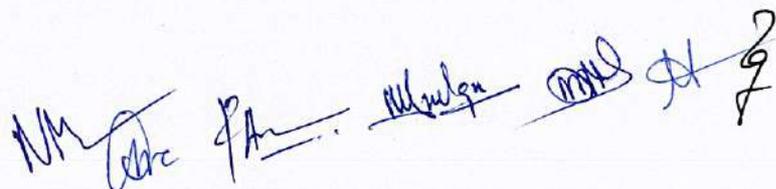
Training Approach, On the Job Training methods- On the job training methods- job instruction training, coaching, job rotation, Job enlargement, Job Enrichment, syndicate method, Off the Job Training Methods- Knowledge based methods, Simulation Methods, Experiential Methods.

**Unit 4: Employee Development**

Management development programmes, types of management development programmes, Career life cycle, Process of career development, Factors affecting Career Planning and Development. Succession planning.

**Reference Books:**

1. Effective Training-Systems, Strategies, and Practices P. Nick Blanchard & James W. Thacker, Pearson Education.
2. Employee Training and Development, Raymond A Noe, McGraw Hill.
3. Effective Human Resource Training and Development Strategy, Dr. B. Rathana Reddy, Himalaya Publication House.



**Bachelor of Business Administration**  
**BBA (CBCS) SEM – V**  
**Course Type: Discipline Specific Elective**  
**Course Name: Compensation and Benefit Management**  
**Course Code:**

**Course Outcomes**

CO1	The student will be able to <b>develop</b> an understanding of issues related to compensation management
CO2	The student will be able to <b>gain</b> practical, comprehensive knowledge of the complexities of reward systems.
CO3	The student will be able to <b>describe</b> the concepts of rewards system and incentive plans
CO4	The student will be able to <b>understand</b> the importance of Wage Differentials and Differentiate between different types of wages
CO5	The student will be able to <b>outline</b> the various Statutory Provisions related to Compensation

**Unit 1: Introduction to Compensation Management**

Conceptual and theoretical understanding of economic theory related to Compensation Management (Wage Concepts and Wage Theories), Wage plans, Employees satisfaction and Motivation issues in compensation design. Components of compensation.

**Unit 2: Types of Wages and Incentives**

Types of Incentive Schemes, Wage Incentive Plans, Pre-requisites of effective incentive schemes, Merits and Demerits of Incentives, Pay for Performance Plans.

**Unit 3: Benefit Management**

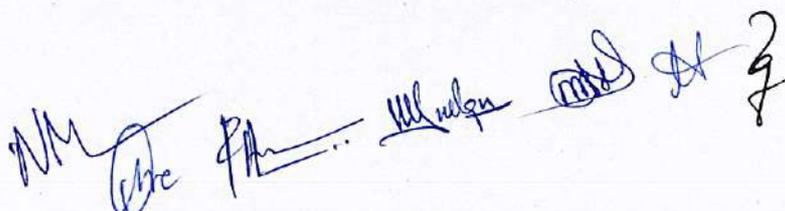
Concept and Nature of Benefits, Classification of Employee Benefits, Employee Benefit Programs, Long term Incentive plans, Strategic Perspectives on Benefits, Factors Influencing Choice of Benefit Program.

**Unit 4: Wage Determination and Wage Management**

Wage Concept, Wage Policy, Institutional Mechanisms for Wage Determination, Pay Commission, Wage Boards, Public Sector Pay Revision, ILO and Collective Bargaining, Union Role in Wage and Salary Administration

**Reference Books:**

1. Compensation Management, Tapomoy Deb, Excel Books.
2. Compensation Management, Dr. Kanchan Bhatia, Himalaya Publishing House.
3. Performance Appraisal and Compensation Management, Goel Dewakar, PHI Learning.
4. Essentials of Human Resource Management & Industrial Relations, P Subbarao, Himalaya Publishing House.



**Bachelor of Business Administration**  
**BBA (CBCS) SEM – V**  
**Course Type: Discipline Specific Elective**  
**Course Name: Statistical Application and Analytics**  
**Course Code:**

**Course Outcomes**

CO1	The student will be able to <b>summarize</b> the data using descriptive statistics
CO2	The student will be able to <b>calculate and interpret</b> various measures of dispersion
CO3	The student will be able to <b>determine</b> relationship between variables
CO4	The student will be able to <b>calculate</b> probability using different distributions
CO5	The student will be able to <b>use</b> different statistical concepts for analysis

**Unit 1: Introduction to Statistics, Matrix and Frequency Table, Graphs and Shapes of Distributions, Mode, Median and Mean.**

**Unit 2: Basic Concepts in Statistics for Data Analysis**

Range, Interquartile Range and Box Plot, Variance and Standard deviation, Z-scores, Contingency Table, Scatter plot, Pearson's r

**Unit 3: Regression and Probability**

Basics of Correlation: Karl Pearson's coefficient of correlation and Spearman's Rank correlation,, Basics of Regression: Straight line method, regression using regression coefficient and regression using Karl Pearson coefficient of correlation

**Unit 4: Probability and Different Distributions**

Elementary Probability, Random Variables, Normal Distribution, Binomial Distribution, Poisson distribution.

**Reference Books:**

1. "Quantitative Methods for Business", Anderson (Thomson Learning Books)
2. "Statistical Methods", S.P. Gupta (S. Chand)
3. Levin Richard & Rubin David – "Statistics for Management" (Prentice Hall Of India).
4. SPSS Statistics for Data Analysis and Visualization 1st Edition, Keith McCormick, Jesus Salcedo, Jason Verlen, Jon Peck, Andrew
5. Wheeler , Wiley Publishing, ISBN 978-1119003557



**Bachelor of Business Administration**  
**BBA (CBCS) SEM – V**  
**Course Type: Discipline Specific Elective**  
**Course Name: Data Visualization Techniques**  
**Course Code:**

**Course Outcomes**

CO1	The student will be able to <b>understand</b> the importance of data visualization
CO2	The student will be able to <b>prepare</b> the data for visualization
CO3	The student will be able to <b>connect</b> to different data sources for visualization
CO4	The student will be able to <b>construct</b> dashboard using suitable visualization tool
CO5	The student will be able to <b>create</b> interactive presentation of data through visualization tools

**Unit 1: Introduction to Visualization**

Traditional methods of data interpretation and its drawbacks, Need for visualization, Different tools for visualization.

**Unit 2 Prerequisites to Visualization**

Cleaning of data, Sorting, Different types of charts and graphs, Application of charts and graphs.

**Unit 3 How to Connect Data Source**

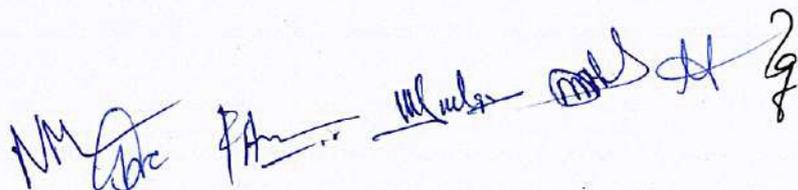
Different types of data sources, Basic connection with an excel file, Types of joins.

**Unit 4 Dashboards**

Concept of a dashboard, Use of dashboard: Do's and don'ts, Practical example of a dashboard.

**Reference Books:**

1. Tableau your Data, Daniel G Murray, 2nd Edition, Wiley Publishing, ISBN-13: 978-8126573448
2. DATA VISUALIZATION WITH EXCEL DASHBOARDS by Dick Kusleika, Wiley Publication
3. Data Visualization : Using Power BI, Orange and Excel by Dr. Shirshendu Roy, Notion Press
4. Storytelling With Data: A Data Visualization Guide for Business Professionals" by Cole Nussbaumer Knaflic, Wiley Publication



**SEMESTER VI**

*AM*

**Bachelor of Business Administration**  
**BBA (CBCS) SEM – VI**  
**Course Type: Core Course**  
**Course Name: Business Legislation**  
**Course Code: CC 13**

**Course Outcomes**

CO1	The student will be able to <b>evaluate</b> the validity and enforceability of a contract.
CO2	The student will be able to <b>evaluate</b> the validity of negotiable instruments.
CO3	The student will be able to <b>compare</b> the various IPR laws and its application in business.
CO4	The student will be able to <b>evaluate</b> the consumer rights and its enforceability
CO5	The student will be able to <b>understand</b> the basic legal environment for businesses in India.

**Unit 1: Contract Act**

Definition, nature and kinds of contract; Essentials of contract: offer and acceptance, considerations, capacity of parties, free consent, legality of object, void agreements; performance of contract; Discharge of Contract; Remedies for breach of Contract.

**Unit 2: Negotiable Instrument Act**

Negotiable instruments: meaning, types and essentials; Parties to negotiable instruments: Rights and liabilities; Presentation of negotiable instruments: essential conditions; Dishonour and discharge of negotiable instruments; Crossing and bouncing of Cheque.

**Unit 3: Basics of IPR**

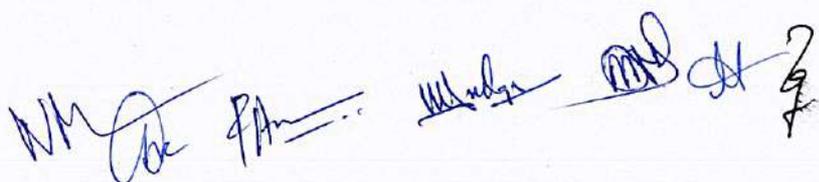
Patent law: patent and patentability, rights of patent holder, patent registration process, infringement and remedies for infringement. Trademark: meaning and essentials; types of trademarks; registration process; rights of trademark holder; infringement and passing off . Copyright: meaning and subject matter of copyrights; rights of copyright holder, registration process; infringement of copyright.

**Unit 4: Consumer Law and IT Act**

Consumer protection act 2019: objectives and salient features; Definitions; Restrictive and Unfair trade practices; Rights of Consumer; Consumer protection council; Consumer redressal agencies; Information Technology Act: objectives, scope and important definitions; Electronic governance; Certifying authority; Electronic signature; penalties and offences.

**Reference Books:**

1. Elements of Company Law, N.D. Kapoor, Sultan Chand & Sons.
2. Legal Aspects of Business Concepts and Application, Parul Gupta, Vikas Publishing House.
3. Business Legislation for Management, M C Kuchhal & V Kuchhal, Vikas Publishing House.



Bachelor of Business Administration  
BBA (CBCS) SEM – VI  
Course Type: Core Course  
Course Name: Corporate Social Responsibility  
Course Code: CC14

Course Outcomes

CO1	The student will be able to <b>identify</b> the need of CSR towards various stakeholders of a business
CO2	The student will be able to <b>understand</b> the various models of CSR
CO3	The student will be able to <b>apply</b> corporate governance concept in a business enterprise
CO4	The student will be able to <b>prepare</b> the CSR activity according to the various laws and regulations
CO5	The student will be able to <b>plan and implement</b> various activities to be taken under CSR activity for sustainable development.

**Unit 1: Introduction to Corporate Social Responsibility**

Concept and need of corporate social responsibility, Aspects of corporate social responsibility: Responsibility towards shareholders, employees, creditors, customers and society, CSR through triple bottom line.

**Unit 2: Models of Corporate Social Responsibility**

Models of CSR: Trusteeship, Stakeholders, Ethical Model, Statist Model, Liberal Model, International Framework of CSR.

**Unit 3: Corporate Social Responsibility and Governance**

Strategies for CSR - Challenges and implementation, Evolution of corporate governance, CSR and corporate governance, Structure and development of boards, Governance ratings.

**Unit 4: Corporate Social Responsibility Legislation in India**

Section 135 of Companies Act, Scope of CSR Activities under Schedule VII, Appointment of Independent Directors on Board, Computation of Net Profit's implementation in India.

**Reference Books:**

1. Corporate Responsibility, Blowfield, Michael, and Alan Murray, Oxford University Press.
2. Corporate Governance (Indian Edition), Mallin, Christine A., Oxford University Press.
3. Ethics and Social Responsibility of Business, Bhanumurthy K V., Pearson Education India.

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**Bachelor of Business Administration**  
**BBA (CBCS) SEM – VI**  
**Course Type: Core Course**  
**Course Name: IMC and Branding**  
**Course Code:**

**Course Outcomes**

CO1	The student will be able to <b>understand</b> the integrated marketing communication process for a product or company.
CO2	The student will be able to <b>apply</b> media planning for an effective marketing campaign.
CO3	The student will be able to <b>understand</b> the concepts of branding for formulating effective marketing strategies.
CO4	The student will be able to <b>apply</b> the concept of brand positioning for brand building purposes.
CO5	The student will be able to <b>understand</b> the IMC and branding strategies adopted by the organizations.

**Unit 1: Introduction to Integrated Marketing Communication (IMC)**

Concept of Integrated Marketing Communication (IMC), Functional areas of marketing communications, IMC Communication Tools, IMC planning process.

**Unit 2: Media Planning and Strategy**

Developing Media Plan, Problems in Media Planning, Media Planning Criteria- Target Market Coverage, Scheduling, Reach versus Frequency and Budget Considerations, Establishing Media objectives, Developing and implementing Media Strategies.

**Unit 3: Introduction to Brand Management**

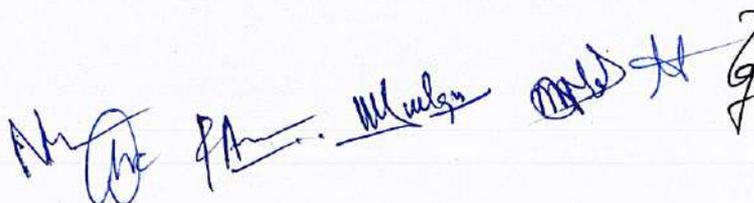
Concept of Brand, Evolution of Brands, Characteristics of Brands, Selecting a Brand Name, Branding challenges and opportunities, Strategic Brand Management Process.

**Unit 4: Brand Positioning**

Identifying and Establishing Brand Positioning, positioning guidelines, Defining and Establishing Brand Values, Internal Branding; Choosing Brand Elements to Build Brand Equity: Criteria for choosing Brand Elements

**Reference Books:**

1. Brand Positioning Strategies for Competitive Advantage, Subroto Sengupta, Tata McGraw Hill Publication.
2. Advertising & IMC: Principles and Practice, Sandra Moriarty, Nancy Mitchell, William Wells, Pearson Education.
3. Strategic Brand Management, Kevin L. Keller, Pearson Education.



**Bachelor of Business Administration**

**BBA (CBCS) SEM – VI**

**Course Type: Discipline Specific Electives**

**Course Name: Corporate Finance**

**Course Code:**

**Course Outcomes**

CO1	The student will be able to <b>analyze</b> the performance of business based on financial statements.
CO2	The student will be able to <b>evaluate</b> the various investment decisions to be made in a business.
CO3	The student will be able to <b>analyze</b> the impact of uncertainty on investment decisions in a business.
CO4	The student will be able to <b>evaluate</b> the financial need in a business.
CO5	The student will be able to <b>develop</b> the overall financial need of business based on the financial performance and business risk.

**Unit 1: Financial Analysis**

Understanding Financial Statement; Measuring Corporate performance; Interpreting Financial Ratios; cash flow analysis (AS 3).

**Unit 2: Working Capital Management**

Introduction, Types, Factors affecting working capital requirements, Adequacy of Working Capital, calculation of working capital.

**Unit 3: Capital structure and value of firm**

Theories of capital structure and value of firm; capital structure analysis: EBIT-EPS analysis; ROI-ROE analysis; leverage analysis.

**Unit 4: Financial Planning**

Financial forecasting: meaning, techniques, benefits; Estimation of growth rate; steps in financial planning.

**Reference Book:**

6. Financial Management, by Ravi M Kishore, Taxman Publication.
7. Financial Management, by I M Pandey, Vikas Publishing House.
8. Financial Management, Theory, Concepts and Problems, by Dr. R. P. Rustogi, Taxman Publication.
9. Principles of Corporate Finance, by, Brealy, Myers, Allen and Edmans, Mc Graw Hill Publications.

*NM Kishore* *IM Pandey* *R. P. Rustogi* *McGraw Hill*

**Bachelor of Business Administration**  
**BBA (CBCS) SEM – VI**  
**Course Type: Discipline Specific Elective**  
**Course Name: Job Analysis and PMS**  
**Course Code:**

**Course Outcomes**

CO 1	The student will be able to understand the concept of job analysis and its components.
CO 2	The student will be able to explain the concepts & importance of the Performance management system.
CO 3	The student will be able to apply the Performance management system for personal development.
CO 4	The student will be able to evaluate the strategies for assessing the performance of an employee.
CO 5	The student will be able to assess employee involvement for effective performance and coach employees for individual development.

**Unit 1: Introduction to Job Analysis**

Concept of Job analysis, steps in analyzing job and introduction to methods of collecting job analysis information, Job description, job specification.

**Unit 2: Job Design and Job Evaluation**

Job Design - Meaning and Components of Job Design, Job Evaluation - Concept, Objectives, Process, Methods, Advantages and Limitations of job evaluation, Job simplification, job rotation, job enrichment and job enlargement.

**Unit 3: Introduction to Performance and Performance Management**

Dimensions of Performance, Performance Appraisal & Potential Appraisal. Performance Management: Planning Performance for Role Clarity, Accountability and Effectiveness, Process of Performance Management, Developing and Implementing a Performance Management System.

**Unit 4: Performance Management Techniques and Rewards**

Performance Management Techniques, Performance Management Practices Of Different Companies, Reward System: Types of Rewards, Designing Reward System, Total Reward Strategies, Characteristics of an Effective Performance Reward Plan.

**Reference Books:**

1. Compensation Management, Tapomoy Deb, Excel Books.
2. Compensation Management, Dr. KanchanBhatia, Himalaya Publishing House.
3. Performance Appraisal and Compensation Management, Goel Dewakar, PHI Learning.
4. Employee Benefits: A Primer for Human Professionals, Martocchio J. Joseph, Tata McGraw Hill.

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**Bachelor of Business Administration**  
**BBA (CBCS) SEM – VI**  
**Course Type: Discipline Specific Elective**  
**Course Name: Data Warehousing and Mining**  
**Course Code:**

**Course Outcomes**

CO1	The student will be able to <b>understand</b> the concept of data warehousing
CO2	The student will be able to <b>prepare</b> data warehouse
CO3	The student will be able to <b>understand</b> the concept of data mining
CO4	The student will be able to <b>extract</b> relevant data using data mining concept
CO5	The student will be able to <b>use</b> data mining and data warehousing for decision making

**Unit 1: Introduction to Data Warehousing**

Data warehousing Components, Building a Data warehouse, Data Warehouse Architecture.

**Unit 2: Concepts in Data Warehousing**

DBMS Schemas for Decision Support, Data Extraction, Cleanup, and Transformation Tools.

**Unit 3: Introduction to Data Mining**

Types of data mining: Predictive Data Mining, Descriptive Data Mining, Types of learning: Supervised learning algorithm, unsupervised learning algorithm, Semi-supervised learning algorithm, Reinforcement learning algorithm.

**Unit 4: Concepts in Data Mining**

Data Mining Functionalities and steps involved in data mining; Data Reduction – Data Discretization and Concept Hierarchy Generation- Architecture Of A Typical Data Mining Systems- Classification Of Data Mining Systems.

**Reference Books:**

1. Data Mining: Concepts Models, Methods and Algorithms, Mehmed Kantardzic, 2nd Edition, Wiley IEEE
2. Data Mining Practical Machine Learning Tools and Techniques, 2nd Edition, Elsevier Publication.
3. Introduction to Data Mining (Second Edition), Pearson Publication
4. Data Mining: The Textbook, Springer Publication
5. Mining of Massive Data, Second Edition, Cambridge University Press

