



JECRCTM
UNIVERSITY
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Faculty of Management

Syllabi and Course Structure

Bachelor of Business Administration
(Tourism and Hospitality Management)

Academic Program

Batch (2020-2023)

Faculty of Management
Bachelor of Business Administration (THM)

BBA (THM) Scheme 2020-23

Total Credits for the Batch 2020-23= 166 Credits

- 1. Minimum Credit required = 152 Credits**
- 2. Total Relaxation = 14 Credits**
- 3. No relaxation in Core and Fundamental subjects**
- 4. Option can be availed in Specialization, Interdisciplinary and General subjects.**

Summary Sheet

Semester	1st	2nd	3rd	4th	5th	6th	Total	Min. Credit req. for degree
Credit	27	27	28	28	28	28	166	152

Type	Foundation	Core	Specialization	Interdisciplinary	General
Total Credit	19	72	44	29	2

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Semester I

FIRST SEMESTER						
Sub Code	Sub Name	L	T	P	C	Type
BBA001A	Principles of Management	3	1	-	4	F
BBA009A	Quantitative techniques	3	1	-	4	F
BBA004A	Managerial Economics	3	1	-	4	F
	Fundamentals of Travel and Tourism	3			3	C
BMC001A	Fundamentals of Computer	2	-	-	2	ID
BMC002A	Fundamentals of Computer Applications (LAB)	-	-	2	2	ID
	Business Communication	3	1	-	4	C
BMC051A	Environmental Studies	2	-	-	2	G
BBA991A	Seminar/Industrial Visit	-		2	2	S
	TOTAL	19	4	4	27	

Semester II

SECOND SEMESTER						
Sub Code	Sub Name	L	T	P	C	Type
	Fundamentals of Hospitality Management	3	-	-	3	F
BBA161A	Principles of Marketing Management	3		-	3	C
	Food and beverages Management	3			3	C
BBA191B	Human Resource Management	3	-	-	3	C
	Indian Cultural Heritage: Tourism Perspective	4		-	4	C
BBA008C	Macro Economics & Global Environment	3		-	3	C
BBA432B	Operation Research	3	1	-	4	C
BMC003A	Computer Applications II(Advanced MS Excel)		-	2	2	ID
BBA992A	Seminar/Industrial Visit	-		2	2	S
	TOTAL	21	1	4	27	

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Semester III

THIRD SEMESTER						
Sub Code	Sub Name	L	T	P	C	Type
BBA311A	E-entrepreneurship	3			3	C
	Foreign Language (French)	3	1	-	4	C
BBA011A	Research Methodology	3	1	-	4	C
BBA192A	Human Resource Development	3		-	3	S
BMC004A	Comp. Applications III (MS Project)	3	-	-	3	ID
	Front office Management				3	C
	Open Elective				3	ID
*****	Swatch bharat abhiyan (Open elective)	2			2	ID
BBA993A	Seminar/Industrial Visit	-		3	3	S
	TOTAL	23	2	3	28	

Semester IV

FOURTH SEMESTER						
Sub Code	Sub Name	L	T	P	C	Type
BBA404C	Employee relationship management	3		-	3	S
BBA431A	Operation Management	3	1	-	4	C
BBA014C	Business Environment	3	1	-	4	C
BMC005A	Computer Applications IV(Web Designing)	2	-		2	ID
BMC006A	Comp. Applications IV (Web Designing Lab)	-	-	2	2	ID
BCM002B	Corporate governance and Social responsibility	3	1	-	4	ID

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	Tourism- Trends & Issues (Domestic & International)	3			3	C
	Travel agency and tour operation	3			3	C
BBA994A	Seminar/Industrial Visit	-		3	3	S
	TOTAL	20	3	5	28	

Semester V

FIFTH SEMESTER						
Sub Code	Sub Name	L	T	P	C	Type
BBA251A	International Business Management	3	-	-	3	C
BBA016A	Legal Environment for Business	3	-	-	3	ID
*****	Event Management	3	-	-	3	C
BBA017A	Corporate Strategy	3	-	-	3	C
	International Tourism	3			3	C
	Total Quality Management – Tourism & Travel	3			3	C
	Professional Skills – I	3		-	3	C
BBA995A	Seminar/Industrial Visit	-		3	3	S
BBA997A	Summer Training	4		-	4	S
	TOTAL	25	-	3	28	

Semester VI

SIXTH SEMESTER						
Sub Code	Sub Name	L	T	P	C	Type
BBA162B	Customer relationship management	3	-	-	3	C
BBA019B	E- Commerce	3	-	-	3	ID

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BBA020B	Project Management	3	-	-	3	C
	Marketing of Airlines and cruise	3	-	-	3	S
BBA022B	Professional Skills-II	3	-	-	3	C
	Entrepreneurship and Venture Management			3	3	C
BBA996A	Seminar/Industrial Visit	-		2	3	S
	Marketing of Hotels, Resort and tours	3		-	3	C
	Project Work			4	4	C
	TOTAL	26	-	2	28	

- I. Develop leadership skills, creativity and entrepreneurship
- II. Analyze and develop solutions for business problems and issues by using logical reasoning patterns for evaluating information, materials and data
- III. Conceptualize a multifaceted business issue and express into a written statement and verbal presentation
- IV. Choose careers in the public, private and management sectors
- V. Further study in advanced level programs in management studies.

Program Outcome (PO) – BBA

PO1.Critical Thinking: Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

PO2.Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

PO3. **Social Interaction:** Elicit views of others, mediate disagreements and help reach conclusions in group settings.

PO4. **Effective Citizenship:** Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

PO5. **Ethics:** Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

PO6. **Environment and Sustainability:** Understand the issues of environmental contexts and sustainable development.

PO7. **Self-directed and Life-long Learning:** Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes.

BBA in tourism & hospitality management

Semester 1

Fundamentals of Travel and Tourism

Learning Objective: This course shall introduce learner to tourism phenomenon. The course also highlights the role of tourism as an economic intervention and its significance in economy; Course discusses the global nature of tourism and government support to it. It is also important to appreciate the socio- economic, ecological impacts of tourism.

Syllabus

Unit –1: Tourism: Concepts:

Definitions and Historical development of tourism; Types of tourist-Visitor-Excursionist, Types and Forms of Tourism; Tourism system: Nature, Historical development of tourism, Components of tourism and its characteristics and classification of tourist

Unit – 2: Domestic and International tourism:

Domestic tourism; features, pattern of growth, profile. International tourism; Generating and Destination regions. Pattern of growth and Profile. Historical development of tourism of Himachal

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Pradesh, Madhya Pradesh, Gujrat, Goa & Kerala and analysis of International destination of USA, UK, France, China & Malaysia

Unit – 3: Travel statistics & Motivation

Tourism Statistics, type and method of measurement. Classification on elements of tourism. Types of tourist motivation and classification.

Unit – 4: Tourism Impacts:

Impacts: Positive and Negative Impacts of Tourism; Socio Cultural, Economic, Environmental and Political- Impact Assessment: Social Impact Assessment, Environmental Impact Assessment and Environmental Impact Assessment. – Environmental and Social Accounting and Auditing- Tourism Satellite Accounting (TSA)

Unit – 5: Tourism Organizations:

Objectives and Role of ITDC, ASI, TFCL, Ministries of Railways and Civil Aviation in development; an overview of National and International organizations and associations: IATO, TAAI, FHRAI, WTO, ICAO and IATA, FAITH.

Course Outcomes: At the end of the course, students will be able to

[CO 1]. Describe the Historical development of tourism&Historical development of tourism.

[CO.2]. To understand the Domestic and International tourism.

[CO.3]. Describe and apply Tourism Statistics, type and method of measurement. Classification on elements of tourism

[CO.4]. Recognize the importance and Positive and Negative Impacts of Tourism

[CO.5]. To understand overview of National and International organizations and associations of Tourism.

MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:

Course Outcome	Program Outcome						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	M				L		
CO2	M			L		M	
CO3	H		M				

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CO4		M		H			M
CO5		L		H			M

H = Highly Related; M = Medium L = Low

Suggested Readings :

1. Travel Industry : Chunky Gee et-al
2. Tourism Systems - Mill and Morisson
3. Successful Tourism Management - Prannath Seth
4. Tourism Management Vol - 4 - P.C. Sinha
5. Tourism Development - R. Gartner
6. Tourism Planning and Development - J.K. Sharma
7. Studies in Tourism - Sagar Singh

Business Mathematics

Learning Objective: This course is designed to provide the non- science/ mathematics/ engineering/ business student an intense foundational introduction to the fundamental concepts in Mathematics and Statistics. Further, it has also been designed to learn the basic concepts and techniques of mathematics and statistics. A thorough knowledge of the areas of basic mathematics and presentation of data is an essential skill for management accountants. In view of the need to estimate uncertainties of business decisions, the management accountants should understand statistical concepts. This course also provides understanding of mathematical techniques applied for forecasting in corporate planning and financial management.

SYLLABUS:

Unit 1:Ratio, Proportion and Percentage: Ratio - Definition, Continued Ratio, Inverse Ratio, Proportion, Continued Proportion, Direct Proportion, Inverse Proportion, Variation, Inverse Variation, Joint Variation, Percentage - Meaning and Computations of Percentages.

Unit2: Profit And Loss: Terms and Formulae, Trade discount, Cash discount, Problems involving cost price, Selling Price, Difference between Trade discount and Cash Discount. Introduction to Commission and brokerage, Problems on Commission and brokerage. Interest: Simple Interest, Compound interest (reducing balance & Flat Interest rate of interest), Equated Monthly Installments (EMI), Problems.

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Unit 3: Matrices And Determinants (up to order 3 only) : Multivariable data, Definition of a Matrix, Types of Matrices, Algebra of Matrices, Determinants, adjoint of a Matrix, Inverse of a Matrix via adjoint Matrix, Homogeneous System of Linear equations, Condition for Uniqueness for the homogeneous system, Solution of Non-homogeneous System of Linear equations (not more than three variables). Condition for existence and uniqueness of solution, Solution using inverse of the coefficient matrix, Problems.

Unit 4: Permutations of 'n' dissimilar objects taken 'r' at a time (with or without repetition). $Pr = n! / (n-r)!$ (Without proof). Combinations of 'r' objects taken from 'n' objects, $nCr = n! / r! (n-r)!$ (Without proof) problems, Applications, Introduction, definition, Limitations, Scope, collection of data, methods of statistical investigation, Laws of statistical regularity and inertia of numbers, Diagrammatic and Graphic representation,

Unit5 :Measures of Central Value: Meaning. Need for measuring central value. Characteristics of an ideal measure of central value. Types of averages - mean, median, mode, harmonic mean and geometric mean. Measures of dispersion: range, quartile deviation, mean deviation, standard deviation, variance & coefficient of variation.

Course Outcomes: At the end of the course, students will be able to

[CO 1]. Describe and demonstrate the use of mathematical and statistical techniques.

[CO.2]. Understand and apply techniques for summarizing and analysing data.

[CO.3]. Describe and apply financial mathematical skills

[CO.4]. Recognize the importance and value of mathematical and statistical thinking, employability, training, and approach to problem solving, on a diverse variety of disciplines

[CO.5]. Recognize and appreciate the connections between theory and applications.

MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:

<i>Course Outcome</i>	Program Outcome						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	M				L		
CO2		M		M		M	
CO3	H		M				

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CO4		M		H			M
CO5		L		H			M

H = Highly Related; M = Medium L = Low

Semester 2

Food and Beverage Management

Learning Objective: To study of Food & Beverage management help to prepare students to meet the challenges associated with the Food and Beverage Industry. Students will gain a basic understanding of the Food and Beverage industry by analyzing the industry.

Syllabus

Unit I: The Food & Beverage Service Industry: Introduction to the Food & Beverage Industry, Classification of Catering Establishments (Commercial & Non- Commercial), Introduction to Food & Beverage Operations (Types of F&B Outlets).

Unit II: Food & Beverage management in a Hotel: Restaurant, Coffee Shop, Room Service, Bars, Banquets, Snack Bar, Executive Lounges, Business Centers, Discotheques & Night Clubs, Auxiliary areas; Food & Beverage management techniques, Type & Usage of techniques, Food & Beverage Service Personnel.

Unit III: Food & Beverage management Organization Structure - Job Descriptions & Job Specifications, Attitudes & Attributes of Food & Beverage personnel, competencies,

Unit IV: Basic Etiquettes, Interdepartmental relationship; Types of Food & Beverage management Service, Table management Service – English / Silver, American, French, Russian, Self-management Service – Buffet & Cafeteria, Specialized management Service – Gueridon, Tray, Trolley, Lounge, Room etc.,

Unit V: Single Point management Service – Take Away, Vending Kiosks, Food Courts & Bars, Automats, Mis-en-place & Mis-en-scene.

Course Outcomes:

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CO 1: Develop general knowledge on the origins and development of food Management in hotels, restaurants, and institutions

CO 2: Identify trends likely to affect food management in the coming years.

CO 3: Identify a variety of managerial, production, and service positions that are typical of the food service industry and describe the roles these positions play in providing food service

CO 4: Identify and describe the various types of table management service, and develop service.

Reference Books

- Singaravelavan, R. (2011). Food & Beverage Servicer (08 ed.). Oxford Unuversity Press
- Lillicrap& Cousins, Food & Beverage Service, ELBS, 2011 editionkills for employability & entrepreneurship.

MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:

<i>Course Outcome</i>	Program Outcome						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	M				L		
CO2		M		M		M	
CO3	H		M				
CO4	M			H	L		M

- H = Highly Related; M = Medium L = Low

India Cultural Heritage: Tourism Perspective

Learning Objective: This course is designed to equip the students with the tools necessary to understanding the dynamics of Indian culture heritage tourism for efficient and effective utilization of cultural heritage in the tourism industry.

Syllabus

Unit I: Natural ResourcesIndia Cultural Heritage: Wildlife Sanctuaries, National Parks and Natural Reserves in India (Jim Corbett Tiger Reserve, Bharatpur Bird Sanctuary, Valley of

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Flowers, Kanha, Kaziranga, SasanGir, Dachigam, Ranthambhore and Keoladeo Ghana) Hill Stations: Mussoorie, Srinagar, Shimla, Munnar and Ooty. Beaches and Islands: Beaches in Goa, Kerala, Orissa. Andman Nicobar & Lakshadweep islands.

Unit II: Popular India Cultural Heritage Tourist Resources- Delhi, Agra, Jaipur, Khajuraho, Varanasi, Mumbai, Kolkata, Chennai, Bangalore, Hyderabad, Mahabalipuram, Madurai, Tanjore, Hampi, Ellora, Elephanta, Konark and Fatehpur Sikri Monuments- Qutub Minar, Atala Mosque (Jaunpur), Kirtistambha (Chittor), Sher Shah Suri's Tomb, Sikandara, Red Fort (Delhi), Taj Mahal, Golden Temple (Amritsar), Hawa Mahal (Jaipur), Bara Imambara (Lucknow).

Unit III: India Cultural Heritage Tourism in Pilgrimage Destinations: Hindu- Charo Dham Yatra, Jyotirlinga Yatra, Devi Yatra Vindhya (U.P.) Kamakhya (Assam), Vaishnavadevi, Kashi, Prayag, Gaya, Ayodhya, Mathura-Vrindavana, Allahabad, Ujjain, Hardwar, Nasik, Gangasagar. Buddhist: Lumbini, Bodhgaya, Sarnath, Kushinagar, Sharavasti, Sankisa, Vaishali, Rajgriha, Kapilvastu, Nalanda, Sanchi, Ajanta. Jain: Kashi, Pavapuri, Shatrunjaya, Girnar, Mt. Abu, Sharavanbelgola, Palitana Muslim: Ajmer Sharif, Nizamuddin (Delhi), Fatehpur Sikri, and some important Mazars. Sikh: Patna, Nanded, Guru-ka-Tal (Agra), Amritsar. Saint: Kabir, Tulsi, Raidas, Sankaracharya.

Unit IV: India Cultural Heritage Tourism in Fairs and Festivals: Kumbha, Pushkar, Sonapur, Dadari, Tarnetar, Chhatha, Pongal/Makar-Sankranti, Baishakhi, Meenakshi Kalyanam, Holi, Gangaur, Onam, Durga Puja, Ramalila, Diwali, Kartik Purnima (Dev Deepawali, Guru Parb), Dashahara (Kullu), Rath Yatra, Nag Nathaiya (Varanasi), Bhrawafat, Id-ul-Fitr, Easter, Christmas, Carnival (Goa), Burhawa Mangal (Varanasi), Ganga Mahotsava, Taj Mahotsava, Khajuraho Mahotsava and Desert Festival.

Unit V: India Cultural Heritage Tourism in Handicrafts and Handlooms. History of Dance Styles and main Gharanas of North Indian Music. History of Drama in India and its present scenario.

Course Outcomes:

CO 1: To provide students with the supervisory skills and competencies necessary to meet the needs of the ever demanding India Cultural Heritage Travel and Tourism industry.

CO 2: Identify and assess relationships and networks relative to building India Cultural Heritage tourism capacity.

CO 3: To develop necessary skills & Manage travel industry operations, either as a professional or an entrepreneur, using professional communication skills and India Cultural Heritage travel industry knowledge.

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CO 4: To provide a broad understanding of the basic principles of management related to the India Cultural Heritage Travel and Tourism Industry.

MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:

<i>Course Outcome</i>	Program Outcome						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	L	M			M		
CO2		M		M		M	
CO3	H		M		L		
CO4		M		H			M

H = Highly Related; M = Medium L = Low

Fundamentals of Hospitality Management

Learning Objective: The purpose of this course is to acquire an indepth knowledge about the Mice Management and to become familiar with the techniques and approaches for successful MICE Management.

Syllabus

Unit – 1

Introduction to Hospitality– Concept, Historical evolution of Hospitality industry – Global and Indian Context

Unit – 2

Hotel – Definition, classification of accommodation establishments based on – Location, Size, Affiliation and Accreditation, Ownership, Management contracts. Grading Star category of hotels in India. Major National/international hotels chains in India Hotel plans (AP, MAP, CP, EP) Hotel guest room types and status: Menu types of menu

Unit -3

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Departments/Functional units in Hotel and organizational Structure

Hotel Organisation – Organisational Structure- Front of the house and back office departments in a hotel, function of the core departments of the hotel- Room division and food and beverage depts.

Unit – 4

Timeshare and vacation ownership- Concept of Vacation ownership, Definition of time share and condominiums, marketing of timeshares, exchange companies-RCI and Intervals international, developing Vacation ownership concept in India, Government's/industry role

Unit – 5

Guest Relationship Management – Skills and personality traits of hospitality staff, complaint handling emergencies importance and use of PMS in hospitality industry-Opera/IDS.

Course Outcomes:

CO 1: To provide students with the supervisory skills and competencies necessary to meet the needs of the ever demanding Hospitality industry.

CO 2: Identify and assess relationships and networks relative to National/international hotels chains in India Hotel.

CO 3: To understand the departments and functional units in Hotel and organizational Structure of Hospitality industry

CO 4: To provide a broad understanding of the basic principles of guest relationship Management related to the Tourism.

MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:

Course Outcome	Program Outcome						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	M				L		
CO2	H		M				
CO3	H	M			L		M
CO4	H	L					M

Semester 3

Foreign Language (French)

Learning Objective: The course offers basic knowledge of French. It covers the reading, writing, listening and speaking skills in French language. There is no specific prerequisite on the part of students as the course begins with the elementary level of French.

Syllabus

Unit I: Grammar & conjugation, Details of French words with pronunciation, • Making phrases in French.

Unit II: Theory, les terminologies, le restaurant, la cuisine, le matériel, de la cuisine, articles du restaurant, les boissons, la table, la chambre d'hôtel, les repas.

Unit III: le menu, le jour de la semaine, les nombres, les heures, les saisons, les menus français, les recettes, les vins etc. (paragraph for translation in to English and vice versa).

Unit IV: Paragraphs for translation, French to English, English to French.

Unit V: Travel and Tourism Terminologies.

Course Objectives: At the end of the course, students will be able to

[CO.1] Understand and express general basic conversation in the French language for skill development.

[CO.2] Acquire knowledge of French culture and civilisation.

[CO.3] Analyze French language sounds & understand various properties of sound system of French language.

[CO.4] Analyze the word and phrase structures and the process of word formation in French language for skill enhancement. Familiarize the students with short stories and texts.

References Book

1. K Madanagobalan. Synchronie 1. Chennai: Samhita Publication, 2011.

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2. T Beryl and A duval. The Collins Robert French Dictionary. Paris: Collins, 2010.
3. Le Nouveau Sans Frontier Part 1 Indian Ed. Paris: CLE International, 1997.

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<i>Course Outcome</i>	Program Outcome						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	H				L		
CO2	M			L		M	
CO3	H		M				L
CO4		M		L			L

- H = Highly Related; M = Medium L = Low

Semester 4

Tourism Trends & Issues (Domestic & International)

Learning Objectives: To acquaint the students with concepts of Travel and Tourism Industry. To provide a broad understanding of the basic principles of management related to the Travel and Tourism Industry in Domestic & International

Syllabus

Unit I :Indian Culture: General Features, Sources, Relationship of culture and tourism. Cultural Heritage: Meaning, Scope and Significance of Heritage, Criteria for selection as heritage sites, Monuments and zone by UNESCO (WHO), Types of heritage property.

Unit II: World famous heritage sites and monument in India and abroad, National and International Organizations engaged in Heritage Management (UNESCO, ICOMOS, ASI, and NGOs) Architecture Heritage: Hindu Architecture-Famous Temple in India, Islam and Indo-

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Islamic Architecture -Famous Monuments in India, British and Indo British Architecture-Famous Public Buildings and monuments.

Unit III: Indian Museums: Concept and classification. Heritage Hotels and its classification, Indian Music, Fair and Festivals, Classical dance Introduction to Tourism: Definition & concepts of Tourism, Components & linkages of Tourism, Growth of tourism industry and historical development, through ages, Future of tourism industry.

Unit IV: General Tourism Trends. Types of Tourists, Visitor, Traveler, and Excursionist– Definition and differentiation. Tourism, recreation and leisure, their inter–relationships, sustainable tourism. Tourism Products & Attraction: Nature, Characteristics and Components of Tourism Industry. Elements and characteristics of tourism products. Tourism Product Life Cycle. Typology of tourism product.

Unit V: Types and Forms of Tourism:Inter– regional and intra–regional tourism. Inbound and outbound tourism, domestic, international tourism. Forms of Tourism: religious, historical, social, adventure, health, business, conferences, conventions, incentives, sports and adventure, senior tourism, special interest tourism.Alternative Tourism like culture or nature oriented, ethnic or ‘roots’ tourism and VFR. A study of Tourism Organizations:Government Organizations- DOT, ITDC, MTDC, ASI, TFCL,Domestic Organizations- TAAI,FHRAI, IATO;International Organizations- WTO,IATA, PATA.

Course Outcomes:

CO 1: To provide students with the supervisory skills and competencies necessary to meet the needs of the ever demanding Travel and Tourism industry.

CO 2: Identify and assess relationships and networks relative to building tourism capacity.

CO 3: To develop necessary skills & Manage travel industry operations, either as a professional or an entrepreneur, using professional communication skills and travel industry knowledge.

CO 4: To provide a broad understanding of the basic principles of management related to the Tourism

Reference Books

- K. Bhatia, International Tourism – Fundamentals & Practices, Sterling Publishers Private Limited, 1996
- K. Goswami& G. RaveendranHar , A Textbook of Indian Tourism, Anand Publications Pvt. Ltd., 2003

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- Ratandeeep Singh, Dynamics of Modern Tourism, Kanishka Publishes, Distributors, New Delhi, 1998Travel and Tourism Industry.

MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:

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<i>Course Outcome</i>	Program Outcome						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	M				L		
CO2	M			M		M	
CO3	H		M				L
CO4		M		H			M

- H = Highly Related; M = Medium L = Low

Tourism and Hospitality Marketing

Learning Objectives:The purpose of this course is to acquire an indepth knowledge aboutthe tourism and hospitality Marketing and to become familiar with the techniquesand approaches for successful marketing of the destinations of touristinterests.

Syllabus

Unit – I: Introduction to Marketing Concepts

Understanding Marketing: Marketing Concepts, Nature and Scope of Marketing, Marketing Mix, Marketing Management Philosophies, Strategic Planning and Marketing Process. Marketing Environment.

Unit – II: Understanding Markets

Uniqueness of Tourism Marketing, Market Segmentation and Tourism Market. Selecting Target Market. Identifying & developing market activities of Tourism Market, Marketing mix for travel and tourism.

Unit – III: Product

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Managing the Product / Service, Product Decisions-Product Line, Product Mix, Product Life Cycle, New Product Development, Branding and Packaging Decisions.

Unit – IV: Marketing mix

Process - service blueprinting; Physical evidence - roles of physical evidence, dominant and peripheral goods as physical evidence; Place (Service logistics) - distribution options, managing channels, franchising; Managing People and internal marketing - internal marketing at a destination.

Unit – V: Service Marketing Concepts and marketing of tourism packages

Concept of value, customer satisfaction and service quality; Service quality Gaps Model.

Strategy and the role of marketing for competitive advantage for tourism businesses. Case studies of marketing, the national and international tourism package offerings by major tourism companies in India.

Course Objectives: At the end of the course, students will be able to

[CO.1]. Understand the Marketing Concepts, Nature and Scope of Marketing, Marketing Mix, Marketing Management Philosophies.

[CO.2]. Identifying & developing market activities of Tourism Market, Marketing mix for travel and tourism.

[CO.3]. Describe the Product / Service, Product Decisions-Product Line, Product Mix, Product Life Cycle.

[CO.4]. Understand the roles of physical evidence, dominant and peripheral goods as physical evidence in Marketing mix.

[CO.5]. Describe the Service Marketing Concepts and marketing of tourism packages.

MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:

Course Outcome	Program Outcome						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	M				L		L
CO2	M			L			L
CO3	H		M				M
CO4	M				L	L	L

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CO5	M		L				L
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Travel agency and Tour Operation

Learning Objective: The course is very imperative as it shall orient the student with the basic understanding of the typical functioning of a travel concern. The course basically deals with various aspects of travel agency like its origin, setting up of travel agency, its functions like itinerary preparation, client handling etc.

Syllabus

Unit -1

History and growth of travel agency business, emergence of Thomas Cook. Emergence of Travel Intermediaries, Indian travel agents and tour operators - an overview.

Definition of travel agent and tour operator; differentiation, interrelationship of TA/TO and principles of present business trends and future prospects, problems and issues.

Unit – 2

How to set up principles of present business trends and future prospects, problems and issues

Market research, sources of funding, Comparative study of various types of organisation proprietorship, partnership, private limited and limited , Govt. rules for getting approval, IATA rules, regulation for accreditation, Documentation, Practical exercise in setting up a TA/TO, Sources of earning : commissions, service charges etc., Entrepreneurial skill for travel, tourism and hospitality trade; problems of entrepreneurship in travel trade.

Unit – 3

Itinerary preparation, important considerations for preparing itinerary, costing, packaging and promotion.

Unit - 4

Tourism bills of Rights, tourism code, Manila declaration, International conventions: Warsaw convention 1924, Chicago convention 1944, Brussels convention 1961 and 1966 International convention on travel contract, , Athens convention 1974, Helsinki accord 1976, The IATA general conditions of carriage (passenger and baggage)

Unit - 5

Consumer protection law, 1986, and Competition act applicable to the tourist as consumers. Master Key on customer care and master key proposed by WATA and ASTA. Corporate Travel Policy.

Course Outcomes:

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[CO.1] Understanding the growth of travel agency business, principles of present business trends and future prospects, problems and issues in tour industry.

[CO.2] Identifying and applying principles and regulations relating to principles of present business trends and future prospects, problems and issues in travel trade.

[CO.3] Understanding the Tourism bills of Rights, tourism code, Manila declaration, International conventions.

[CO.4] Understanding the processes of Consumer protection law, 1986 and Competition act applicable to the tourist as consumers.

**MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM
OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:**

<i>Course Outcome</i>	Program Outcome						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	M			L			L
CO2	H		M				M
CO3	M				L		L
CO4	M			L			L

Semester 5

International Tourism

Learning Objectives: Basically knowledge of International Tourism shall provide an insight to the students about the destinations of the world; their climates etc. The study shall enable the students to relate the application of geography in tourism.

Syllabus

Unit 1: Globalisation & tourism sector

Globalisation & the business world, the tourism industry, challenges, Factors affecting Global & regional tourist movements, Demand and origin factors, destination & resource factors. Contemporary trends in international tourist movements. The emergence of international hotels & tourism

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Unit 2: Historical aspects, development of chains, development abroad, airline connection
Political aspects of the international travel, tourism, Barriers to travel, tourism investment & business, regulations, international organisations dealing with barriers viz : WTO, IMF, IHA, need for governments support of tourism, national tourism organizations, political stability, travel

Advisories, political risk, crisis management, International hotels, Balancing global & local perspectives

Unit 3

Operating in a multinational environment, International rules & regulations -a brief study, Human resources & cultural diversity, Understanding cultural diversity, cultural perceptions, business protocol, cultural, considerations in negotiations, International tourism sales & marketing.

Unit 4

Market research, developing an international marketing strategy, understanding various travel distribution systems viz GDS, product positioning, Global competition & the future

Unit 5:

Long -term tourism growth trends, tourism growth in major regions, transportation developments, technology & automation, Development issues, tourism & the environment.

Course Outcomes: At the end of the course, students will be able to

[CO.1]: Understanding the meaning Globalisation & the business world, the tourism industry, challenges, Factors affecting Global & regional tourist movements.

[CO.2]: Understanding cultural diversity, cultural perceptions, business protocol, cultural, considerations in negotiations, International tourism sales & marketing

[CO.3]: Explaining the Political aspects of the international travel, tourism, Barriers to travel, tourism investment & business, regulations, international organizations dealing with barriers.

[CO.4]: Explaining in-depth understanding of the characteristics and types of Market research, developing an international marketing strategy.

[CO.5]: Understanding the Long -term tourism growth trends, tourism growth in major regions.

MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:

<i>Course Outcome</i>	Program Outcome						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7

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CO1	M				L		L
CO2	M	L		L			
CO3	H		M				M
CO4	M				L		L
CO5	M			L			L

Total Quality Management – Tourism & Hospitality

Learning Objectives: The course is very imperative as it shall orient the student with the basic understanding of the Quality Management & typical functioning of a Tourism & Hospitality.

Syllabus

Unit 1: Quality Management: Concept, need & importance, Quality Management in Urban Tourism, Season ability in tourism: Problems & Measurement, • Improving the tourist experience

Unit 2: Quality Management applied to tourist destinations, Attraction & land use management, Project Management: Managing resources, time, Quality Project Management, techniques & skills.

Unit 3: The role of manager and management style, Application of service quality in managing tourist destination, Tourist destination life cycle and quality management.

Unit 4: Total Quality Management & Tourism: ISO, Importance of quality Management in developing and tourist destination, Concept of service: Definitions & Meaning, Types of service, Classifications of services, Growing importance of services in Future Societies & impact of service in daily life, Role of customers in Service Process, Service Quality, Deterioration of quality.

Unit 5: Productivity & quality improvement, Management challenges in service sector, Key elements of Managerial skill in Tourism & hospitality Industry, Tourism and crises Management.

Course Outcomes: At the end of the course, students will be able to:

[CO.1]. Understand the Concept, need & importance, Quality Management in Urban Tourism, Season ability in tourism.

[CO 2]. Learn Quality Management applied to tourist destinations, Attraction & land use management, Project Management.

[CO.3]. Understand the total Quality Management & Tourism, importance of quality Management in developing and tourist destination, Concept of service

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[CO.4]. Explain various challenges in service sector, Key elements of Managerial skill in Tourism & hospitality Industry, Tourism and crises Management.

MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:

<i>Course Outcome</i>	Program Outcome						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	M				L		L
CO2	M			L			L
CO3	H			M			M
CO4	M				L		L

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Semester 6

Marketing of Airlines and cruise

Learning Objectives: Study of Marketing of Airlines and cruise helps to prepare students to meet the challenges associated with the Airlines and cruise. Students will gain a basic understanding of the Airlines and cruise industry by analyzing the industry's: marketing, growth and development, reviewing its organizational structure, investigating its relationship with the hotel's other departments, And by focusing on industry opportunities and future trends marketing.

Syllabus

Unit-1 History of Airlines - The Evolution of Aviation, Issues and Challenges, Global Aviation Industry, Aviation Industry in India - An Overview, Aircraft Types and Structures, Aircraft Manufacturers.

Unit-2 World Airlines and Airports, World Aviation Bodies- Airports - Domestic and International, World Airlines, World Major Airports, IATA and ICAO, National Aviation Authorities. General Subjects – Layout of an Airport and Ground handling, Airport and Aircraft Security, Managerial Operations, Airline catering and Various Bodies.

Unit-3 Marketing of Airlines and cruise - Definition, Marketing Concepts (Need, Want, Demand, TQM, Product, Customer value, Customer satisfaction, Exchange & Transaction, Market), Difference between marketing and Selling, Marketing Orientation (Product concept, Production concept, Selling concept, Marketing of Airlines and cruise concept, Societal marketing of Airlines and cruise concept), Modern marketing concepts (Green marketing, Mobile marketing, Cross-cultural marketing, Web marketing, Tele marketing, Relationship marketing, Buzz marketing)

Unit 4: Analysis and selection of market of Airlines and cruise: Measuring and forecasting tourism demand; forecasting methods, Managing capacity and demand. Market segmentation and positioning (STP).

Unit 5: Airlines and cruise Marketing Mix Elements- 7 P's of marketing –Product (Levels, Classification, Branding, Packaging, PLC), Place (Distribution channels Definition, Why use intermediaries? , How they add value? Channel functions, Marketing intermediaries in hospitality industry) Price (Definition, Marketing strategies, Initiating price change), Promotion (Definition, Functions, Promotion mix – Advertising, Sales Promotion, Personal Selling, Public Relations), People, Processes, Physical Evidence.

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Course Outcomes: At the end of the course, students will be able to

CO. 1 : Describe the Basic of Airlines and cruiseSector and their structure.

CO. 2: To understand the basic role, functions and marketing of Airlines and cruise sector to enhance employment.

CO. 3: Students are able to recognize importance of Contemporary issues in Airlines and cruise services in India.

CO.4: Students are able to understand the role of various regulators of Airlines and cruise sector and also about the emerging professional skills in the field of banking.

MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:

<i>Course Outcome</i>	Program Outcome						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	M				L		
CO2	M			M		M	
CO3	H		M				
CO4		L		H			M

- H = Highly Related; M = Medium L = Low

Marketing of Hotels, Resorts and Tours

Learning Objectives:The core emphasis of this course is to develop strategic thinking to solve complex Hospitality Marketing problems and exPO it opportunities. Forecast and evaluate the effects of Hospitality Marketing on business decisions, assess the benefits and problems of

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integrating corporate and functional Marketing strategies, and to formulate approaches for managing Marketing of Hotels, Resorts and Tours.

Syllabus

Unit 1 : Introduction of Marketing of Hotels, Resorts and Tours: Definition of Marketing of Hotels, Resorts and Tours, Customer Orientation, Core concept of Marketing of Hotels, Resorts and Tours, Marketing Management-definitions, philosophies and pillars of Hotels Marketing management, Introduction to 7 P's of Marketing mix;

Unit 2: Consumer Behavior: Consumer Behavior Model, Factors affecting Consumer Behavior-cultural, social, personal, psychological;

Unit 3 :Market Segmentation Hotels, Resorts and Tours: Product, Definition, Hospitality products, Levels of product, Branding, New product development, Product lifecycle, Product Differentiation,

Unit 4: Distribution: Definition and Importance of Distribution system, Channel Levels of distributions, Intermediaries for Hospitality Industry, Travel Agents, Tour Wholesalers, Hotel Representatives, National, Regional, Local Tourist agencies, Centralized Reservation Systems, Airline based reservation systems, Internet;

Unit 5: Promotion: Publicity & Public relation- tools & opportunities in the hotel, resorts & travel industry, Principles of personal selling, Direct Marketing-Telemarketing and Internet, Definition & need for market segmentation, Basis for segmentation- geographic, demographic, behavioral & psychographics.

Course Outcomes:

CO 1: Develop an understanding of the Hotels, Resorts and Tours Marketing process.

CO 2: Prepare Hotels, Resorts and Tours Marketing strategy for an organization.

CO 3: Evaluate various strategic Hotels, Resorts and Tours Marketing options & Design a strategy and plan for an organization.

CO 4: Execute the Hotels, Resorts and Tours Marketing strategies.

CO 5: Apply Hotels, Resorts and Tours Market evaluation & control process to develop hospitality marketing skills for employability & entrepreneurship.

References Books

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- Philip Kotler , Bowen & Makens Prentice, *Marketing for Hospitality & Tourism*, Hall Inc.
- S.M.Jha, *Hotel Marketing* , Himalaya publishing House – Mumbai.

MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:

<i>Course Outcome</i>	Program Outcome						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	M				L		
CO2	M			M		M	
CO3	H		M				
CO4	M			H			M
CO4		L		H			M

- H = Highly Related; M = Medium L = Low

Entrepreneurship and Venture Management

Learning Objectives: The course on Entrepreneurship Management intends to inculcate in graduates an advanced level of entrepreneurial vision and entrepreneurial will. Further, this course enables students with the ability to identify entrepreneurial opportunities that exist, those that represent untapped markets and underserved markets, and those that can be created by applying existing technologies to new fields and new markets.

Syllabus

Unit 1

Tourism industry and business ideas; business strategy- understanding customers and analyzing competition;

Unit 2

Tourism marketing mix; tourism marketing planning; financial planning; planning for people and operations.

Unit 3

Form of organisation and legal considerations; networking and collaboration; good business practices;

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Unit 4

Feasibility; Writing a business plan- marketing, financial, operations, people, etc. Financial requirements and sources of finance;

Unit 5

Setting up a tourism enterprise- steps, procedures, licenses, registration etc.

Course Outcomes: At the end of the course, students will be able to

[CO.1] To provide understanding of the relevance of Entrepreneurship as a means of management practice in the context of a fast changing organizational structure in a global environment.

[CO.2] To identify & develop of opportunities for an entrepreneur in an uncertain & inflexible environment.

[CO.3] To find out the ways to minimize the external threats.

[CO.4] Use critical thinking skills & apply ethical understanding perspective in business situations with professional skills.

[CO.5] Develop a well-presented business plan that is feasible for the budding entrepreneurship to create employable situations for them.

REFERENCE BOOKS

- Arora, R. and Sood, S.K. Fundamentals of Entrepreneurship and Small Business Management. Kalyani Publishers, Ludhiana.
- Desai, V. Small-Scale Industries and Entrepreneurship. 3/re, Himalayan Publishing House, Mumbai.
- Ramachandaran, K. Managing a New Business Successfully. Global Business Press, New Delhi.

MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:

<i>Course Outcome</i>	Program Outcome						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	M				L		L
CO2	M			L			L
CO3	H		M				M
CO4	M				L		L

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CO5	M			L			L
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BBA I SEMESTER
PRINCIPLES OF MANAGEMENT
SUBJECT CODE: BBA001A
CREDITS: 3L+1T (4)

Objective: The objective is to provide an understanding of basic concepts, principles and practices of management. The aim is to inculcate the ability to apply multifunctional approach to organizational objectives.

Unit I

Introduction: Concept, Significance and Nature of Management, Management Process ,Management and Administration, Functions and Principles of Management, Levels of Management, Functional areas of Management.

Unit II

Planning and Decision Making: Concept and Nature of planning, Objectives and Components of planning, Nature and Process of planning. Process of Planning, Dimensions / Types of Planning, Tools and Techniques of planning. Decision-Making – Nature, Significance and Process, Techniques of decision making.

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Unit III

Organizing: Concept, Importance and Elements of Organization, Process and Principles of organization, Theories of Organization, Organization structure, Organization charts and manuals.

Unit IV

Directing and Communication: Concept, Nature, Scope, Principles and Techniques of direction, Concept and Process of communication, Channel / Media of communication, Barriers to effective communication.

Unit V

Controlling: Concept, Objectives, Process and Principles of control, Various control techniques

Course outcomes(CO)

- I CO1: Provide an understanding of principles and practices of management
- II CO 2: To understand about planning and decision making.
- III CO3:To know about importance and elements of organization.
- IV CO4: Providing knowledge regarding directing and communication.

MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:

<i>Course Outcome</i>	Program Outcome						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	M				L		M
CO2		M		M		L	
CO3	H		L				L
CO4		M	M			L	L

H = Highly Related; M = Medium L = Low

References:

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1. Koontz & Weirich, *Essentials of Management*, Tata McGraw Hill, 2010.
2. L.M. Prasad, *Principles & Practices of Management*, Sultan Chand, 2010.
3. Stephen Robbins, *Management*, Pearson, 2011.

BBA

BUSINESS ORGANISATION

SUBJECT CODE: BBA002A

CREDITS: 3

Objectives: The Objective is to provide understanding of the nature of business and organization, promotion and forms of business organization.

UNIT I

Introduction: Concept and Nature of business and organization, Objectives of business, Classification of business activities, Environment of business system, Social responsibility of business.

UNIT II

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Promotion and Forms of Business organization :Concept and stages of promotion. Position and functions of promoter, Promotion of new business.Forms of business organization, sole trader, partnership.Joint stock company and co-operative institution.

UNIT III

Location:Theories of industrial location, Factors affecting the location of industry. Government policy towards the localization.Concept of combination, Merits, Demerits and Types of combination.

UNIT IV

Organization success: Risk management, concept of strategic Management, five force porter model, sustainability of organization, Factors for organizational success.

UNIT V

Organizational challenge

Goods vs services, global and contemporary challenges of business organization, competition concept, organization performance measurement.

Course outcomes(CO)

I CO1: To provide understanding about nature of business and organization, promotion and forms of business.

II CO 2: To know about promotion and forms of business organization.

III CO3: Understanding theories of industrial location

IV CO4: Knowing about organizational success and organizational challenge.

MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:

Course Outcome	Program Outcome						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1		M	L		M		L
CO2		M			H		
CO3				H	M	L	

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CO4		M		H			
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H = Highly Related; M = Medium L = Low

References:

1. Frank R. Mason, *Business Principles & Organization*, Nabu Press, 2011.
2. RajendraMaheshwari, *Business Organization & Management*, International Book House, 2011.

BBA
MANAGERIAL ECONOMICS
SUBJECT CODE: BBA004A
CREDITS: 3L+1T (4)

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Learning Objective: The purpose of this course is to apply microeconomics concepts and techniques in evaluating business decisions taken by firms. The emphasis is on explaining how the tools of standard price theory can be employed to formulate a decision problem, evaluate alternative courses of action and finally choose among alternatives. Simple geometry and basic concepts of mathematics will be used in course of teaching.

Unit I

Introduction to Managerial economics, nature, significance, scope of managerial economics, role of economics in business decision making. Macro and Micro economics, Demand & Supply, determinants of demand and supply, movement vs. shift in demand curve, movement along a supply curve vs. shift in supply curve.

Unit II

Demand, Supply and Market Equilibrium; Elasticity of Demand & Supply. Price, Income & cross elasticity & advertising elasticity. Methods to calculate price elasticity.

Unit III

Utility: Cardinal & Ordinal, Law of diminishing marginal utility, law of equi-marginal utility. Theory of Consumer Behaviour, Indifference curve theory, Indifference curves & its properties

Unit IV

Production: Technology of Production; Production with one variable input, Production with two variable input, Returns to Scale. Cost: Measuring Costs, Costs in the Short & long run, Long run vs. Short run cost curves, profit maximization & cost minimization, equilibrium of the firm; Economies of Scale.

Unit V

Theory of Firm & Market Organization: Perfect Competition: Perfectly Competitive markets, Profit Maximization, Marginal revenue, Marginal Cost, Output in the short run & long run. Monopoly: Monopoly Power & its sources, Monopolistic Competition & Oligopoly: Collusive and Non collusive, Kinked demand curve, price leadership of a firm.

Course outcomes(CO)

I CO1: To understand how to apply microeconomics, concept, and technique in evaluating business decisions.

II CO 2: Understanding the nature, significance and scope of managerial economics

III CO3: Knowing to demand, supply and market equilibrium,

IV CO4: Knowing about production technology and theory of firm & market organization.

MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:

<i>Course Outcome</i>	Program Outcome
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	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	L	H				M	H
CO2		M		M			M
CO3	H				M		
CO4		M			L		L

H = Highly Related; M = Medium L = Low

Text books:

1. D.N. Dwivedi, Managerial Economics, Vikas Publications
2. SPS Chauhan, *Micro Economics, An Advanced Treatise*, Prentice Hall of India, 2009.
3. R.G.Lipsey and K.A. Chrystal. (2008). *Principle of Economics*. (11th ed.). Oxford University Press.
4. Deepashree, *Principle of Micro Economics*, Ane Books Pvt. Ltd, New Delhi.

BBA

Computer Application – I (Fundamental of Computers)

SUBJECT CODE: BMC001A

CREDITS: 2L (2)

Unit -I

Introduction: Generation of Computer, Functional components of Computer

Number Systems: Number systems, addition, subtraction, multiplication and division of fixed point numbers.

Unit-II

Devices: Input and Output Devices.

Memory: Primary Memory, Secondary Memory and Cache Memory.

Unit -III

Software: System Software, Application Software.

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Operating System as User Interface, System Tools, Control Panel settings and Utility Programs

Unit -IV

Logic Gates, Decoders, Multiplexers, Registers, Bus System, Instruction cycle, Instruction Format, Addressing Modes.

Unit -V

Office Tools: Introduction to Word Processor, Electronic Spreadsheet, and Presentation tool

Text Books

- M. M. Mano, Computer System Architecture, 3rd Edition, Prentice Hall of India, 2008.
- V Rajaraman, Fundamentals of Computers, Fifth Edition, PHI, 2010.

Course outcomes(CO)

- I CO1: To understand the functional component of computer.
- II CO 2: To know about various computer devices.
- III CO3: To understand the software application and system software.
- IV CO4: To know about word processor, electronic spread sheet, and presentation.

- **MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:**

Course Outcome	Program Outcome						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	M				L		L
CO2	M			L			L
CO3	H		M				M
CO4	M				L		L

H = Highly Related; M = Medium L = Low

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Reference Books

- W. Stallings, Computer Organization and Architecture-Designing for Performance, 8th Edition, Pearson Education/PHI, Inc., 2010.
- J. P. Hayes, Computer Architecture and Organization, 3rd Edition, Tata McGraw-Hill, 2012.
- P.K. Sinha, PritiSihna , Computers Fundamental, 6th Edition BPB Publication,2011.

BBA

Computer Application Lab -I

SUBJECT CODE: BMC002A

CREDITS: 2P (2)

Objectives:- Student will be able to analyze a problem and identify and define the computing requirements to solution. Ability to design, implement and evaluate a computer-based system, process, component or program to meet desired needs.

I Document Preparation

1. Telephone directory.

- The heading should be 16-point Arial Font in bold •
- The rest of the document should use 10-point font size
- Other headings should use 10-point Courier New Font.
- The footer should show the page number as well as the date last updated.

2. The time-table form for your college.

- The first line should mention the name of the college in 16-point Arial Font and should be bold.
- The second line should give the course name/teacher's name and the department in 14-point Arial.
- Leave a gap of 12-points.
- The rest of the document should use 10-point Times New Roman font.

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- The footer should contain your specifications as the designer and date of creation.
- 3.** Create the following one page document.
 - (a) Compose a note inviting friends to a get-together at your house, including a list of things to bring for get together.
 - (b) Design a certificate in landscape orientation with a border around the document.
- 4.** Create the following document:
 - (a) A newsletter with a headline and 2 columns in portrait orientation, including at least one image surrounded by text.
- 5** Convert following text to a table, using comma as delimiter Type the following as shown (do not bold). Color, Style, Item Blue, A980, Van Red, X023, Car Green, YL724, Truck Name, Age, Sex Bob, 23, M Linda, 46, F Tom, 29, M
- 6** Use mail merge to create labels for invitations to all your clients in the Pacific Northwest to attend a seminar that you're offering in Portland and Oregon. To demonstrate the process, set up a sample filter that selects all records with a ZIP code greater than 95000.
- 7** Prepare a grocery list having four columns (Serial number, The name of the product, quantity and price) for the month of April, 06.

Font specifications for Title(Grocery List) : 14-point Arial font in bold and italics.

- The headings of the columns should be in 12-point and bold.
- The rest of the document should be in 10-point Times New Roman.
- Leave a gap of 12-points after the title.
- 8.** XYZ Publications plans to release a new book designed as per your syllabus. Design the first page of the book as per the given specifications.
 - The title of the book should appear in bold using 20-point Arial font.
 - The name of the author and his qualifications should be in the center of the page in 16-point Arial font.
 - At the bottom of the document should be the name of the publisher and address in 16-point Times New Roman.

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- The details of the offices of the publisher (only location) should appear in the footer.

9 Create the following one page documents.

(a) Design a Garage Sale sign.

(b) Make a sign outlining your rules for your bedroom at home, using a numbered list.

10 Enter the following data into a table given on the next page.

Salesperson	Dolls	Trucks	Puzzles
Amit	1327	1423	1193
Shivi	1421	3863	2934
Om	5214	3247	5467
Ananya	2190	1278	1928
Anupama	1201	2528	1203
Maharshi	4098	3079	2067

Add a column Region (values: S, N, N, S, S, S) between the Salesperson and Dolls columns to the given table Sort your table data by Region and within Region by Salesperson in ascending order:

II Electronic Spreadsheet

1. Create a student worksheet containing roll numbers, names and total marks. Open a document in Word and insert the excel worksheet using :-

i)Copy/Paste

ii)Embedding

iii)Linking

2. The term wise marks for APS class of 20 students are stored in 3 separate sheets named term1, term2 and term3. Create 4th worksheet that contains student names and their total and average marks for the entire year. Give proper headings using headers. Make the

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column headings bold and italic. The 4th worksheet should contain college name as the first line. Make it bold, italic and center it.

3. Consider the following employee worksheet:-

Full Name (First Last)	Grade 1/2/3	Basic Salary	HRA	PF	Gross	Net	(VA) Vehicle Allowance

HRA is calculated as follows:

Grade	HRA %(of Basic)
1	40%
2	35%
3	30%

Gross = Basic + HRA + VA

Net = Gross –PF

PF is 8% for all Grades

VA is 15000, 10000 and 7000 for Grades 1, 2 and 3.

- Find max, min and average salary of employees in respective Grade
- Count no. of people where VA>HRA
- Find out most frequently occurring grade.
- Extract records where employee name starts with “A” has HRA>10000
- Print Grade wise report of all employees with subtotals of net salary and also grand totals. Use subtotal command.
- Extract records where Grade is 1 or 2 and salary is between 10000 and 20000 both inclusive.

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4. In a meeting of a marketing department of an organization it has been decided that price of selling an item is fixed at Rs40. It was resolved to increase the sale of more items and getting the profit of Rs40,000. Use Goal Seek to find out how many items you will have to sell to meet your profit figure.
5. To study the variation in volume with pressure for a sample of an air at constant temperature by plotting a graph for $P - V$ and $P - I/V$. Sample observations are :-

Pressure(P)	Volume (V)	I/V	PV	P/V
75	20			
78.9	19			
83.3	18			
88.2	17			

6. Plot the Bar Chart for OHM's Law. Analyze the chart by changing it to line graph.
7. Plot the pie-chart for composition of air.
8. Plot the chart for marks obtained by the students (out of 5) vs. frequency (total number of students in class is 50).
9. Create the following worksheet(s) containing an year wise sale figure of five salesmen in Rs.

Salesman	2002	2003	2004	2005
MOHAN	10000	12000	20000	50000
MITRA	15000	18000	50000	60000
SHIKHA	20000	22000	70000	70000
ROHIT	30000	30000	100000	80000

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MANGLA	40000	45000	125000	90000
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Apply the following Mathematical & Statistical functions:

- i) Calculate the commission for each salesman under the condition :-
 - a) If total sales is greater than Rs. 3,00,000/-, then commission is 10% of total sale made by the salesman.
 - b) Otherwise, 4% of total sale.
- ii) Calculate the maximum sale made by each salesman.
- iii) Calculate the maximum sale made in each year.
- iv) Calculate the minimum sale made by each salesman.
- v) Calculate the minimum sale made in each year.
- vi) Calculate the average sales made by each salesman.
- vii) Calculate the total sale made by each salesman.
- viii) Count the no. of sales persons.
- ix) Calculate the cube of sales made by Mohan in the year 2002.
- x) Find the difference in sales by salesman Mitra between the year 2002 and 2003.
- xi) Find the absolute value of difference.
- x) Also calculate the Mode, Stddev, Variance, Median for the sale made by each salesman.
- xi) Calculate the year wise Correlation coefficient between the sales man Mohan and Mitra year wise.

10. The following table gives an year wise sale figure of five salesmen in Rs.

Salesman	2000	2001	2002	2003
S1	10000	12000	20000	50000
S2	15000	18000	50000	60000
S3	20000	22000	70000	70000
S4	30000	30000	100000	80000

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S5	40000	45000	125000	90000
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Calculate total sale year wise.

xii) Calculate the net sales made by each salesman xiv)

Calculate the commission for each salesman under the condition :-

c) If total sales is greater than Rs. 4,00,000/-, then commission is 5% of total sale made by the salesman.

d) Otherwise, 2% of total sale.

xv) Calculate the maximum sale made by each salesman. xvi) Calculate the maximum sale made in each year. xvii) Draw a bar graph representing the sale made by each salesman. xviii) Draw a pie graph representing the sale made by salesmen in year 2001.

11. Consider the following worksheet for APS 1st year students:-

S.No.	Name	PH	CH	BY	MT	CS	Total Marks	%	Grade
1									
2									

Grade is calculated as follows:-

If % ≥ 90 Grade A

If % ≥ 80 & < 90 Grade B

If % ≥ 70 & < 80 Grade C

If % ≥ 60 & < 70 Grade D

Otherwise students will be declared fail.

i) Calculate Grade using if function ii) Sort the data according to total marks iii)

Apply filter to display the marks of the students having more than 65% marks. iv)

Draw a pie chart showing % marks scored in each subject by the topper of the

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- class. v) Draw the doughnut chart of the data as in (iv) vi) Enter the S.No. of a student and find out the Grade of the student using VLOOKUP.
- vii) Extract all records where name
- a) Begins with “A”
 - b) Contains “A”
 - c) Ends with “A”

12. Enter the data as given below using spread sheet:

	A	B	C	D	E
1	Subjects	Marks			
2	Physics	76			
3	Maths	94			
4	Biology	88			
5	Chemistry	91			
6	English	----			
7					
8	Percentage	=	80%		
9					

Use Goal Seek to find out the marks in English subject to get total percentage of marks which is set to 80%.

III Practical List for Presentation tool

1. Create five Power point slides. Each slide should support different format. In these slides explain areas of applications of IT. Make slide transition time as 10 seconds.
2. Create five Power Point slides to give advantages/disadvantages of computer, application of computers and logical structure of computer.

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3. Create five Power Point slides detailing the process of internal assessment. It should be a self running demo.
4. Create five Power Point slides, one having table, one having clip-art and others giving in brief the details of the two above slides. Create a self- running demo of the slides.
5. Create a Power Point presentation to teach that area of a square is a^2 where a is the size of side of the square. Explain this feature with suitable diagram. Also explain that when a given square is divided into two equal parts, how do you calculate its area(area of part), with a suitable example.
6. Create a Power Point presentation to explain the key feature of BSc program with proper coloring and formatting of the slides(at least 8 slides). Your slides should contain figures, graphs. During slide show, slides should run automatically after specified time (a suitable time).

Course outcomes(CO)

I CO1: How to analyse a problem and identify and define the computing requirements of solutions.

II CO 2: To know about document preparation.

III CO3: To know practically the electronic spread sheet.

IV CO4: To create understanding of presentation and the presentation tools.

MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:

<i>Course Outcome</i>	Program Outcome						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	M				L		
CO2	M	L					M
CO3	H				L		L
CO4	M	L					H

H = Highly Related; M = Medium L = Low

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BBA
ENVIRONMENTAL STUDIES
SUBJECT CODE: BMC051A
CREDITS: 2L(2)

Objectives:

Environmental studies deals with every issue that affects an organism. It is essentially a multidisciplinary approach that brings about an appreciation of our natural world and human impacts on its integrity. It is an applied science as it seeks practical answers to making human civilization sustainable on the earth's finite resources. Its components include biology, geology, chemistry, physics, engineering, sociology, health, anthropology, economics, statistics, computers and philosophy. As we look around at the area in which we live, we see that our surroundings were originally a natural landscape such as a forest, a river, a mountain, a desert, or a combination of these elements. Most of us live in landscapes that have been heavily modified by human beings, in villages, towns or cities. But even those of us who live in cities get our food supply from surrounding villages and these in turn are dependent on natural landscapes such as forests, grasslands, rivers, seashores, for resources such as water for agriculture, fuel wood, fodder, and fish.

The basis objective of this course is to provide basic understanding to the students with the nature and the environment.

UNIT I

The **Multidisciplinary** nature of environmental studies Definition; Scope and importance, Need for public awareness.

UNIT II

Natural Resources: Renewable and non-renewable resources: Natural resources and associated problems.

a) Forest resources: Use and Over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.

b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams benefits and problems.

c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.

d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.

e) Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, Case studies.

f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.

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- Role of an individual in conservation of natural resources. - Equitable use of resources for sustainable lifestyles.

UNIT III

Concept of an ecosystem.

- Structure and function of an ecosystem. Producers, consumers and decomposers. Energy flow in the ecosystem. Ecological succession. Food chains, food webs and ecological pyramids. Introduction, types, characteristic features, structure and function of the following ecosystem:

- a. Forest ecosystem
- b. Grassland ecosystem
- c. Desert ecosystem
- d. Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries).

UNIT IV

Biodiversity and its Conservation

Introduction-Definition: □ genetic, species and ecosystem diversity.

Biogeographical □ classification of India.

Value of biodiversity: □ consumptive use, productive use, social, ethical, aesthetic and option values.

Biodiversity at global, □ National and local levels.

India as a mega-diversity □ nation.

Hot-spots of biodiversity. □

Threats to biodiversity: □ habitat loss, poaching of wildlife, man-wildlife conflicts.

Endangered and endemic □ species of India.

Conservation of biodiversity: In-situ and Ex-situ □ conservation of biodiversity.

UNIT V

Environmental Pollution:

Definition, Causes, effects and control measures of: -

- a. Air pollution
- b. Water pollution
- c. Soil pollution
- d. Marine pollution
- e. Noise pollution
- f. Thermal pollution
- g. Nuclear hazards

- Solid waste Management: Causes, effects and control measures of urban and industrial wastes. Role of an individual in prevention of pollution. Pollution case studies. - Disaster management: floods, earthquake, cyclone and landslides

UNIT-VI: Social Issues and the Environment

- From Unsustainable to Sustainable development.
- Urban problems related to energy.
- Water conservation, rain water harvesting, watershed management.

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- Resettlement and rehabilitation of people; its problems and concerns. Case studies.
- Environmental ethics: Issues and possible solutions.
- Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies.
- Wasteland reclamation.
- Consumerism and waste products.
- Environment Protection Act.
- Air (Prevention and Control of Pollution) Act.
- Water (Prevention and Control of Pollution) Act.
- Wildlife Protection Act. - Forest Conservation Act.
- Issues involved in enforcement of environmental legislation.
- Public awareness.

UNIT-7: Human Population and the Environment

- Population growth, variation among nations. Population explosion-Family welfare Programme.Environment and human health.Human Rights.Value Education.HIV/AIDS.Women and Child Welfare.
- Role of information Technology in Environment and human health.
- Case Studies.

UNIT-8: Field Work (Practical).

- Visit to a local area to document environmental assets-river/forest/grassland/ hill/mountain.
- Visit to a local polluted site-Urban/Rural/Industrial/Agricultural.
- Study of common plants, insects, birds.
- Study of simple ecosystems-pond, river, hill slopes, etc.

Course outcomes(CO)

- I CO1: It deals with every issue that affects the organization.
- II CO 2: To understand the multidisplinary nature of environmental studies.
- III CO3:To understand about the renewable and non renewable resources.
- IV CO4: Knowing about the concept of the ecosystem.

MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:

Course Outcome	Program Outcome						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1		H			M	M	
CO2			H		M	M	
CO3			M		H	L	L

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CO4		M		H		M	L
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H = Highly Related; M = Medium L = Low

Reference Books:

1. Agarwal K.C. 2001 Environmental Biology, Nidi publ. Ltd. Bikaner.
2. Bharucha Erach, The Biodiversity of India, Map in Publishing Pvt. Ltd. Ahmedabad-380013, India, E-mail: Mapincenet, net.
3. Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc.480p.
4. Clark R.S., Marine pollution, Clanderson Press Oxford.
5. Cunningham, W.P.Cooper, T.H.Gorhani, E & Hepworth, M.T. 2001, Environmental & Encyclopedia, Jaico Publ. House, Mumbai, 1196p
6. De A.K., Environmental Chemistry, Wiley Eastern Ltd.
7. Down to Earth, Centre for Science and Environment
8. Gleick, H.P. 1993. Water in crisis, Pacific Institute for Studies in Dev.,Environment& Security. Stockholm Env. Institute. Oxford Univ. Press, 473p
9. Hawkins R.E., Encyclopedia of Indian Natural History, Bombay Natural History Society, Bombay .
10. Heywood, V.H & Watson, R. T. 1995. Global Biodiversity Assessment. Cambridge Univ. Press1140p
11. Jadhav, H &Bhosale, V.M.1995. Environmental Protection and Laws. Himalaya Pub. House, Delhi 284p
12. Mckinney, M.L. &Schoeb, R.M. 1996. Environmental Science systems & solutions, Web enhanced edition 639p.
13. Mhaskar A.K. Matter Hazardous. Techno-Science Publications.
14. Miller T.G. Jr., Environmental Science, Wadsworth Publishing Co.
15. Odium, E.P. 1971. Fundamentals of Ecology, W.B.Saunders Co. USA. 574p
16. Rao M.N. &Datta, A.K. 1987. Waste Water Treatment. Oxford & IBH Publ .Co. Pvt. Ltd. 345p.
17. Sharma B.K., 2001. Environmental Chemistry Goel Publ. House, Meerut.
18. Townsend C.,Harper J, and MichealBegon, Essentials of Ecology, Blackwell Science
19. Trivedi R.K., Handbook of Environmental Laws, Rules, Guidelines, Compliances and standards, Vol I an II, Enviro Media
20. Trivedi R.K. and P.K. Goel, Introduction to air pollution, Techno-Science Publications
21. Wagner K.D., 1998. Environmental Management. W.B. Saunders Co. Philadelphia, USA 499p

BBA I Semester

Quantitative Techniques

SUBJECT CODE: BBA003A

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CREDITS: (3L+1T)4

Objectives: To understand & apply various statistical methods of data summarization and analysis, to gain ability to take decision in diverse aspects of business environment.

UNIT I

Meaning & Definition of Statistics, Functions, Applications, Limitations and Distrust of Statistics. Census and sampling, methods of sampling, Methods of collections of Primary and secondary data, Schedule & Questionnaire,

UNIT II

Classification and tabulation of Data, Diagrams and Graphs, concept of central tendency: meaning, definition, determination of Mean including Geometric Mean and Harmonic Mean, Median, Mode.

UNIT III

Measures of Dispersion, Meaning, Objectives, Importance, Absolute and relative measure of dispersion, essential characteristics of a good measure of dispersion, selective of an appropriate measure of dispersion.

UNIT IV

Skewness: meaning, measures of Skewness, difference between Dispersion and Skewness.

UNIT V

Correlation: meaning, Definition, types, methods of determining correlation. Regression Analysis: meaning, utility, types, difference between correlation and regression, methods of computing regression lines, conceptual frame work and their application in business.

Course outcomes(CO)

- I CO1: To apply and understand various statistical methods of data summarization and analysis.
- II CO 2: To find ability to take decisions in diverse aspects of business environment.
- III CO3: To understand classification and tabulation of data.
- IV CO4: To know technical terms like skewness, measures of dispersion and co-relation.

MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:

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<i>Course Outcome</i>	Program Outcome						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	M				L		L
CO2		M		L		L	L
CO3		M			M		L
CO4	H				M		

H = Highly Related; M = Medium L = Low

Reference books:

1. Statistics: S P Gupta
2. Research Methodology: C R Kothari
3. Quantitative methods in management: Gupta, Agarwal, Khandelwal and Ahmed.

BBA II SEMESTER
ORGANISATION BEHAVIOUR
SUBJECT CODE: BBA007A
CREDITS: 3L(3)

Objectives:

This course is designed to equip the students with the tools necessary to understanding the dynamics of individual and group behavior for efficient and effective utilization of human resources in the organizations.

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UNIT I: Introduction

Definition, Need and Importance of Organizational Behavior, Contributing disciplines of OB, Nature and Scope, Organizational Behavior Models

UNIT II: Individual Behaviour

Personality – Type A and B, Big five personality types, Factors influencing personality.

Values and Attitudes– Concept and types of values: Terminal value and instrumental value. Components of attitude, job related attitudes, measurement of attitude.

Learning – Concept and learning theories and reinforcement.

Perceptions And Emotions – Importance, factors influencing perception, perpetual distortions, emotional intelligence.

UNIT III: Motivation and Interpersonal Behaviour

Motivation – Meaning and importance of motivation, Maslow's need hierarchy theory, Herzberg's two factor theory, Theory X Theory Y, Intrinsic and Extrinsic motivation by Ken Thomas, Measurement of motivation using standard questionnaire. Communication and feedback, Transactional Analysis (TA), Johari Window.

UNIT IV: Group Behaviour

Conflict: Sources of conflict, resolution strategies

Leadership: Meaning and concept of leadership, trait theory, transactional, charismatic and transformational leadership.

UNIT V: Dynamics of Organisational Behaviour

Organizational Climate and Culture – Concept, Factors affecting organizational climate and culture and developing organizational culture

Organizational Change – Importance, Stability vs. Change, Proactive vs Reaction change, Change process, Resistance to change, Managing change.

Stress – Work Stressors, Consequences, Prevention and Management of stress

Course Outcome (CO):

At the end of this course students will be:

CO1: Able to understand the fundamental concepts and importance of Organizational Behavior.

CO2: Able to identify and understand the various types of employee behavior and measures to control such behavior.

CO3: Able to understand the concept of Leadership and to develop critical thinking skills.

CO 4: Able to understand and develop the positive organisational behavior.

CO 5: Able to understand and control the measures of organisational climate & climate change.

**MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM
OUTCOMES AND COURSE OUTCOME:**

<i>Course Outcome</i>	Program Outcome

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	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	H		M				L
CO2	H			M			M
CO3	M						L
CO4		M		M			
CO5	H				H	L	

H = Highly Related; M = Medium L = Low

Text Books:

1. Robbins, S.P., *Organisational Behaviour*, Prentice Hall of India Pvt. Ltd., New Delhi.
2. Greenberg, Jerald, and Robert A Baron, *Organisational Behaviour*, Prentice Hall of India Pvt. Ltd., New Delhi.
3. Luthans, F., *Organisational Behaviour*, McGraw Hill International. New York.

References:

1. Chhabra, T. N., *Organisational Behaviour*, Sun India Publications.
2. Singh, A.K., and B. P. Singh, *Organizational Behavior*, Excel Books Pvt. Ltd, New Delhi.
3. Hersey, P.K., Blanchard, H. and D. E. Johnson, *Management of Organisational Behaviour: Leading Human Resources*, Pearson Education.
4. Moshal, B.S., *Organisational Behaviour*, Ane Books Pvt. Ltd., New Delhi
5. Sekaran, Uma, *Organisational Behaviour: Text and Cases*, Tata McGraw Hill, New Delhi

BBA
ACCOUNTING FOR MANAGERS
SUBJECT CODE: BBA101A
CREDITS: 3L+1T (4)

Objectives:

To acquaint the students with concepts of Financial, Cost and Management Accounting and their applications in managerial decisions making.

UNIT I

Introduction to Financial Accounting: Accounting as an Information System; Importance, Scope and Limitations; Generally Accepted Accounting Principles; Basic Accounting Concepts, Techniques and Conventions; Accounting Cycle; Ethics in accounting; Basic Financial Statements; Understanding Corporate Annual Reports: Analysis of Financial statements through Ratios and Cash Flow Statement;

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Understanding and Analyzing Consolidated Financial Statements; Introduction to International Financial Reporting Standards (IFRS); Foreign Currency Accounting.

UNIT II

Introduction to cost accounting: Cost concepts – Meaning, Scope, Objectives and Importance of Cost Accounting; Elements of Cost; Components of Total cost. Classification of Costs: Fixed, Variable, Semi-variable, and Step Cost; Product and Period Costs; Direct and Indirect Costs; Relevant and Irrelevant Costs; Sunk Costs; Controllable and Uncontrollable Costs; Avoidable and Unavoidable Costs; Out-of-pocket Costs; Opportunity Costs; Conversion Cost. Cost Ascertainment: Cost Unit and Cost Center; Cost Allocation; Cost Apportionment; Cost Control and Cost Reduction. Accounting for Overhead Costs; Brief introduction of Techniques and Methods of Costing.

UNIT III

Cost-Volume-Profit Analysis: Contribution; PV Ratio; Margin of Safety; Break-Even Point; Composite Break-Even Point; Cash and Cost Break- Even Point. Decisions relating to key factor; Export order; Make or Buy, Pricing Decision, Cost plus pricing; Cost Management System and Activity-Based-Costing and Management; Target costing, Decisions related to deletion, Addition of products, Services or Departments; Joint Product Costs: Sell or Process further decisions.

UNIT IV

Introduction to Budgets and preparing the Functional Budgets, and Master Budget; Flexible Budgets.

UNIT V

Variance Analysis (Labor, Material): Management Control System and Responsibility Accounting; Management control in decentralized organizations

Course Outcome (CO):

At the end of this course students will be:

CO1: Able to understand the concepts of accounting theories.

CO2: Able to interpret the business implication of financial statement standard.

CO3: Able to Judge Product, project, divisional & organisational performance using managerial accounting information

CO4: Able to Identifying organisational information technology components and risks that can affect financial system and prescribe appropriate controls

CO5: Able to apply Cost Accounting methods to evaluate and project business performance.

MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND COURSE OUTCOME:

<i>Course</i>	Program Outcome
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<i>Outcome</i>							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	H			M			M
CO2	M			M			
CO3		M			H		
CO4		H	M				
CO5			M		H		L

H = Highly Related; M = Medium L = Low

Text Books:

- 1.Horngren C T, Sundem G L, Stratton W O, Burgstahler D and Schatzberg J. *Introduction to Management Accounting*. PHI Learning Pvt Ltd.
- 2.Porter G A, Norton C L. *Financial Accounting* (6th ed.). Cengage Learning (IFRS update)

References:

1. Horngren C T, Sundem G L and Elliott J A. *Introduction to Financial Accounting* (8th ed.). Pearson Education.
2. Horngren, C.T., Foster, G, and Datar, S.M. *Cost Accounting: A Managerial Emphasis*. New Delhi: Prentice Hall of India Pvt. Ltd.

BBA II SEMESTER
PRINCIPLES OF MARKETING MANAGEMENT
SUBJECT CODE: BBA161A
CREDITS: 3L(3)

Objectives:

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This course aims to familiarize students with the marketing function in organizations. It will equip the students with understanding of the Marketing Mix elements and sensitize them to certain emerging issues in Marketing.

Unit I:

Introduction: Nature, Scope and Importance of Marketing, Evolution of Marketing; Core marketing concepts; Company orientation - Production concept, Product concept, Selling concept, Marketing concept, Holistic marketing concept. Marketing Environment: Environment scanning – introduction to Marketing Information System; Demographic, economic, political, legal, socio cultural, technological environment (Indian context); Portfolio approach – Boston Consultative Group (BCG) matrix; Strength Weakness Opportunity Threat (SWOT) analysis, Ansoff's matrix.

Unit II:

Segmentation, Targeting and Positioning: Levels of Market Segmentation, Basis for Segmenting Consumer Markets, Difference between Segmentation, Targeting and Positioning; VALS 2 segmentation profile, Requirements for Effective Segmentation.

Unit III:

Product & Pricing Decisions: Concept of Product Life Cycle (PLC), PLC marketing strategies, Product Classification, Marketing of Services - Unique Characteristics of Services, Marketing strategies for service firms – 7Ps, Product Line Decision, Product Mix Decision, Branding Decisions, Packaging & Labelling, New Product Development. Pricing Decisions: Determinants of Price, Pricing Methods (Non-mathematical treatment), Adapting Price (Geographical Pricing, Promotional Pricing and Differential Pricing).

Unit IV:

Promotion Mix: Factors determining promotion mix, Promotional Tools – basics of Advertisement, Sales Promotion, Public Relations & Publicity and Personal Selling.

Unit V:

Place (Marketing Channels): Channel functions, Channel Levels, Types of Intermediaries: Types of Retailers, Types of Wholesalers.

Course Outcome (CO):

At the end of this course students will be able to:

CO1: Identify core concept of marketing and the role of marketing in business and society.

CO2: Knowledge of social, legal, ethical and technological forces on marketing decision making.

CO3: Develop marketing strategy based on product, price, place and promotion objectives.

CO4: Create an integrated marketing communication plan which includes promotional strategies and measures of effectiveness.

CO5: Analyze marketing problems and provide solutions based on a critical examination of marketing information.

**MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM
OUTCOMES AND COURSE OUTCOME:**

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<i>Course Outcome</i>	Program Outcome						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	H				H		
CO2		H	H			M	
CO3	H	M			M		M
CO4		M		M			L
CO5		M		H		L	L

H = Highly Related; M = Medium L = Low

Text Books:

1. Kotler, P. & Keller, K. L. (2012). *Marketing Management* (14th ed.). Pearson.
2. Kotler, P., Armstrong, G., Agnihotri, P. Y., & UIHaq, E. (2010). *Principles of Marketing - A South Asian Perspective*. (13th ed.). Pearson.

References:

1. Ramaswamy, V.S., Namakumari, S. (2009). *Marketing Management: Global Perspective-Indian Context*. (4th ed.). Macmillan Publishers India Limited.
2. Zikmund, W.G., D' Amico, M. (1999). *Marketing*. (6th ed.). Ohio: South-Western College Publishing.
3. Etzel, Michael J, Walker, Bruce J, Stanton William J and Pandit, Ajay (2009). *Marketing* (14th ed.). Tata McGraw Hill.

BBA II SEMESTER
HUMAN RESOURCE MANAGEMENT
SUBJECT CODE: BBA191A
CREDITS: 3L (3)

Objectives:

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The objective of this course is to help the students to develop an understanding of the concept & techniques of essential functions of human resource management.

Course Contents:

Unit I:

Human Resource Management: Concept, Functions, roles, skills & competencies, HRD-definition, goals and challenges. The changing environment of HRM – globalization, cultural environment, technological advances, workforce diversity, corporate downsizing, changing skill requirement, HRM support for improvement programs Work life balance, HR role in strategy formulation & gaining competitive advantage, balanced scorecard

Unit II:

Human Resource Planning: Process, Forecasting demand & supply, Skill inventories Human Resource Information System (HRIS) succession planning, Job analysis – Uses, methods, Job description & Job specifications. HR accounting and Human Resource Development (HRD) audit concept. Recruitment, Selection & Orientation: internal & external sources, e- recruitment, advantages & disadvantages of internal & external recruitment, selection process, orientation process, international staffing- geocentric, ethnocentric, polycentric approaches

Unit III:

Training: Concept, Needs, Systematic approach to training, Methods of training. Management development: Concept & Methods. Performance management system: concept, uses of performance appraisal, performance management methods, factors that distort appraisal, appraisal interview .Career planning: career anchors, career life stages, career planning.

Unit IV:

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. Brief introduction of social security, health, retirement & other benefits.

Unit V:

Industrial Relations: Introduction to Industrial Relations, Trade unions role, types, functions, problems, industrial dispute- concept, causes & machinery for settlement of disputes- grievance, concepts, causes & grievance redressal machinery, discipline-concept, aspect of discipline & disciplinary procedure, Collective bargaining- concept, types, process, problems, essentials of effective collective bargaining . Contemporary issues: Quality circles, Labour and International Labour Organization (ILO), World Trade Organization (WTO). Reports of the National Labour Commissions.

Course Outcome (CO):

At the end of this course students will be able to:

CO1: Explain the importance of HR and their effective management in organisation.

CO2: Demonstrate a basic understanding of different tools used in forecasting and planning HR needs.

CO3: Describe the meaning of terminology and tools used in managing employee's efficiency.

CO4: Record governmental regulations affecting employees and employers.

CO5: Analyze the key issues related to advertising the human elements such as motivation, compensation, appraisal, career planning, diversity, ethics and training.

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MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND COURSE OUTCOME:

<i>Course Outcome</i>	Program Outcome						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	H			M		L	L
CO2		M			H		M
CO3	H	M					
CO4			M		M		
CO5	H		M				L

H = Highly Related; M = Medium L = Low

Text Books:

1. De Cenzo, D.A. & Robbins, S.P. (2006). *Fundamentals of Human Resource Management* (10th ed.). New York: John Wiley & Sons
2. Dessler, G. (2008). *Human Resource Management* (9th ed.). New Delhi: Pearson.

References:

1. Monappa & Saiyaddin. (2000). *Personnel Management*. New Delhi: Tata McGraw Hill
2. Rao, V.S.P (2007). *Human Resource Management- Text and Cases* (2nd ed.). New Delhi: Excel Books.

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BBA II SEMESTER
FINANCIAL MANAGEMENT
SUBJECT CODE: BBA102A
CREDITS: 3L (3)

Objectives:

To familiarize the students with the principles and practice of financial management.

UNIT I

Meaning, Importance and Objectives of Financial Management; Time value of money; Conflicts in profit versus value maximization principle; Functions of chief financial officer

UNIT II

Risk and Return- overview of capital market theory, Beta Estimation, CAPM, and APT.

UNIT III

Investment decisions: Capital budgeting- concept & theory; Risk analysis in capital budgeting And Cost of capital.

UNIT IV

Management of working capital; Cash and Marketable securities management; Treasury management, Receivables management, Inventory management, Financing of working capital

UNIT V

Financing decisions: Concepts of operating and financial leverage; Capital structure Theory and Policy; Dividend Policy Different sources of finance: Asset Based financing- Lease, Hire Purchase and Project Financing. Corporate Restructuring: Merger and Acquisition.

Course Outcome (CO):

At the end of this course students will be able :

CO1: To organize, analyze and interpret numerical and financial data.

CO2: proficiency in oral and written communications with the ability to explain complex financial transactions and data to others

CO3: demonstrate the ability to apply financial information to recommend and justify solutions to financial problems

CO4: To calculate the cost of debt, Cost of equity and Cost of Capital.

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CO5: To assess the various sources of finance for capital expenditure and evaluate the merits of each proposal to decide which project is best.

MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND COURSE OUTCOME:

<i>Course Outcome</i>	Program Outcome						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	H			M			
CO2	H			M			L
CO3		M		H			M
CO4	M			M			
CO5			H		M		

H = Highly Related; M = Medium L = Low

Text Books:

1. Agarwal, M.R., *Financial Management: Principles and Practice*, Garima Publications.

References:

- 1) Pandey, I.M., *Finance: A Management Guide for Managing Company Funds and Profits*. Prentice Hall of India, New Delhi. (2003).
- 2) Bhattacharya, *Financial Accounting for Business Managers*. Prentice Hall of India, New Delhi 2003
- 3) Saraswat, Bhatnagar, *Financial Management*, Garima Publications, 2012.

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BBA II SEMESTER
MACRO ECONOMICS AND GLOBAL ENVIRONMENT
SUBJECT CODE: BBA008A
CREDITS: 3L (3)

Objectives:

This course deals with the principles of macroeconomics. The coverage includes determination of and linkages between major economic variables; the level of output and prices, inflation, interest rates and exchange rates. The course is designed to study the Impact of monetary and fiscal policies on the aggregate behaviour of individuals.

Unit I:

Measurement of Macro Economic Variables: National Income Accounts, Gross Domestic Product, National Income, Personal and personal disposable income, some national Income accounting identities.

Unit II:

Money, Interest and Income: The Goods market and the IS curve, The Asset market and the LM curve, Equilibrium in the Goods and the Asset market, Adjustment towards equilibrium. Monetary and Fiscal Policy: Monetary Policy, Fiscal Policy .

Unit III:

International Linkages: Balance of payments and Exchange rates, trade in goods, market equilibrium and the balance of trade, Capital mobility: Adjustment under fixed exchange rates; Exchange rate changes and trade adjustment; Flexible exchange rate, money and price;

Unit IV:

Output, Inflation & Unemployment: Inflation, expected inflation and Unemployment, the Philips curve, the effect of money growth, disinflation.

Unit V:

Global Orientation of Indian Economy: Growth and evolution of Indian MNC's, Current crises in US/Europe/Asia and its impact on economic growth of India.

Course Outcome (CO):

At the end of this course students will be able :

CO1: To explain macroeconomics concepts such as GDP, National Income, Growth, inflation, or unemployment.

CO2: To describe and analyze the behavior of different economic agents (Households, firms, government) on markets (Real sector, money market, financial market, labor market)

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CO3: To evaluate the effectiveness of the government's fiscal & monetary policies as well as of its employment policies.

CO4: To synthesize and situate macro – economic reporting in a theoretical framework with sufficient maturity & critical understanding.

CO 5: To understand macro – economic insights while understanding the international business environment.

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MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND COURSE OUTCOME:

Course Outcome	Program Outcome						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	H		H			L	
CO2	H	M					M
CO3				M	H		
CO4		H					
CO5		M	H			M	

H = Highly Related; M = Medium L = Low

Text Books:

1. Froyen, R.P. (2011). *Macroeconomics- Theories and Policies* (8th ed.). Pearson.

References:

1. Dornbusch and Fischer (2010). *Macroeconomics* (9th ed.). Tata-Mcgraw Hill.
2. Tendulkar and Bhavani. (2007). *Understanding Reforms*. Oxford.
3. Rakesh, Mohan (2002). *Facets of Indian Economy*. Oxford University Press.
4. Oliver Blanchard. *Macroeconomics* (4th ed.). Pearson

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BBA II SEMESTER
COMPUTER APPLICATION
SUBJECT CODE: BMC003A
CREDITS: 2L (2)

Unit-I

Formulas and Calculations, Definition and Explanation of Formulas and Calculations, Mathematical operators, Creating a Formula, The Role of Functions, Creating Functions, References, Using Labels, Using Names, Name Manager, Absolute, Relative and Mixed Cell References.

Unit-II

Excel Forms, Adding the Form Button to the Quick Access Toolbar, Using Data Forms, Entering Data Using a Data Form, Tables ,Creating a Table, Inserting Rows and Columns into a Table, Adding Up Values, Entering Data into a Table, Sorting Data into a Table, Using Filters to Sort Tables, Using Table Border to Expand a Table, Totaling and Tallying Data, Data Validation, Finding Invalid Entries, Auditing, Trace Precedents and Dependents, Checking Formulas For Errors, Using the Watch Window

Unit-III

Sharing Worksheets and Workbooks, Using Online Collaboration, Protecting a Workbook, Change Versions of a Workbook, Set Up a Shared Version of a Workbook, Merging Versions of the Same Workbook, Adding, Editing, and Deleting Comments, Creating and Sharing Workbook Templates, Creating a Template

Unit-IV

Tables, sorting Data, Filtering Data, Using WHAT –IF Analysis, Table related functions, Pivot Tables

Unit-V

Customizing the Excel User Interface: Using Custom Number Formats Using Data Validation : Creating and Using Worksheet Outlines,: Linking and Consolidating Worksheets ,: Excel and the Internet , Sharing Data with Other Office Applications : Using Excel in a Workgroup.

Course Outcome (CO):

At the end of this course students will be able:

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CO1: To understand the basics of formulas, calculation & mathematical implications of formulas.

CO2: To understand the data management and representation of data in graphical formats.

CO3: To understand the worksheet management & representation of data in worksheets.

CO4: To understand and evaluate the data, functions and graphs.

CO5: To interpret and evaluate the worksheets and sharing of worksheets on internet.

MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND COURSE OUTCOME:

<i>Course Outcome</i>	Program Outcome						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	H			M			L
CO2	M			M			
CO3	H	M					
CO4	H			M			
CO5	M				M		M

H = Highly Related; M = Medium L = Low

Reference Book

- Excel 2010 Bible, Wiley's Publication.
- Microsoft Office Excel 2007 Inside Out Microsoft Press Publication

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BBA II SEMESTER
Operation Research
SUBJECT CODE: BBA432A
CREDITS: (3L) 3

Unit I

Role of quantitative methods and operations research for managerial decision making and support, Definition, Nature and Scope of operation research, Methodology, Role of mathematical models in problem formulation and solving, Operation research in India, Quantitative Technique and Management Decision Making, Operation Research and Computer

Unit II

Statistical decision theory; decision making under uncertainty, Decision Under risk, certainty, Decision Tree Analysis, Game theory applications, Pure Strategy Game, Mixed Strategy Game, Saddle point in Game, Oddment method, Rule of Dominance, Sub Game, Average Game, Algebraic method for 3×3 metric order.

Unit III

Assignment problems, Hungarian method for solving assignment problem, Multiple optimal solution problem, Impossible assignment problem, Transportation Problem, Unbalanced & Maximize transportation problem, Degeneracy problem, Necessary Allocation problem, formulation and applications.

Unit IV

Linear Programming- Problem formulation in equation form graphical problems. Simplex technique, Big-M Method, Duality

Unit V

Networking: PERT & CPM, Importance of Networking, Guidelines for construction of network diagram, Float Analysis, Cost Analysis

Reference books:

1. Operation Research : V K Kapoor

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2. Quantitative Techniques: Khandelwal, Gupta, Agarwal and Ahmed
3. Quantitative Techniques: N D Vohra
4. Production and Operation management: S N Chatterjee

Course Outcome (CO):

At the end of this course students -

1. CO1: Will have proficiency with tools from optimization, probability, statistics, simulation, and engineering economic analysis, including fundamental applications of those tools in industry and the public sector in contexts involving uncertainty and scarce or expensive resources.
2. CO2: Will be able to have facility with mathematical and computational modeling of real decision-making problems, including the use of modeling tools and computational tools, as well as analytic skills to evaluate the problems
3. CO3: To critically analyse and interpret results and present this in both oral and written form.
4. CO4: Ability to work in a team: specifically to solve larger problems, communicate technical knowledge, partition a problem into smaller tasks, and complete tasks on time.
5. CO5: Understand how to translate a real-world problem, given in words, into a mathematical formulation

**MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF
PROGRAM OUTCOMES AND COURSE OUTCOME:**

<i>Course Outcome</i>	Program Outcome						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	H						
CO2		H					
CO3	M				M		H
CO4		M	M				L
CO5				H	M		M

H = Highly Related; M = Medium L = Low

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BBA III
E-ENTREPRENEURSHIP
SUBJECT CODE: BBA311A
CREDITS: 3L+1T

Learning Objective: To familiarize with various aspects of E-Entrepreneurship and issues associated with it. Emphasis will be on the application of the concepts learnt.

Unit I

Introduction: Concept of E-entrepreneur and E-entrepreneurship. Distinction between E-entrepreneur and entrepreneur. Classification of entrepreneurs. Theories of Entrepreneurship: Schumpeter, McLelland and Drucker. E-entrepreneurship education and training, Critical success factors for E-entrepreneurship. Development of E-entrepreneurship. Barriers and challenges of E-entrepreneurship.

Unit II

Ethical and legal issues in E-entrepreneurship. Economic and social impacts of E-entrepreneurship, E-entrepreneurship and employment, role of religion and national culture in E-entrepreneurship. E-entrepreneurship and E-society. Women and youth and E-entrepreneurship. Building of trust and credibility in E-entrepreneurship. E-governance and E-entrepreneurship.

Unit III

Introduction to E-commerce. Launching a Business on the Internet. E-entrepreneurship and business plan. Business Models: B2C (Internet); B2B (Internet and Extranet); supply chain management, On-line service sector, E-marketing, social media and availability of tools and technology for entrepreneurship.

Unit IV

Arrangement of funds – loan syndication, consortium finance & venture capital. Role played by SIDBI, NSIC. Steps in starting SSI's. On-Line payment mechanisms, essential requirements of electronic payment. Prepaid electronic payment systems. Post-paid electronic payment systems.

Unit V

Case studies on E-entrepreneurship and innovation in small and medium-sized organizations in developed and developing countries.

Course outcomes(CO)

I CO1: To make aware of the advantages of E-entrepreneurship and its growing trend

II CO 2: Things to be taken aware of while starting a e-entrepreneurship.

III CO3: To make students know about ethical and legal issues associated with e-entrepreneurship.

IV CO4: Various technical aspects associated with entrepreneurship and how to analyse the coming trends of business.

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**MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM
OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:**

Course Outcome	Program Outcome						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	M				L		
CO2		M		M		M	
CO3	H		M				
CO4		M		H			M

H = Highly Related; M = Medium L = Low

Text Books:

1. Gupta C.B. &Srinivasan (1995).Entrepreneurial development (3rd revised ed.). Sultan Chand Pub.
2. Greenstein, M. and T.M. FeinmanElectronic Commerce: Security, Risk, Management and Control Tata McGraw-Hill.

References:

1. Kalakota, R and A. B. WhinstonFrontiers of Electronic Commerce A reading
2. Oster Walder A and Y. Pigneur Bled, Slovenia, June 2002 “An e-business model ontology for modelling e-business,” Proceedings of the 15th Bled Electronic commerce.
3. Bharat BhaskarElectronic Commerce (Tata McGraw-Hill)
4. Casson, M Young, B. Basu, A., &Wadson, N. (Ed). (2008). The Oxford Handbook of Entrepreneurship. New York: Oxford University Press.
5. Khanna, T. (2008). Billions of Entrepreneurs: How china and India Are Reshaping Their Futures and Yours.Harvard Business School Press.
6. Mullins, J. (2010). The new business road test: What entrepreneurs and executives should do before writing a business plan (3rd ed.). Harlow: Prentice Hall Financial Times.

BBA III
FINANCIAL MARKETS AND SERVICES
SUBJECT CODE: BBA341A
CREDITS: 3L+1T

Learning Objective: The objective of this paper is to introduce students to the different aspects and components of financial markets and financial services in the financial system. This will enable them to take the rational decision in financial environment.

Unit I

Introduction to Financial Markets in India: Role and Importance of Financial Markets, Financial Markets: Money Market; Capital Market; Factors affecting Financial Markets, Linkages Between Economy and Financial Markets, Integration of Indian Financial Markets with Global Financial Markets, Primary & secondary market, Currency Market, Debt Market- role and functions of these markets.

Unit II

Primary Market for Corporate Securities in India: Issue of Corporate Securities: Public Issue through Prospectus, Green shoe option, Offer for sale, Private Placement, Rights Issue, On-Line IPO, Book Building of Shares, Disinvestment of PSU, Employees Stock Options, Preferential Issue of Shares, Venture Capital, Private Equity, Performance of Primary Market in India, Corporate Listings : Listing and Delisting of Corporate Stocks.

Unit III

Secondary Market in India: Introduction to Stock Markets, Regional and Modern Stock Exchanges, International Stock Exchanges, Demutualization of exchanges, Comparison between NSE and BSE, Raising of funds in International Markets: ADRs and GDRs, FCCB and Euro Issues; Indian Stock Indices and their construction, maintenance, adjustment for corporate actions (rights, bonus and stock split;) on index with numerical, free float vs. full float methodology, Classification of Securities to be included in the Index, Bulls and Bears in Stock Markets, Factors influencing the movement of stock markets, indicators of maturity of stock markets, Major Instruments traded in stock markets: Equity Shares, Debentures, Myths attached to Investing in Stock Markets. Trading of securities on a stock exchange; Selection of broker, capital and margin requirements of a broker, MTM and VAR Margins, kinds of brokers, opening of an account to trade in securities, DEMAT System, placing an order for purchase/sale of shares, margin trading and margin adjustment, contract note and settlement of contracts, Algorithmic trading, Settlement mechanism at BSE & NSE

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Unit IV

Money Markets & Debt Markets in India: Money Market: Meaning, role and participants in money markets, Segments of money markets, Call Money Markets, Repos and reverse Repo concepts, Treasury Bill Markets, Market for Commercial Paper, Commercial Bills and Certificate of Deposit. Role of STCI and DFHI in money market, Debt Market: Introduction and meaning, Market for Government/Debt Securities in India, Secondary market for government/debt securities, Over subscription and devolvement of Government Securities, Switch deals, Government securities issued by State Governments, Municipal Bonds, Corporate Bonds vs. Government Bonds

Unit V

Mortgage Market and Securitization, Leasing and Hire Purchase :Concepts of leasing, types of leasing – financial & operating lease, direct lease and sales & lease back, advantages and limitations of leasing, Lease rental determination; Finance lease evaluation problems (only Lessee's angle), Hire Purchase interest & Installment, difference between Hire Purchase & Leasing, Choice criteria between Leasing and Hire Purchase mathematics of HP, Factoring, forfaiting and its arrangement, Housing Finance : Meaning and rise of housing finance in India, Fixing the amount of loan, repricing of a loan, floating vs. fixed rate, Practical problems on housing finance.

Course outcomes(CO)

- I CO1: To know about the financial markets and be equipped with the knowledge of financial system.
- II CO 2: To enable the students to take rational decision while being in financial system
- III CO3: Giving details about the stock exchange markets and giving students insight of trade world,
- IV CO4: How to deal with mortgagases market and securisation

MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:

Course Outcome	Program Outcome						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	H		M				
CO2		H		M		M	
CO3	M		M				
CO4		M					M

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H = Highly Related; M = Medium L = Low

Text Books:

1. Saunders , Anthony & Cornett , Marcia Millon (2007). *Financial Markets and Institutions* (3rd ed.). Tata McGraw Hill
2. Khan, M Y. (2010). *Financial Services* (5th ed.). McGraw Hill Higher Education

References:

1. Shahani, Rakesh(2011). *Financial Markets in India : A Research Initiative*. Anamica Publications
2. Goel, Sandeep. (2012). *Financial services*.PHI.
3. Gurusamy,S. (2010). *Financial Services*.TMH.
4. www.allbankingsolutions.com
5. The study material available from RBI, various stock exchanges, Market regulators and Govt. agencies.

BBA III
RESEARCH METHODOLOGY
SUBJECT CODE: BBA011A
CREDITS: (3L+1T)

Unit I

Meaning, Objective and Motivation in research, Type of research, research approaches, Significance of research, research process, criteria for good research, Define the research problem, selecting a problem, research design, meaning of research design, need of research design, features of good design.

Unit II

Sampling Designing: Census and sample survey, implications of sample design, steps in sample design, criteria of selecting a sample, characteristic of a good sample design, Different type of sample design, random sampling. Data collection techniques: collection of data, interview, schedule and questionnaire method, difference between questionnaires and schedules, Collection of secondary data, selection of appropriate method for data collection.

Unit III

Processing and analysis of data, type of analysis, statistics in research, type of series, measurement of central tendency, measurement of dispersion, regression analysis, least square method, Mean based method , correlation analysis, Karl Pearson coefficient of correlation,

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Spearman single rank method, repeated rank method, relationship between correlation and regression analysis.

Unit IV

Hypothesis Design, Basic concept concerning hypothesis testing, procedure of hypothesis testing, Important Parametric test: Z test, T test and F test, Non parametric test: Chi square test, Sign test, run test, mann- whitney U test, Limitation of the testing of hypothesis.

Unit V

Scaling technique, measurement in research, type of measurement scales, techniques of developing measurement tools, Interpretation and report writing, technique of interpretation, Significance of report writing, Different steps in writing a report, Lay out of the research report, types of report.

Course outcomes(CO)

- I CO1: To know about the various approaches to research and its significance.
- II CO 2: To understand the various implications of various parameters of research.
- III CO3: To help in analysis of various datas and their corelation
- IV CO4: To help students in knowing design and procedure of hypothesis and subsequent research.

MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:

Course Outcome	Program Outcome						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	H						
CO2		M		M		M	
CO3		H		H			
CO4				L			M

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H = Highly Related; M = Medium L = Low

Reference Books:

1. Research Methodology: C R Kothari.
2. Business Statistics for managers: Lavin and Rubin.
3. Business Research Methods: Coopers & Swindlers.

BBA III
HUMAN RESOURCES DEVELOPMENT
SUBJECT CODE: BBA192A
CREDITS: 3L+1T (4)

Learning Objective: The objective is to develop an understanding of the Management of Human Resource with reference to various aspects of Personnel Management and Industrial Relations.

UNIT I

Human Resource Development (HRD) – Concepts, Definition, Subsystems of HRD, Impact of HRD on organizational effectiveness, Issues in HRD

UNIT II

Role Analysis-Overview, Importance, Different Job Terminologies, Key Performance Area and Competency Mapping

UNIT III

Performance Appraisal: Performance Review and Counseling, Counseling - objectives, components, Process in Performance Counselling.

UNIT IV

Potential Appraisal, Career Development, Succession Planning, Man power inventory.

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UNIT IV

Training and Development, meaning, need, objectives; Methods of Training, Identifying Training Needs, Designing Training Programs, Development Concepts, objectives and process, Methods of Development.

Course outcomes(CO)

- I CO1: Understanding the management of human resource and its implication on organization.
- II CO 2: Being aware about various concept of HRD and impact on organizational effectiveness.
- III CO3:To understand about performance and potencial appaisal
- IV CO4: To know about training and development and its importance in organizational context.

MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:

<i>Course Outcome</i>	Program Outcome						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	H				L		
CO2	M	L				M	
CO3	M	L					
CO4	L				H		M

H = Highly Related; M = Medium L = Low

References Books:

1. G. Pandunaik, HRD, *Solutions for excellence-T&D, Text Research & Cases*, Excel Books, 2010.
2. Trivedi, Human Resource Development, Oxford & IBM Publishing, 2010.

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UdaiParek, T V Rao, *Design & Managing HR System*, Oxford & IBM Publishing, 2009

BBA III
COMPUTER APPLICATION III (MS PROJECTS)
SUBJECT CODE: BMC004A
CREDITS: 3L

Unit-I

Introduction to MS Project 2010: Understanding Projects, Managing Projects & Project Management software, Taking a first look at project – Starting Project, Entering information, Changing Views.

Unit-II

Creating a new project: Gathering Information, Opening a Project file, Establishing Basic Project Information, Looking at Project Calendars, Entering Tasks, Adding subtasks, saving Projects files, Working with project outline- Adjusting tasks in an outline, Copying task

Unit-III

Building Tasks: Establishing Timing for Tasks, Assigning Task timing, Using Recurring Tasks, Establishing Constraints and deadline dates, Manipulating Gantt chart to view timing, Entering Task notes, Establishing Dependencies among tasks, Viewing Dependencies

Unit-IV

Creating Resources & Assigning Costs, Understanding Resources, Creating Resources List, Modifying Resource Information, Using Resources and Tasks, Handling Costs. Understanding Basics of Views, Examine Indicators, Admiring Views, Calendars, Detail Gantt Chart, Leveling

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Gantt, Tracking Gantt, Multiple Baselines, Gantt Resource Allocation, resource Form, Resource Graph, Resource Name Form, Resource Sheet, Resource Usage, Roll up views, Task Details Form, Task Entry ,Task Form

Unit-V

Tracking Project progs, Understanding the principles of tracking ,Using baselin, Changing Baseline, Viewing Progress with tracking Gantt Chart View Interpretation, Task Variance Table, Task Cost Table ,ask work Table ,Understanding Tracking Strategies.

Course outcomes(CO)

- I CO1: Understanding of projects and project management software.
- II CO 2: Knowing of timing for tasks and establishing constraints and deadline dates.
- III CO3: understanding resources, creating resource test and modification of resource information.
- IV CO4: To know about various principles of tracking with the help of software tools.

MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:

<i>Course Outcome</i>	Program Outcome						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	H	L					
CO2	M			L		M	
CO3	H	M					
CO4				M			M

H = Highly Related; M = Medium L = Low

Reference Books:

Microsoft Office Project 2010 Bible by ElanieMamel ,Wiley Publishing.

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OPEN ELECTIVE FRONT OFFICE OPERATIONS – THEORY

MAXIMUM MARKS: 100

S.No.	Topic	
01	COMPUTER APPLICATION IN FRONT OFFICE OPERATION A. Role of information technology in the hospitality industry B. Factors for need of a PMS in the hotel C. Factors for purchase of PMS by the hotel D. Introduction to Fidelio & Amadeus	
02	FRONT OFFICE (ACCOUNTING) A. Accounting Fundamentals B. Guest and non guest accounts C. Accounting system <ul style="list-style-type: none"> • Non automated – Guest weekly bill, Visitors tabular ledger • Semi automated • Fully automated 	
03	CHECK OUT PROCEDURES <ul style="list-style-type: none"> • Guest accounts settlement <ul style="list-style-type: none"> - Cash and credit - Indian currency and foreign currency - Transfer of guest accounts - Express check out 	
04	CONTROL OF CASH AND CREDIT	
05	NIGHT AUDITING A. Functions B. Audit procedures (Non automated, semi automated and fully automated)	
06	FRONT OFFICE & GUEST SAFETY AND SECURITY A. Importance of security systems B. Safe deposit C. Key control D. Emergency situations (Accident, illness, theft, fire, bomb)	
07	FRENCH A. Expressions de politesse et les commander et Expressions d'encouragement B. Basic conversation related to Front Office activities such as <ul style="list-style-type: none"> • Reservations (personal and telephonic) • Reception (Doorman, Bell Boys, Receptionist etc.) • Cleaning of Room & change of Room etc. 	

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TOTAL	
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Course outcomes(CO)

- I CO1: To know the role of information technology in the hospitality management.
II CO 2: Learning about accounting fundamentals in hospitality department.
III CO3:Knowing about audit procedure in various types of hospitality industry.
IV CO4: Making students learn about guest safety and security.

MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:

Course Outcome	Program Outcome						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	H		L				
CO2	M		L			M	
CO3	M	M					
CO4	H						M

BBA III
Swatch Bharat Abhiyan (open Electives)

BBA III
Value Education, Human Rights and Legislative Procedures
SUBJECT CODE: BMC109A
CREDITS: 2L

Unit I

Values and Self Development-Social values and individual attitudes, Work ethics, Value judgments. Importance of cultivation of values, Sense of duty, Devotion, Self reliance,

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Confidence, Concentration, Truthfulness, Cleanliness, Humanity, National unity, Patriotism, Discipline.

Unit II

Personality and Behavior Development- Attitude, Positive thinking, Integrity and discipline, Punctuality, Love and kindness, Avoiding fault finding, Free from anger, Dignity of labor, True friendship, Happiness vs. suffering love for truth, Aware of self destructive habits, Association and cooperation, Doing best, Saving nature.

Unit III

Character and Competence- Science vs. God, Holy books vs. blind faith, Selfmanagement and good health, Equality, Nonviolence, Role of women, All religions and same message, Mind your mind, Self control, Honesty, Studying effectively.

Unit IV

Module 4: Human Rights- Jurisprudence of human rights nature and definition, Universal protection of human rights, Regional protection of human rights, National level protection of human rights, Human rights and vulnerable groups.

Unit V

Legislative Procedures- Indian constitution, Philosophy, fundamental rights and duties, Legislature, Executive and Judiciary, Constitution and function of parliament, Composition of council of states and house of people, Speaker, Passing of bills, Vigilance, Lokpal and functionaries.

Course outcomes(CO)

I CO1: To make students understand about values and self development.

II CO 2: To know about personality, attitude and discipline and its impact on self development

III CO3: To understand about difference between science and God and how to interpret. The holy book correctly.

IV CO4: Knowing about the human rights and how to be a prudent individual

MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:

<i>Course Outcome</i>	Program Outcome						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	H						

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CO2	M				H	M	
CO3		M					
CO4	M				H		M

H = Highly Related; M = Medium L = Low

Text Books:

- 1.Chakraborty, S.K., Values and Ethics for Organizations Theory and Practice, Oxford University Press, New Delhi, 2001.
- 2.Kapoor, S.K., Human rights under International Law and Indian Law, Prentice Hall of India, New Delhi, 2002.
- 3.Basu, D.D., Indian Constitution, Oxford University Press, New Delhi, 2002.

Reference Books:

- 1.Frankena, W.K., Ethics, Prentice Hall of India, New Delhi, 1990.
- 2.Meron Theodor, Human Rights and International Law Legal Policy Issues, Vol. 1 and 2, Oxford University Press, New Delhi, 2000.

Program Outcome (PO) – BBA

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- I. The graduate will develop a clear and crisp subject statement of the issues to be addressed.
- II. Graduate will exhibit critical thinking skills.
- III. Demonstrate cognizance of the local and global business environment.
- IV. Exhibit analytical skills while developing and presenting business facts& figures.
- V. Provide an environment that facilitates all round development of the student personal

BBA IV Semester

Employee Relations Management

BBA 404A

C (L, T, P) = 3 (3, 0, 0)

Unit	Course Contents	Total Contact Hours-31
I	Industrial Relations: Definition, Scope and Features. IR in India. A comparative study of IR in Major Industrialized Economies- UK, USA, EU, Japan.	6
II	Paradigm Shift: From IR to ER, Employee Relationship management at work- changes and factors effecting ER policy. Culture and Employee Relation.	6
III	Changing Characteristics of Industry and Workforce in India. Factors deriving Industrial Change, effects on the labour market. Trends in the unorganized sector. The Challenges to IR.	7
IV	Trade union: meaning, Role, Functions And Objectives, Features of effective Trade Union. Trade union in India. Problems. ILO.	6
V	Skills: Conflict & Negotiation, Industrial conflict: Settlement machinery. Soft Skills for employee relations.	6

Reference/Text Books:

P.N. Singh & Neeraj Kumar, Employee Relations Management

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CO1: To provide basic knowledge of industrial relations.

CO2: To enable the students understand the various provisions of Trade Union.

CO3: To provide information related to various acts related to the labours.

CO4: To understand the importance of management relations with the unions.

CO5: To provide the knowledge of various Governmental Measures in this domain.

<i>Course Outcome</i>	Program Outcome							Program Specific Outcome		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1	M	L								
CO2						M				
CO3					M					
CO4			H		L		M			

BBA IV Semester

CORPORATE FINANCE

SUBJECT CODE: BBA104A

CREDITS: 3L+1T (4)

Learning Objective: To acquaint students with the techniques of corporate finance and their applications for business decision making.

Unit I:

Nature of Financial Management. Finance and related disciplines. Scope of Financial Management. Profit Maximization, Wealth Maximization - Traditional and Modern Approach. Functions of finance – Finance Decision, Investment Decision, Dividend Decision. Objectives of Financial Management. Organisation of finance function. Emerging roles of Finance Managers in India. Concept of Time Value of Money. Future value of a single amount and an annuity; Present value of a single amount, an annuity and a perpetuity.

Unit II

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Long-term investment decision: Capital Budgeting - Nature and meaning of capital budgeting; Cash flows and Accounting profits; Evaluation techniques - Accounting Rate of Return, Pay Back, Net Present Value, Internal Rate of Return, Terminal Value, Profitability Index Method. Understanding computation of depreciation based on the concept of block of assets.

Unit III

Concept and Measurement of Cost of Capital: Explicit and Implicit costs; Measurement of specific costs - Cost of debt, Cost of perpetual debt, Cost of redeemable debt; Cost of Preference Share; Cost of Equity Capital – Dividend valuation model; Cost of Retained Earnings. Computation of over-all cost of capital based on book value weights and market value weights.

Unit IV

Financing Decision: Leverage Analysis - Operating, Financial, and Combined Leverage, Earning Before Interest and Tax (EBIT) – Earning Per Share (EPS) analysis, Indifference point. Capital structures theories - Net income approach; Net operating income approach; Modigliani-Miller (MM) approach; Traditional approach. Dividend Decision. Relevance and irrelevance of dividends. Residual theory of dividends; Modigliani and Miller hypothesis; Walter's model; Gordon's model.

Unit V

Short-term investment decision: Concepts and Definition of working capital; Determining Financing Mix; Permanent and temporary working capital; Determinants of working capital; Computation of Working Capital. Management of Cash – Motives of holding cash; Objectives of cash management; Factors determining cash needs; Preparation of Cash Budget based on Receipts and Payments method. Management of Receivables – Objectives; Collection cost, Capital cost, Default cost, Delinquency cost; Credit policies; Credit terms; Collection policies; Debtors outstanding and ageing analysis.

Text Books:

1. Khan, M.Y., & Jain, P.K. (2011). *Financial Management – Text, Problems, and Cases* (6th ed.). New Delhi: Tata McGraw Hill Education Private Limited.
2. Chandra, Prasanna (2008). *Financial Management – Theory and Practice* (7th ed.). New Delhi: Tata McGraw Hill Publishing Company Limited.

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References:

1. Pandey, I.M. (2010). *Financial Management* (10th ed.). New Delhi: Vikas Publishing House Pvt. Ltd.
2. Brealey, Richard, A., & Myers, Stewart, C. (2011). *Principles of Corporate Finance* (10th ed.). New Delhi: Tata McGraw Hill Publishing Company Limited.

Course Outcomes:-

CO 1: To acquaint students with the techniques of corporate finance.

CO 2: To understand the nature of Financial Management.

CO 3: To get the concept of Measurement of Cost of Capital.

CO4:.To understand the application of finance in managerial decision making.

CO5: To enable the students with financial leverage and its benefit

Course Outcome	Program Outcome							Program Specific Outcome		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1	H									
CO2		L		L		M				
CO3										
CO4				M			M			

BBA IV Semester

OPERATION MANAGEMENT
SUBJECT CODE:BBA 431A
CREDITS: (3L+1T)

Unit I

Introduction to Production and Operation Management: Products & Services, The product/Process Continuum, The Transformation Process, Product Design, Process Design, Automation, The Production Manager, Services Scenario in India, Medical Tourism in India,

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Characteristic of Services, Classification of Services, Service Capacity, Designing Service Processes, Service Blueprinting, Service Quality. Measuring Service Quality using SERVQUAL.

Unit II

Demand Forecasting: Quantitative methods of Forecasting, Qualitative methods of Forecasting, Aggregate Planning, Nature, Aggregate Production Planning, Production Planning Strategies, Disaggregating the Aggregate Plan, Assembling Line Balancing.

Unit III

Facility Location Planning: Introduction, Operations Strategies for Multiple Facilities, Factors Affecting Facility Location Planning, Locating Foreign Operation Planning. Facility Capacity and Layout Planning: Capacity and Capacity Planning, Facility Layout Planning.

Unit IV

Inventory Management: Introduction, Uses of Inventory, Role of Other Functional Department, Types of Cost, Inventory Management System, Material Requirement Planning, Just-in-time, Supply Chain Management. Work Design: Job Design, Work Measurement.

Unit V

Quality Management: A conceptual Framework, Dimensions of Quality, Cost of Quality, Quality at Average Stage, Quality System Standards, Bureau of Indian Standards, International Organization for Standardization, ISO 14000, COPC-2000. Project Management: Introduction, Role of Project management in other functional areas of management, Network Diagrams, Critical Path Method, Programme evaluation and review techniques, Limitations of PERT and CPM, Crashing of the project.

Reference books:

5. Operation Research : V K Kapoor
6. Quantitative Techniques: Khandelwal, Gupta, Agarwal and Ahmed
7. Quantitative Techniques: N D Vohra
8. Production and Operation management: S N Chatterjee

Course Outcomes : Operation Management:

Co1: To acquaint the students with the basic manufacturing terms and technicality.

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CO2: To increase the analytical skills with respect to the technicality.

CO3: To enable the students with the analytical skills in manufacturing process.

CO4: To make students understand the close relation between production process and cost control.

CO5: To understand the importance of planning with respect to the outcomes required.

<i>Course Outcome</i>	Program Outcome									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7			
CO1	M									
CO2				H		M				
CO3		H			L					
CO4				M			M			

BBA IV Semester

BUSINESS ENVIRONMENT

SUBJECT CODE: BBA014A

CREDITS: 3L (3)

Objectives: The objective of the course is to develop an understanding of the methods for analyzing Business Environment and implications of changes in micro and macro environment for businesses.

UNIT – I

Definition and Nature of the Environment of Business:- Nature, Concept and Significance of Micro and Macro Environment, Management of Organizational Resources for Developing Effective Internal Organizational Environment.

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UNIT - II

Economic Policies, Government and Business:- Industrial, Monetary, Fiscal and Foreign Trade Policies, Economic System, Economic Structure, Social Responsibility of Business and Social Responsibility of Government.

UNIT - III

Non-Economic Environment of Business:- Social and Cultural Forces Affecting Business. Political and Legal Forces Affecting Operation of Business in a given Economic Framework, Concept and Significance of Technological Environment,.

UNIT - IV

WTO and its Impact on Indian Industries, Consumer Protection, Environmental Regulation for Pollution Control, Recycling and Disposal of Industrial Waste.

UNIT - V

Recent Development in Business Environment of India:- Market Freedom, Privatisation, Globalization, WTO and its Impact on Indian Industries, Consumer Protection, Disinvestment.

References:

1. Chidambaram, Business Environment, Vikas Publication House Pvt Ltd, 2003
2. Dr. Justin Paul, Business Environment, Tata McGraw Hill Publishing Co.Ltd
3. Francis Cherunillam, Business Environment, Himalaya Publishing House
4. Ghosh, Economic Environment of Business, Vikas Publication House Pvt Ltd 2003
5. J.Bhagwati, India In Transition, Oxford University Press, 1994
6. K.Aswathapa, Essentials of Business Environment, Himalaya Publishing, 2000
7. M. Rubmand.J. Lewraw and L.D. Booth, International Business: Firm and Environment, McGraw Hill Publications, 1995
8. Steiner and Steiner, Business Government and Society, Western Publishing, 2000
9. V. Neelamegam, Business Environment, Vrinda Publications, 2008

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CO1: To develop an understanding of the methods for analyzing Business Environment.

CO2: To understand the external and internal forces this can impact a business.

CO 3: To acquaint the students with the economic policies.

CO4: To familiarize the students with the concept of global business.

CO5: To understand implications of changes in micro and macro environment for businesses.

<i>Course Outcome</i>	Program Outcome							Program Specific Outcome		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1	H									
CO2				M		M				
CO3			L							
CO4					H		M			

BBA IV Semester

COMPUTER APPLICATIONS

SUBJECT CODE: BMC005A

CREDITS: 2L (2)

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Unit-I

Introduction to MS Project 2010: Understanding Projects, Managing Projects & Project Management software, Taking a first look at project – Starting Project, Entering information, Changing Views.

Unit-II

Creating a new project: Gathering Information, Opening a Project file, Establishing Basic Project Information, Looking at Project Calendars, Entering Tasks, Adding subtasks, saving Projects files, Working with project outline- Adjusting tasks in an outline, Copying task

Unit-III

Building Tasks: Establishing Timing for Tasks, Assigning Task timing, Using Recurring Tasks, Establishing Constraints and deadline dates, Manipulating Gantt chart to view timing, Entering Task notes, Establishing Dependencies among tasks, Viewing Dependencies

Unit-IV

Creating Resources & Assigning Costs, Understanding Resources, Creating Resources List, Modifying Resource Information, Using Resources and Tasks, Handling Costs. Understanding Basics of Views, Examine Indicators, Admiring Views, Calendars, Detail Gantt Chart, Leveling Gantt, Tracking Gantt, Multiple Baselines, Gantt Resource Allocation, resource Form, Resource Graph, Resource Name Form, Resource Sheet, Resource Usage, Roll up views, Task Details Form, Task Entry, Task Form

Unit-V

Tracking Project progress, Understanding the principles of tracking, Using baseline, Changing Baseline, Viewing Progress with tracking Gantt Chart View Interpretation, Task Variance Table, Task Cost Table, Task work Table, Understanding Tracking Strategies.

Reference Books:

Microsoft Office Project 2010 Bible by Elanie Mamel, Wiley Publishing.

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CO1: To understand the software used in web designing.

CO2: To enable the students develop a clear and precise understanding of technical terms.

CO3: Identifies the use of various software in decision making.

CO4: Achieve the basic cognizance required for different kind of business crisis.

CO5: Apply the knowledge of various software in various situations.

Course Outcome	Program Outcome									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7			
CO1	M									
CO2			L		M	M				
CO3		H								
CO4					M		M			

BBA IV Semester

CORPORATE GOVERNANCE & SOCIAL RESPONSIBILITY
SUBJECT CODE: BCM002A
CREDITS: 3

Objectives:

To improve ethical reasoning by correlating moral concepts to business practices and clarification of the values that determine managerial behaviour and to understand Indian Ethos & Values, practices of Indian industry and business.

UNIT I

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Overview Of Corporate Governance:- Meaning, Theories of Corporate Governance, models of corporate governance, recent development in corporate governance, corporate governance in India – corporate governance reforms, corporate governance standards and practices in Indian industries. Benefits Of Good Corporate Governance, Concept of Corporate Excellence; Business Ethics; Ethical Governance, Code of Ethics; Insider Trading, Rating Agencies, Green Governance/ E-governance.

UNIT – II

Corporate Governance Framework in India – Corporate Boards and its powers, Responsibilities, Disqualifications; Board Committees and their Functions, Remuneration Committee, Governance in Public Sector Undertakings

UNIT - III

Corporate Disclosure and Investor Protection. Corporate Restructuring and Revival of Sick Units. Corporate Reputation, Corporate Legitimacy and Corporate Crime. The Legal and Regulatory Setting: Company Law. SEBI Regulations. FEMA. Banking and Capital Market Regulation. Sick Industry Company Act. Takeover Codes. Globalization and Corporate Governance. Emerging Trends in Corporate Governance.

UNIT - IV

CSR and Corporate Governance, Environmental Aspect of CSR, CSR Models, Drivers of CSR, Global Reporting Initiatives, ISO 26000. Current CSR Practices of the Firms in India and Abroad.

UNIT - V

Business Ethics: - Nature, scope and purpose of ethics; Relevance of values; Importance of Ethics & moral standards; Ethics & Moral Decision Making, Corporate Social Responsibility.

Whistle-Blowing and Corporate Governance – The Concept of Whistle-Blowing; Types of Whistle-Blowers; Whistle-Blower Policy; the Whistle-Blower Legislation across Countries.

References:

1. U.C Mathur, *Corporate Governance and business ethics*, MacMillan India Limited, 2009
2. C.V Baxi, *Corporate Governance*, Excel Books, 2009
3. Mehta, Dayal, Sharma, *Business Ethics and Ethos*, Ramesh Book Depot, 2008
4. David J. Fritzsche, *Business Ethics: A Global & Management Perspective*, Tata McGraw-Hill, 2008.
5. Ramaswamy Namakumari, *Strategic Planning of Corporate Strategy*, MacMillan India Limited, 2000.
6. Velasquez, *Business Ethics*, Prentice Hall of India, 2009.
7. Mallin, Christine A., *Corporate Governance (Indian Edition)*, Oxford University Press, New Delhi.

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8. Blowfield, Michael, and Alan Murray, *Corporate Responsibility*, Oxford University Press.

CO1: To understand the Concept of CGSR.

CO2: To enable the students develop a clear and precise understanding of technical terms and govt. initiatives.

CO3: Identifies the use of techniques for CSR activities in the organisation.

CO4: Achieve the basic cognizance required for different kind of business issues and problem solving.

CO5: Apply the knowledge in various situations for analytical and ethical thinking.

<i>Course Outcome</i>	Program Outcome									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7			
CO1	M									
CO2			L		M	M				
CO3		H								
CO4			L		M		M			

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INTERNATIONAL BUSINESS MANAGEMENT

SUBJECT CODE: BBA251A

CREDITS: 3L (3)

Objectives:

The basis objective of this course is to provide understanding to the students with the global dimensions of management.

UNIT I

Overview: International Business- Introduction, Concept, Definition, Scope, Trends, Challenges and opportunities; Nature, Meaning and Importance of International competitive advantage, Multidimensional view of Competitiveness- Financial Perspectives- International monetary systems and financial markets, IMF, World Bank, IBRD, IFC, IDA, existing international arrangements; Globalization and foreign investment- Introduction FDI, national FDI policy framework, FPI, Impact of globalization.

UNIT II

Globalization- Technology and its impact, Enhancing technological capabilities, Technology, generation, Technology transfer, Diffusion, Dissemination and spill over, Rationale for globalization, Liberalization and Unification of World economics, International Business theories, Trade Barriers- Tariff and Non-Tariff Barriers.

UNIT III

Strategy making and international business- Structure of global organizations, Types of strategies used in strategic planning for achieving global competitive advantage, Meaning, Concept and scope of distinctive competitive advantage, Financial Integration, Cross border merger and acquisitions.

UNIT IV

Socio cultural Environment- Managing Diversity within and across cultures, Country risk analysis, Macro environmental risk assessment, Need for risk evaluation; Corporate governance, globalization with social responsibility- Introduction, Social responsibility of TNC, Recent development in corporate social responsibility and policy implications.

UNIT V

Global Human Resource Management- Selection, Development, Performance Appraisal and compensation, Motivating employees in the global context and managing groups across cultures, Multicultural management.

Reference Books:

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1. Bhalla, V.K. & Shivaramu, S., "International Business: Environment and Management", Anmol Publication Pvt. Ltd., Seventh Revised Edition, 2003.
2. Rao, P. Subba, "International Business", Himalaya Publishing House, Second Revised Edition, 2002
3. Goldsmith, Arthur A., "Business Government Society", Erwin Book Team.
4. Berry, Brian J L, Conkling, Edgar C & RD Michael, "The Global Economy in Transition", Prentice Hall International Ltd.

Course Outcomes: (CO)

1. Each student will be able to assess the role of social, cultural, political, legal, and technological environment in aiding or hindering international business.
2. Each student will be able to understand the theoretical relationship underlying international business transactions and the integration of functional activities in international firms.
3. Each student will be able to identify important opportunities and challenges in the international environment and design strategies to deal effectively with them.
4. Each student should be able to lead and implement internationalization.

MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES:

<i>Course Outcome</i>	Program Outcome						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	M				L		
CO2		M		M			
CO3	H		L			L	M
CO4		M	M			L	L

H = Highly Related; M = Medium L = Low

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BBA V SEMESTER

LEGAL ENVIRONMENT FOR BUSINESS

SUBJECT CODE: BBA016A

CREDITS: 3L(3)

Objective: The purpose of this paper is to acquaint the students with the legal environment of India which dictates the conditions of doing business. The content aims at giving sufficient knowledge to the students, helpful in averting the potential legal problems.

Unit I

The Indian Contract Act, 1872: Meaning and Essentials of contract; law relating to offer, acceptance consideration, competency to contract, free consent, agreements declared void, performance of contracts, discharge of contracts, breach of contracts and quasi contract. Special contracts: contract of indemnity and guarantee, bailment and pledge, and agency.

Unit II

Sale of Goods Act 1930: Sale and agreement to sell, implied conditions and warranties, sale by non-owners, rights of unpaid seller. Negotiable Instruments Act, 1881: Meaning of negotiable instruments, type of negotiable instruments, promissory note, bill of exchange, cheque & bouncing of cheques.

Unit III

The Indian Companies Act, 1956: Meaning and types, incorporation, memorandum & articles of association, prospectus, issue of shares and bonus shares, rights issue, sweat equity, role of directors, share qualification, company meetings and management. The Limited Liability Partnership Act, 2008: meaning and nature of limited partnership, formation, partners & their relations, extent and limitation of liability.

Unit IV

Information Technology Act, 2000: Scheme of the act, definitions, digital signature, electronic governance. Competition Act, 2002: objectives, definitions, competition policy, prohibition of certain agreements and abuse of dominant position. Consumer Protection Act 1986: Objectives and machinery for consumer protection, defects and deficiency removal, rights of consumers.

Unit V

Intellectual Property Rights: The Patents Act, 1970, The Copyright Act, 1957, The Trade Mark Act, 1999, & The Right to Information Act, 2005: Salient features of the act and its redressal mechanism.

Text Books:

1. M.C.Kuchal (2010). *Business Law* (5th ed.). Vikas Publishing House Pvt.Ltd.
2. S.S.Gulshan (2013). *Business Law*(3rd ed.). Excel Books.

References:

1. Avtar Singh (2007). *Principles of Mercantile Law*(8th ed.). Eastern Book Company.
2. Rohini Aggarwal (2007). *Mercantile and Commercial Law* (1st ed.). Taxmann.

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Course Objective: (CO)

1. Understand the legal framework which the International business operate.
2. Develop an understanding of the international legal environment.
3. Learn how to think clearly and logically about how business and legal matters intertwine.
4. Be able to recognize and apply basic principles of law to various problems which business faces

<i>Course Outcome</i>	Program Outcome						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	M	L		L		L	H
CO2		L	M			M	
CO3	H	M		M	M		L
CO4	L	M			L		H

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BBA V SEMESTER

INVESTMENT AND RISK MANAGEMENT

SUBJECT CODE: BBA105A

CREDITS: 3L+1T (4)

Objective: The aim of this course is to provide a conceptual framework for analysis from an investor's perspective of maximizing return on investment – a sound theoretical base with examples and references related to the Indian financial system.

Unit I Lectures:

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. Yield curve. Unsystematic risk and non-risk factors that influence yields. Duration and Modified Duration; Bond Convexity, Immunization.

Unit II Lectures:

Fundamental analysis: EIC framework; Economic analysis: Leading lagging & coincident macro-economic indicators, Expected direction of movement of stock prices with macroeconomic variables in the Indian context; Industrial analysis: stages of life cycle, Porter's five forces model, SWOT analysis, financial analysis of an industry; Company analysis. 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.

Unit III Lectures:

Technical analysis: meaning, assumptions, difference between technical and fundamental analysis; Price indicators- Dow theory, advances and declines, new highs and lows- circuit filters. Volume indicators- Dow Theory, small investor volumes. Other indicators- futures, institutional activity, Trends: resistance, support, consolidation, momentum- Charts: line chart, bar chart, candle chart, point & figure chart. Patterns: head & shoulders, triangle, rectangle, flag, cup & saucer, double topped, double bottomed, Indicators: moving averages (no numericals in technical analysis) Efficient market hypothesis; Concept of efficiency: Random walk, Three forms of EMH and Implications for investment decisions (No numericals). Portfolio analysis: Portfolio risk and return, Markowitz portfolio model: 2 and 3 asset portfolio, concept of efficient frontier & Optimum portfolio. Market Model: concept of beta systematic and unsystematic risk. Investor risk and return preferences: Indifference curves and the efficient frontier, Traditional portfolio management for individuals: Objectives, constraints, time horizon, current wealth, tax considerations, liquidity requirements, and anticipated inflation, Asset allocation: Asset allocation pyramid, investor life cycle approach, Portfolio management services: Passive – Index funds, systematic investment plans. Active – market timing, style investing.

Unit IV Lectures:

Capital asset pricing model (CAPM): Single period classical model. Characteristic line, Capital Market Line, Security market Line. Mutual Funds-Introduction, Calculation of Net Asset Value of a Fund, Classification of Mutual Fund Schemes (Open end & closed end, income & growth schemes, sectorial schemes, index Schemes, Fund of Funds Schemes, Gold Exchange Traded Fund, Hedge Funds, Faith based funds, Arbitrage funds) Tracking Error, Tactical Asset Allocation, diversification vs asset

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allocation, Portfolio Rebalancing . Performance Evaluation: Sharpe's Treynor's Jensen's & Sortino measures.

Unit V Lectures:

Derivatives with respect to stocks and indices: Forwards and Futures, Options and related terminology; in the money, at the money and out of the money options. Calculating the payoff from options and diagrammatic representation. Factors that influence put and call prices. Black and Scholes Model demonstrated using templates in Excel (No Derivations or manual calculations of B& S model). Some motivations for buying and selling options; Simple combinations of underlying asset & options; Option spreads: Covered call, Bull & Bear spreads with puts and calls, Straddle, Collars.

Text Books:

1. Fischer, D.E. & Jordan, R.J. (2006). *Security Analysis & Portfolio Management* (6th ed.). Pearson Education.
2. Sharpe, W.F., Alexander, G.J. & Bailey, J. (1998). *Investments* (6th ed.). Prentice Hall of India.

References:

1. Singh, R. (2009). *Security Analysis & Portfolio Management* (1st ed.). Excel Books.
2. Shahani, R. (2011). *Financial Markets in India, A Research Initiative* (3rd ed.). Anamika Publishers & Distributors (P) Ltd
3. Frank K Reilly & Keith C Brown (2006). *Investment Analysis and Portfolio Management*. (8th ed.). Cenage India Pvt. Ltd.

Course Outcomes: (CO)

1. Provide a detailed explanation of financial instruments such as options, futures, swaps and other derivative securities.
2. Describe the economic environment in which such instruments operate.
3. Develop and employ theoretical valuation methods to price these financial instruments.
4. Apply these instruments in managing the risk of investing and hedging activity at the individual and the corporate level.

Course Outcome	Program Outcome							Program Specific Outcome		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1	M					L	L			
CO2		M	L			H				
CO3	H				L		L			
CO4		L		M	L					

Event Management

CREDITS: (3L)3
Paper code: BBA025A

Objective : To make students capable enough to understand the management and operational aspects pertaining to event management.

Unit I

Event Management: - Concept, Importance and Advantages, Type of events Cultural, festivals, religious, business etc, Qualities of Event managers.

Unit II

Event Planning: Concept and Design- purpose of an event, Analysis of need of audience, Process of event planning, Venue selection and Contracting Event Venue.

Unit III

Event Analysis: Market Research, Market Analysis, Competitors Analysis in Event Planning, SWOT Analysis in Event Planning, Project planning and development

Unit IV

Event Marketing: Introduction, Steps involved in creating a promotional campaign, Event promotion: advertising and public relation, formulation of event marketing budget and budget plan. Identifying funding resources,

Unit V

Introduction, Trade shows and exhibitions, principal purpose, types of shows, benefits.

Books Recommended :

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- 1) Corporate Events, Sohini Singh
- 2) Event marketing & mgt – Sanjaya Singh Gaur, Sanjay V. Saggere
- 3) Best Practices in Modern Event Management.-Goldblatt-, John Wiley & Sons.
- 4) Allen, J. (2000). Event Planning : The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events. Canada : Wiley.
- 5) Armstrong, J. S. (2001). Planning Special Events. New York : Josse Bass Wiley

Course Outcomes(CO):

- Student will understand the role of management in past and present media.
- This subject will provide management students an insight about current scenario of various types of Events organised.
- This Syllabus will make students understand about business dynamics of Event management..
- By reflexive learning, students can have opportunity to explore their future career possibilities in Event Management Sector.
- With this interdisciplinary subject students will come to know about the intimate relations between Event and management sector.

Course Outcome	Program Outcome							Program Specific Outcome		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1		L					M			
CO2	L			M						
CO3	M					L	M			
CO4						L				
CO 5	H		M		H	M				

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BBA V SEMESTER

CORPORATE STRATEGY
SUBJECT CODE: BBA017A
CREDITS: 3L(3)

Objective: To understand the concepts underlying how strategy is implemented in the business environment.

Unit I

Introduction to Strategy: Nature & importance of business policy & strategy, Introduction to the strategic management process, Strategic Management & related concepts, Characteristics of corporate, business & functional level strategic management decisions. Company's mission statement, Need for a mission statement, Criteria for evaluating a mission statement, Formulation of a mission statement

Unit II

Environmental Analysis & Diagnosis: Analysis of company's external environment-Environmental impact on organization's policy and strategy, Organization's dependence on the environment. Analysis of remote environment, Analysis of specific environment- Michael E.Porter's 5 Forces model, Positioning against five forces. Analysis of internal environment-Importance of organization's capabilities, competitive advantage and core competence, Michael E. Porter's Value Chain Analysis.

Unit III

Competitive Strategies: Perspectives to competition- industry, marketing & strategic group; Competitive strategies- Michael E. Porter's generic competitive strategies, Implementing competitive strategies-offensive & defensive moves.

Unit IV

Corporate Strategies: Formulating corporate strategies, Introduction to strategies of growth, stability and renewal, types of growth strategies – concentrated growth, product development, integration, diversification, international expansion (multi domestic approach, franchising, licensing and joint ventures), strategic fundamentals of merger & acquisitions(M&A), types of renewal strategies – retrenchment and turnaround.

Unit V

Strategic Frameworks: Strategic analysis & choice, Strategic gap analysis, Portfolio analysis – MECE approach, BCG, GE, product market evolution matrix, experience curve, directional policy matrix, life cycle portfolio matrix, Grand strategy selection matrix; Behavioral considerations affecting choice of strategy. Culture and strategic leadership: Implementing & operationalizing strategic choice, Impact of structure, culture & leadership; Functional strategies & their link with business level strategies.

Text Books:

1. Pearce, J.A., Robinson, R.B. & Mittal Amita. *Strategic Management: Formulation, Implementation and Control* (12th ed.). India: Tata McGraw-Hill Publishing Company Ltd.
2. Ghosh, P.K. (10th ed.). *Strategic Management*. India: Sultan Chand and Sons.

References:

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1. Michael Porter. *Competitive Strategy*.
2. Thompson, Arthur A., Strickland III, A. J., Gamble, John E. and Jain A.K. (2006). *Crafting and Executing Strategy: Concepts and Cases* (14th ed.). India: Tata McGraw Hill.

Course Outcomes: (CO)

1. Analyze the main structural features of an industry and develop strategies that position the firm most favorably in relation to competition and influence industry structure to enhance industry attractiveness.
2. Recognize the different stages of industry evolution and recommend strategies appropriate to each stage.
3. Appraise the resources and capabilities of the firm in terms of their ability to confer sustainable competitive advantage and formulate strategies that leverage a firm's core competencies.
4. Analyze dynamics in competitive rivalry including competitive action and response, first-mover advantage, co-opetition and winner-take-all and make appropriate recommendations for acting both proactively and defensively.

<i>Course Outcome</i>	Program Outcome							Program Specific Outcome		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1		M				L	H			
CO2	M			M						
CO3	H			L		L	M			
CO4		L	L				H			

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BBA521A TRAINING & DEVELOPMENT (L, T, P) = 3 (3, 0, 0)

Unit	Course Contents	Total Contact Hours-36
I	Introduction to Training & Development :Training and Training needs Assessment ,Training Design and Administration ,Training methods,	6
II	Performance Appraisal & Training :Learning through training, Adult Learning (Andragogy, Learning Styles	7
III	Trainer & Training Institutions :, Types of Training, Trainer as a change Agent, MDP and EDPs.	8
IV	Evaluation of Training : Training Evaluation & ROI, Training of Training, Measurement Tools & Technique, Feedback Mechanism.	8
V	Effectiveness of Training & Development : Meaning ,effectiveness ,Cost of Training , Training & Employee Relation	7

Reference/Text Books:

1. Effective HR training and development strategy-Dr B.Rathan Reddy ,Himalya pub house 2005
- 2.Udai Pareek- Training and development
- 3.Lynton, R.P.and Pareek U-Training for Development Vistaar Publication N.Delhi
- 4.Bhatnagar, O.P- evaluation methodology for Training-Oxford and IBM

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BBA 552F

E-Business

C (L, T, P) = 3(3 0, 0)

Unit	Course Contents	Total Contact Hours - 36
I	Introduction to E-Commerce: Meaning and concept, electronic versus traditional commerce, Media convergence, E-commerce and E-Business, Channels of e-commerce, Business applications of e-commerce.	7
II	Internet Concepts and Technologies: Concept and Evolution of internet, Web technologies, Client server concept, Hypertext information to network, Benefits of hypertext, HTTP, HTML potential competitors and entry barriers, Internal resource and competitive advantage	8
III	Business Models of E-Commerce and infrastructure: E-Commerce Models, Supply obtain Management remote servicing, E-commerce Resources and infrastructure resourced and planning for infrastructure	7
IV	E-Business Architecture & E-CRM, Decision Support in E-Business: Web analytics	7
V	Technologies for E-Business: Security and payment systems.	7

Books Recommended:

1. Sudhir Sharma – E-Commerce (Tata McGraw Hill)
2. Agarwal, K.N and Deeksha Agarwal – Business on Net – What's & How's of E-Commerce (McMillan)

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3. Kosiv, David – Understanding Electronic Commerce, Microsoft Press.

BBA 501A Banking Concept & Finance C (L, T, P) = 3(3, 0, 0)

Unit	Course Contents	Total Contact Hours – 36
I	Introduction: Evolution of Commercial Banks, Meaning and definition of Banking, Features and classification of banks	7
II	Banking System: Basic Concept of different Types of Banking Systems, An overview and structure of Indian Banking System, Recent development in Banking Sector	7
III	Commercial Banking: Basic Concepts of Commercial Banks, Role of Commercial banks in Financial Market, Creation of Credit, Factors affecting credit creation	7
IV	Commercial Banks and Customer Relationships: Definition of customer, Features of contractual customer relationships, Customer orientation, Rights of a customer and a banker, Protection to collecting and paying under NI Act,	8

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	Banking Ombudsman, Consumer forums	
V	Recent Trends : Recent regulations on Commercial Banks in India, Capital Adequacy Norms, SARFAISI Act 2002	7

Books Recommended:

1. Varshney. P.N. – Banking Law and Practice
2. Paramemeswaran, R & Natarajan, R – Indian Banking
3. Vaish, M.C – Money, Banking and International Trade

BBA 511B International Marketing

C (L, T, P) = 3 (3, 0, 0)

Unit	Course Contents	Total Contact Hours – 36
I	Introduction: An overview to international business and trade theories - introduction to marketing communication, free trade v/s protection, classical, modern theories, gain and terms of trade.	7

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II	International Business Management: International business management - the economic environment, social & cultural, political legal and regulatory environment, competitive advantage in global environment, market entry expansion and partnership.	7
III	International Finance & Institutional Systems: International finance & institutional systems - foreign exchange, balance of payments, importing and exporting, trade blocks, international monetary fund & world bank, the triad and other manner.	7
IV	International Marketing Mix Elements: International marketing mix elements - product decisions, pricing decisions, marketing channel & place decision promotion decisions, organizing & controlling.	7
V	Strategic Issue for International Marketing: Strategic issue for international marketing - marketing information system & research, segmentation, targeting & positioning, planning process.	8

Books Recommended:

1. Cherunilam, F: International Business (or International Marketing) – PHI, New Delhi
2. Varshney, R.L and Bhattacharya, B – International Marketing Management – Sultan Chand, New Delhi
3. Terpstra, V – International Marketing

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Unit	Course Contents	Total Contact Hours – 36
I	Introduction: Definition of Advertising, Characteristics and Benefits, The advantage world – advertisers, advertising agencies, Media and the target of audience	7
II	Advertising Planning: Setting of Advertising Objectives, Definition of the target audiences, Product personality and perceptions, Marketing objectives, Applying DAGMAR, Advertising appropriation – methods.	7
III	Creative Strategy: The Positioning Strategy, The choice of appeal and the mode of message, The theme, Use of comparative messages	7
IV	Media Decisions: Concept, role of media, Types of media, media characteristics, Media planning models (press models & cinema models), Concept of Media Scheduling	7
V	Evaluation of Advertising Effectiveness: Areas of assessment of Effectiveness, Basic approaches for testing advertising, Methods of pre and post testing.	8

Books Recommended

1. Aakar, DA, Myers, JG & Batra R – Advertising Management – PHI, New Delhi
2. Mohan, M – Advertising Management – Concept and causes – TMH, New Delhi
3. Kazmi & Batra – Advertising Sales Promotion – Excel, New Delhi

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BBA 522C Organizational Change & Intervention Strategies C (L, T, P) = 3 (3, 0, 0)

Unit	Course Contents	Total Contact Hours – 36
I	Organization Change: Understanding Change, Factors Influencing Change, Managing Resistance to Change, Change Agents, Disruptive Innovations	7
II	Introduction to OD: Concept & Definition of OD, Process of OD, Organizational Diagnosis: Diagnosing Organization, Diagnosing Groups and Jobs, Collecting and Analyzing Diagnostic Information	7
III	Human Process Interventions: Interpersonal and Group Process Approaches, Process Consultation, Third-party, TeamBuilding. Organizational Process Approaches: Organization Confrontation, Intergroup Relations, Grid OD, Large Group Intervention	7
IV	Techno Structural Interventions: Restructuring Organization, Reengineering, Employee Involvement, Parallel Structures, Total Quality Management, Work Design, Motivational Approach, Sociotechnical Systems Approach, Job Design Approach	8
V	Strategic Interventions: Transorganizational Development, Mergers & Acquisitions, Transformational Change, Cultural Change	7

Books Recommended:

Wendell L.French
Cummings & Worley
Alderter
S. Neelmeghani

Organizational Development
Organizational Development & Change
Organizational Development
Management Development

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BBA 552F Computer Networks C (L, T, P) = 3 (3, 0, 0)

Unit	Course Contents	Total Contact Hours-36
I	Network, Network protocols, Edge, Access networks and physical media. Protocol Layers and their services models	7
II	Application layer: protocol and service provided by application layer, transport protocol. The world wide web. Electronic mail, SMTP, mail message formats and MIME and mail access protocols.	7
III	Transport layer: Transport layer service and principles, multiplexing and demultiplexing applications. Connectionless transport. UDP segment structure and UDP checksum. Principles of reliable data transfer-GO back to N and selective repeat.	7
IV	Network layer and routing: Network service model, routing principles. Link state routing algorithm, A distant vector routing & OSPF algorithm.	7
V	Router components; input port, switching fabric and output port. IPV6 packet format. Point to point protocol (PPP), transition states, PPP layers-physical layer and data link. Authentication PAP and CHAP, network control protocol (NCP)	8

Recommended books:-

1. J.F. Kurose and K.W. ross-computer networking, pearson eduction Asia.
2. B.A. Forouzan Data communications and networking, Tata Mc-Graw Hill.
3. Garcia and Widjaja-Communication networks, Tata Mc-Graw Hill

BBA 502A Personal Financial Planning C(L, T, P) = 3 (3, 0, 0)

Unit	Course Contents	Total Contact
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		Hours – 36
I	Understanding the financial planning process:- The rewards of sound financial planning-planning for a life time-the planning environment-determinants of personal income financial statements and plans mapping the financial future-time value of money preparing personal income statement and balance sheet-making cash budgets Managing Tax:-Principles of income taxes computation of salary, rental income & capital gains, other income-filling return tax planning-other income-filling returns tax planning-other forms of personal taxes provisos of wealth tax act & computation of net wealth & wealth tax.	7
II	Making decisions regarding purchase of automobiles and houses:- deciding whether to lease or buy-finding an affordable house-the house-buying process-housing finance. Managing credit-opening an overdraft account using credit carefully consumer loans.	7
III	Managing insurance needs:- Basic insurance concepts-deciding on the amount of life insurance required-key features of life insurance policies-buying life insurance types and sources of health insurance plans-principles of property insurance-automobile insurance other types of insurance. Managing investments:-Investment planning securities markets-transaction in the securities markets-online investing-mutual funds –financial planner’s Advice, stock brokers research and advice, portfolio tracking, private banking options of different banks, and discretionary portfolio management services-sharp’s ratio, treynor’s ratio, jensen’s measure, information ratio.	8
IV	Alternate Investment Options- Art, Gold, antiques, commodities, real estate, REITS, real e related mutual funds, charity, investments outside India. Retirement planning-estimating needs at retirement-social security –pension plans and retirement plans-annuities, reverse mortgage.	8
V	E planning:-Wills-trusts-gift taxes-e taxes and tax planning. Marketing of Financial Products:-Relationship marketing-selling in a competitive environment-steps in the relationship management process-segment, profile, expose, strategize, execute, monitor and review-personal selling skills.	6

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BBA 531D

Sustainable DevelopmentC (L,T,P) = 3(3,0,0)

UNIT	Course Contents	Total Contact Hours = 36
I	Introduction <ul style="list-style-type: none"> • Ethics, Business Ethics, Corporate Governance, Governance through Inner Consciousness and Sustainability Ethical Principles in Business <ul style="list-style-type: none"> • Role of Board of Directors • Organization Climate and Structure and Ethics • Case Studies and Contemporary Developments 	7
II	Sustainability <ul style="list-style-type: none"> • Meaning and Scope • Corporate Social Responsibility and Corporate Sustainability • Sustainability Terminologies and Meanings • Why is Sustainability an Imperative • Sustainability Case Studies • Triple Bottom Line (TBL) 	7
III	Corporate Sustainability Reporting Frameworks-I <ul style="list-style-type: none"> • Global Reporting Initiative Guidelines • National Voluntary Guidelines on Social, Environmental and Economic Responsibilities of Business 	7
IV	Corporate Sustainability Reporting Frameworks-II <ul style="list-style-type: none"> • International Standards • Sustainability Indices • Principles of Responsible Investment • Challenges in Mainstreaming Sustainability Reporting • Sustainability Reporting Case Studies 	7
V	Legal Framework, Conventions, Treaties on Environmental and Social Aspects Principle of Absolute Liability – Case Studies Contemporary Developments – Integrated Reporting	8

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BA 532 D Startup Principals C (L, T, P) = 3 (3, 0, 0)

Unit	Course Contents	Total Contact Hours – 36
I	Introduction: Definition, meaning, importance and relevance types & characteristics and classification of entrepreneurship, identification of business barriers to entrepreneurship. Opportunities, environment scanning in rough 7 Domains of market attractiveness & porter's 5-focus model	8
II	Needs, Tools techniques: For market assessment & survey, entrepreneurship motivations & environment innovations & creativity for startups.	7
III	Business plan writing, scope, type, process of identifying target market, survey industry & competition analysis.	7
IV	Entrepreneurship development program: Objectives, Programs of EDP, Entrepreneurial development cause Relevance & Accruements or EDP	7
V	Small business management: Starting up a new business venture, Scope of fund raising to start up a new venture.	7

Books Recommended:

1. Jain P.C handbook for New Entrepreneurs: Oxford University Press
2. Drucker Peter F: Innovation & Entrepreneur
3. Lalitha D Rani : Women Entrepreneur. APH Publishing Corporation

MEDIA MANAGEMENT
SUBJECT CODE: BBA401A
CREDITS: 3L+1T [4]

Objectives: Student will understand the role of management in past and present media.

UNIT I

Pre- print era:- Characteristics of oral cultures and communication, Brief history of printing, Development of newspapers and magazines, Growth of Indian press, Post independent press Language newspapers and magazines in India, Business of the press today.

UNIT II

Content for Mobile Devices: Client focused content development for business, Basic underlying creative processes for delivery of content on mobile devices, Interactive Mobile content: consumption, design, animation, multimedia, games, video, photographs and images, sound and music on mobile, Conceptual design and creativity for the marketing campaign, Short Form Mobile Content, Blended Mobile Video.

UNIT III

The Animation Industry: An overview, The trends in animation industry, Prospects and markets, Production planning for animation, Problems and cost implications, Development of animation in India, Animation- success stories.

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UNIT IV

The rise of television, Experimental work with educational television in Latin America and Africa, Television in India. A tool for education and public service, SITE and post SITE developments, Emergence of foreign satellite channels and cable network.

UNIT V

Current issues of autonomy, deregulation and DTH. Business of the television industry today. The internet and future of mass media, Historical background and issues of convergence and new media

References:

1. John Durie, Annika Pham, Neil Watson, *Marketing And Selling Your Film Around The World: A Guide For Independent Filmmakers*, Silman-James Press, 1998.
2. Harvard Business School Publishing, *Guide To Managing Creativity And Innovation*: Harvard Business, Harvard Business School Press, 2003.
3. Robert Marich, *Marketing to Moviegoers: A Handbook of Strategies and Tactics*, Southern Illinois University Press, 2009.

1. Media Management

- Student will understand the role of management in past and present media.
- This subject will provide management students an insight about current scenario of various types of Media houses.
- This Syllabus will make students understand about business dynamics of Media Houses i.e. Print, TV, Radio, New Media, Advertising, Public Relations(PR) and Convergent Media.
- By reflexive learning, students can have opportunity to explore their future career possibilities in Media Management Sector.
- With this interdisciplinary subject students will come to know about the intimate relations between media and management sector.

Course Outcome	Program Outcome							Program Specific Outcome		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3

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CO1		L					M			
CO2	L			M						
CO3	M					L	M			
CO4						L				
CO 5	H		M		H	M				

CUSTOMER RELATIONSHIP MANAGEMENT
SUBJECT CODE: BBA162A
CREDITS: 3L[3]

Objective-

The objective of this course is to: understand the relationship marketing as a means of building relations with all the stakeholders; and understand the promotion mix objectives.

Syllabus

UNIT I

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Fundamental Concepts in Relationship Marketing, Customer Acquisition and Retention Strategies. Customer Loyalty. Analyzing Profitability of Customers. Overview of CRM and Web Based Technologies.

UNIT II

Integrated Relationship Marketing Strategies. Retail Marketing Communication. Role of Retail Promotion Program- Methods for Communicating with the Customers, Sales promotion, Public relations, Personal selling.

UNIT III

Planning Retail Communication Program- Establishing objectives, determining promotional budget, assigning the Promotional Budget, objectives and task method, thumb rule method.

UNIT IV

Implementing advertising programs - creating message advertising agencies, selecting advertising media, determining the frequency and timing of advertisements. Evaluating the effectiveness of advertisements, Implementing Sales Promotion Programs, Implementing Publicity Programs, Learning Organization.

UNIT V

CRM Implementation – A comprehensive model - Developing CRM vision and strategy Management support, Introduction: ERP- An Overview - Enterprise- An Overview - Benefits of ERP - ERP and Related Technologies.

Recommended Texts

- Barnes James G., *Secrets of Customer Relationship Management*, McGraw-Hill, 1st Edition, 2000.
- Balasubramanian, K., *Essence of Customer Relationship Management*, learn Tech press
- Swift Ronald S., *Accelerated Customer Relationships*, Prentice-Hall of India, New Delhi, 2000.
- Gosney, John W., and Boehm, Thomas P., *Customer Relationship Management Essentials*, Prentice-Hall of India, New Delhi, 2000.
- Berman B. and Evans J. R., *Retail Management*, Pearson Education, New Delhi, 2002.

2. Customer relationship management:

- To know the requisite of customer relations in management.
- To understand the basic of building relations with all the stakeholders.

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- To analyze the abrupt demands of the customers.
- To provide the importance of customer loyalty.
- To acquaint the results of effective communication.

<i>Course Outcome</i>	Program Outcome							Program Specific Outcome		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1			M			L	L			
CO2		L	M	L						
CO3	M					L				
CO4					H	M				
CO 5		H	L				L			

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SUBJECT CODE: BBA019A
CREDITS: 3L[3]

Objectives: A student should become familiar with mechanism for conducting business transactions through electronic means.

UNIT I

Introduction: Conceptual Framework of E-Commerce, General Model of Business, Electronic Means of doing Business-Defining E-commerce-Emergence of E-Commerce on Private Networks, Forces Effecting E-Commerce, E.D.I:Nature ,Benefits& Demerits of E.D.I,

UNIT II

Types of E-Commerce: Inter Organisation (B2B) E-Commerce, Intra- Organisational E-Commerce and Business to Consumer (B2C) E-Commerce.

UNIT III

Building on E-Commerce Enterprise: Ascertain the Need for E-Commerce, Competition, Global Reach, Customer Service, Value Additions, Operations Oriented Process, and Products Setting up a Website, Domain Name Registration, Developing Static Web Pages, and Integration with Operational Databases, Dynamic Websites, Registering the Website with Search Engines.

UNIT IV

Electronic Payment Systems: Overview of Electronic Payment Technology.

UNIT V

Introduction to legal and Security Issues in E-Commerce, Legal issues:Laws for E-Commerce, Issues of Trademarks & Domain Names, E-commerce in India: The Internet in India , Barriers to Growth of E-Commerce in India.

References:

1. Agarwala, *E-Commerce*, Macmillian India Limited, 2000.
2. RaviKalakota and Marcia Robinson, *e-Business Roadmap for Success*, Addison Wesley, 1999.
3. AbhijitChaudhury, Jean- Pierre Kuilboer, *E business and E commerce, Infrastructure : Technologies Supporting the e- Business Initiative*, Tata Mc-Graw Hill, 2001.

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3. E- Commerce:

- A student should become familiar with mechanism for conducting business transactions through electronic means.
- To analyze the dynamically changing trends in the technology and its impact on business.
- To acquaint the emerging opportunities worldwide for business.
- To identify active approach adopted for start-ups these days.
- The understand combination of creativity and technology required for emerging entrepreneur.

<i>Course Outcome</i>	Program Outcome							Program Specific Outcome		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1	M			L	L	L	H			
CO2	H		L			H	M			
CO3	M			M		H				
CO4	L	L			L	M				
CO5	M	M					H			

PROJECT MANAGEMENT
SUBJECT CODE: BBA020A
CREDITS: 3L[3]

Objectives:

The aim is to provide a suitable framework for gaining insight in the process of preparation, appraisal, monitoring and control of a project.

Unit I

Introduction to Project Management: Definition, functions, evolution of Project Management, classification of projects, Project management in different environments. The Project Management Systems, Methodologies & Systems Development Cycle: Systems approach, systems analysis, systems development, project feasibility, project life cycle, project appraisal, project contracting, phases of system development life cycle.

Unit II

Project Feasibility Study: Developing a project plan, market and technical analysis, financial analysis evaluation of project proposals, risk analysis, sensitivity analysis, and social cost benefit analysis. Project Planning: Planning fundamentals, project master plan, work breakdown structure & other tools of project planning.

Unit III

PERT, CPM, Resource allocation: Tools & techniques for scheduling development, crashing of networks, time-cost relationship, and resource leveling multiple project scheduling.

Unit IV

Cost Estimating Budgeting : Cost estimating process, elements of budgeting, project cost accounting & management information systems, cost schedules & forecasts. Managing Risks in Projects: Risk concept & identification, risk assessment, risk priority, risk response planning, risk management methods.

Unit V

Project Control: Information monitoring, internal & external project control, cost accounting systems for project control, control process, performance analysis, variance limits, and issues in project control. Project Management Information System: Computer based tools, features of PMIS, using project management software(MS Projects),

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Project Evaluation, Reporting & Termination: Project reviews & reporting, closing the contract.

References-

1. S. Choudhury, Project Scheduling and Monitoring in Practice.
2. P. K. Joy, Total Project Management: The Indian Context, Macmillan India Ltd.
3. HoraldKerzner, Project Management: A Systemic Approach to Planning, Scheduling and Controlling, CBS Publishers, 2002.
4. Wiest and Levy, Management guide to PERT/CPM, PHI.

4. Project Management

- To provide a suitable framework for gaining insight in the process of preparation of a projects.
- To analyse the close relationship between project scheduling and the cost of project.
- To acquaint with various tools and techniques of project management.
- To provide the requisite knowledge of project related issues.
- To understand the various process like appraisal, monitoring and control of a project.

Course Outcome	Program Outcome							Program Specific Outcome		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1	M		M			M	L			
CO2	H	L			L					
CO3				M		L	M			
CO4	M	L	L		M					
CO5		L			L	M	L			

Leadership skill

Credits: 3

Paper Code :BBA194A

Unit	Course Contents

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I	Organizational Learning : The Learning Organization, Leading a learning Organization, Creativity & Innovation
II	Leadership: Understanding Leadership, Leadership Style, Leadership Skills & Tactics, The making of a Leader
III	Effective Leadership Processes: Historical studies on Leadership, Coaching Leaders, Developing Performing Teams
IV	Leadership Culmination : Leadership Succession, Level 5 Leadership, Narcissistic Leaders, Leadership Challenges
V	Case Studies on leading business houses and their leadership sytle- Reliance, Infosys, wipro, Tata.

6. Leadership Skills

- To understand the implementation of an effective leadership style.
- To acquaint the relationship between the effective leadership and increased productivity.
- Nurture future leaders.
- Increase employee engagement.
- Make better decisions.

<i>Course Outcome</i>	Program Outcome							Program Specific Outcome		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1		M	L				M			
CO2	H			L		H	L			
CO3		M		M	L		H			
CO4		L	M			L				
CO5	H			L	L		H			

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