

## **COURSES OUTCOME**

**COURSE TITLE: ENVIRONMENTAL SCIENCE**

**COURSE CODE: BBA 101**



Environmental Studies is an interdisciplinary field that draws on knowledge and analytical tools from many areas of study to understand the function of natural ecosystems, the effects of human societies on the environment, and the role that the environment has played in shaping human cultures and artistic endeavours.

### **LEARNING OUTCOME**

- Memorizing the concepts related to the ecological biodiversity of our planet.
- Interpreting important processes associated with the evolution of life on earth.
- Applying the concepts related to ecology for sustainable life on earth.
- Analyzing the importance of wildlife protection and its role in preserving the food chain.
- Evaluating the methods of prevention and safety from pollutants.
- Formulating the plan for environmental disaster management.

**COURSE TITLE: FUNDAMENTALS OF MANAGEMENT & ORGANISATIONAL BEHAVIOUR**

**COURSE CODE: BBA 102**



To acquaint the students with the fundamentals of managing business and to understand individual and group behaviour at work place so as to improve the effectiveness of an organization. The course will use and focus on Indian experiences, approaches and cases.

**LEARNING OUTCOMES:**

- Understand the nature of management and describe the functions of management.
- Develop understanding of different approaches to designing organizational structures.
- Understand the role of personality, learning and emotions at work.
- Discover and understand the concept of motivation, leadership, power and conflict.
- Understand the foundations of group behaviour and the framework for organizational change and development.

## LECTURE SCHEDULE

| S. No                                   | Topics to be covered   |
|---|--|
| Admissions of BBA. 1 <sup>st</sup> SEM. | <b>Admissions/Counselling</b>  |
| Week 1                                  | Management: Meaning, Significance, Managerial Function-An overview, Emerging issues in Management  |
| Week 2                                  | Classical Approach -Taylor, Fayol, Neo-Classical and Human relations approaches –Mayo, Hawthorne experiments, Behavioural approach, Systems approach, contingency approach, MBO Peter F. Drucker |
| Week 3                                  | Overview of Planning: Types of Plans & the Planning Process; Decision making Process, Types and Techniques of Control, Control Process.  |
| Week 4                                  | Principles of Organizing: Common Organization Structures: Delegation and Decentralization:   |
| Week 5                                  | Factors affecting the extent of Decentralization, Process and Principles of Delegations.   |
| Week 6                                  | importance of Organization Behaviour: Features of Organization Behaviour   |
| Week 7                                  | Perception and attribution: Concept, Nature, Process, Personality  |
| Week 8                                  | Motivation: Concepts and their application, Need, Content and Process Theories,  |
| Week 9                                  | Contemporary Leadership issues: Charismatic, Transformational leadership, Emotional Intelligence   |
| Week 10                                 | Groups and Teams: Definition, Difference between Groups and Teams, Stages of Group Development   |
| Week 11                                 | Group Cohesiveness, Analysis of Interpersonal Relationship   |
| Week 12                                 | Transactional Analysis, Johari Window  |
| Week 13                                 | Organization Conflict: Concept, Sources, Types,  |

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|         | <b>HOUSE EXAM</b>   |
| Week 14 | <b>DIWALI BREAK</b>   |
| Week 15 | <b>seminar</b>  |
| Week 16 | Stages of Conflict, Management of Conflict, Organizational Change |
| Week 17 | Resistance to change, Managing Resistance to change               |
| Week 18 | <b>TERM END EXAMINATION</b>                                       |

**COURSE TITLE : STATISTICS OF BUSINESS DECISIONS**

**COURSE CODE : BBA 103**

# Statistics

*[stə-'ti-stiks]*

A branch of applied mathematics that involves the collection, description, analysis, and inference of conclusions from quantitative data.

 Investopedia

Statistics is crucial in business as it helps them make decisions based on historical data and ongoing trends. The correct data always serves as the basis for critical decisions; this is why businesses always go to in-depth research to grow their venture.

### LEARNING OUTCOME

- Understand the meaning of statistical terms used in business statistics.
- Analyze statistical data using measures of central tendency, dispersion and skewness.
- Calculate and interpret the simple correlation for a set of data.
- Construct Index numbers and its use.
- Test the adequacy of Index number formulae

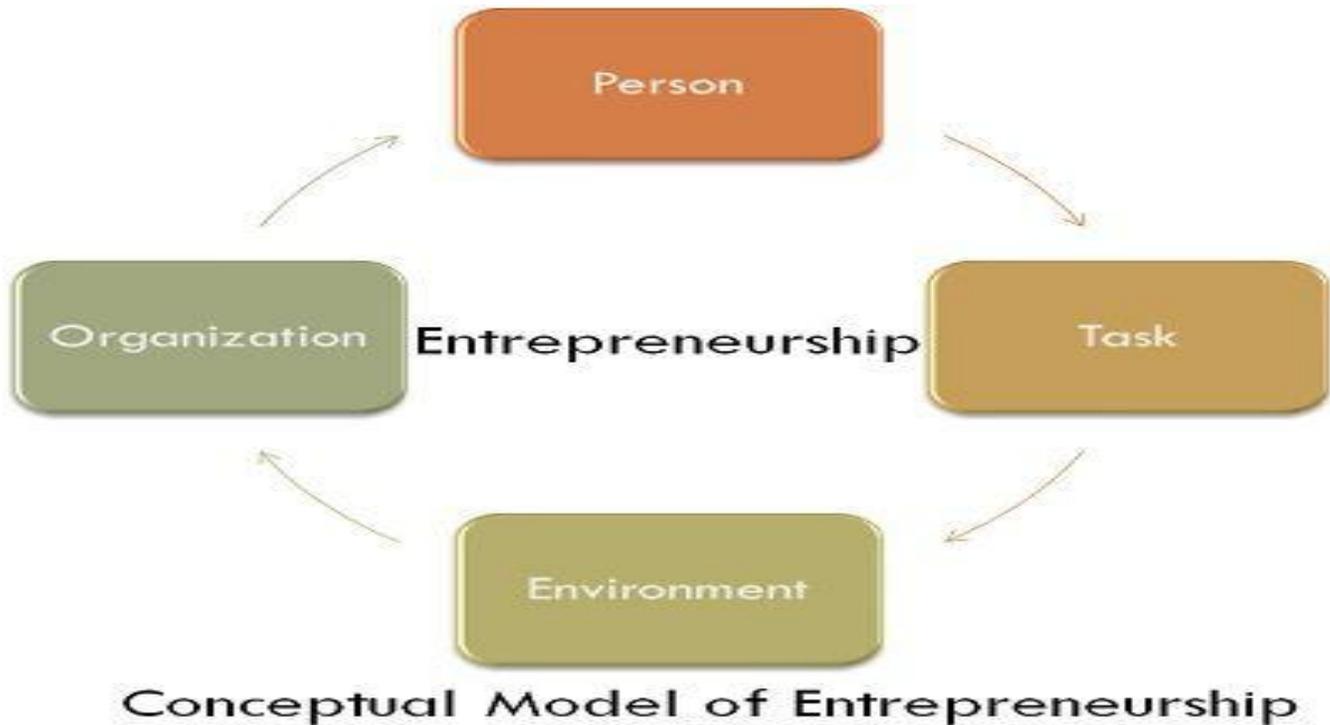
### LECTURE SCHEDULE

| Sr. No                                  | Topics to be covered   |
|---|--|
| Admissions of BBA. 1 <sup>st</sup> SEM. | <b>Admissions/Counselling</b>  |
| Week 1                                  | Measures of Central Values: Characteristics of an ideal measure; Measures of Central Tendency – means, median, mode, harmonic mean and geometric mean. |
| Week 2                                  | Suitability of averages. Relationship between averages.  |
| Week 3                                  | Measures of Dispersion: Meaning and Significance .Absolute and Relative measures of dispersion Range, Quartile Deviation ,Mean Deviation               |
| Week 4                                  | Standard Deviation, Coefficient of Variation , Measures of Skewness –Karl Pearson’s , Bowley’s & Kelly’s Methods                                       |
| Week 5                                  | Correlation Analysis: Meaning and Significance. Correlation and Causation , Types of correlation, Methods of Studying simple correlation               |
| Week 6                                  | Karl Pearson’s coefficient of correlation, Spearman’s Rank correlation coefficient.  |

|         |  |
|---------|--|
| Week 7  | Regression Analysis: Meaning and significance, Regression vs. Correlation  |
| Week 8  | Linear Regression. Regression Lines (X on Y, Y on X).  |
| Week 9  | Analysis of Times Series: Meaning and Significance .Components of time series,   |
| Week 10 | Measurement of trend: Method of least squares.   |
| Week 11 | Index Numbers: Meaning and significance Problems in the construction of index numbers Methods of constructing index numbers    |
| Week 12 | weighted and unweighted, Test of adequacy of Index numbers   |
| Week 13 | Probability: Meaning and Need, Probability Distribution: Meaning, Characteristics of Binomial, Poisson and Normal distribution |
|         | <b>HOUSE EXAME</b>   |
| Week 14 | <b>DIWALI BREAK</b>  |
| Week 15 | Hypothesis testing: Concept; Level of Significance   |
| Week 16 | Process of testing, Test of hypothesis concerning Mean   |
| Week 17 | Test of hypothesis Z -test & t- test for single mean.  |
| Week 18 | <b>TERM END EXAMINATION</b>  |

**COURSE TITLE: ENTREPRENEURSHIP DEVELOPMENT**

**COURSE CODE: BBA 104**



Entrepreneurship development is the process of enhancing the entrepreneurial knowledge and skills via structured training programmes. It deals with the study of entrepreneurial behaviour, dynamics of business, and its development and expansion.

### **LEARNING OUTCOME**

- Define the concepts related to entrepreneurship: entrepreneur, functions, development programs, motivation; rural and small scale enterprise.
- Explain the concepts related to entrepreneurship: entrepreneur, functions, development programs, motivation; rural and small scale enterprise.
- Illustrate the concepts related to entrepreneurship: entrepreneur, functions, development programs, motivation; rural and small scale enterprise.
- Examine the concepts related to entrepreneurship: entrepreneur, functions, development programs, motivation; rural and small scale enterprise.
- Evaluate the concepts related to entrepreneurship: entrepreneur, functions, development

programs, motivation; rural and small scale enterprise.

### Lecture Schedule

| S. No   | Topics to be covered   |
|---|--|
| Admissions<br>of BBA. 1 <sup>st</sup><br>SEM. | Admissions/Counselling   |
| Week 1  | Evolution of the concept of entrepreneurship, John Kao's Modal on Entrepreneurship, Idea generation, Identifying opportunities and Evaluation;   |
| Week 2  | Building the team / Leadership strategies planning for business steps in strategies planning Harvesting and Exit strategies  |
| Week 3  | Sole proprietorship; Partnership; limited liability partnership and corporation form of ownership;   |
| Week 4  | advantages/disadvantages, Franchising; advantages/disadvantages of franchising; types of franchise arrangements;   |
| Week 5  | franchise contracts; franchise evaluation checklist, Financing entrepreneurial ventures; Managing growth.  |
| Week 6  | Stimulation Creativity; organizational actions that enhance/hinder creativity, Managerial responsibilities, Creative Teams;  |
| Week 7  | Sources of Innovation in Business; Managing Organization for Innovation and Positive Creativity. Introduction to social entrepreneurship: Characteristics and Role of Social Entrepreneurs |
| Week 8  | Innovation and Entrepreneurship in a Social Context; Start-Up and Early Stage Venture Issues in creating and Sustaining a Non-profits Organization.  |
| Week 9  | The Entrepreneur; Role and personality; Family Business : Concept, structure   |
| Week 10                                       | kinds of family firms ; Culture and evolution of family firm; managing Business,   |
| Week 11                                       | family and shareholder relationships; Concept of business Groups and role of business house and family business Conflict and conflict  |
| Week 12                                       | resolution in family firms, Managing Leadership, succession and continuity;  |

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|         | women's issues in the family business ;   |
| Week 13 | Significance of business plan/ Project proposal Designing business process, location, layout,                                 |
|         | <b>HOUSE EXAME</b>  |
| Week 14 | <b>DIWALI BREAK</b>   |
| Week 15 | operation planning & control. Preparation of Project report, Encouraging change in the family business system.                |
| Week 16 | Arrangement of funds; Traditional sources of financing, Loan syndication, Consortium finance, role played by commercial banks |
| Week 17 | appraisal of loan applications by financial institutions, Venture capital.  |
| Week 18 | <b>TERM END EXAMINATION</b>   |

**COURSE TITLE: BUSINESS COMMUNICATION**

**CORSE CODE : BBA 201**



Business communication is the process of sharing information between people within the workplace and outside a company. Effective business communication is how employees and management interact to reach organizational goals.

### Learning Outcomes

- Understanding the basic fundamentals of English Grammar required for effective communication.
- Enhancing English vocabulary & Improving English Speaking Skills (Accent, Intonation & pronunciation)
- Enhancing confidence articulation Skills (to listen, speak and write in English at workplace.
- Demonstrating instant sophistication through soft skills, body language & presentation skills
- Grooming for corporate etiquettes, group discussion, resume writing (basic ingredients) & mock Interviews
- Equip with the practical, emotional, intellectual and creative aspects of language by integrating knowledge and skills.
- Enhance LSRW communicative skills through language and literature.
- Increase confidence in their ability to read, comprehend, organize, and retain written information.
- Improve their ability to read and understand the written word in everyday life through the study of literary text

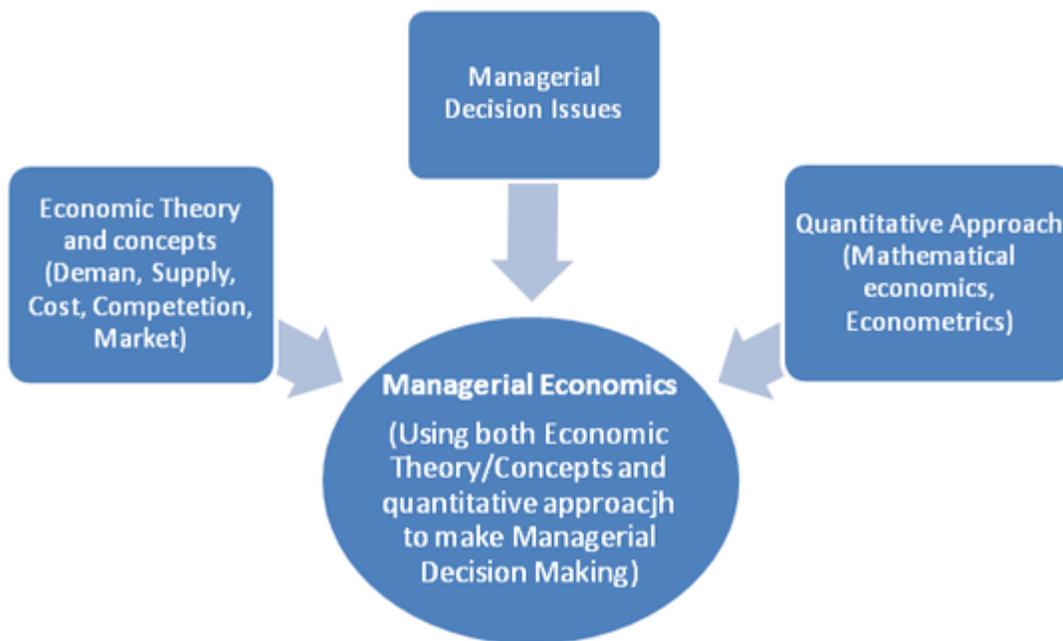
### Lecture schedule

| S. No   | Topics to be covered  |
|---------|---|
| Week 19 | Process of communication, types of communication (verbal & Non-verbal)                              |
| Week 20 | . Importance of communication, different forms of communication                                     |
| Week 21 | <b>Winter vacations</b>   |
| Week 22 | Barriers to communication causes, psychological Barriers, Interpersonal Barriers, Physical Barriers |
| Week 23 | Letter writing, presentation, inviting quotations,  |

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| Week 24 | Memorandum, Inter office Memo, Notice, Agenda, Minutes                 |
| Week 25 | Job Application letter, preparing Resume                               |
| Week 26 | Business report,Types,characteristics,importance,elements of structure |
| Week 27 | <b>House examination</b>   |
| Week 28 | Order of writing,the final draft,Checks lists for reports              |
| Week 29 | Presentation ,Importance,Characteristics,.                             |
| Week 30 | Power Point Presentation,Visual aids                                   |
| Week 31 | <b>TERM END EXAMINATION</b>  |

**COURSE TITLE: MANAGERIAL ECONOMICS**

**COURSE COD: BBA202**



Managerial economics is sometimes referred to as business economics and is a branch of economics that applies microeconomic analysis to decision methods of businesses or other management units to assist managers to make a wide array of multifaceted decisions.

## Learning Outcomes

- Develop Understanding to take business decisions in different business situation using theory and concept.
- Analyzing consumer behavior and their utility for their consumption through utility, consumer equilibrium, and indifference curve & demand concept.
- Apply the concept of demand and elasticity practically.
- Evaluate the relationship between price and output determination in different market structure.
- Demonstrate future demand of a product using qualitative and quantitative techniques

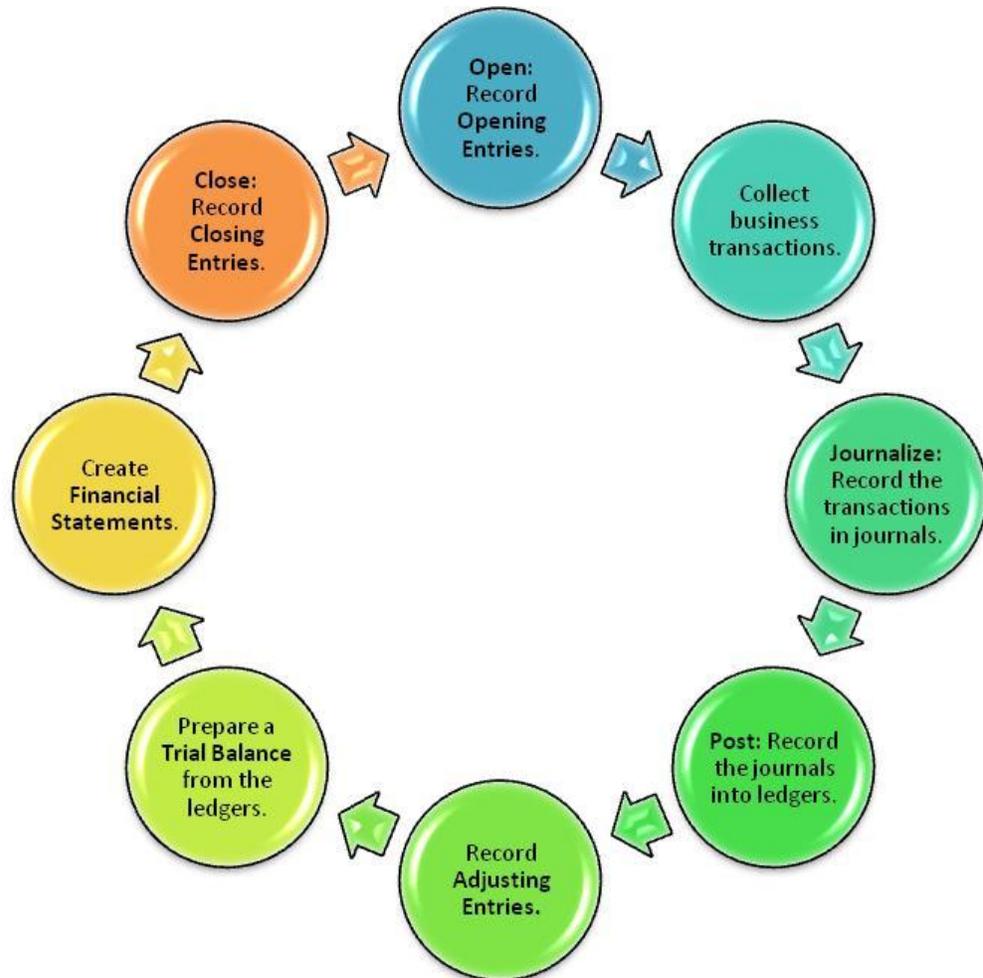
## Lecture Schedule

| S. No   | Topics to be covered  |
|---------|---|
| Week 19 | Meaning of Demand, The Law of Demand Individual Demand, Market Demand, Individual Supply, Market Supply,  |
| Week 20 | Market Equilibrium, Price elasticity of Demand, Income elasticity of Demand, Cross price elasticity of Demand.  |
| Week 21 | <b>Winter vacations</b>   |
| Week 22 | Theory of Consumer Behavior: Cardinal utility theory, ordinal utility theory (indifference, curves, budget line)  |
| Week 23 | Consumer choice, price effect, substitution effect, revealed preference theory.   |
| Week 24 | Producers and optimal production choice optimizing behavior in short run (geometry of Product curves)   |
| Week 25 | law of diminishing margin<br>productivity three stages of production) optimizing behavior in long run ( iso-quants, Iso-cost line, optimal combination of resources). |
| Week 26 | Traditional theory of cost, (Short run and long run geometry of cost curves, envelope curves), modern theory of cost (short run and long run) economies of scale.     |
| Week 27 | <b>House examination</b>  |

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| Week 28 | Meaning and Definition of Perfect competition Features of Perfect competition, Price determination under Perfect competition, Role of time in determining the Price  |
| Week 29 | Equilibrium of a firm and the Industry in the short and long runs, Including industries long run supply curves measuring producer surplus under Perfect Competition, effect of changes in Demand, Cost and imposition of Taxes.  |
| Week 30 | Basic Features , Short run Equilibrium ,Long run Equilibrium , effect of changes in Demand ,Cost and Imposition of Taxes, Price Discrimination Basic Feature , demand and cost, Short run Equilibrium ,Long run Equilibrium, excess capacity, Oligopoly ;Features of Oligopoly, Pricing under Oligopoly, Kinked Demand Curve Model |
| Week 31 | <b>TERM END EXAMINATION</b>  |

## COURSE TITLE: BUSINESS ACCOUNTING

COURSE CODE :BBA203



Business accounting is the systematic recording, analyzing, interpreting and presenting of financial information. Accounting may be done by one person in a small business, or by different teams in large organizations.

### LEARNING OUTCOME

- Demonstrate a good understanding the concept of double entry system and principles of accounting.
- Apply critical thinking and problem solving skill for preparation of trading and profit and loss account and balance sheet of sole trader.
- Understand of various methods of maintaining accounts of Departments.
- learn accounting for branches and departments
- Develop understanding about the accounting of single entry system and its difference with double entry system.

## LECTURE SCHEDULE

| S. No   | Topics to be covered   |
|---------|--|
| Week 19 | Financial Accounting, Accounting as an Information System, Importance ,Scope, and Limitations, Uses of Accounting Information Basis of Accounting Generally Accepted Accounting Principles .   |
| Week 20 | The Accounting Equation, Nature of Accounts and Rules of Debit and Credit  |
| Week 21 | <b>Winter vacations</b>  |
| Week 22 | Recording Transactions in General Journal. Recording Transactions in three columns Cash Book.  |
| Week 23 | An overview of Subsidiary Books. Preparation of Ledger Accounts  |
| Week 24 | Depreciation Accounting and Revenue Recognition, Methods of charging Depreciation Straight –line Method and Written –down –value Method.   |
| Week 25 | Bank Reconciliation Statement: Meaning and Reasons for Preparing Bank Reconciliation Statement, Methods of Preparing Bank Reconciliation Statement   |
| Week 26 | Preparation of Trial Balance, Preparation of Trading Account, Profit & Loss Account and Balance Sheet for a Sole Proprietor with adjustment entries.   |
| Week 27 | <b>House examination</b>   |
| Week 28 | Understanding Contents of Financial Statements of a Joint Stock Company as per Companies Act 2013, Preparation of Cash Flow Statement.   |
| Week 29 | Objectives of Financial Statement Analysis; Sources of Information, Techniques of Financial Statement Analysis Horizontal Analysis, Vertical Analysis and Ratio Analysis. Meaning and Usefulness of Financial Ratios, Limitations of Ratio Analysis. |
| Week 30 | Analysis of Financial Ratios from the Perspective of different Stakeholders like; Investors, Lenders, and short term Creditors: Profitability Ratios, Solvency Ratios, Liquidity Ratios and Turnover   |

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|         | Ratios.                     |
| Week 31 | <b>TERM END EXAMINATION</b> |

**COURSE TITLE : ETHICS AND CORPORATE SOCIAL RESPONSIBILITY**

**COUSE CODE : BBA204**



Corporate Social Responsibility, or “CSR,” refers to the need for businesses to be good corporate citizens. CSR involves going beyond the law's requirements in protecting the environment and contributing to social welfare.

## LEARNING OUTCOME

- Comprehend the concept of business ethics and reasons of unethical business practices.
- Exhibit a relationship between business ethics and the Changing Environment.
- Understand the relevance of driving forces of CSR presentscenario.
- Familiarize with cultural differences of CSR in Indian and International context.

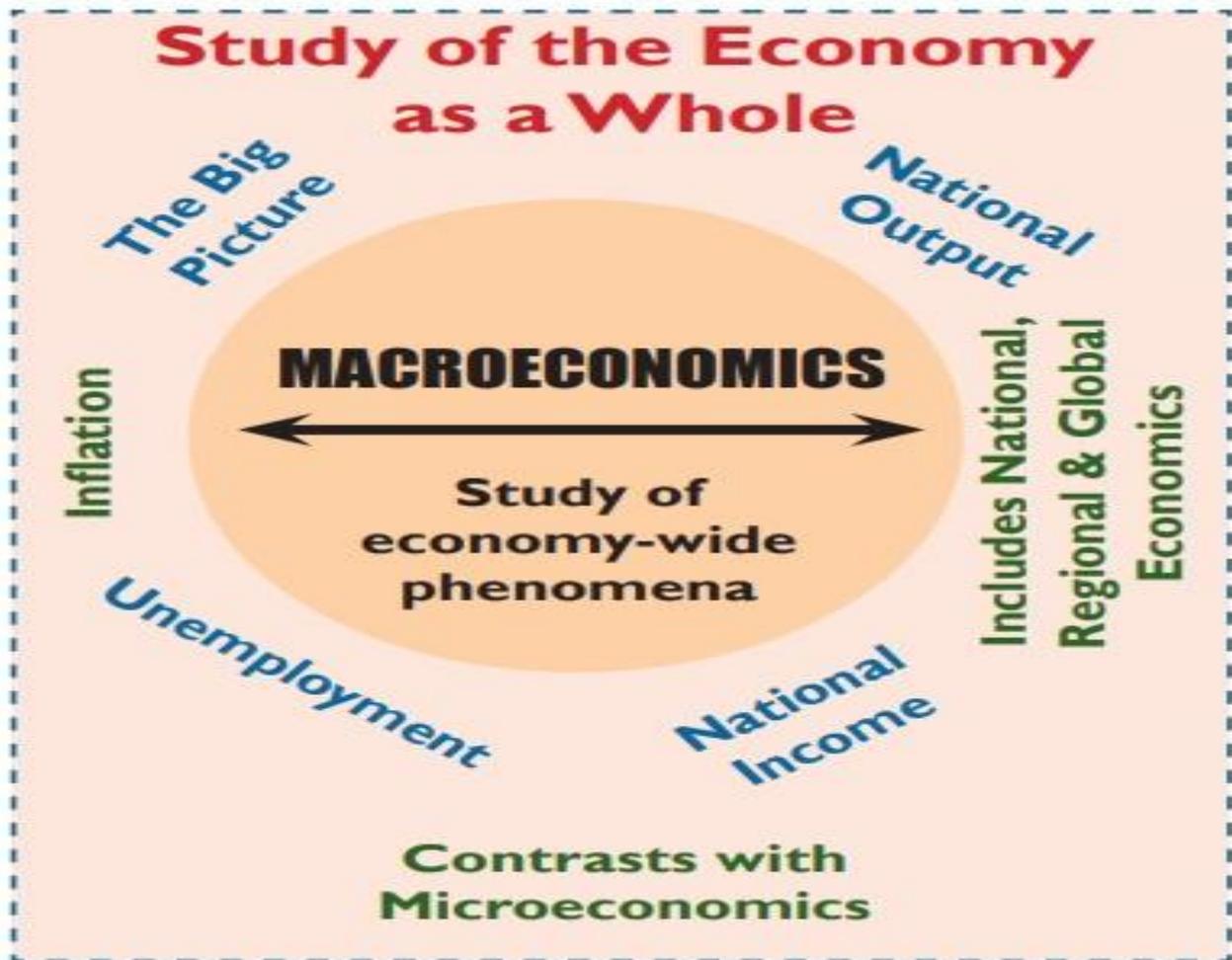
## LECTURE SCHEDULE

| S. No   | Topics to be covered   |
|---------|--|
| Week 19 | Business ethics: Meaning of ethics, why ethical problems occur in business.<br>Ethical principles in business;   |
| Week 20 | Theories of Business Ethics, Globalization and Business Ethics.  |
| Week 21 | <b>Winter vacations</b>  |
| Week 22 | An alternative to moral principles; Moral issues in Business; Worker's and employee's right and responsibilities, profit maximization vs. social responsibility  |
| Week 23 | Major Corporate Governance Failures<br>Concept, Need to improve corporate governance standards, Features of good governance,   |
| Week 24 | Models of Corporate Governance, Benefits of Good Corporate Governance.   |
| Week 25 | Junk Bond Scam(USA),Enron(USA),Andersen Worldwide(USA),Satyam Computer Services Ltd.(India); Common Governance Problems Noticed in various corporate failures is corporate Governance always the cause for Corporate failures. |

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| Week 26 | Meaning, Evolution of corporate social responsibility, CSR and Corporate Sustain ability, Business social performance  |
| Week 27 | <b>House examination</b>   |
| Week 28 | Environmental aspect of CSR, Common indicators for measuring social responsibility, CSR Models, Drivers of CSR   |
| Week 29 | Role played by regulators to improve corporate governance, accounting standards and corporate governance, corporate disclosure, insider trading, SEBI Norms based on KM Birla Committee Clause 49 of Listing Agreement                   |
| Week 30 | Role of auditors in enhancing corporate governance, duties and responsibility of auditors, corporate governance and internal auditors, Whistle blowing: kinds of whistle blowing, precluding the need for whistle blowing discrimination |
| Week 31 | <b>TERM END EXAMINATION</b>  |

**COURSE TITLE : MACROECONOMICS**

**COURSE CODE : BBA 301**



Macroeconomics is the branch of economics that studies the behavior and performance of an economy as a whole. It focuses on the aggregate changes in the economy such as unemployment, growth rate, gross domestic product and inflation.

#### **LEARNING OUTCOME**

- Understanding of different school of thoughts of Macro economics
- Demonstrate a way to measure concepts of national income and its related measure
- Examine the GAP between theory of money and the present concepts of money along with concepts of supply of money
- Analyze determinants of consumption and investment in the macro economic environment
- Evaluate in-depth causes of unemployment and inflation and apply remedies over them in economic policy

## LECTURE SCHEDULE

| S. No.   | Topics to be covered  |
|--|---|
| Admissions of BBA. 3 <sup>RD</sup> SEM.(2ndyear) | <b>Admissions</b>   |
| Week 1   | Measurement of macroeconomic variables: National Income Accounts, Gross Domestic Product, National Income, Personal and Personal disposable income. |
| Week 2   | Classical theory of income and employment: Quantity Theory of Money ,Keynesian theory of Income and employment :                                    |
| Week 3   | Simple Keynesian Model, Components of aggregate demand, equilibrium income, changes in equilibrium, multiplier,                                     |
| Week 4   | ISLM model : properties of ISLM curves, factors affecting the position and slope of   |
| Week 5   | ISLM curves, determination of equilibrium income and interest rates,  |
| Week 6   | Effect of monetary and fiscal policy, Relative effectiveness of monetary and fiscal policy  |
| Week 7   | Money: Functions of money, quantity theory of money, determination of money supply and demand,  |
| Week 8   | H theory of money multiplier, indicators and instruments of monetary control  |
| Week 9   | Inflation: meaning, demand and supply side factors, consequences of inflation,  |
| Week 10  | Anti-inflationary policies, natural rate theory, monetary policy-output and inflation.  |
| Week 11  | Open Economy: brief introduction to BoP account   |
| Week 12  | market for foreign exchange and exchange rate,  |

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| Week 13 | exchange rate, monetary and fiscal policy in open economy         |
|         | <b>HOUSE EXAME</b>  |
| Week 14 | <b>DIWALI BREAK</b>   |
| Week 15 | Mundell Fleming model (perfect capital mobility)                  |
| Week 16 | Imperfect capital mobility under fixed and flexible exchange rate |
| Week 17 | Imperfect capital mobility under fixed and flexible exchange rate |
| Week 18 | <b>TERM END EXAMINATION</b>                                       |

**COURSE TITLE : PRINCIPLES OF MARKETING**

**COURSE CODE :BBA 302**



Marketing principles or principles of marketing are agreed-upon marketing ideas companies use for an effective marketing strategy. They are the principles upon which we build product promotion strategies. We can use the marketing principles for the effective promotion of either goods or services

### LEARNING OUTCOME

- Understand the basic concepts, importance of marketing and marketing environment.
- Learn concepts related to consumer behaviour and market segmentation.
- Analyze the concept of product, branding and product life cycle.
- Learn and understand the concepts of pricing and distribution.
- Demonstrate the concepts of promotion and promotion mix.

### LECTURE SCHEDULE

| S. No.  | Topics to be covered  |
|---|---|
| Admissions of BBA. 3 <sup>RD</sup> SEM.(2nd year) | <b>Admissions</b>   |
| Week 1  | Introduction: Nature, Scope and Importance of Marketing, Evolution of Marketing; Core marketing concepts; Company orientation |
| Week 2  | Production concept, Product concept, Selling concept, Marketing concept, Holistic marketing concept. Marketing                |
| Week 3  | Environment: Demographic, economic, political, legal, socio cultural, technological environment (Indian context)              |
| Week 4  | Portfolio approach– Boston Consultative Group (BCG) matrix  |
| Week 5  | Segmentation, Targeting and Positioning: Levels of Market Segmentation,   |

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|         | Basis for Segmenting Consumer Markets, Difference between Segmentation,<br>Targeting and Positioning;                |
| Week 6  | .Product & Pricing Decisions: Concept of Product Life Cycle (PLC), PLC   |
| Week 7  | marketing strategies, Product Classification, Product Line Decision, Product Mix                                     |
| Week 8  | Decision, Branding Decisions, Packaging & Labeling, New Product Development  |
| Week 9  | Pricing Decisions: Determinants of Price, Pricing Methods (Non-mathematical treatment),                              |
| Week 10 | Adapting Price (Geographical Pricing, Promotional Pricing and Differential Pricing).                                 |
| Week 11 | Promotion Mix: Factors determining promotion mix, Promotional Tools And Personal Selling; Place (Marketing Channels) |
| Week 12 | Marketing channels (discussed in detail)   |
| Week 13 | Basics of Advertisement, Sales Promotion, Public Relations & Publicity   |
|         | <b>HOUSE EXAME</b>   |
| Week 14 | <b>DIWALI BREAK</b>  |
| Week 15 | Channel functions, Channel Levels  |
| Week 16 | Types of Intermediaries: Types of Retailers, Types of Wholesalers.   |

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| Week 17 | Marketing of Services - Unique Characteristics of Services, Marketing strategies<br><br>for service firms – 7Ps |
| Week 18 | <b>TERM END EXAMINATION</b>   |

**COURSE TITLE : MANAGEMENT ACCOUNTING**

**COURSE CODE :BBA 303**



Management accounting is a method of accounting that creates statements, reports, and documents that help management in making better decisions related to their business' performance. Managerial accounting is primarily used for internal purposes.

## Learning Outcome

- Familiarize the concept of cost accounting and analysis material cost by various methods of pricing material issues.
- Develop the knowledge about remuneration and incentives of labour with calculations of overheads.
- Gather knowledge on preparation of cost sheet in organization practical point of view.
- Facilitate the idea and meaning of process costing with accounting procedure of costing and analysis the treatment of normal and abnormal losses & gains.
- Impart the knowledge of operating costing with various methods and techniques of operating costing.

## Lecture schedule

| S. No   | Topics to be covered  |
|---|---|
| Admissions of BBA. 3 <sup>RD</sup> SEM.(2nd year) | <b>Admissions</b>   |
| Week 1  | Nature, Scope of Management Accounting: Meaning, definition, nature and scope of Management Accounting;   |
| Week 2  | Cost concepts: Meaning, Scope, Objectives, and Importance of Cost Accounting; Cost, Costing, Cost Control, and Cost Reduction;  |
| Week 3  | Elements of Cost, Components of total Cost, Cost Sheet.   |
| Week 4  | Classification of Costs: Fixed, Variable, Semi variable, and Step Costs; Product, and Period Costs; Direct, and Indirect Costs; Relevant, and Irrelevant Costs; Shut-down, and Sunk Costs; Controllable, and Uncontrollable Costs |

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| Week 5  | Avoidable and Unavoidable Costs; Imputed / Hypothetical Costs; Out-of-pocket Costs; Opportunity Costs; Expired and Unexpired Costs; Conversion Cost.                   |
| Week 6  | Budgets and Budgetary Control: Meaning, Types of Budgets, Steps in Budgetary Control, Fixed and Flexible Budgeting, Cash Budget.                                       |
| Week 7  | Steps in Budgetary Control, Fixed and Flexible Budgeting, Cash Budget.   |
| Week 8  | Responsibility Accounting: Concept, Significance, Different responsibility centres.  |
| Week 9  | Comparison of Management Accounting with Cost Accounting and Financial Accounting  |
| Week 10 | Cost-Volume-Profit Analysis: Contribution, Profit -Volume Ratio, Margin of safety, Cost Break-even Point   |
| Week 11 | Composite Break-even Point, Cash Break-even Point, Key Factor, Breakeven Analysis.   |
| Week 12 | Relevant Costs and Decision Making: Pricing, Product Profitability, Make or Buy, Exploring new markets, Export Order, Sell or Process Further, Shut down vs. Continue. |
| Week 13 | Standard Costing and Variance Analysis:  |
|         | <b>HOUSE EXAM</b>  |
| Week 14 | <b>DIWALI BREAK</b>  |
| Week 15 | Meaning of Standard Cost and Standard Costing, Advantages, Limitations and Applications  |
| Week 16 | Material, Labour, Overhead VARIANCES.  |
| Week 17 | Sales variances.   |
| Week 18 | <b>TERM END EXAMINATION</b>  |

**COURSE TITLE: INDIA'S DIVERSITY & BUSINESS**

**COURSE CODE: BBA 304**



India's diversity and its linkages with the people, livelihood, occupational diversity and socio-economic challenges. Further, it aims at understanding the diversity and its implications for the business.

### **LEARNING OUTCOME**

- Understand the concept, factors of the business environment and five year plans of India.
- Examine the concept and role of social environment, ethics and corporate governance.
- Understand various government policies, institutions and its role in business.
- Develop insights of economic policies, RBI role,

## LECTURE SCHEDULE

| Sr. No                                  | Topics to be covered   |
|---|--|
| Admissions of BBA. 3 <sup>rd</sup> SEM. | <b>Admissions</b>  |
| Week 1                                  | Recognizing, Accommodating and valuing diversity Challenges and dilemmas posed by diversity and drive for homogenization; Sources of dilemma and tension   |
| Week 2                                  | immigration, competition for limited resources; Regional bases of India's diversity: regional approach to understanding diversity in terms of India's topography, drainage, soil, climate, natural vegetation, rural and urban settlements |
| Week 3                                  | Social diversity in India: Peopling , demography, languages, castes, ethnicity, religions, sects, family, kinship and social institutions; socio-cultural regions  |
| Week 4                                  | People, Livelihood and Occupational Diversity Traditional livelihoods and their nature   |
| Week 5                                  | agriculture, crafts, industry and services,  |
| Week 6                                  | Region, occupation and employment  |
| Week 7                                  | Linkages between Diversity and India's Socio-economic challenges   |
| Week 8                                  | Regional variations in terms of geographic and socio-economic factors-trends and emerging options  |
| Week 9                                  | Food insecurity, economic inequalities and poverty,  |
| Week 10                                 | environmental degradation and sustainable development  |

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| Week 11 | Diversity and Business Indian Consumers and marketing |
| Week 12 | Rural and Urban context Diversity                     |
| Week 13 | manufacturing, industry and services                  |
|         | <b>HOUSE EXAME</b>                                    |
| Week 14 | <b>DIWALI BREAK</b>                                   |
| Week 15 | Diversity and Innovation;                             |
| Week 16 | Workforce diversity                                   |
| Week 17 | Workforce diversity and management                    |
| Week 18 | <b>TERM END EXAMINATION</b>                           |

**COURSE TITLE : PERSONALITY DEVELOPMENT AND COMMUNICATION SKILLS**  
**COURSE CODE : BBA305**



An individual with a pleasing personality is appreciated and respected by all. Effective Communication skills play a crucial role in honing one's personality. Communication helps individuals to express themselves in the most convincing way.

**LEARNING OUTCOME**

- **Behavior:** A stereotyped response to an internal or external stimulus.
- **Character:** An individual's set of emotional, cognitive, and behavioral patterns learned and accumulated over time.
- **Cognition:** The act or process of knowing or perceiving.
- **Cognitive:** The ability to think, learn, and memorize.

- **Gene:** A building block of inheritance, which contains the instructions for the production of a particular protein, and is made up of a molecular sequence found on a section of DNA.
- **Identity:** The condition of being the same with, or possessing, a character that is well described, asserted, or defined.
- **Maturity:** A state of full development or completed growth.
- **Socialization:** The process by which new members of a social group are integrated in the group.
- **Temperament:** A person's natural disposition or inborn combination of mental and emotional traits. The degree of a person's success is directly dependent on the kind of personality he has. There are various key factors of a good personality and to enhance those characteristics of a human being is actually called personality development.

**LECTURE SCHEDULE:**

| S. No  | Topics to be covered                                 |
|--|--|
| Admissions of BBA.3 <sup>rd</sup> SEM.(2 <sup>nd</sup> year) | <b>Admissions</b>                                    |
| Week 1   | Techniques in Personality development                |
| Week 2   | Self confidence, Mnemonics                           |
| Week 3   | Goal setting, Time Management and effective planning |
| Week 4   | Written communication                                |
| Week 5   | Basics of Letter writing, memorandum,                |
| Week 6   | notice, email,                                       |
| Week 7   | Report writing. Resume writing.                      |
| Week 8   | Communication skills and Personality Development     |

|         |  |
|---------|--|
| Week 9  | Intra personal communication and Body Language |
| Week 10 | Inter personal Communication and Relationships |
| Week 11 | Team Building and public speaking              |
| Week 12 | Corporate Grooming,                            |
| Week 13 | Dressing Etiquette, Preparing for Interview,   |
|         | <b>HOUSE EXAME</b>                             |
| Week 14 | <b>DIWALI BREAK</b>                            |
| Week 15 | Emotional Quotient.                            |
| Week 16 | Leadership Skills                              |
| Week 17 | Time Management and effective planning         |
| Week 18 | <b>TERM END EXAMINATION</b>                    |

**COURSE TITLE : BUSINESS RESEARCH**

**COURSE CODE :BBA 401**



Research helps companies to understand the demand and supply of the market. Using such research will help businesses reduce costs, and create solutions or products that are targeted to the demand in the market and the correct audience.

## LEARNING OUTCOME

- Understand the concept, process, design, tools and techniques of RM.
- Apply tools, techniques/methods to assist various functions of management.
- Analyze the data collected.
- Evaluating the results, interpret and present findings.
- Preparing research report

## LECTURE SCHEDULE

| S. No   | Topics to be covered   |
|---------|--|
| Week 19 | Nature and Scope of Marketing Research – Role of Marketing Research in decision making. Applications of Marketing Research   |
| Week 20 | The Research process – Steps in the research process; the research proposal; Problem Formulation: Management decision problem Vs. Marketing Research problem.  |
| Week 21 | <b>Winter vacations</b>  |
| Week 22 | Research Design: Exploratory, Descriptive, Causal  |
| Week 23 | Secondary Data Research: Advantages & Disadvantages of Secondary Data, Criteria for evaluating secondary sources, secondary sources of data in Indian Context.   |
| Week 24 | Primary Data Collection: Survey Vs. Observations.  |
| Week 25 | Comparison of self administered, telephone, mail, emails techniques. Qualitative Research Tools: Depth Interviews focus groups and projective techniques; Measurement & Scaling: Primary scales of Measurement - Nominal, Ordinal, and Interval & Ratio. |
| Week 26 | Scaling techniques-paired comparison, rank order, constant sum, semantic differential, itemized ratings, Likert Scale; Questionnaire form & design.  |

|         |   |
|---------|---|
| Week 27 | <b>House examination</b>  |
| Week 28 | Sampling: Sampling techniques,  |
| Week 29 | determination of sample size and Data analysis  |
| Week 30 | Data Analysis: Z test (mean, diff. of mean, diff. of proportion) t test (mean), paired t test, Chi square test, Report writing. |
| Week 31 | <b>TERM END EXAMINATION</b>   |

**Course Title : Human resource Management**

**COURSE CODE :BBA 402**



Human resources management is a very important function in every organization. Without human resources management, companies would not be able to effectively recruit and retain employees, improve and enhance the organization, and they wouldn't be able to maintain a healthy, accepting workplace culture and environment.

**LEARNING OUTCOME:**

- Develop an understanding of the concepts of HRM and its importance in the organization.
- Inculcate the essential skill sets required to function as an HR manager.
- Integrate the knowledge of HR concepts to take the best managerial decisions.
- Contribute to the implementation and evaluation of plans related to employee recruitment, selection, appraisal processes in an organization.
- Evaluate and implement employee training and development programs.
- Analyze the strategies aimed at transfer and promotion of the employees

**LECTURE SCHEDULE**

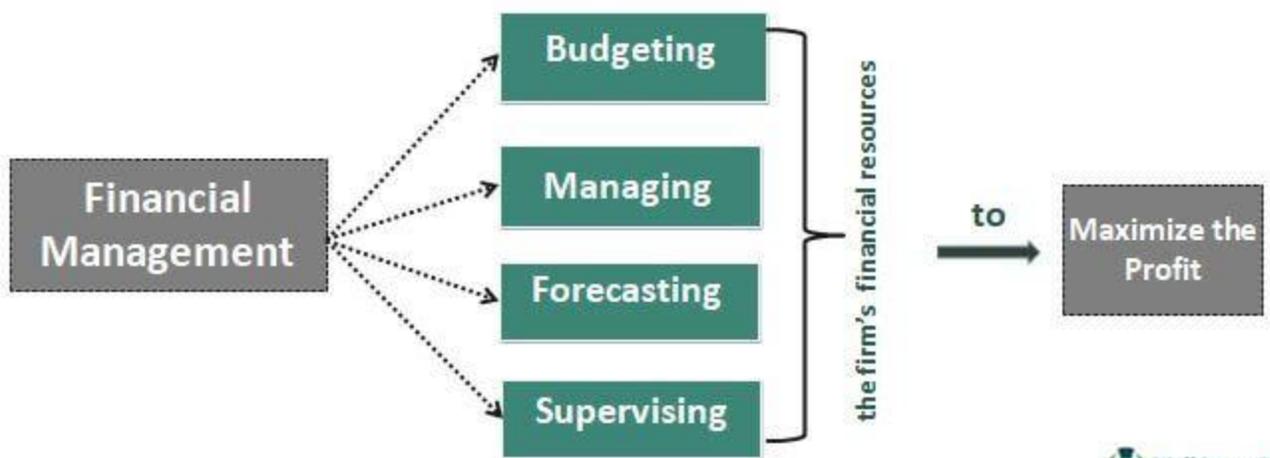
| S. No   | Topics to be covered   |
|---------|--|
| Week 19 | Human Resource Management: Concept, Functions, roles, skills & competencies.   |
| Week 20 | The changing environment of HRM – globalization, cultural environment, technological advances  |
| Week 21 | <b>Winter vacations</b>  |
| Week 22 | workforce diversity, corporate downsizing, changing skill requirement, HR role in strategy formulation & gaining competitive advantage.  |
| Week 23 | Human Resource Planning: Process, Forecasting demand & supply, Skill inventories   |
| Week 24 | Job analysis – Uses, methods, Job description & Job specifications.  |
| Week 25 | Recruitment, Selection & Orientation: internal & external sources, e-recruitment, selection process, orientation process.  |
| Week 26 | Training: Concept, Needs, Systematic approach to training, Methods of training. Performance management system: concept, uses of performance appraisal, factors that distort appraisal. |
| Week 27 | <b>House examination</b>   |

|         |  |
|---------|--|
| Week 28 | Compensation: Steps of determining compensation, job evaluation, components of pay structure, factors influencing compensation levels, wage differentials & incentives, profit sharing, gain sharing, employees' stock option plans. |
| Week 29 | Industrial Relations: Introduction to Industrial Relations, Trade unions role, types, functions, problems, industrial dispute- concept, causes & machinery for settlement of disputes-grievance, concepts, causes                    |
| Week 30 | grievance redressal machinery, discipline-concept, aspect of discipline & disciplinary procedure, Collective bargaining- concept, types, process, problems, essentials of effective collective bargaining                            |
| Week 31 | <b>TERM END EXAMINATION</b>  |

**COURSE TITLE: FINANCIAL MANAGEMENT**

**COURSE CODE : BBA403**

## Financial Management



Financial management is strategic planning, organizing, directing, and controlling of financial undertakings in an organization or an institute. It also includes applying management principles to the financial assets of an organization, while also playing an important part in fiscal management.

## LEARNING OUTCOME

- Demonstrate a good understanding of concepts, goals and functions of financial management.
- Analyze the pattern of fund requirement and associated risk through financial planning.
- Evaluate various theories of dividend and capital budgeting techniques to allocate funds to the most attractive investment opportunity
- Estimate various capital structure theories and factors affecting capital structure decisions in a firm.
- Determine optimum capital structure and cost of capital of various sources like equity, debt, preference and retained earnings.
- Examine the determinants of working capital requirement of the company and its tools for smooth functioning of business.

## LECTURE SCHEDULE

| S. No   | Topics to be covered  |
|---------|---|
| Week 19 | Nature of Financial Management: Finance and related disciplines; Scope of Financial Management; Profit Maximization, Wealth Maximization - Traditional and Modern Approach; |
| Week 20 | Functions of finance – Finance Decision, Investment Decision, Dividend Decision; Objectives of Financial Management; Organization of finance function;                      |
| Week 21 | <b>Winter vacations</b>   |
| Week 22 | Concept of Time Value of Money, present value, future value, and annuity; Risk & Return: Risk - Systematic & unsystematic risk – their sources and measures.                |
| Week 23 | Leverage Analysis: Operating and Financial Leverage; EBIT -EPS analysis; Combined leverage.   |
| Week 24 | Long -term investment decisions: Capital Budgeting - Principles and Techniques; Nature and meaning of capital budgeting;  |
| Week 25 | Estimation of relevant cash flows and terminal value; Evaluation techniques. Accounting Rate of Return, Net Present Value, Internal Rate of                                 |

|         |  |
|---------|--|
|         | Return, Profitably Index Method  |
| Week 26 | Concept and Measurement of Cost of Capital: Explicit and Implicit costs; Measurement of cost of capital; Cost of debt; Cost of perpetual debt; Cost of Equity Share; Cost of Preference Share; Cost of Retained Earning; Computation of over-all cost of capital based on Historical and Market weights.   |
| Week 27 | <b>House examination</b>   |
| Week 28 | Capital Structure: Approaches to Capital Structure Theories - Net Income approach, Net Operating Income approach,  |
| Week 29 | Dividend Policy Decision - Dividend and Capital; The irrelevance of dividends: General, MM hypothesis; Relevance of dividends: Walter's model, Gordon's model;   |
| Week 30 | Working Capital Management: Management of Cash - Preparation of Cash Budgets (Receipts and Payment Method only); Cash management technique, Receivables Management – Objectives; Credit Policy, Cash Discount, Debtors Outstanding and Ageing Analysis; Inventory Management (Very Briefly) - ABC Analysis; Minimum Level; Maximum Level; Reorder Level; Safety Stock; EOQ, Determination of Working |
| Week 31 | <b>TERM END EXAMINATION</b>  |

**COURSE TITLE : TAX PLANNING**

**COURSE CODE : BBA404**



Tax planning is the analysis of a financial situation or plan to ensure that all elements work together to allow you to pay the lowest taxes possible. A plan that minimizes how much you pay in taxes is referred to as tax efficient. Tax planning should be an essential part of an individual investor's financial plan.

**LEARNING OUTCOME:**

- Acquire knowledge regarding the basic concepts of Income Tax.
- Compute the taxable income/gain under different heads of Income.
- Determine eligible deductions and compute taxable income and tax liability of an individual.
- Understand the Assessment procedure & e-filing of Income Tax Returns and Computation of Tax.
- Obtain knowledge about TDS, advance payment of tax, income tax authorities, and provisions of appeal, revision and penalties.

## LECTURE SCHEDULE

| S. No   | Topics to be covered  |
|---------|---|
| Week 19 | . Income tax concepts: Previous Year, Assessment Year, Person, Assessee, Income (including agricultural income)   |
| Week 20 | Residential Status and their incidence of tax, Gross Total Income, Total Income; Income which do not form part of total income, Tax Evasion, Tax Avoidance. |
| Week 21 | <b>Winter vacations</b>   |
| Week 22 | Tax Planning under the head Salary  |
| Week 23 | Tax Planning under the head Salary( practical questions)  |
| Week 24 | Tax Planning under the head Salary( practical questions)  |
| Week 25 | Tax Planning under the head Salary( practical questions)  |
| Week 26 | Computation of Income under the Head: House Property and Profits and gains from Business or Profession.   |
| Week 27 | <b>House examination</b>  |
| Week 28 | Computation of Income under the Head: Capital gains and Income from other sources   |
| Week 29 | Clubbing of Income, Set-off and carry-forward of losses Deductions from gross total income as applicable to an individual and Business Units;               |
| Week 30 | Computation of total income and tax liability of an individual and Business Units.  |
| Week 31 | <b>TERM END EXAMINATION</b>   |

## **COURSE TITLE : IT TOOLS IN BUSINESS**

**COURSE CODE :BBA405**



IT tools in Business are all the systems, applications, controls, calculating solutions, methodologies, etc. used by organizations to be able to cope with changing [markets](#), ensure a competitive position in them and improve business performance.

### **LEARNING OUTCOME**

- The student will understand the basic working of computers and about hardware and software's.
- They will come to know working with MS Office, MS excel and MS office.
- They will come to know concept of database management system.
- They will understand communications system.

### **LECTURE SCHEDULE**

| <b>S. No</b> | <b>Topics to be covered</b>   |
|--------------|---|
| Week 19      | Introduction: Concept of worksheets and workbooks, creating, opening, closing and saving workbooks, moving, copying, inserting, deleting and renaming worksheets.   |
| Week 20      | absolute, relative and mixed referencing in formulas, referencing cells in other worksheets and workbooks, correcting common formula errors, working with inbuilt function categories like mathematical, statistical, text, lookup, information, logical, database, date and time and |
| Week 21      | <b>Winter vacations</b>   |

|         |   |
|---------|---|
| Week 22 | consolidate command Printing and Protecting worksheets: Adjusting margins, creating headers and footers, setting page breaks, changing orientation, creating portable documents and printing data and formulae  |
| Week 23 | Creating, formatting and modifying a pivot table, sorting, filtering and grouping items, creating calculated field and calculated item, creating pivot table charts, producing a report with pivot tables..   |
| Week 24 | Introduction: Creating and saving your document, displaying different views, working with styles and character formatting, working with paragraph formatting techniques using indents, tabs, alignment, spacing, bullets and numbering and creating borders..                                 |
| Week 25 | Spell check your document using inbuilt and custom dictionaries, checking grammar and style ,using thesaurus and finding and replacing text. Create bookmarks, captions and cross referencing, adding hyperlinks, adding sources and compiling and bibliography.                              |
| Week 26 | Creating a blank presentation using a design template, basing a new presentation on an existing one, creating and managing slides, using content place holders, creating graphs, tables, diagrams, organization charts, inserting clip art and images. Viewing and navigating a presentation: |
| Week 27 | <b>HOUSE EXAMINATIONS</b>   |
| Week 28 | Introduction to Database Development: Database Terminology, Objects, Creating Tables, working with fields, understanding Data types , Changing table design, Assigning Field Properties, Setting Primary Keys, using field validation and record validation rules, Indexing,                  |
| Week 29 | Select data with queries: Creating Query by design & by wizard (Select, Make Table, Append, Delete, Cross Tab, Update, Parameterized Query, Find Duplicate and Find Unmatched), Creating multi table queries, creating & working with table joins.  |
| Week 30 | Working with Reports: Creating Basic Reports, Creating Header & Footer, Placing Controls on reports, sorting & grouping, Creating Sub reports.  |

**COURSE TITLE : QUANTITATIVE TECHNIQUES FOR MANAGEMENT**

**COURSE CODE : BBA 501**



Quantitative techniques can be understood as a collection of mathematical and statistical tools that are used to provide powerful means of analysis using quantitative data for effective decision making in business.

#### **LEARNING OUTCOME**

- Understand the key terminologies, concepts, tools and techniques of Quantitative techniques.
- Calculate and interpret the simple regression equation for a set of data.
- Apply probability rules and theoretical distributions to solve problems.
- Analyze time series data and its components by various methods.
- Knowledge about association of attributes and inferential aspects such as test of hypotheses and associated concepts.

## LECTURE SCHEDULE :

| S. No  | Topics to be covered   |
|--|--|
| Admissions of BBA.5 <sup>th</sup> SEM.(3 <sup>rd</sup> year) | <b>Admissions</b>  |
| Week 1   | Linear Programming: Formulation of L.P. Problems, Graphical Solutions (Special cases: Multiple optimal solution, infeasibility, unbounded solution)      |
| Week 2   | Simplex Methods (Special cases: Multiple optimal solution, infeasibility, degeneracy, unbounded solution)  |
| Week 3   | Big-M method and Two-phase method;   |
| Week 4   | Duality and Sensitivity (emphasis on formulation & economic interpretation); Formulation of Integer programming, Zero-one programming, Goal Programming. |
| Week 5   | Elementary Transportation: Formulation of Transport Problem, Solution by N.W.<br><br>Corner Rule,  |
| Week 6   | Least Cost method, Vogel's Approximation Method (VAM),   |
| Week 7   | Modified Distribution Method. (Special cases: Multiple Solutions, Maximization case, Unbalanced case, prohibited routes)                                 |
| Week 8   | Elementary Assignment: Hungarian Method, (Special cases: Multiple Solutions, Maximization case, Unbalanced case, Restrictions on assignment.)            |
| Week 9   | Network Analysis: Construction of the Network diagram,   |
| Week 10  | Critical Path - float and slack analysis   |

|         |   |
|---------|---|
| Week 11 | (Total float, free float, independent float), PERT, Project Time Crashing                   |
| Week 12 | Introduction to Game Theory: Pay off Matrix-  |
| Week 13 | Two person Zero- Sum game, Pure strategy, Saddle point;                                     |
|         | <b>HOUSE EXAME</b>  |
| Week 14 | <b>DIWALI BREAK</b>   |
| Week 15 | Dominance Rule, Mixed strategy, Reduction of $m \times n$ game and solution of $2 \times 2$ |
| Week 16 | $2 \times s$ , and $r \times 2$ cases by Graphical and Algebraic methods                    |
| Week 17 | Introduction to Simulation: Monte Carlo Simulation.   |
| Week 18 | <b>TERM END EXAMINATION</b>   |

## **COURSE TITLE : LEGAL ASPECTS OF BUSINESS**

**COURSE CODE : BBA 502**



The legal aspects of Business are introduced as the base of any organization. It is preferable to have a founder's agreement as its first step. It is a document that outlines the roles, duties, obligations, exit clauses, and operational and executional details of a company and its owners.

### **LEARNING OUTCOME :**

- Will become aware of law related to sales of goods, the unpaid seller
- Understand about creation and termination of the contract of agency
- Will understand the different provision related to negotiable instruments
- Will understand the process of creation and termination of the partnership
- Understand consumer protection measures available in India
- Will be able to understand the applicability of IPR, filing and infringement of IPR

## LECTURE SCHEDULE

| S. No  | Topics to be covered  |
|--|---|
| Admissions<br>of BBA. 5 <sup>th</sup><br>SEM.(3rdyear) | <b>Admissions</b>   |
| Week 1   | The Indian Contract Act 1872: Meaning and Essentials of contract; Kinds of contract-Based on: validity, formation & performance, law relating to offer and acceptance, consideration. |
| Week 2   | competency to contract, free consent, Void agreements, performance of contracts, discharge of contracts.  |
| Week 3   | Special contracts: contract of indemnity and guarantee.   |
| Week 4   | Sale of Goods Act 1930: Sale and agreement to sell, implied conditions and warranties, sale by non-owners, rights of unpaid seller.   |
| Week 5   | Negotiable Instruments Act 1881: Meaning of negotiable instruments, type of negotiable instruments, promissory note, bill of exchange, cheque.  |
| Week 6   | The Companies Act 2013: Meaning and types, Incorporation, Memorandum & Articles of association,   |
| Week 7   | Prospectus, Issue of shares and bonus shares, rights issue, sweat equity.   |
| Week 8   | breach of contracts and quasi contract.   |
| Week 9   | Consumer Protection Act 1986: Objectives and machinery for consumer protection.   |
| Week 10  | defects and deficiency removal, rights of consumers.  |
| Week 11  | The Right to Information Act 2005:  |
| Week 12  | Salient features and coverage of the act, definition of terms information.  |
| Week 13  | bailment and pledge, and agency.  |

|         |   |
|---------|---|
|         | <b>HOUSE EXAM</b>   |
| Week 14 | <b>DIWALI BREAK</b>   |
| Week 15 | <b>seminar</b>  |
| Week 16 | obligations of public authorities, requesting information and functions of PIO. |
| Week 17 | role of directors, share qualification, company meetings.                       |
| Week 18 | <b>TERM END EXAMINATION</b>   |

**COURSE TITLE : INVESTMENT BANKING & FINANCIAL SERVICES**

**COURSE CODE : BBA 503 (DSE I)**



# Investment Banking

*['in-'ves(t)-mənt 'bɑŋ-kiŋ]*

A type of banking that organizes large, complex financial transactions such as mergers or initial public offer (IPO) underwriting.

Investment banking is a special segment of banking operation that helps individuals or organisations raise capital and provide financial consultancy services to them. They act as intermediaries between security issuers and investors and help new firms to go public.

### LEARNING OUTCOME :

- Investment knowledge of product portfolio.
- Financial services and banking services.
- Evaluating investment advice from brokers to develop optimal portfolio and selecting best portfolio based on different evaluation models.
- Measuring the risk and return of a portfolio position and diversify and manage investment portfolios in accordance with a person's risk preferences.

### LECTURE SCHEDULE :

| Sr. No                                  | Topics to be covered  |
|---|---|
| Admissions of BBA. 5 <sup>th</sup> SEM. | <b>Admissions</b>   |
| Week 1                                  | Introduction: An Overview of Indian Financial System, Investment Banking in India,  |
| Week 2                                  | Recent Developments and Challenges ahead, Institutional structure and Functions of Investment / Merchant Banking; SEBI guidelines for Merchant Bankers. |
| Week 3                                  | Issue Management: Public Issue: classification of companies, eligibility, issue pricing, promoter's contribution, minimum public offer,                 |
| Week 4                                  | prospectus, allotment, preferential allotment, private placement, Book Building process, designing and pricing  |
| Week 5                                  | Right Issue: promoter's contribution, minimum subscription, advertisements,   |

|         |   |
|---------|---|
|         | contents of offer document, Bought out Deals, Post issue work & obligations, Investor protection, Broker, sub broker and underwriters |
| Week 6  | Leasing and Hire Purchase :Concepts of leasing, types of leasing – financial & operating lease,                                       |
| Week 7  | direct lease and sales & lease back, advantages and limitations of leasing, Lease rental determination;                               |
| Week 8  | Finance lease evaluation problems (only Lessee's angle), Hire Purchase interest & Installment, difference between                     |
| Week 9  | Hire Purchase & Leasing,  |
| Week 10 | Choice criteria between Leasing and Hire Purchase, Factoring, forfeiting and its arrangement  |
| Week 11 | Venture Capital: Concept, history and evolution of VC,  |
| Week 12 | The venture investment process, various steps in venture financing.   |
| Week 13 | Credit Ratings: Introduction, types of credit rating  |
|         | <b>HOUSE EXAME</b>  |
| Week 14 | <b>DIWALI BREAK</b>   |
| Week 15 | advantages and disadvantages of credit ratings  |
| Week 16 | Credit rating agencies and their methodology.   |
| Week 17 | Securitization: concept, securitization as a funding mechanism  |
| Week 18 | <b>TERM END EXAMINATION</b>   |

**COURSE TITLE : CONSUMER BEHAVIOR**

**COURSE CODE : BBA 503(DSE II)**



Consumer behavior is the study of individuals, groups, or organizations and all the activities associated with the purchase, use and disposal of goods and services. Consumer behavior consists of how the consumer's emotions, attitudes, and preferences affect buying behavior.

**LEARNING OUTCOME :**

- Discuss the rationale for studying consumer behavior.

- Identify and explain factors that influence consumer behavior inclusive of society and culture and demonstrate how knowledge of consumer behavior can be applied to marketing.
- Develop an understanding of the motivational factors in consumer behavior and will be able to measure the consumer personality.
- Demonstrate the impact of reference groups in influencing buying decisions.
- Explain the diffusion of innovation and various models of consumer decision making

## LECTURE SCHEDULE

| S. No   | Topics to be covered  |
|---|---|
| Admissions of BBA. 5 <sup>th</sup> Sem.(3 <sup>rd</sup> year) | <b>Admissions</b>   |
| Week 1  | Consumer Behaviour: Nature, scope & application: Importance of consumer behaviour in marketing decisions, characteristics of consumer behaviour |
| Week 2  | role of consumer research   |
| Week 3  | consumer behaviour- interdisciplinary approach.   |
| Week 4  | Consumer Needs & Motivation: Characteristics of motivation, arousal of motives, self-concept & its importance, types of involvement.            |
| Week 5  | Trait theory: Theory of self-images; Role of self-consciousness.  |
| Week 6  | Consumer Perception: Concept of absolute threshold limit, differential threshold limit & subliminal perception:                                 |
| Week 7  | Perceptual Process: selection, organisation & interpretation. Learning & Consumer Involvement:  |
| Week 8  | Importance of learning on consumer behaviour,<br>Consumer Attitudes: Formation of attitudes, functions performed by attitudes.                  |

|         |  |
|---------|--|
| Week 9  | Group Dynamics & consumer reference groups: Different types of reference groups,   |
| Week 10 | Factors affecting reference group influence, reference group influence on products & brands, application of reference groups.  |
| Week 11 | Family & Consumer Behavior: Consumer socialization process, consumer roles within a family,  |
| Week 12 | Purchase influences and role played by children, family life cycle.  |
| Week 13 | Social Class & Consumer behavior: Determinants of social class, measuring & characteristics of social class.   |
|         | <b>HOUSE EXAME</b>   |
| Week 14 | <b>DIWALI BREAK</b>  |
| Week 15 | Diffusion of Innovation: Definition of innovation, product characteristics influencing<br>Resistance to innovation, adoption process.                                  |
| Week 16 | Consumer Decision making process: Process- problem recognition, pre-purchase search influences, information evaluation, purchase decision (compensatory decision rule, |
| Week 17 | conjunctive decision, rule, Lexicographic rule, affect referral, disjunctive rule), post-purchase evaluation; Situational Influences.                                  |
| Week 18 | <b>TERM END EXAMINATION</b>  |

**COURSE TITLE :HRD SYSTEMS AND STRATEGIES**

**COURSE CODE : BBA 503 (DSE III)**



HRD Strategies are a plan that defines how the human resources would be utilized through the use of an integrated array of training, organizational development and career development efforts to achieve individual, organizational objectives.

**LEARNING OUTCOME:**

- Recruitment and selection of employees for meeting the present and future requirements of an organization.
- Performance appraisal of the employees in order to understand their capabilities and improving them through additional training.
- Offering the employees' performance counselling and performance interviews from the superiors.

- Career planning and development programmes for the employees.
- Development of employees through succession planning.
- Workers' participation and formation of quality circles.

#### LECTURE SCHEDULE:

| S. No   | Topics to be covered   |
|---|--|
| Admissions of BBA. 5 <sup>th</sup> Sem.(3 <sup>rd</sup> year) | <b>Admissions</b>  |
| Week 1  | Human Resource Development (HRD) : Concept, Origin and Need,   |
| Week 2  | Relationship between human resource management and human resource development;   |
| Week 3  | HRD as a Total System; Activity Areas of HRD : Training, Education and Development; Roles and competencies of HRD professionals. |
| Week 4  | Implementing HRD programs; Evaluating HRD programs.  |
| Week 5  | HRD Interventions: Integrated Human Resource Development Systems, Staffing for HRD;  |
| Week 6  | <b>CASE STUDY</b>  |
| Week 7  | HRD Applications: Coaching and mentoring, Career management and development;   |
| Week 8  | Employee counselling; Competency mapping, High Performance Work Systems,   |
| Week 9  | Evaluating the HRD Effort; Data Gathering; Analysis and Feedback;  |
| Week 10   | Industrial relations and HRD. HRD Experience in Indian Organizations,  |

|         |   |
|---------|---|
| Week 11 | Balanced Score Card. Integrating HRD with technology. |
| Week 12 | International HRD experience,<br>Future of HRD.       |
| Week 13 | <b>CASE STUDY</b>                                     |
|         | <b>HOUSE EXAME</b>                                    |
| Week 14 | <b>DIWALI BREAK</b>                                   |
| Week 15 | <b>CASE STUDY</b>                                     |
| Week 16 | Physical and Financial Resources for HRD.             |
| Week 17 | <b>CASE STUDY</b>                                     |
| Week 18 | <b>TERM END EXAMINATION</b>                           |

**COURSE TITLE : INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT**

**COURSE CODE: BBA 504(DSE I)**

# Portfolio Management

*[pɔrt-'fō-lē-,ō 'ma-nij-mənt ]*

The art and science of selecting and overseeing a group of investments that meet the long-term financial objectives and risk tolerance of a client, a company, or an institution.



 Investopedia

Investment analysis involves researching and evaluating a security or an industry to predict its future performance and determine its suitability to a specific investor. Investment analysis may also involve evaluating or creating an overall financial strategy.

## LEARNING OUTCOME:

- Understanding the measures of risk and return in financial assets, based on the characteristics of different financial assets and value assets such as stocks and bonds for investment, concept and theories of traditional and modern portfolio management
- Analyzing stock returns and risk in economic environment and indicators and using various models for the purpose of investment.
- Measuring the risk and return of a portfolio position and diversify and manage investment portfolios in accordance with a person's risk preferences
- Evaluating investment advice from brokers to develop optimal portfolio and selecting best portfolio based on different evaluation models.

## LECTURE SCHEDULE:

| Sr. No                                  | Topics to be covered   |
|---|--|
| Admissions of BBA. 5 <sup>th</sup> SEM. | <b>Admissions</b>  |
| Week 1                                  | Basics of risk and return: concept of returns, application of standard deviation, coefficient of variation, beta, alpha. Bonds : present value of a bond, yield to maturity, yield to call, yield to put, systematic risk, price risk, interest rate risk, default risk. |
| Week 2                                  | Share valuation: Dividend discount models- no growth, constant growth, two stage growth model, multiple stages; Relative valuation models using P/E ratio, book value to market value.   |
| Week 3                                  | Fundamental analysis: EIC framework; Economic analysis   |
| Week 4                                  | Leading lagging & coincident macro-economic indicators, Expected direction of movement of stock prices with macroeconomic variables in the Indian context  |
| Week 5                                  | Industry analysis: stages of life cycle, Porter's five forces model, SWOT analysis, financial analysis of an industry; Company analysis.   |
| Week 6                                  | Technical analysis: meaning, assumptions, difference between technical and fundamental analysis; Price indicators  |
| Week 7                                  | Dow theory advances and declines, new highs and lows- circuit filters. Volume indicators- Dow Theory, small investor volumes   |
| Week 8                                  | Efficient market hypothesis; Concept of efficiency: Random walk, Three forms of EMH and implications for investment decisions. (No numerical in EMH and technical analysis)  |
| Week 9                                  | Portfolio analysis: portfolio risk and return  |
| Week 10                                 | Markowitz portfolio model: risk and return for 2 and 3 asset portfolios,   |

|         |  |
|---------|--|
|         |  |
| Week 11 | concept of efficient frontier & optimum portfolio                                    |
| Week 12 | Market Model: concept of beta systematic and unsystematic risk                       |
| Week 13 | Investor risk and return preferences: Indifference curves and the efficient frontier |
|         | <b>HOUSE EXAME</b>   |
| Week 14 | <b>DIWALI BREAK</b>  |
| Week 15 | Portfolio management services  |
| Week 16 | Passive – Index funds, systematic investment plans                                   |
| Week 17 | Active – market timing, style investing.   |
| Week 18 | <b>TERM END EXAMINATION</b>  |

**COURSE TITLE: RETAIL MANAGEMENT**

**COURSE CODE : BBA 504 (DSE II)**



Retail management refers to the process of helping customers find products in your store. It includes everything from increasing your customer pool to how products are presented, and how you fulfill a customer's needs. A good store manager helps customers leave the store with a smile.

### **Learning Outcome**

- Memorize the concepts related to retail management.
- Explain the reasons for the growth of retailing in India.
- Illustrate the various types of retail formats.
- Examine the store design, location, and layout planning.
- Evaluate the retail sales promotion strategy.
- Synthesize the plan for retail store operation

## Lecture Schedule

| S. No   | Topics to be covered   |
|---|--|
| Admissions of BBA. 5 <sup>th</sup> Sem.(3 <sup>rd</sup> year) | <b>Admissions</b>  |
| Week 1  | Introduction to Retailing: Definition, Characteristics, Emerging Trends in Retailing, Factors Behind the change of Indian Retail Industry.             |
| Week 2  | Retail Formats: Retail Sales by ownership, On the basis of Merchandise offered, non-store Based retail mix & Non traditional selling.                  |
| Week 3  | Store Planning: Design & Layout, Location Planning and its importance, retailing image mix, Effective Retail Space Management, Floor Space Management. |
| Week 4  | Effective Retail Space Management, Floor Space Management.   |
| Week 5  | Retail Marketing: Advertising & Sales Promotion, Store Positioning, Retail Marketing Mix   |
| Week 6  | <b>CASE STUDY</b>  |
| Week 7  | CRM, Advertising in Retailing.   |
| Week 8  | Retail Merchandising: Buying function, Markups & Markdown in merchandise management, shrinkage in Retail merchandise management                        |
| Week 9  | Merchandise Pricing: Concept of Merchandise Pricing, Pricing Options, Pricing Strategies, Pricing Objectives, Types of Pricing                         |
| Week 10   | Retail Operation: Elements/Components of Retail Store Operation  |
| Week 11   | Store Administration, Store Manager –Responsibilities  |
| Week 12   | Inventory Management, Management of Receipts,  |
| Week 13   | <b>CASE STUDY</b>  |

|         |   |
|---------|---|
|         | <b>HOUSE EXAME</b>  |
| Week 14 | <b>DIWALI BREAK</b>   |
| Week 15 | <b>CASE STUDY</b>   |
| Week 16 | Customer Service, Management of Retail Outlet/Store, Store Maintenance, Store Security. |
| Week 17 | <b>CASE STUDY</b>   |
| Week 18 | <b>TERM END EXAMINATION</b>   |

COURSE TITLE: TRAINING AND MANAGEMENT DEVELOPMENT

COURSE CODE : BBA 504(DSEIII)



Training and development refers to educational activities within a company created to enhance the knowledge and skills of employees while providing information and instruction on how to better perform specific tasks. Training is a short-term reactive process meant for operatives and process while development is designed continuous pro-active process meant for executives. In training employees' aim is to develop additional skills and in development, it is to develop a total personality.

#### **LEARNING OUTCOME:**

- Understand the concepts of Trade Unions, Social Security, Labour Welfare and Industrial Relations.
- Illustrate the applicability of concepts in various types of organizations.
- Demonstrate the problems faced in dealing with disputes and grievances.

## LECTURE SCHEDULE

| S. No  | Topics to be covered   |
|--|--|
| Admissions of BBA. 3 <sup>RD</sup> SEM.(2ndyear) | <b>Admissions</b>  |
| Week 1   | Organization vision & plans, assessment of training needs, setting training objectives, designing training programmes, Spiral model of training.                 |
| Week 2   | Tasks of the training function: Building support, overall training capacity, developing materials.   |
| Week 3   | Training methods: On the job training, job instruction training, apprenticeship, coaching, job rotation, syndicate method.                                       |
| Week 4   | knowledge based methods, lecture, conferences, programmed learning, simulation methods, case study, vestibule training, laboratory training, in-basket exercise. |
| Week 5   | Management Development Programme Methods: -Understudy, Coaching, Action Learning, Role Play, Management Games, Seminars.   |
| Week 6   | University related programmes, special projects, behavioural modelling.  |
| Week 7   | Training evaluation, Training impact on individuals and organizations.   |
| Week 8   | Evaluating Programmes, Participants, Objectives.   |
| Week 9   | Organisational Development (OD): Definition Foundations of OD, Managing the OD Process, Action Research and OD.  |
| Week 10  | OD Interventions: Overview of OD Interventions.  |
| Week 11  | Team Interventions Inter-group and Third-Party Peacemaking   |

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|         | Interventions.  |
| Week 12 | job rotation, case study, multiple management, sensitivity training. Post training. |
| Week 13 | Comprehensive OD Interventions.   |
|         | <b>HOUSE EXAM</b>   |
| Week 14 | <b>DIWALI BREAK</b>   |
| Week 15 | <b>seminar</b>  |
| Week 16 | Structural Interventions and the Applicability of OD, Training Experiences.         |
| Week 17 | experiential methods, sensitivity training, e-training.                             |
| Week 18 | <b>TERM END EXAMINATION</b>   |

**COURSE TITLE : BUSINESS POLICY & STRATEGY**

**COURSE CODE : BBA 601**



Policy is a blueprint of the organizational activities which are repetitive/routine in nature. While strategy is concerned with those organizational decisions which have not been dealt/faced before in same form.

### LEARNING OUTCOME :

- On completion of the course, the student will be able to design, deploy and evaluate business strategies.
- Conduct environmental scanning using different methods.
- Implement tools and techniques for strategic analysis and decision making.

### LECTURE SCHEDULE

| S. No   | Topics to be covered  |
|---------|---|
| Week 19 | Nature & importance of business policy & strategy: Introduction to the strategic management process and related concepts; Characteristics of corporate, business & functional level strategic management decisions. |
| Week 20 | Company's vision and mission: need for a mission statement, criteria for evaluating a mission statement- Goal, Process & Input formulation of the mission statement.  |
| Week 21 | <b>Winter vacations</b>   |
| Week 22 | Environmental Analysis & Diagnosis: Analysis of company's external environment Environmental impact on organisations policy and strategy, organisations dependence on the environment.                              |
| Week 23 | Internal analysis: Importance of organisation's capabilities, competitive advantage, and core competence.   |
| Week 24 | Formulation of competitive strategies: Michael E. Porter's generic competitive strategies, implementing competitive strategies- offensive & defensive moves.  |
| Week 25 | Formulating Corporate Strategies: Introduction to strategies of growth, stability and renewal, Types of growth strategies – concentrated growth, product development, integration, diversification.                 |
| Week 26 | Types of renewal strategies – retrenchment and turnaround. Strategic  |

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|         | fundamentals of merger & acquisitions.  |
| Week 27 | <b>House examination</b>  |
| Week 28 | Strategic Framework: Strategic analysis & choice, Strategic gap analyses, portfolio analyses – BCG, GE.   |
| Week 29 | <b>seminar</b>  |
| Week 30 | product market evolution matrix, experience curve, directional policy matrix, life cycle portfolio matrix, Behavioural considerations affecting choice of strategy. |
| Week 31 | <b>TERM END EXAMINATION</b>   |

**COURSE TITLE: FINANCIAL INSTITUTION AND MARKETS**

**COURSE CODE: BBA 602**



The financial market is divided between investors and financial institutions. The term financial institution is a broad phrase referring to organizations which act as agents, brokers, and intermediaries in financial transactions.

## LEARNING OUTCOME

- Understanding the concepts, structure, functioning and theories related to financial markets, institutions and services.
- Analyzing the different types of financial markets and the product traded therein.
- Illustrating an awareness of the current structure and functioning of the financial Markets, Institutions and Services.
- Demonstrating an awareness of the regulation of the Indian Financial Markets, Institutions and services sector.
- Evaluating and creating strategies to promote financial products and services.
- Identifying the Regulators in Financial System and understanding the role of various intermediaries in the system

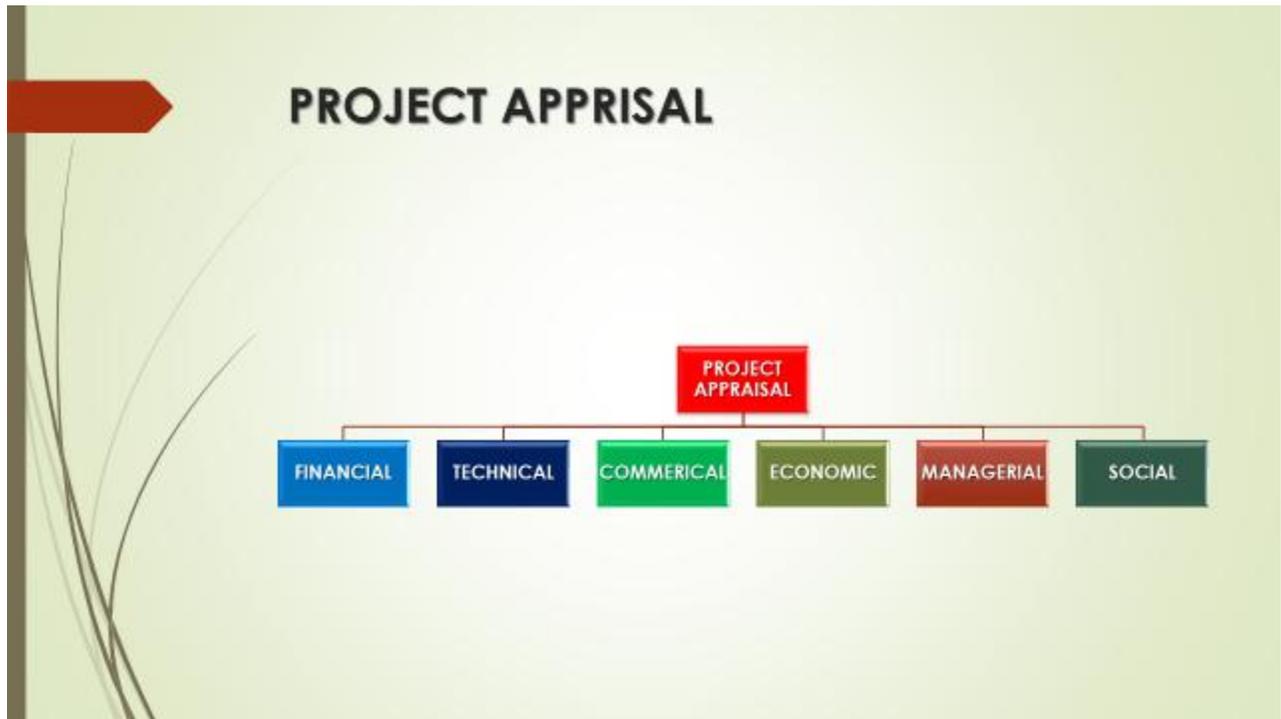
## LECTURE SCHEDULE

| S. No   | Topics to be covered  |
|---------|---|
| Week 19 | Structure of Indian Financial System: An overview of the Indian financial system, financial sector reforms: context, need and objectives; Issues in financial reforms and restructuring; future agenda of reforms.                  |
| Week 20 | Regulation of Banks, NBFCs & FIs: Salient provisions of banking regulation act and RBI Act; Role of RBI as a central banker.  |
| Week 21 | <b>Winter vacations</b>   |
| Week 22 | Introduction to Financial Markets in India: Role and Importance of Financial Markets, Financial Markets: Money Market; Capital Market; Factors affecting Financial Markets.   |
| Week 23 | Linkages Between Economy and Financial Markets, Integration of Indian Financial Markets with Global Financial Markets, Primary & secondary market. Primary Market for Corporate Securities in India: Issue of Corporate Securities. |
| Week 24 | Public Issue through Prospectus, Green shoe option, Offer for sale, Private Placement, Rights Issue, On-Line IPO, Book Building of Shares, Performance of Primary Market in India.  |

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|---------|--|
| Week 25 | Secondary Market in India: Introduction to Stock Markets, Regional and Modern Stock Exchanges, International Stock Exchanges, Demutualization of exchanges, Comparison between NSE and BSE.  |
| Week 26 | Indian Stock Indices and their construction, Bulls and Bears in Stock Markets, Factors influencing the movement of stock markets, indicators of maturity of stock markets, Trading of securities on a stock exchange; Settlement mechanism at BSE & NSE. |
| Week 27 | <b>House examination</b>   |
| Week 28 | Money Markets & Debt Markets in India: Money Market: Meaning, role and participants in money markets, Segments of money markets.   |
| Week 29 | <b>seminar</b>   |
| Week 30 | Call Money Markets, Repos and reverse Repo concepts, Treasury Bill Markets, Market for Commercial Paper, Commercial Bills and Certificate of Deposit. Debt Market: Introduction and meaning, Market for Government/Debt Securities in India.             |
| Week 31 | <b>TERM END EXAMINATION</b>  |

**COURSE TITLE :PROJECT APPRAISAL & ANALYSIS**

**COURSE CODE :BBA 603(DSE I)**



Project appraisal is the process of assessing, in a structured way, the case for proceeding with a project or proposal, or the project's viability. It often involves comparing various options, using economic appraisal or some other decision analysis technique.

**LEARNING OUTCOME**

- Understanding the relevance of alternative project appraisal techniques, financial structuring and financing alternative identification of a project, feasibility analysis including market, technical and financial appraisal of a project and the elements of social cost benefit analysis.
- Analyzing the learning and understand techniques for Project planning, scheduling and Execution Control
- Applying technology tools for communication, collaboration, information management, and decision support and appraisal techniques for evaluating live projects
- Interacting with team and stakeholders in a professional manner, respecting differences, to ensure a

collaborative project environment

- Evaluating and appreciating contemporary project management tools and methodologies in Indian context.

### LEARNING SCHEDULE

| S. No   | Topics to be covered  |
|---------|---|
| Week 19 | Project Appraisal : An introduction, Project appraisal and evaluation , Project cycle, Project cycle management   |
| Week 20 | Identification of investment opportunities – industry analysis review of project profiles,  |
| Week 21 | <b>Winter vacations</b>   |
| Week 22 | Feasibility study, Project identification and formulation, Generation of Project ideas, Basic Principals of Project Analysis.   |
| Week 23 | Market Analysis: Market analysis of a project, Need for market analysis, Demand and supply analysis, Sources of information: primary /secondary data, Forecasting techniques. |
| Week 24 | Technical Appraisal of project: Material and inputs, production technology, plant location and layouts, selection of plant and equipment.                                     |
| Week 25 | . Financial analysis: Cost of project and means of financing , major cost components. Profitability and financial projections   |
| Week 26 | cost of production, break even analysis, projected balance sheet, profit and loss account and cash flow statement   |
| Week 27 | <b>House examination</b>  |
| Week 28 | Social cost benefit analysis – value added concept  |
| Week 29 | Social surplus indirect impact of projects, rationale of SCBA, Efficiency and Equity in Project Appraisal, UNIDO approach.  |
| Week 30 | Investment appraisal: Introduction and techniques, DCF and non DCF methods, Project Appraisal parameters  |
| Week 31 | <b>TERM END EXAMINATION</b>   |

**COURSE TITLE : DISTRIBUTION & SUPPLY CHAIN MANAGEMENT**

**COURSE CODE BBA 603 (DSE II)**



Distribution management refers to the process of overseeing the movement of goods from supplier or manufacturer to point of sale. It is an overarching term that refers to numerous activities and processes such as packaging, inventory, warehousing, supply chain, and logistics.

**LEARNING OUTCOME :**

- Analyze the Network Design and Logistics Management of a firm
- Apply the concepts of Vendor Management.

- Understand the Inventory Management concepts.
- Learn and understand the key issues of IT in SCM.

**LECTURE SCHEDULE :**

| <b>S. No</b> | <b>Topics to be covered</b>   |
|--------------|---|
| Week 19      | . The channel system: Rationale for marketing channel structures, Composition of marketing channels, Channel Environment. |
| Week 20      | Distribution – Basic concept, Transportations, Inventory, Warehousing, Managing logistics.                                |
| Week 21      | <b>Winter vacations</b>   |
| Week 22      | Concepts and importance of a Supply Chain (SC)  |
| Week 23      | Key issues of Supply Chain Management, Competitive and SC strategies, Achieving strategic fit.                            |
| Week 24      | Dynamics of supply chain: Supply Chain Integration, Push-based, Pull-based and Push-Pull based supply chain,              |
| Week 25      | Demand Forecasting in a Supply Chain, Managing inventory<br>In SC environment: Transportation in SC environment.          |
| Week 26      | Strategic Alliances, Third party and fourth party logistics,  |
| Week 27      | <b>House examination</b>  |
| Week 28      | Retailer- Supplier partnerships (RSP), Supplier evaluation and selection,   |
| Week 29      | Use of best practices and Information Technology (IT) in Supply Chain Management.   |
| Week 30      | Case study  |
| Week 31      | <b>TERM END EXAMINATION</b>   |

**COURSE TITLE : PERFORMANCE AND COMPENSATION MANAGEMENT**

**COURSE CODE :BBA 603(DSEIII)**



Performance management is the evaluation of an employee's job-related performance with the primary objective being the improvement of the individual's performance. It also provides justification for determining an employee's compensation and ability to be promoted.

**LEARNING OUTCOME :**

- Design an organization's performance management process that is compliant with law.
- Compare and contrast various organizational performance management programs and best practices and define attributes of effective performance management systems.
- Assess performance appraisal methods and various tools to devise their successful career paths (through feedback, mentoring, coaching, and competency development).
- Understand basic compensation concepts and recognize job evaluation methods and related pay decisions.

## LECTURE SCHEDULE

| S. No   | Topics to be covered   |
|---------|--|
| Week 19 | Introduction: Concept, Objectives of performance management system; Performance management and performance appraisal;  |
| Week 20 | . Performance Management process: Performance planning, Process Regulating payment of wages, wage boards, Pay commissions, dearness allowances, linking wages with productivity.                             |
| Week 21 | <b>Winter vacations</b>  |
| Week 22 | Documentation of Performance appraisal, Appraisal Interview  |
| Week 23 | Performance Feedback and Counselling. Developing effective incentive plans, pay for performance,. Supplementary pay benefits, insurance benefits, retirement benefits, employee services benefits.           |
| Week 24 | Performance management and reward systems. Performance Coaching ,Mentoring   |
| Week 25 | Counselling, Competency development, Use of technology and e-PMS,  |
| Week 26 | International Aspects of PMS. Performance systems trends, Ethical Perspectives in performance  |
| Week 27 | <b>House examination</b>   |
| Week 28 | Introduction to Job Evaluation. Methods of Job Evaluation. Company Wage Policy: Wage Determination, Pay Grades, Wage Surveys, Wage Components.   |
| Week 29 | Modern trends in compensation - from wage and salary to cost to company concept, Comparable worth, broadbanding, competency based pay.Incentives plans for production employees and for other professionals. |
| Week 30 | Benefits & Incentive practices in indian industry. Wages in India: Minimum wage, fair wage and living wage. Methods of state regulation of wages. Wage differentials & national wage policy.                 |

|         |                             |
|---------|-----------------------------|
| Week 31 | <b>TERM END EXAMINATION</b> |
|---------|-----------------------------|

**COURSE TITLE: (DSE-II Marketing ) Project Report**

**COURSE CODE : BBA 604**

| S.No.   | Topic to be covered  |
|---------|--|
| Week 19 | Making groups of student and explore different areas of marketing.       |
| Week 20 | Case study   |
| Week 21 | Winter vacations   |
| Week 22 | Finalized the group with their respective topics                         |
| Week 23 | A case study review literature   |
| Week 24 | Research methodology and different statistical tools                     |
| Week 25 | Google form preparation and how it will send and fill by the respondents |
| Week 26 | Case studies related topics  |
| Week 27 | House examination  |
| Week 28 | Questionnaire preparation  |
| Week 29 | Finalized the questionnaire start survey                                 |
| Week 30 | Data analysis and data interpretation                                    |
| Week 31 | Final report preparation   |

|  |  |
|--|--|
|  | Final examination of project decided by the external examiner (HPU) in the last week of may..... |
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**COURSE TITLE: (DSE-III Human Resource ) Project Report**

**COURSE CODE : BBA 604**

| S.No.   | Topic to be covered  |
|---------|--|
| Week 19 | Making groups of student for Project report .                              |
| Week 20 | Case study   |
| Week 21 | Winter vacations   |
| Week 22 | Finalized the group with their respective topics                           |
| Week 23 | A case study review literature   |
| Week 24 | Research methodology and different statistical tools                       |
| Week 25 | Google form preparation and how it will send and fill by the respondents   |
| Week 26 | Case studies related topics  |
| Week 27 | House examination  |
| Week 28 | Questionnaire preparation  |
| Week 29 | Finalized the questionnaire start survey                                   |
| Week 30 | Data analysis and data interpretation                                      |
| Week 31 | Final report preparation   |
|         | Final examination of project decided by the external examiner (HPU) in the |

|  |                       |
|--|-----------------------|
|  | last week of may..... |
|--|-----------------------|

