Pimpri Chinchwad Education Trust's
Pimpri Chinchwad University
Sathe, Pune - 412106

Curriculum Structure
B.B.A. (General /Hons)
(Pattern 2023)
School of Management

Effective from Academic Year 2023-24

Preamble:

The Bachelor of Business Administration (BBA) degree is a three year (General) and four-year (Hons) undergraduate program designed to provide students with a comprehensive education in business principles and practices. The program aims to equip students with the skills and knowledge needed to succeed in a wide range of business roles and industries. Through a combination of theoretical coursework and practical experiences, BBA graduates develop a strong foundation in areas such as accounting, finance, marketing, management, and operations. Graduates are prepared to pursue a variety of careers in business or continue their education in graduate programs such as an MBA. The BBA degree provides students with the opportunity to develop critical thinking, problem-solving, communication, and leadership skills that are essential in the competitive and rapidly changing business world.

Vision and Mission of Program:

Vision Statement:

Our BBA program aims to be a leading program that prepares students to become innovative and ethical business leaders who make a positive impact on society.

Mission Statement:

Our mission is to provide a comprehensive education in business principles and practices that enables our students to think critically, communicate effectively, and lead responsibly. We strive to create a learning environment that fosters creativity, collaboration, and continuous improvement, and that prepares students to thrive in the dynamic and globalized business world.

Program Educational Objectives:

1. To prepare graduates to be knowledgeable and skilled business professionals who can apply theory to practice and make informed decisions.
2. To develop graduates who are effective communicators and collaborators, and who possess strong leadership and teamwork skills.
3. **To prepare graduates to be ethical and socially responsible business leaders who make a positive impact on society.**

Program Outcomes:

1. Students will be able to apply business concepts and theories to real-world problems and situations.

2. Students will be able to communicate effectively in written, oral, and interpersonal contexts.

3. Students will be able to work effectively in teams and demonstrate leadership skills.

4. Students will be able to analyze and evaluate ethical issues and make responsible decisions.

5. Students will be able to demonstrate a global perspective and an understanding of the diverse cultural and social contexts of business.

6. Students will be able to demonstrate proficiency in the use of relevant technology and information systems.

7. Students will be able to demonstrate an understanding of the importance of lifelong learning and continuous improvement.

8. Students will be able to identify and evaluate business opportunities, develop business plans, and create strategies for launching and growing new ventures.

9. Students will be prepared to enter the workforce as industry-ready professionals, with the skills and knowledge needed to succeed in a variety of business roles and industries.

10. Students will be able to adapt to the changing demands of the business world and respond to new challenges and opportunities with creativity, innovation, and agility.

11. Students will be able to demonstrate an entrepreneurial mindset and an ability to think outside the box, identify problems and opportunities, and develop innovative solutions.

Program Specific Outcomes (PSOs):

The Program Specific Outcomes (PSOs) for the BBA program are as follows:

1. Develop knowledge of business and corporate

2. Apply technology solutions to practical problems

3. Develop entrepreneurial skills

4. Analyze business data to make informed decisions:

5. Develop skills to become a good Manager

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Curriculum Framework for BBA (Gen/ Hons)

Sr. No.	Type of course	Abbreviations
1	Major	**MAJ**
2	Minor	**MIN**
3	Specialization Electives (Major)	**SPE**
4	Open Electives	**OE**
5	Value Added Courses	**VAC**
6	Ability Enhancement Courses	**AEC**
7	Skill Enhancement Courses	**SEC**
8	Indian Knowledge System	**IKS**
9	Co-Curricular Courses	**CC**
10	Project	**PROJ**
11	Summer Internship	**INTR**
12	Field Project	**FP**

BBA (General/Hons) Curriculum Structure

School of Management

Program Structure of Bachelor of Business Administration 2023-27 BBA (General / Hons)

WEF: A.Y. 2025-26 (Pattern 2023)

Semester V

Course Code	Course Name	Course Type	Teaching Scheme					Assessment Scheme		
			Th	Prac	Tut	Credit	Hrs	CIA	ESA	Total
UBB301	Strategic Management	MAJM	3	0	0	3	3	40	60	100
UBB302	Entrepreneurship Development	MAJM	3	0	0	3	3	40	60	100
UBB303	Project Management	MAJM	3	0	0	3	3	40	60	100
UBB304	Management Information System	VAC	1	1	0	2	3	50	0	50
UBB305	Functional Specializations Elective (Mandatory)-III	SPE	3	0	0	3	3	40	60	100
UFL301A / B	Foreign Language -German / Japanese	AEC	2	0	0	0	2	50	0	50
UBB315	Summer Internship Project	OJT	0	4	0	4	8	40	60	100
UBB306	Entrepreneurial Communication and Business Skills	MOOC	4	0	0	4	4	40	60	100
Total			**19**	**5**	**0**	**22**	**29**	**340**	**360**	**700**

Functional Specialization Electives

Sem V

Course Code	Course Name		L	T	P	Hrs	Credit	CIA	ESA	TOTAL
UBB305A	Investment analysis and Portfolio Management	SPE	3	0	0	3	3	40	60	100
UBB305B	Sales and B2B Market	SPE	3	0	0	3	3	40	60	100
UBB305C	Services Management	SPE	3	0	0	3	3	40	60	100
UBB305D	Block chain and Digital Currency	SPE	3	0	0	3	3	40	60	100
UBB305E	Python and Digital Tools for Quantitative Analysis	SPE	3	0	0	3	3	40	60	100

		Semester VI									
Course Code	**Course Name**	**Course Type**	**Teaching Scheme**					**Assessment Scheme**		
			Th	**Prac**	**Tut**	**Credit**	**Hrs**	**CIA**	**ESA**	**Total**
UBB307	Ethics, Governance and Social Responsibility	MAJM	3	0	0	3	3	40	60	100
UBB308	Cyber Security and Laws	MAJM	3	0	0	3	3	40	60	100
UBB309	Design Thinking	MAJM	3	0	0	3	3	40	60	100
UBB310	Brand Management	MAJM	3	0	0	3	3	40	60	100
UBB311	Functional Specializations Elective (Mandatory)-IV	SPE	3	0	0	3	3	40	60	100
UBB312	Book Review & Blog Writing	VAC	1	0	0	1	1	50	0	50
UFL302 A / B	Foreign Language - German / Japanese	AEC	2	0	0	0	2	50	0	50
UBB313	Resume Writing and Creative Writing	VAC	2	0	0	2	2	50	0	50
UBB314	Strategic Communication, Analytics, and Innovation	MOOC	4	0	0	4	4	40	60	100
	Total		24	0	0	22	24	390	360	750

		Functional Specialization Electives								
		Sem VI								
Course Code	**Course Name**		**Th**	**Prac**	**Tut**	**Credit**	**Hrs**	**CIA**	**ESA**	**Total**
UBB311A	Risk Management	SPE	3	0	0	3	3	40	60	100
UBB311B	Digital Advertising	SPE	3	0	0	3	3	40	60	100
UBB311C	Six Sigma for Operations	SPE	3	0	0	3	3	40	60	100
UBB311D	Algorithmic Trading	SPE	3	0	0	3	3	40	60	100
UBB311E	Tableau	SPE	3	0	0	3	3	40	60	100

COURSE CURRICULUM

Name of the Program:	BBA			Semester : V		Level: UG	
Course Name	Strategic Management			Course Code/ Course Type		UBB301/MAJM	
Course Pattern	2023			Version		1.0	
Teaching Scheme				Assessment Scheme			
Theory	Practical	Tutorial	Total Credits	Hours	CIA	ESA	Practical/Oral
3	-	-	3	3	40	60	-

Course Objectives (CO):	1. To recall the process of strategic management 2. To recognize strategy formulation and implementation 3. Applying the knowledge gained in functional areas of management 4. Analyze functional level strategies 5. Evaluate the implementation of strategic programs
Course Learning Outcomes (CLO):	1. To identify strategic management principles 2. Explain the basic concepts and principles of strategic management analyse the internal and external environment of business 3. Apply organizational strategies that will be effective for the current business environment 4. Analyze strategies that could benefit immensely 5. Evaluate strategic approaches to managing a business successfully in a global context

Course Contents/Syllabus:

(All the units carry equal weightage in Summative Assessment and equal engagement)

Descriptors/Topics	CLO	Hours
UNIT I		
Concepts of Strategy - Levels at which strategy operates; Approaches to strategic decision making; Mission and purpose, objectives and goals; Strategic business unit (SBD); Functional level strategies	1	9
UNIT II		
Environmental Analysis and Diagnosis - Environment and its components; Environment scanning and appraisal; Organizational appraisal; Strategic advantage analysis and diagnosis; SWOT analysis	2	9
UNIT III		
Strategy Formulation and Choice - Modernization, Diversification Integration - Merger, take-over and joint strategies - Turnaround, Divestment and Liquidation strategies - Strategic choice - Industry, competitor and SWOT analysis - Factors affecting strategic choice; Generic competitive strategies - Cost leadership, Differentiation, Focus, Value chain analysis, Benchmarking, Service blueprinting	3	9

	CLO	Hours
UNIT IV		
Functional Strategies: Marketing, production/operations and R&D plans and policies Personnel and financial plans and policies	4	9
UNIT V		
Strategy Implementation - Inter - relationship between formulation and implementation - Issues in strategy implementation - Resource allocation - Strategy and Structure - Structural considerations - Organizational Design and change - Strategy Evaluation- Overview of strategic evaluation; strategic control; Techniques of strategic evaluation and control.	5	9
Total Hours :		45

Learning Resources

Textbooks:
1. Azhar Kazmi, Strategic Management & Business Policy, Tata Mcgraw-Hill Publishing Company Limited, New Delhi 2008 Edition.
2. Vipin Gupta, Kamala Gollakota & Srinivasan, Business Policy & Strategic Management, Prentice Hall Of India Private Limited, New Delhi,2008 Edition .

Reference Books:
1. "The Practice Of Management" By Peter F. Drucker
2. "Management: Concepts And Applications" By Fred Luthans And Jonathan P. Doh

Online Resources/E-Learning Resources
1. Amita Mittal, Cases In Strategic Management, Tata Mcgraw-Hill Publishing Company Limited, New Delhi 2008 Edition.
2. Fred R. David, Strategic Management Concept And Cases, Phi Learning Private Limited, New Delhi, 2008 Edition

COURSE CURRICULUM

Name of the Program:	BBA	Semester : V		Level: UG	
Course Name	Entrepreneurship Development	Course Code/ Course Type		UBB302/MAJM	
Course Pattern	2023	Version		1.0	
Teaching Scheme				Assessment Scheme	
Theory	Practical	Tutorial	Total Credits	Hours	CIA	ESA	Practical/Oral
3	-	-	3	3	40	60	-

Course Objectives (CO):	1. To recall the goals of this programme are to motivate the students and to help them inculcate an entrepreneurial mind-set fulfilled through the program 2. To recognize what entrepreneurship is all about and how it has impacted the world and their country 3. Apply and assess their own strengths and identify gaps that need to be addressed to become a successful entrepreneur 4. Analyze the macro business environment and customize their business applications 5. Evaluate the business plans as developed byentrepreneurs with an ability to connect the dots
Course Learning Outcomes (CLO):	1. Identify successful entrepreneurs and develop self-awareness 2. Explain key skills such as design, personal selling, and communication in business 3. Apply learnings by understanding the DNA of an entrepreneur and assess their strengths and weaknesses from an entrepreneurial perspective 4. Analyze the macro environment needs and apply suitable strategies for their business 5. Evaluate the best ideas and turn thoughts to things through focused implementation

Course Contents/Syllabus:

(All the units carry equal weightage in Summative Assessment and equal engagement)

Descriptors/Topics	CLO	Hours
UNIT I		
Introduction to Entrepreneurship: Meaning and concept of entrepreneurship, the history of entrepreneurship development, role of entrepreneurship in economic development, Myths about entrepreneurs, agencies in entrepreneurship management and future entrepreneurship types of entrepreneurs.	1	9
UNIT II		
The Entrepreneur: Why to become entrepreneur, the skills/ traits required to be an entrepreneur, Creative and Design Thinking, the entrepreneurial decision process, skill gap analysis, and role models, mentors and support system (institutional infrastructure), entrepreneurial success stories.	2	9
UNIT III		
E-Cell: Meaning and concept of E-cells, advantages to join E-cell, significance of E-cell, various activities conducted by E-cell	3	9
UNIT IV		
Communication: Importance of communication, barriers and gateways to communication, listening to people, the power of talk, personal selling, risk taking & resilience, negotiation	4	9
UNIT V		
Introduction to various form of business organization (sole proprietorship, partnership, corporations, Limited Liability company), emerging trends (technopreneurs, netpreneurs, agripreneurs, womenpreneurs, portfolio entrepreneurship and franchising), mission, vision and strategy formulation	5	9
Total Hours :		45

Learning resources
Textbooks:
1. Entrepreneurship Development, B. V. Srinivas Murthy, Dr. M. M. Munshi, Prakash Pinto, 1st edition, 2023
2. Introduction to Entrepreneurship Development, by Abhik Kumar Mukherjee, Shaunak Roy, Jan 2019 edition
3. Textbook of Entrepreneurship Development and Business Management (Hardcover, L. L. Somani), 2023 edition

Reference Books:
1. Entrepreneurship: Creating and Leading an Entrepreneurial Organization, Arya Kumar, Pearson, Jan 2012 edition
2. Women Entrepreneurs: Opportunities, Performance, Problems, SK Dhameja, Deep and Deep Publications, Jaipur, 2002 edition
3. Entrepreneurship: The Practice and Mindset, Heidi Neck, Nov 2019 edition

COURSE CURRICULUM

Name of the Program:	BBA	Semester : V	Level: UG	
Course Name	Project Management	Course Code/ Course Type	UBB303/MAJM	
Course Pattern	2023	Version	1.0	
Teaching Scheme				Assessment Scheme

Theory	Practical	Tutorial	Total Credits	Hours	CIA	ESA	Practical/Oral
3	-	-	3	3	40	60	-

Course Objectives (CO):	1. To recall the fundamental principles of project management. 2. To recognize good knowledge & responsibilities of a project manager 3. To apply different methods and techniques used for project management 4. To analyze and implement project controls & management 5. To evaluate prerequisites of a successful implementation
Course Learning Outcomes (CLO):	1. Identify issues that could lead to a project success or failure 2. To Explain project management in terms of ongoing projects in companies 3. To apply project management tools & techniques 4. To analyze project management concepts through working in a group as team leader 5. To evaluate the responsibilities of project managers

Course Contents/Syllabus:

(All the units carry equal weightage in Summative Assessment and equal engagement)

Descriptors/Topics	CLO	Hours
UNIT I		
Generation & Screening of project idea, Preliminary Screening, Project Rating Index, Entrepreneurial Skills, Market & demand analysis, Collection of Primary & Secondary information, Demand forecasting, Market planning	1	9
UNIT II		
Technical Analysis, Manufacturing process / technology, Material inputs & utilities, Product Mix, Plant Capacity, Location & site, Machinery & Equipment, Structures & Civil work, Environmental aspects, Project Charts & Layouts, Project TimeLines, setting a baseline- Project management Information System – Indices to monitor progress. Importance of Contracts in projects- Teamwork in Project Management - Attributes of a good project team – Formation of effective teams – stages of team formation	2	9
UNIT III		
Cost of projects, Means of financing, Estimates of Sales & Production, Cost of Production, Working Capital Requirement & Financing, Projected income statement, Balance sheet and cash flow with multi year projections, Consideration of alternative sources of finance	3	9
UNIT IV		
Project Implementation: Forms of project organization, Project control & control charts, Human aspects of project management.	4	9
UNIT V		
Prerequisites for a successful project implementation, Introduction to project network & determination of critical path, Preparation of comprehensive project report, Computers, e-markets and their role in Project management- Risk management, Environmental Impact Assessment. Case studies in Project management.	5	9
Total Hours :		45

Learning resources

Textbooks:
1. Atkinson, R. (1999 edition). Project management: cost, time and quality, two best guesses and a phenomenon, its time to accept other success criteria. International journal of project management, 17(6), 337-342
2. Berkun, Scott (2005 edition), The Art of Project Management, O'Reilly Media: Cambridge, MA
3. Cunningham, Michael C. (2006 edition), Finish what you Start: 10 Surefire Ways to Deliver your Projects On Time and On Budget, Kaplan Business: New York.

Reference Books:
1. Berkun, Scott (2008 edition), Making Things Happen: Mastering Project Management, O'Reilly Media: Cambridge, MA.
2. Campbell, Clark A. (2006 edition), The One-Page Project Manager: Communicate and Manage Any Project with a Single Sheet of Paper, Wiley: New York.
3. Russell, Lou (2007 edition), 10 Steps to Successful Project Management, ASTD Press: Alexandria, VA.

COURSE CURRICULUM

Name of the Program:	BBA			Semester : V		Level: UG	
Course Name	Management Information System			Course Code/ Course Type		UBB304/MAJM	
Course Pattern	2023			Version		1.0	
Teaching Scheme				Assessment Scheme			
Theory	Practical	Tutorial	Total Credit s	Hours	CIA	ESA	Practical/Oral
1	1	0	2	3	50	0	0
Course Objectives (CO):				1. Understand the fundamental concepts and components of Management Information Systems (MIS). 2. Analyze the role of MIS in supporting various business functions and decision-making processes. 3. Develop skills in designing, implementing, and managing information systems in organizations. 4. Explore emerging technologies and trends shaping the field of MIS. 5. Evaluate the ethical and security considerations associated with MIS implementation and usage.				
Course Learning Outcomes (CLO):				1. Students will demonstrate an understanding of fundamental concepts and theories of Management Information Systems. 2. Students will interpret and explain the role and importance of MIS in organizations. 3. Students will apply MIS concepts and techniques to analyse and solve business problems. 4. Students will analyse the impact of MIS on organizational processes and decision-making. 5. Students will evaluate ethical and security considerations in MIS implementation and propose solutions				

Course Contents/Syllabus:

(All the units carry equal weightage in Summative Assessment and equal engagement)

Descriptors/Topics	CLO	Hours
UNIT I		
Introduction to Management Information Systems. Definition and scope of MIS. Components of MIS. Role of MIS in organizations. Evolution of MIS and current trends	1	3
UNIT II		
Information Systems for Business Operations Transaction processing systems (TPS). Enterprise resource planning (ERP) systems. Supply chain management (SCM) systems. Customer relationship management (CRM) systems.	2	3
UNIT III		
Decision Support Systems Types of decision support systems (DSS). Components and functionalities of DSS. Data mining and business intelligence. Executive information systems (EIS). Outsourcing and offshoring in information systems	3	3
UNIT IV		
Information Systems Development and Management Systems development life cycle (SDLC). Project management in information systems development. Information systems governance and management	4	3
UNIT V		
Emerging Technologies and Ethical Considerations Cloud computing and virtualization. Big data analytics. Internet of Things (IoT) in MIS. Ethical and security issues in MIS	5	3
Total Hours:		15

Practical Plan

Sr. No	Assignment/ Practical/ Activity Title	Week Number/ Turn	Details	CLO	Hours
1.	Practical 1:	Week 1	**1. Build a Decision Support System (DSS) in Excel** **Objective:** Learn how to use spreadsheets for data-driven business decisions. **Task:** Create a DSS for a small business that helps decide product pricing or monthly sales targets. **Tools:** Microsoft Excel (use Scenario Manager, Pivot Tables, Charts) **Example Dataset:** Sales quantity and cost per product. **Expected Output:** DSS model with charts and scenarios for "Low", "Medium", "High" price strategies.	CLO1	2
		Week 2	**2. ERP System Demonstration & Analysis** **Objective:** Understand ERP architecture and business process integration. **Task:** Watch a video demo of Odoo or SAP, identify 5 modules (like HR, Inventory, Sales). **Tools:** YouTube, Odoo demo login (optional), ERPNext (open-source ERP) **Expected Output:** Report explaining modules and their use in a business (1–2 pages).		2
		Week 3	**3. Business Intelligence using Power BI or Tableau** **Objective:** Visualize business data using BI tools. **Task:** Import a sales dataset and create dashboards showing profits by region, monthly trends, and top products. **Tools:** Power BI Desktop (Free), Tableau Public **Dataset:** "Superstore Sales" or data from Kaggle **Expected Output:** Dashboard file (.pbix or Tableau), screenshots with explanation.		2

2.	Practical 2:	Week 4	**5. Case Study: MIS in Real Organizations** **Objective**: Learn how companies use MIS in real life. **Task:** Choose a company and research its MIS for logistics, customer service, or finance. **Expected Output:** 2-page report with diagrams if possible (Flowchart of MIS use).	CLO 2	2
		Week 5	The **case study of MIS in a real organization**, such as HDFC Bank or Amazon, enables students to analyze how MIS supports decision- making and improves efficiency. This can include studying systems used for customer service, logistics, or financial reporting.		2
		Week 6	**6. System Development Plan using SDLC** **Objective:** Understand all phases of system development. **Task:** Choose a simple project like a "Student Attendance MIS", and break it into SDLC phases: Requirements → Design → Development → Testing → Deployment. Tools: MS Word / Canva / Draw.io **Expected Output:** Document or diagram explaining each phase with activities.		2
3.	Practical 3:	Week 7	**7. Hands-On with CRM (Customer Relationship Management)** **Objective:** Experience managing customer data and sales pipeline. **Task:** Sign up for Zoho CRM or HubSpot, create dummy customer entries, log sales calls, emails, and deal stages. **Tools:** HubSpot CRM (Free), Zoho CRM (Free trial) **Expected Output:** CRM screenshots, sample customer journey.	CLO 3	2
		Week 8	**8. IoT Use Case Design in MIS** **Objective:** Explore how IoT helps in business data automation. **Task:** Design a use case like "Smart Warehouse MIS" – include sensors for inventory tracking, alerts for stock-outs, etc. **Tools:** PowerPoint / Canva / Sketching **Expected Output:** Flow diagram or slides showing how IoT integrates with MIS		2
		Week 9	**9. Data Mining using Orange or Weka or others** **Objective:** Understand basic machine learning in MIS. **Task:** Load the Titanic dataset, apply classification (e.g., Decision Tree), and interpret results. **Tools:** Orange, Weka (Both free & user- friendly) Dataset: Titanic Dataset (built-in) **Expected Output:** Screenshot of data model + short report on insights.		2

4.	Practical 4:	Week 10	**10. Executive Information System (EIS) Dashboard** **Objective:** *Create a top-level summary for executives.* **Task:** *Design a dashboard showing KPIs like revenue, profit, customer churn, and expenses. Tools: Excel, Power BI* **Expected Output:** *Screenshot of dashboard + explanation of each KPI.*	CLO 4	2
		Week 11	**11. Analyze Ethical Issues in MIS** **Objective:** *Learn about privacy and ethical challenges.* **Task:** *Read about a real-world case like the Facebook-Cambridge Analytica scandal. Write what went wrong and how to prevent it.* **Expected Output:** *1–2 page reflective report.*		2
		Week 12	**12. Compare Cloud vs Traditional MIS** **Objective:** *Understand the difference in architecture, cost, and usage.* **Task:** *Compare tools like Google Docs (cloud) vs MS Word (offline), or QuickBooks Cloud vs Tally.* **Expected Output:** *Table comparison + summary.*		2
5.	Practical 5:	Week 13	**1. Repeat SDLC with Restaurant Inventory System** **Objective:** *Reinforce understanding of SDLC by applying it to a new project.* **Task:** *Plan system phases for managing inventory in a restaurant – from vendor orders to waste control.* **Expected Output**: *Written document or presentation explaining each phase.*	CLO 5	2
		Week 14	**14. Cybersecurity Awareness** **Task:** List 5 common cyber threats and 10 safety tips. *Bonus:* Review a fake email and note warning signs. **Output:** Short note + optional safety poster.		2
		Week 15	**15. BI Tools Revisited with New Dataset** **Objective**: *Deepen skill in data analytics.* **Task:** *Use a new dataset (e.g., Marketing Campaign Responses), create visuals showing open rates, conversions, etc.* **Tools**: *Power BI / Tableau* **Expected Output**: *Dashboard + insights report (1 page).*		2
Total Hours					**30**

Learning resources

Textbooks:

1. "Management Information Systems: Managing the Digital Firm" by Kenneth C. Laudon and Jane P. Laudon
2. "Essentials of Management Information Systems" by Kenneth C. Laudon and Jane P. Laudon
3. "Information Systems Today: Managing the Digital World" by Joseph Valacich and Christoph Schneider

Reference Books:

1. "Management Information Systems: A Managerial Perspective" by D.P. Goyal https://www.google.co.in/books/edition/Management_Information_Systems_Manageria/ZaNDDAAAQBAJ?hl=en&gbpv=1&dq=Management+Information+Systems:+A+Managerial+Perspective%22+by
2. +D.P.+Goyal&printsec=frontcover
3. "Information Technology for Management: Digital Strategies for Insight, Action, and Sustainable Performance" by Efraim Turban, Linda Volonino, and Gregory R. Wood https://www.google.co.in/books/edition/Information_Technology_for_Management/HIXOoQEACAAJ?hl=en
4. Practical Book PDF - https://pcgicks.wordpress.com/wp-content/uploads/2015/02/com-224- management-information-system-practical.pdf

FUNCTIONAL SPECIALIZATION ELECTIVES

COURSE CURRICULUM

Name of the Program:	BBA			Semester : V		Level: UG	
Course Name	Investment analysis and Portfolio Management			Course Code/ Course Type		UBB305A/SPE	
Course Pattern	2023			Version		1.0	
Teaching Scheme				**Assessment Scheme**			
Theory	Practical	Tutorial	Total Credit s	Hours	CIA	ESA	Practical/Oral
3	-	-	3	3	40	60	-

Course Objectives (CO):	The objectives of the course are: 1. This course will emphasize an understanding of the economic forces that influence the pricing of financial assets. 2. Understanding of investment theory will be stressed and tied in with discussion of applicable techniques such as portfolio selection. 3. The course material will cover formulae that can be applied in different business situations regarding active portfolio management. 4. To expose the students to the concepts, tools and techniques applicable in the field of security analysis and portfolio management. 5. To provide a theoretical and practical background in the field of investments.
Course Learning Outcomes (CLO):	Students would be able to: 1. Understand about various investment avenues. 2. Understand the value of assets and manage investment portfolios. 3. Understand various Models of Investment and its application 4. Understand and create various investment strategies on the basis of various market conditions. 5. Measure riskiness of a stock or a portfolio position.

Course Contents/Syllabus:

(All the units carry equal weightage in Summative Assessment and equal engagement)

Descriptors/Topics	CLO	Hours
UNIT I		
Investment Overview of Capital Market: Market of securities, Stock Exchange and New Issue Markets - their nature, structure, functioning and limitations; Trading of securities: equity and debentures/ bonds. Securities trading - Types of orders, margin trading, clearing and settlement procedures. Regularity systems for equity markets, Type of investors, Aim and Approaches of Security analysis.	1	9
UNIT II		
Portfolio Theory: Risk and Return Concept of Risk, Component and Measurement of risk, covariance, correlation coefficient, Measurement of systematic risk. Fundamental Analysis: Economic, Industry, Company Analysis, Portfolio risk and return, Beta as a measure of risk, calculation of beta, Selection of Portfolio: Markowitz's Theory, Single Index Model, Case Studies.	2	9
UNIT III		
Capital Market & Asset Pricing Technical Analysis: DOW Theory, Support and Resistance level, Type of charts and its interpretations, Trend line, Gap Wave Theory, Relative strength analysis, Technical Versus Fundamental analysis. Nature of Stock Markets: EMH (Efficient Market Hypothesis) and its implications for investment decisions. Capital market theorem, CAPM (Capital Asset Pricing Model) and Arbitrage Pricing Theory. Case Studies.	3	9
UNIT IV		
Bond, Equity and Derivative Analysis: Valuation of Equity Discounted Cash-flow techniques: Balance sheet valuation, Dividend discount models, Intrinsic value and market price, earnings multiplier approach, P/E ratio, Price/Book value, Price/sales ratio, Economic value added (EVA). Valuation of Debentures/Bonds: nature of bonds, valuation, Bond theorem, Term structure of interest rates.	4	9
UNIT V		
Active Portfolio Management Portfolio Management and Performance Evaluation: Performance Evaluation of existing portfolio, Sharpe, Treynor and Jensen measures; Finding alternatives and revision of portfolio; Portfolio Management and Mutual Fund Industry.	5	9
Total Hours :		45

Learning resources

Textbooks:
1. Bodie, Kane, Marcus and Mohanti; Investment and Indian Perspective; McGraw Hills, 10th Ed
2. William F. Sharpe, Gordon J. Alexander and Jeffery V. Bailey; Investments; Prentice Hall of India, 6th Ed.
3. Donald E. Fischer and Ronald J.Jordan; Security Analysis and Portfolio Management; Pearson Education, 6th Ed

Reference Books:
1. Ranganatham; Security Analysis and Portfolio Management; Pearson Education, 2nd Ed.
2. Chandra P; Investment Analysis and Portfolio Management; Tata McGraw Hill, 3rd Ed
3. Bhatt; Security Analysis and Portfolio Management; Wiley ,1st E
4. Pandian P; Security Analysis and Portfolio Management; Vikas Publishing, 1st Ed.

Any other Study Material (Online Link):
1. https://www.edx.org/learn/investing/indian-institute-of-management-bangalore-introduction-to-investments?index=product&queryID=c786a1ed81c03e669d3bdeebeb4c9f00&position=2&linked_from=autocomplete&c=autocomplete
2. https://www.edx.org/learn/network-security/ibm-application-security-for-developers?index=product&queryID=1bd06e088083660c575407483939a224&position=5&linked_from=autocomplete&c=autocomplete
3. https://www.managementstudyguide.com/security-analysis-and-portfolio-management.htm

COURSE CURRICULUM

Name of the Program:	BBA			Semester : V		Level: UG	
Course Name	**Sales and B2B Market**			**Course Code/ Course Type**		UBB305B/SPE	
Course Pattern	**2023**			**Version**		1.0	
Teaching Scheme				**Assessment Scheme**			
Theory	**Practical**	**Tutorial**	**Total Credits**	**Hours**	**CIA**	**ESA**	**Practical/Oral**
3	-	-	3	3	40	60	-

Course Objectives (CO):	1. Understand the principles and techniques of sales and B2B marketing in the business environment. 2. Analyze the role of sales in achieving organizational goals and objectives. 3. Develop skills in identifying and segmenting B2B markets. 4. Explore effective sales strategies and tactics for B2B transactions. 5. Evaluate the ethical considerations and challenges in B2B sales and marketing.
Course Learning Outcomes (CLO):	1. Demonstrate an understanding of sales and B2B marketing principles, concepts, and theories. 2. Interpret and explain the role and significance of sales in B2B contexts. 3. Apply sales strategies and techniques to address B2B market challenges and opportunities. 4. Analyze B2B markets and customer behavior to develop effective sales and marketing strategies. 5. Evaluate the ethical considerations and challenges in B2B sales and propose solutions.

Course Contents/Syllabus:

(All the units carry equal weightage in Summative Assessment and equal engagement)

Descriptors/Topics	CLO	Hours
UNIT I		
Introduction to Sales and B2B Marketing Definition and scope of sales and B2B marketing. Importance of sales in business operations. Differences between B2B and B2C markets. Trends and challenges in B2B marketing	1	9
UNIT II		
Understanding B2B Markets Segmentation and targeting in B2B markets. Buying behavior in B2B markets. Decision-making process in B2B transactions. Relationship marketing in B2B contexts	2	9
UNIT III		
Sales Strategies and Techniques Sales prospecting and lead generation. Consultative selling approach. Value-based selling techniques. Sales negotiation skills. Handling customer objections and complaints	3	9

Descriptors/Topics	CLO	Hours
UNIT IV		
Managing B2B Customer Relationships Customer relationship management (CRM) in B2B markets. Key account management strategies. Building long-term partnerships with B2B clients. Handling customer objections and complaints	4	9
UNIT V		
Ethical Considerations in B2B Sales and Marketing Ethical issues in B2B transactions. Legal and regulatory considerations. Corporate social responsibility in B2B relationships. Ethical decision-making in sales and marketing	5	9
Total Hours:		45

Learning Resources

Textbooks:
1. "B2B Marketing: A Guide to Success" by Michael Nick and Ron Berman
   https://www.google.co.in/books/edition/Professional_Services_Marketing/fR8oAAAAQBAJ?hl=en&gbpv=1&dq=B2B+Marketing:+A+Guide+to+Success%22+by+Michael+Nick+and+Ron+Berman&printsec=frontcover

2. "Sales Management. Simplified.: The Straight Truth About Getting Exceptional Results from Your Sales Team" by Mike Weinberg
   https://www.google.co.in/books/edition/Sales_Management_Simplified/AkpsCgAAQBAJ?hl=en&gbpv=1&dq=Sales+Management.+Simplified.:+The+Straight+Truth+About+Getting+Exceptional+Results+from+Your+Sales+Team%22+by+Mike+Weinberg&printsec=frontcover

Reference Books:
1. "Business Marketing Management: B2B" by Michael D. Hutt and Thomas W. Speh
   https://books.google.co.in/books?id=F-QVaU5Aqn0C&newbks=0&hl=en&source=newbks_fb&redir_esc=y

COURSE CURRICULUM

Name of the Program:	BBA	Semester : V		Level: UG	
Course Name	Services Management	Course Code/ Course Type		UBB305C/SPE	
Course Pattern	2023	Version		1.0	
Teaching Scheme				Assessment Scheme	
Theory	Practical	Tutorial	Total Credits	Hours	CIA	ESA	Practical/Oral
3	-	-	3	3	40	60	-

Course Objectives (CO):	1. To recall with the special characteristics of services relevant for marketing 2. To recognize CRM application in service marketing 3. To apply strategic marketing for services 4. To analyze the customer satisfaction and complaint management in services 5. To evaluate the financial implications of improvement in services
Course Learning Outcomes (CLO):	1. Identify the best practices of the Services Marketing 2. Explain the marketing mix and promotional strategies 3. Apply knowledge of Customer Relationship techniques in the corporate world 4. Analyze, interpret and solve problems in service Recovery 5. Evaluate lifelong learning and professional development to enrich the services marketing strategies

Course Contents/Syllabus:

(All the units carry equal weightage in Summative Assessment and equal engagement)

Descriptors/Topics	CLO	Hours
UNIT I		
Marketing of Services - Introduction - Growth of the Service Sector - The Concept of Service - Characteristics of Services - Classification of Services - Designing the Service Blueprinting, Using Technology - Developing Human Resources - Building Service Aspirations	1	9
UNIT II		
Marketing mix in services marketing - The seven Ps - Product Decisions - Pricing Strategies and Tactics - Promotion of Services and Placing or Distribution Methods for Services - Additional Dimensions in Services Marketing - People, Physical Evidence and Process – Internet as a service channel	2	9
UNIT III		
Strategic Marketing Management for Services - Matching Demand and Supply through Capacity Planning and Segmentation - Internal Marketing of a Service - External versus Internal Orientation of Service Strategy	3	9
UNIT IV		
Delivering Quality Services - Causes of Service-Quality Gaps - The Customer Expectations versus Perceived Service Gap - Factors and Techniques to Resolve this Gaps in Service -Quality Standards, Factors and Solutions - The Service Performance Gap Key Factors and Strategies for Closing the Gap - Developing Appropriate and Effective Communication about Service Quality	4	9
UNIT V		
Marketing of Services with special reference to Financial Services - Health Services -Hospitality Services including Travel, Hotels and Tourism - Professional Services - Public Utility Services - Communication Services - Educational Services.	5	9
Total Hours:		**45**

Learning Resources

Textbooks:
1. Ravi Shanker, Services Marketing: The Indian Perspective, Excel Books, New Delhi, 2008 Edition
2. Rajendra Nargundkar, Services Marketing: Text & Cases, Tata Mcgraw-Hill Publishing Company, New Delhi, 2008 Edition

Reference Books:
1. Christopher H. Lovelock, Services Marketing: People, Technology, Strategy, Pearson Education Asia, 2016 Edition.
2. R. Srinivasan, Services Marketing, Prentice Hall Of India Private Limited, New Delhi, 2014 Edition
3. Zcithaml, Parasuraman & Berry, Delivering Quality Service, The Free Press, Macmillan. 2008 Edition
4. James A Fitzmmons & Mona J Fitzmmons, Service Management: operation, Strategy, Information, Technology, 5th Edition, TMH, New Delhi

COURSE CURRICULUM

Name of the Program:	BBA	Semester : V		Level: UG	
Course Name	**Block chain and Digital Currency**	**Course Code/ Course Type**		UBB305D/SPE	
Course Pattern	**2023**	**Version**		1.0	
Teaching Scheme				**Assessment Scheme**	
Theory	**Practical**	**Tutorial**	**Total Credits**	**Hours**	**CIA**	**ESA**	**Practical/Oral**
3	-	-	3	3	40	60	-

Course Objectives (CO):	1. Understand the fundamental concepts of blockchain technology, including crypto-economics and consensus mechanisms like BFT, PoW, and their extensions. 2. Explore and evaluate smart contracts, their legal implications, and integration with real-world systems. 3. Apply cryptographic principles such as hash functions and digital signatures to block chain implementations. 4. Analyse the implementation of block chain in real-world scenarios including supply chain and identity, and evaluate scalability solutions like Layer 2. 5. Gain insights into Bitcoin and other major block chain technologies, understanding the structure, stakeholders, and strategic elements of the block chain ecosystem.
Course Learning Outcomes (CLO):	1. Explain block chain fundamentals such as Byzantine agreements, sharding, forking, and the trade- offs of consensus mechanisms. 2. Develop and deploy smart contracts using platforms like OpenZeppelin, and assess their potential impact within legal and algorithmic frameworks. 3. Demonstrate how cryptographic tools like hashing and digital signatures enable block chain security and transaction integrity. 4. Evaluate block chain infrastructure for practical applications like supply chain and identity management, and explain the role of Merkle trees and Layer 2 scaling. 5. Distinguish between cryptocurrencies and blockchain technologies, and assess key players, platforms, and future trends in the block chain ecosystem.

Course Contents/Syllabus:

(All the units carry equal weightage in Summative Assessment and equal engagement)

Descriptors/Topics	CLO	Hours
UNIT I		
Block Chain-Introduction to crypto economics -Byzantine agreement-Extensions of BFT(Ripple,Stellar)-Blockchain Dynamics -Public and private blockchains –Hard and soft forks Sharding, Side chain-Verifiers-trust, cost and speed-Proof of work and other models.	1	9
UNIT II		
Smart Contracts -Distributed Virtual Machines, Smart Contracts, Oracles-Basics of contract law-Smart contracts and their potential, Trust in Algorithms, -Integration with existing legal systems-Open Zeplin, Open Law-Writing smart contracts.	2	9
UNIT III		
Cryptography and Other Technologies: Application of Cryptography to Blockchain–Using hash functions to chain blocks-Digital Signatures to sign transactions – Using hash functions for Proof-of-Work.-Putting the technology together- examples of implementations with their tradeoffs.	3	9
UNIT IV		
Implementation: Supply Chain and Identity on Blockchain- Blockchain interaction with existing infrastructure- Trust in blockchain data- Scaling Blockchain- reading and writing data. Differentiate nodes, sparse data and Merkle trees –Fixing on the fly-Layer 2 solutions-Lightning and Ethereum state channels	4	9
UNIT V		
Bitcoin-The big picture of the industry- size, growth, structure, players-Bitcoin versus Cryptocurrencies versus Blockchain -Distributed Ledger Technology (DLT) - Strategic analysis of the space- Major players: Blockchain platforms, regulators, application providers, etc.-Bitcoin, Hyper Ledger, Ethereum, Litecoin, Zcash.	5	9
Total Hours :		45

Learning Resources

Textbooks:
1. Blockchain Revolution: How the Technology Behind Bitcoin and Other Cryptocurrencies Is Changing the World, Don Tapscott and Alex Tapscott, Portfolio, 2018.
2. The Age of Cryptocurrency: How Bitcoin and the Blockchain Are Challenging the Global Economic Order, Paul Vigna and Michael J. Casey, Picador.2016
3. Blockchain Technology Explained: The Ultimate Beginner's Guide About Blockchain Wallet, Mining, Bitcoin, Ethereum, Litecoin, Zcash, Monero, Ripple, Dash IOTAAnd Smart Contracts, Alan T. Norman, Create Space Independent Publishing Platform, 201

Reference Books:
1. Blockchain Technology Explained: The Ultimate Beginner's Guide About Blockchain Wallet, Mining, Bitcoin, Ethereum, Litecoin, Zcash, Monero, Ripple, Dash IOTAAnd Smart Contracts, Alan T. Norman, Create Space Independent Publishing Platform, 2017

COURSE CURRICULUM

Name of the Program:	BBA			Semester : V		Level: UG	
Course Name	Python and Digital Tools for Quantitative Analysis			Course Code/ Course Type		UBB305E/SPE	
Course Pattern	2023			Version		1.0	
Teaching Scheme				**Assessment Scheme**			
Theory	Practical	Tutorial	Total Credits	Hours	CIA	ESA	Practical/Oral
3	-	-	3	3	40	60	-

Course Objectives (CO):	1. To introduce students to the basics of Python programming and its application in data analysis. 2. To explore libraries and digital tools used in quantitative and financial analysis. 3. To apply Python for importing, analyzing, and visualizing real-world datasets. 4. To build a foundation in using digital tools for decision- making and business intelligence. 5. To develop problem-solving and analytical skills through hands-on Python projects and case studies.
Course Learning Outcomes (CLO):	1. Understand fundamental Python concepts such as data types, control flow, and functions. (K1, K2) 2. Apply Python libraries (NumPy, Pandas) for quantitative data processing and analysis. (K3) 3. Utilize visualization tools like Matplotlib and Seaborn to interpret data insights. (K4) 4. Analyze and model business data using basic statistical and financial techniques. (K4) 5. Evaluate and use digital platforms (Excel, Google Colab, Tableau basics) for decision support. (K5)

Course Contents/Syllabus:

(All the units carry equal weightage in Summative Assessment and equal engagement)

Descriptors/Topics	CLO	Hours
UNIT I		
Introduction to Python – Basics of Python, Variables, Data Types, Operators, Input/Output, Control Structures	1	9
UNIT II		
Data Handling with Pandas and NumPy – Data Frames, Series, Indexing, Cleaning Data, Basic Aggregation	2	9
UNIT III		
Data Visualization – Matplotlib, Seaborn, Charts and Graphs, Plot Styling, Dashboards Basics	3	9
UNIT IV		
Quantitative and Statistical Analysis – Descriptive Stats, Correlation, Time Series, Financial Functions	4	9
UNIT V		
Digital Tools for Analysis – Using Google Colab, Excel Functions, Pivot Tables, Tableau Introduction	5	9
Total Hours :		45

Learning Resources

Textbooks:
1. Python for Data Analysis by Wes McKinney
2. Think Python by Allen B. Downey

Reference Books:
1. Python Data Science Handbook by Jake VanderPlas
2. Data Science from Scratch by Joel Grus
3. Business Analytics: Data Analysis & Decision Making by Albright & Winston

COURSE CURRICULUM

Name of the Program:	BBA	Semester : V		Level: UG	
Course Name	Entrepreneurial Communication and Business Skills	Course Code/ Course Type		UBB306/MOOCS	
Course Pattern	2023	Version		1.0	
Teaching Scheme				Assessment Scheme	

Theory	Practical	Tutorial	Total Credits	Hours	CIA	ESA	Practical/Oral
4	0	0	4	4	40	60	-

Prerequisite:

Course Objectives (CO):	1. To understand the fundamentals of effective communication in entrepreneurial contexts, including persuasive pitching, negotiation, and networking. 2. To develop essential business skills such as strategic planning, decision-making, and problem-solving to support entrepreneurial ventures. 3. To enhance written, verbal, and non-verbal communication skills for effectively conveying ideas to investors, stakeholders, and teams. 4. To apply communication strategies for creating impactful business presentations, pitches, and marketing campaigns. 5. To foster interpersonal skills, including teamwork and conflict resolution, to build and sustain productive business relationships.
Course Learning Outcomes (CLO):	1. Recall key content marketing techniques, platforms, and strategies used to engage audiences. 2. Explain the importance of content marketing in building brand awareness, trust, and driving customer action. 3. Implement content marketing strategies, including content creation, distribution, and engagement tailored to business goals. 4. Evaluate the effectiveness of content marketing efforts using analytics and make data-driven decisions to optimize strategies. 5. Develop and execute a comprehensive content marketing plan aligned with a brand's objectives, audience needs, and trends.

Course Contents/Syllabus:

(All the units carry equal weightage in Summative Assessment and equal engagement)

Descriptors/Topics	Weightage (%)	Hrs
1. *The Strategy of Content Marketing* **Offered by University of California on Coursera**	**Level: Beginner**	**Duration: 20 Hours**
2. **Launch Your Online Business** **Offered by The State University of New York on Coursera**	**Level: Beginner**	**Duration: 16 Hours**
3. **Introduction to Public Speaking** **Offered by University of Washington on Coursera**	**Level: Beginner**	**Duration: 15 Hours**
4. **How to Validate your startup** **Offered by UNSW Sydney on Coursera**	**Level: Beginner**	**Duration: 21 Hours**

Learning resources

Online Source:

As per offered by Coursera

SEMESTER VI

COURSE CURRICULUM

Name of the Program:	BBA			Semester : VI		Level: UG	
Course Name	Ethics, Governance and Social Responsibility			Course Code/ Course Type		UBB307/MAJM	
Course Pattern	2023			Version		1.0	
Teaching Scheme				Assessment Scheme			
Theory	Practical	Tutorial	Total Credits	Hours	CIA	ESA	Practical/Oral
3	0	0	3	3	40	60	-

Course Objectives (CO):	1. To introduce students to the concepts and importance of ethics in business and professional life. 2. To understand corporate governance principles and the roles of key stakeholders in ensuring transparency and accountability. 3. To explore the role and significance of social responsibility in sustainable business practices. 4. To analyse ethical dilemmas and decision-making frameworks in real-world business scenarios. 5. To assess the alignment of corporate governance, ethics, and CSR in long-term value creation.
Course Learning Outcomes (CLO):	1. Define and explain core concepts of ethics, values, and professional conduct in business. 2. Describe governance frameworks, stakeholder roles, and compliance mechanisms. 3. Analyse the impact of social responsibility on business performance and community development. 4. Apply ethical theories and models to evaluate business decisions and practices. 5. Assess and propose integrative approaches to ethics, governance, and CSR for building responsible organizations.

Course Contents/Syllabus:
(All the units carry equal weightage in Summative Assessment and equal engagement)

Descriptors/Topics	CLO	Hours
UNIT I		
Introduction to Ethics – Definition, theories of ethics, types of ethics, business ethics vs. personal ethics	1	9
UNIT II		
Corporate Governance – Meaning, principles, board structure, roles and responsibilities, transparency, accountability	2	9
UNIT III		
Business and Professional Ethics – Ethical decision-making, ethical dilemmas, whistleblowing, code of ethics	3	9
UNIT IV		
Corporate Social Responsibility (CSR) – Concept, evolution, CSR policies, stakeholder involvement, sustainability	4	9
UNIT V		
Integration of Ethics, Governance, and CSR – Case studies, best practices, ethical leadership, governance failures	5	9
Total Hours :		**45**

Learning Resources

Textbooks:
1. Business Ethics and Corporate Governance by A. C. Fernando
2. Corporate Governance: Principles, Policies and Practices by Bob Tricker

Reference Books:
1. Ethics in the Real World by Peter Singer
2. The Ethics of Corporate Social Responsibility by Bengt Gustavsson
3. Business Ethics by Andrew Crane and Dirk Matten
4. Corporate Social Responsibility by Michael Blowfield

COURSE CURRICULUM

Name of the Program:	BBA	Semester : VI		Level: UG	
Course Name	Cyber Security and Laws	Course Code/ Course Type		UBB308/MAJM	
Course Pattern	2023	Version		1.0	
Teaching Scheme				**Assessment Scheme**	
Theory	Practical	Tutorial	Total Credits	Hours	CIA	ESA	Practical/Oral
3	-	-	3	3	40	60	-

Course Objectives (CO):	1. To introduce students to the fundamental concepts of cyber security and its relevance in the digital era. 2. To create awareness about different types of cyber threats and attacks, and their prevention techniques. 3. To familiarize students with Indian and international cyber laws, frameworks, and regulatory bodies. 4. To understand data privacy principles and legal frameworks related to digital evidence and cyber forensics. 5. To enable students to critically evaluate ethical and legal implications of actions in cyberspace.
Course Learning Outcomes (CLO):	1. Explain the basic concepts of cyber security and assess the need for security in digital systems. 2. Identify various types of cyber threats, attacks, and the mechanisms to prevent and respond to them. 3. Understand cyber laws in India and globally, including IT Act 2000, amendments, and recent legal developments. 4. Apply knowledge of data protection, digital evidence handling, and cybercrime investigation procedures. 5. Analyze case studies of cybercrime and propose legal and ethical responses to mitigate them.

Course Contents/Syllabus:

(All the units carry equal weightage in Summative Assessment and equal engagement)

Descriptors/Topics	CLO	Hours
UNIT I		
Introduction to Cyber Security – Concepts, objectives, elements of security, need for cyber security, threats in the digital world, risk assessment basics	1	9
UNIT II		
Cyber Threats and Attacks – Malware, phishing, ransomware, social engineering, DoS/DDoS, identity theft, password attacks, insider threats	2	9
UNIT III		
Cyber Laws in India and Internationally – IT Act 2000, amendments, sections on cybercrime, data protection provisions, international frameworks (GDPR, etc.)	3	9
UNIT IV		

Descriptors/Topics	CLO	Hours
Cyber Forensics and Evidence Management – Digital evidence, electronic records, role of forensics in cybercrime investigation, admissibility of digital evidence	4	9
UNIT V		
Ethics, Privacy and Case Studies – Ethical hacking, privacy laws, real-world cybercrime cases, policy development, corporate compliance in cyberspace	5	9
Total Hours :		45

Learning resources

Textbooks:
1. Cyber Security: Understanding Cyber Crimes, Computer Forensics and Legal Perspectives by Nina Godbole and Sunit Belapure
2. Information Security and Cyber Laws by Saurabh Sharma

Reference Books:
1. Cyber Law in India by Pavan Duggal
2. Computer Security: Principles and Practice by William Stallings and Lawrie Brown
3. Cybersecurity and Cyberwar: What Everyone Needs to Know by P.W. Singer and Allan Friedman
4. Handbook of Cyber *Laws* by R.K. Suri and T. N. Chhabra

COURSE CURRICULUM

Name of the Program:	BBA			Semester : VI		Level: UG	
Course Name	Design Thinking			Course Code/ Course Type		UBB309/MAJM	
Course Pattern	2023			Version		1.0	
Teaching Scheme				**Assessment Scheme**			
Theory	Practical	Tutorial	Total Credits	Hours	CIA	ESA	Practical/Oral
3	-	-	3	3	40	60	-

Course Objectives (CO):	1. To provide students with a foundational understanding of entrepreneurship, its types, processes, and the entrepreneurial ecosystem in India. 2. To equip students with design thinking tools for ideation, opportunity identification, and innovation. 3. To enable students to convert opportunities into business plans and sustainable business models. 4. To understand startup funding, registration, growth strategies, and design thinking approaches for scaling ventures. 5. To explore the relationship between entrepreneurship, technology, and society, including special areas like social and women entrepreneurship.
Course Learning Outcomes (CLO):	1. Explain the various types and processes of entrepreneurship and assess the Indian entrepreneurial ecosystem. 2. Apply design thinking tools to generate innovative ideas and identify viable business opportunities. 3. Develop comprehensive business plans incorporating key functional areas and sustainable models. 4. Evaluate different funding strategies, legal aspects, and growth management approaches using design thinking. 5. Examine the role of entrepreneurship in different societal contexts, including social, family, and tech- based ventures.

Course Contents/Syllabus:

(All the units carry equal weightage in Summative Assessment and equal engagement)

Descriptors/Topics	CLO	Hours
UNIT I		
Entrepreneurship Perspectives: Introduction and Importance of Entrepreneurship, Types and Process of Entrepreneurship, Entrepreneurs vs Intrapreneurs vs Managers, Entrepreneurial Dilemmas and Mindset, Entrepreneurship ecosystem in India, New Entry Generation and Exploitation.	1	9
UNIT II		
Design Thinking- from Idea to Opportunity Creativity and Innovation, Design Thinking tools to generate and analyze ideas, identifying and analyzing opportunities, Legal aspects of protecting ideas and Intellectual Property Rights	2	9
UNIT III		
From Opportunity to Business Plan Creating a business plan, Creation of functional plans- Finance, Marketing, HR, Organizational plan, platforms to share and improve the business plan, testing the business idea and use cases, Sustainable Business models and startup strategies for competitive advantage	3	9
UNIT IV		
From Business Plan to Funding, Launch and Growth Using Design Thinking Tools Funding strategies for startups, sources of fund raising, assessing and managing risks, forming and registering the enterprise, role of government and other institutions, selecting form of ownership. Design Thinking Approach for scaling up and managing growth of venture-resource allocation, strategies for growth, succession planning, and sustainability of venture, winning customers for life, pitfalls to avoid during growth, divesting and closing the venture.	4	9
UNIT V		
Entrepreneurship, Technology and Society Social Entrepreneurship, Family businesses, women entrepreneurship, entrepreneurship in the technology world, entrepreneurship for platform businesses.	5	9
Total Hours :		45

Learning Resources

Textbooks:
1. Hisrich, Robert; Peters, Michael; and Shepherd, Dean. "Entrepreneurship". McGraw Hill Education
2. Liedtka, Jeanne and Ogilvie Tim. "Designing for Growth – A Design Thinking Tool Kit for Managers". Columbia University Press

Reference Books:
1. Osterwalder, Alexander and Pigneur, Yves. "Business Model Generation" Wiley.
2. Johnson, Steven. "Where good ideas come from: The Seven Patterns of Innovation". Penguin UK.
3. Drucker, Peter. "Innovation and Entrepreneurship". Harper Business.

COURSE CURRICULUM

Name of the Program:	BBA			Semester : VI		Level: UG	
Course Name	Brand Management			Course Code/ Course Type		UBB310/MAJM	
Course Pattern	2023			Version		1.0	
Teaching Scheme					Assessment Scheme		
Theory	Practical	Tutorial	Total Credits	Hours	CIA	ESA	Practical/Oral
3	-	-	3	3	40	60	-

Course Objectives (CO):	1. To recall the concept of product and brand 2. To recognize the role of product, current situation of a product in Indian context, trying to seamlessly transcend the difference between product and brand 3. To apply branding as marketing strategy; brand equity, its importance and measurement 4. Analyze how to create and retain brand equity 5. Evaluate operational aspects of brand management
Course Learning Outcomes (CLO):	1. To identify and differentiate the basic concepts between a product and a brand 2. Explain the various qualitative and quantitative measures that help track a brand 3. Apply brand building opportunities to the process of brand creation 4. Analyze the process of creation of a brand 5. Evaluate the strategic brand management process

Course Contents/Syllabus:

(All the units carry equal weightage in Summative Assessment and equal engagement)

Descriptors/Topics	CLO	Hours
UNIT I		
Basics of Product Management: Introduction, Product Planning and Development, PLC Theory- Product vs Brand, Product Portfolio Analysis - Mapping - Understanding Company Product/Brands and Competitive Brand Market Position	1	9
UNIT II		
Product Market Analysis: Product Market Orientation with respect to few products- Toothpaste, Motorcycle, Paints-Challenges faced by Companies during the branding phases	2	9
UNIT III		
Concept of Brand and its Relevance in a Business Scenario: Why Brand? What does Brand Building involve? Identification of opportunity for branding and Brand Management Process ; Why Does Brand Wither?	3	9
UNIT IV		
Brand Positioning and Repositioning: Sustaining a brand long-term, Branding at different stages of market – evolution – The scope for branding, the role of branding and branding strategies needed at different stages in the evolution of the market, Brand Architecture	4	9
UNIT V		
Strategic Brand Management Process: Handling a Large Portfolio, Multi-Brand Portfolio. Brand Hierarchy, Revitalizing brands: Re-launch, Rejuvenation, when brand is dying or stagnating, or when the market is dying or stagnating, Sources of brand equity (Brand Awareness, Brand personality, Brand loyalty, perceived quality, Brand Associations)	5	9
Total Hours:		**45**

Learning resources

Textbooks:
1. Strategic Brand Management – Keller K L and Kotler P, Pearson, 2013, 4th edition
2. Brand Management: The Indian Context – Y L R Moorthi, Pearson, 2000 edition

Reference Books:
1. Brand Positioning: Strategies for Competitive Advantage – McGraw Hill , Subroto Sengupta, 2005 edition
2. Brand Management – S Ramesh Kumar, Pearson Education, 2007 edition

FUNCTIONAL SPECIALIZATIONS ELECTIVE (MANDATORY)-IV

COURSE CURRICULUM

Name of the Program:	BBA			Semester : VI		Level: UG	
Course Name	Risk Management			Course Code/ Course Type		UBB311A/SPE	
Course Pattern	2023			Version		1.0	
Teaching Scheme				Assessment Scheme			
Theory	Practical	Tutorial	Total Credits	Hours	CIA	ESA	Practical/Oral
3	-	-	3	3	40	60	-

Course Objectives (CO):	1. To provide students with a comprehensive understanding of the concepts, principles, and processes involved in risk management. 2. To familiarize students with various types of risks faced by organizations and individuals in different sectors. 3. To equip students with the knowledge and skills necessary to identify, assess, mitigate, and monitor risks effectively. 4. To explore different risk management strategies and techniques used to minimize the impact of risks on organizational objectives. 5. To examine the role of risk management in strategic decision-making, financial planning, and regulatory compliance.
Course Learning Outcomes (CLO):	1. Define risk and explain its significance in organizational decision-making processes. 2. Identify and classify various types of risks, including financial, operational, strategic, and compliance risks. 3. Apply risk assessment techniques to evaluate the likelihood and potential impact of identified risks. 4. Develop risk mitigation strategies and recommend appropriate risk management measures to minimize exposure to identified risks. 5. Analyze case studies and real-world examples to assess the effectiveness of risk management practices in different contexts.

Course Contents/Syllabus:

(All the units carry equal weightage in Summative Assessment and equal engagement)

Descriptors/Topics	CLO	Hours
UNIT I		
Introduction to Risk Management Overview of Risk Management: Definition, importance, and objectives Types of Risks: Financial risk, operational risk, strategic risk, compliance risk, etc., Risk Management Framework: Identification, assessment, mitigation, monitoring, and reporting, Historical Perspectives: Evolution of risk management practices	1	9
UNIT II		
Risk Identification and Assessment Risk Identification Techniques: Brainstorming, checklists, scenario analysis, etc., Risk Assessment Methods: Qualitative vs. quantitative assessment, risk matrices, risk registers, Risk Prioritization: Importance of prioritizing risks based on probability and impact, Case Studies: Analyzing real-world examples of successful and unsuccessful risk identification and assessment	2	9
UNIT III		
Risk Mitigation Strategies Risk Mitigation Techniques: Risk avoidance, risk reduction, risk transfer, risk acceptance, Risk Control Measures: Implementing controls to minimize the likelihood and impact of risks, Risk Financing: Insurance, hedging, self-insurance, contingency planning, Developing a Risk Response Plan: Creating strategies to address identified risks	3	9
UNIT IV		
Risk Monitoring and Control Monitoring Key Risk Indicators (KRIs): Establishing metrics to track risk exposure, Risk Reporting: Communicating risk information to stakeholders effectively, Control Implementation: Ensuring that risk control measures are implemented as planned, Review and Update: Regularly reviewing and updating the risk management plan based on changing circumstances	4	9
UNIT V		
Enterprise Risk Management (ERM) ERM Frameworks: COSO ERM framework, ISO 31000, RIMS Risk Maturity Model, Integrating Risk Management into Business Processes: Embedding risk management practices into strategic planning, decision-making, and operations, Risk Culture: Fostering a culture of risk awareness and accountability within the organization Emerging Trends in Risk Management: Technological advancements, regulatory changes, globalization, environmental and social considerations	5	9
Total Hours :		45

Learning resources

Textbooks:
1. "Principles of Risk Management and Insurance" by George E. Rejda and Michael McNamara "Risk Management: Concepts and Guidance" by Carl L. Pritchard
2. "The Essentials of Risk Management" by Michel Crouhy, Dan Galai, and Robert Mark

Reference Books:
1. "Risk Management and Financial Institutions" Author: John C. Hull Publisher: Wiley
2. "Enterprise Risk Management: From Incentives to Controls" by James Lam

COURSE CURRICULUM

Name of the Program:	BBA	Semester : VI	Level: UG
Course Name	Digital Advertising	Course Code/ Course Type	UBB311B/SPE
Course Pattern	2023	Version	1.0

Teaching Scheme				Assessment Scheme			
Theory	Practical	Tutorial	Total Credit s	Hours	CIA	ESA	Practical/Oral
3	-	-	3	3	40	60	-

Course Objectives (CO):	1. Understand the fundamental concepts and principles of digital advertising. 2. Analyze different digital advertising platforms and their suitability for various marketing objectives. 3. Develop skills in creating effective digital advertising campaigns across different channels. 4. Explore advanced digital advertising strategies, including targeting, retargeting, and optimization. 5. Evaluate the performance of digital advertising campaigns and make data-driven decisions for improvement.
Course Learning Outcomes (CLO):	1. Demonstrate an understanding of digital advertising concepts, platforms, and strategies. 2. Interpret and explain the role and significance of digital advertising in the marketing landscape. 3. Apply digital advertising techniques to create and manage effective campaigns across different digital channels. 4. Analyze digital advertising campaign performance using analytics tools and relevant metrics. 5. Evaluate digital advertising campaigns and propose optimization strategies based on data-driven insights.

Course Contents/Syllabus:

(All the units carry equal weightage in Summative Assessment and equal engagement)

Descriptors/Topics	CLO	Hours
UNIT I		
Introduction to Digital Advertising: Definition and scope of digital advertising. Evolution of digital advertising. Role of digital advertising in marketing mix. Trends and challenges in digital advertising	1	9
UNIT II		
Digital Advertising Platforms: Search engine advertising (e.g., Google Ads). Social media advertising (e.g., Facebook Ads, Instagram Ads). Display advertising (e.g., Google Display Network). Video advertising (e.g., YouTube Ads). Native advertising (e.g., sponsored content)	2	9
UNIT III		
Creating Digital Advertising Campaigns: Setting campaign objectives and KPIs. Target audience segmentation and targeting. Ad creatives and copywriting. Landing page optimization. Ad scheduling and budgeting	3	9
UNIT IV		
Advanced Digital Advertising Strategies: Remarketing and retargeting tactics. Dynamic ads and personalized advertising. A/B testing and optimization techniques. Cross-channel advertising strategies. Influencer marketing in digital advertising	4	9
UNIT V		
Performance Tracking and Optimization: Key performance indicators (KPIs) in digital advertising. Analytics tools for tracking campaign performance. Conversion tracking and attribution modeling. Optimization strategies based on data analysis. Reporting and communicating campaign results	5	9
Total Hours		**45**

Learning resources

Textbooks:
1. Digital Marketing For Dummies" by Ryan Deiss and Russ Henneberry
2. "Digital Marketing: Strategy, Implementation and Practice" by Dave Chaffey and Fiona Ellis-Chadwick.
3. "Digital Marketing: Strategy, Implementation, and Practice" by Dave Chaffey, Fiona Ellis-Chadwick, and Kevin Johnston

Reference Books:
1. "Digital Marketing: A Practical Approach" by Alan Charlesworth google.co.in/books/edition/Digital_Marketing_For_Dummies/V87zDwAAQBAJ?hl=en&gbpv=0
2. "Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing and Analytics" by Shivani Karwal

COURSE CURRICULUM

Name of the Program:	BBA	Semester : VI	Level: UG			
Course Name	Six sigma Operations	Course Code/ Course Type	UBB311C/SPE			
Course Pattern	2023	Version	1.0			
Teaching Scheme				Assessment Scheme		
Theory	Practical	Tutorial	Total Credits	Hours	CIA	ESA	Practical/Oral
3	-	-	3	3	40	60	-

Course Objectives (CO):	1. Understand the principles and methodologies of Six Sigma in the context of operations management. 2. Apply Six Sigma tools and techniques to identify and eliminate defects and variations in operational processes. 3. Analyze real-world case studies and examples to illustrate the application of Six Sigma in improving operational efficiency and quality. 4. Develop skills in project management and leadership necessary for implementing Six Sigma projects in operations. 5. Evaluate the impact of Six Sigma initiatives on organizational performance metrics such as cost reduction, cycle time improvement, and customer satisfaction.
Course Learning Outcomes (CLO):	1. Demonstrate an understanding of Six Sigma principles, methodologies, and tools. 2. Interpret and explain the application of Six Sigma in operations management. 3. Apply Six Sigma tools and techniques to analyze and improve operational processes. 4. Analyze real-world case studies and examples to identify opportunities for Six Sigma application. 5. Evaluate the effectiveness of Six Sigma initiatives in improving operational performance metrics.

Course Contents/Syllabus:

(All the units carry equal weightage in Summative Assessment and equal engagement)

Descriptors/Topics	CLO	Hours
UNIT I		
Introduction to Six Sigma Definition and history of Six Sigma Key concepts: DMAIC (Define, Measure, Analyze, Improve, Control) methodology, Roles and responsibilities in Six Sigma projects, Benefits and challenges of Six Sigma implementation	1	9
UNIT II		
Six Sigma Tools and Techniques: Process mapping and flowcharting. Cause and effect analysis (Fishbone diagram). Statistical process control (SPC) charts. Root cause analysis techniques (5 Whys, Pareto analysis). Measurement system analysis (MSA)	2	9
UNIT III		
Define Phase Project charter development. Voice of the customer (VOC) analysis. Critical-to-Quality (CTQ) identification. SIPOC (Supplier, Input, Process, Output, Customer) analysis	3	9
UNIT IV		
Measure Phase Data collection methods. Sampling techniques. Process capability analysis. Measurement system analysis (MSA). Establishing baseline performance metrics	4	9
UNIT V		
Analyze, Improve, and Control Phases Root cause analysis using statistical tools. Solution generation and evaluation. Implementation planning and execution. Control plan development. Sustaining improvements and monitoring performance.	5	9
Total Hours :		45

Learning resources

Textbooks:
1. "Six Sigma: The Breakthrough Management Strategy Revolutionizing the World's Top Corporations" by Mikel J. Harry and Richard Schroeder
https://www.google.co.in/books/edition/Summary_Six_Sigma/Us3PBAAAQBAJ?hl=en&gbpv=1&dq=Six+Sigma:+The+Breakthrough+Management+Strategy+Revolutionizing+the+World%27s+Top+Corporations%22+by+Mikel+J.+Harry+and+Richard+Schroeder&printsec=frontcover
2. "The Six Sigma Handbook" by Thomas Pyzdek and Paul Keller
https://www.google.co.in/books/edition/The_Six_Sigma_Handbook_Fourth_Edition/K7oBngEACAAJ?hl=e n
3. "Six Sigma for Managers" by Greg Brue
https://www.google.co.in/books/edition/Six_Sigma_for_Managers/04qpQA5AoQcC?hl=en&gbpv=1&dq=Six+Sigma+for+Managers%22+by+Greg+Brue&printsec=frontcover

Reference Books:
1. Lean Six Sigma For Dummies" by John Morgan and Martin Brenig-Jones
https://www.google.co.in/books/edition/Lean_Six_Sigma_For_Dummies/ZlazCgAAQBAJ?hl=en&gbpv=1&dq=Lean+Six+Sigma+For+Dummies%22+by+John+Morgan+and+Martin+Brenig-Jones&printsec=frontcover
2. "Lean Six Sigma Pocket Toolbook: A Quick Reference Guide to Nearly 100 Tools for Improving Quality and Speed" by Michael L. George, John Maxey, David Rowlands, and Malcolm Upton

COURSE CURRICULUM

Name of the Program:	BBA			Semester : VI		Level: UG	
Course Name	**Algorithmic Trading**			**Course Code/ Course Type**		UBB311D/SPE	
Course Pattern	2023			**Version**		1.0	
Teaching Scheme				**Assessment Scheme**			
Theory	**Practical**	**Tutorial**	**Total Credits**	**Hours**	**CIA**	**ESA**	**Practical/Oral**
3	-	-	3	3	40	60	-

Course Objectives (CO):	1. To provide students with a comprehensive understanding of algorithmic trading principles, strategies, and technologies. 2. To familiarize students with the various types of financial markets, trading instruments, and market microstructure concepts relevant to algorithmic trading. 3. To equip students with the knowledge and skills necessary to develop, backtest, and implement algorithmic trading strategies using programming languages and trading platforms. 4. To explore advanced topics in algorithmic trading, including machine learning techniques, high-frequency trading (HFT), and quantitative finance principles. 5. To analyze real-world case studies and historical market data to understand the effectiveness and limitations of different algorithmic trading strategies.
Course Learning Outcomes (CLO):	1. Describe the fundamental concepts and principles of algorithmic trading, including market microstructure, trading strategies, and technological infrastructure. 2. Demonstrate proficiency in programming languages and tools commonly used in algorithmic trading, such as Python, R, and trading APIs. 3. Design, implement, and backtest algorithmic trading strategies using historical market data and simulation environments. 4. Analyze the performance of algorithmic trading strategies using quantitative metrics and statistical techniques, including Sharpe ratio, maximum drawdown, and statistical significance tests. 5. Demonstrate an understanding of risk management principles in algorithmic trading, including position sizing, portfolio diversification, and risk mitigation strategies.

Course Contents/Syllabus:

(All the units carry equal weightage in Summative Assessment and equal engagement)

Descriptors/Topics	CLO	Hours
UNIT I		
Introduction to Algorithmic Trading Overview of Algorithmic Trading: Definition, history, and evolution Advantages and Challenges: Benefits of algorithmic trading, market dynamics, regulatory considerations Market Microstructure: Understanding order types, market participants, liquidity, and price formation Basic Trading Strategies: Introduction to common algorithmic trading strategies (e.g., market making, trend following, statistical arbitrage)	1	9
UNIT II		
Data Acquisition and Preprocessing Data Sources: Overview of financial data sources (e.g., tick data, order book data, historical prices) Data Cleaning and Preprocessing: Techniques for handling missing data, outliers, and data normalization Time Series Analysis: Exploring and visualizing financial time series data, identifying patterns and trends Feature Engineering: Extracting relevant features from financial data to inform trading strategies	2	9
UNIT III		
Algorithmic Trading Strategies Momentum Strategies: Implementing strategies based on momentum indicators (e.g., moving averages, relative strength index) Mean Reversion Strategies: Developing strategies based on mean reversion principles (e.g., Bollinger Bands, pairs trading) Machine Learning in Trading: Introduction to machine learning techniques for trading, including classification, regression, and clustering algorithms High-Frequency Trading (HFT): Overview of HFT strategies, infrastructure requirements, and regulatory considerations	3	9
UNIT IV		
Backtesting and Optimization Backtesting Frameworks: Introduction to backtesting software and platforms (e.g., Python libraries, trading platforms) Performance Metrics: Evaluating trading strategy performance using metrics such as Sharpe ratio, maximum drawdown, and profitability measures Optimization Techniques: Fine-tuning trading strategies through parameter optimization, sensitivity analysis, and portfolio rebalancing Walk-Forward Analysis: Implementing walk-forward validation to assess strategy robustness and out-of-sample performance	4	9
UNIT V		
Risk Management and Execution Risk Management: Implementing risk controls and position sizing techniques to manage portfolio risk Transaction Costs and Slippage: Understanding the impact of trading costs on strategy performance, minimizing slippage and market impact Order Execution: Overview of order types, execution algorithms, and execution venues Portfolio Management: Building and managing algorithmic trading portfolios, diversification strategies, and portfolio optimization techniques	5	9
Total Hours :		45

Learning resources

<u>Textbooks:</u>
1. "Algorithmic Trading: Winning Strategies and Their Rationale" by Ernest P. Chan
2. "Quantitative Trading: How to Build Your Own Algorithmic Trading Business" by Ernie Chan
3. "Building Algorithmic Trading Systems: A Trader's Journey From Data Mining to Monte Carlo Simulation to Live Trading" by Kevin J. Davey
4. "Algorithmic Trading: Strategies, Paradigms, and Models" by Irene Aldridge
5. "Advances in Financial Machine Learning" by Marcos Lopez de Prado

<u>Reference Books:</u>
1. "Quantitative Finance For Dummies" by Steve Bell
2. "Algorithmic Trading and DMA: An introduction to direct access trading strategies" by Barry Johnson
3. "Inside the Black Box: A Simple Guide to Quantitative and High-Frequency Trading" by Rishi K. Narang
4. "Pairs Trading: Quantitative Methods and Analysis" by Ganapathy Vidyamurthy
5. "Machine Trading: Deploying Computer Algorithms to Conquer the Markets" by Ernest P. Chan

COURSE CURRICULUM

Name of the Program:	BBA			Semester : VI		Level: UG	
Course Name	Tableau			Course Code/ Course Type		UBB311E/SPE	
Course Pattern	2023			Version		1.0	
Teaching Scheme				Assessment Scheme			
Theory	Practical	Tutorial	Total Credits	Hours	CIA	ESA	Practical/Oral
3	-	-	3	3	40	60	-

Course Objectives (CO):	1. To introduce students to the fundamental concepts of data visualization using Tableau. 2. To enable students to work with different types of data connections and perform data cleaning within Tableau. 3. To develop skills in creating interactive dashboards and visual analytics. 4. To train students in applying calculated fields, filters, parameters, and level of detail expressions. 5. To provide hands-on experience in developing and publishing meaningful dashboards to support decision- making.
Course Learning Outcomes (CLO):	1. Understand the key components, interface, and workflow of Tableau. 2. Connect to data sources, prepare data, and perform basic data manipulations. 3. Create effective visualizations and dashboards to communicate data insights. 4. Apply advanced Tableau features like filters, parameters, calculated fields, and LOD expressions. 5. Analyze and interpret data using Tableau and publish interactive dashboards for various business scenarios.

Course Contents/Syllabus:
(All the units carry equal weightage in Summative Assessment and equal engagement)

Descriptors/Topics	CLO	Hours
UNIT I		
Introduction to Tableau Getting started with Tableau. Interface – Dimensions and Measures – Tableau file types – Basic chart types – Drag and drop interface – Connecting to Excel and text data.	1	9
UNIT II		
Working with Data. Data connection – Joins, Blends, and Unions – Data preparation and cleaning – Metadata – Data types – Filters and sorting – Hierarchies and groups.	2	9
UNIT III		
Visual Analytics Bar charts, Line graphs, Pie charts, Maps, Tree Maps – Dual-axis and combination charts – Highlight table – Heat maps – Show Me feature – Chart selection techniques.	3	9

Descriptors/Topics	CLO	Hours
UNIT IV		
Advanced Features in Tableau Calculated fields – Table calculations – Parameters – Sets – LOD (Level of Detail) Expressions – Actions (filter, highlight, URL) – Dashboard actions.	4	9
UNIT V		
Dashboards and Storytelling Dashboard creation – Layout containers – Interactive dashboard design – Publishing to Tableau Public – Storyboarding – Real-time business use cases.	5	9
Total Hours :		**45**

Learning resources
Textbooks:
1. Murray, D. (2016). Tableau Your Data! Wiley.
2. Gohil, C. (2020). Learning Tableau 2020: A Practical Guide to Business Intelligence. Packt Publishing.

Reference Books:
1. Krieger, E. (2022). The Tableau Workshop: Learn by building practical projects. Packt Publishing.
2. Arora, S. (2021). Mastering Tableau. Packt Publishing.

COURSE CURRICULUM

Name of the Program:	BBA	Semester : VI		Level: UG	
Course Name	Book Review & Blog Writing	Course Code/ Course Type		UBB312/VAC	
Course Pattern	2023	Version		1.0	

Teaching Scheme					Assessment Scheme		
Theory	Practical	Tutorial	Total Credits	Hours	CIA	ESA	Practical/Oral
1	0	0	1	1	50	0	0

Course Objectives (CO):	1. To develop the ability to critically evaluate and analyze literary and non-fiction works. 2. To enhance students' writing skills for digital platforms through structured blog writing. 3. To encourage the habit of reading for insight, analysis, and personal development. 4. To teach effective communication of opinions and reviews in a professional tone. 5. To integrate creative expression with academic writing through blogs and book reviews.
Course Learning Outcomes (CLO):	1. Identify and analyze key elements, themes, and perspectives in literary and non-fiction works. 2. Compose structured and reflective book reviews suitable for academic and digital platforms. 3. Demonstrate the ability to plan and write compelling blog posts with appropriate formatting and language. 4. Apply editing and proofreading skills to enhance clarity, coherence, and grammar in written work. 5. Evaluate and give constructive feedback on peer- written blogs and reviews using critical thinking.

Course Contents/Syllabus:
(All the units carry equal weightage in Summative Assessment and equal engagement)

Descriptors/Topics	CLO	Hours
UNIT I		
Introduction to Book Reviews: Understanding book review formats – Purpose and types – Difference between summary and critique – Elements of a good review.	1	3
UNIT II		
Analytical Reading and Review Writing: Critical reading techniques – Thematic analysis – Authorial tone and style – Writing a structured review (introduction, body, conclusion).	2	3
UNIT III		
Introduction to Blogs: Types of blogs – Blog writing process – Structure of a blog post – Headline writing – Target audience and blog objectives.	3	3

UNIT IV		
Blog Writing Practice: Writing engaging blog content – Voice and tone – Visuals and formatting – Call-to-action and SEO basics – Publishing on platforms like Medium, WordPress.	4	3
UNIT V		
Peer Review and Editing: Peer review process – Constructive criticism – Editing and proofreading – Finalizing content for publication – Review of student work.	5	3
Total Hours:		15

Learning resources

Textbooks:
1. William Zinsser – On Writing Well
2. Anne Lamott – Bird by Bird: Some Instructions on Writing and Life

Reference Books:
1. Stephen King – On Writing: A Memoir of the Craft
2. Jeff Goins – You Are a Writer (So Start Acting Like One)
3. Seth Godin – The Practice: Shipping Creative Work

COURSE CURRICULUM

Name of the Program:	BBA			Semester : V		Level: UG	
Course Name	Resume Writing and Creative Writing			Course Code/ Course Type		UBB313/VAC	
Course Pattern	2023			Version		1.0	
Teaching Scheme					Assessment Scheme		
Theory	Practical	Tutorial	Total Credits	Hours	CIA	ESA	Practical/Oral
2	0	0	2	2	50	0	0

Course Objectives (CO):	1. To enhance the student's ability to create professional resumes tailored to industry requirements. 2. To improve written communication through creative expression in various formats. 3. To build confidence in articulating thoughts clearly and effectively in writing. 4. To introduce techniques and tools for structuring resumes and writing creatively. 5. To prepare students for real-world communication demands in professional and creative domains.
Course Learning Outcomes (CLO):	1. Identify the key components of a professional resume and tailor it for specific job roles. 2. Develop different types of resumes, cover letters, and LinkedIn profiles for job readiness. 3. Demonstrate creative writing skills in various formats such as short stories, poetry, and blogs. 4. Analyze audience, tone, and context in both resume writing and creative expression. 5. Evaluate and refine written content for coherence, style, and grammatical correctness.

Course Contents/Syllabus:
(All the units carry equal weightage in Summative Assessment and equal engagement)

Descriptors/Topics	CLO	Hours
UNIT I		
Introduction to Resume Writing – Purpose of a resume, Types of resumes, Key elements, DOs & DON'Ts	1	6
UNIT II		
Resume and Cover Letter Writing Practice – Targeted resumes, Job descriptions, LinkedIn profile writing	2	6
UNIT III		
Fundamentals of Creative Writing – Imagination, storytelling, narrative voice, genres	3	6

UNIT IV		
Creative Writing Forms and Techniques – Poetry, fiction, creative nonfiction, writing prompts	4	6
UNIT V		
Editing and Publishing – Proofreading, revising, feedback loops, submitting resumes and creative works	5	6
Total Hours :		30

Learning resources

Textbooks:
1. Creative Writing: A Beginner's Manual by Anjana Neira Dev, Anuradha Marwah, Swati Pal
2. Resumes That Get You Hired by Patricia Drain

Reference Books:
1. On Writing: A Memoir of the Craft by Stephen King
2. The Elements of Style by William Strunk Jr. and E.B. White
3. Cover Letter Magic by Wendy S. Enelow and Louise M. Kursmark
4. The Resume Writing Guide by Lisa McGrimmon

COURSE CURRICULUM

Name of the Program:	BBA	Semester : VI	Level: UG
Course Name	Strategic Communication, Analytics, and Innovation	Course Code/ Course Type	UBB314/MOOCS
Course Pattern	2023	Version	1.0

Teaching Scheme				Assessment Scheme			
Theory	Practical	Tutorial	Total Credits	Hours	CIA	ESA	Practical/Oral
4	-	-	4	4	40	60	-

Course Objectives (CO):	1. To develop persuasive communication and public speaking skills essential for business and leadership scenarios. 2. To expose students to real-world business analytics applications through industry-based case studies with Accenture. 3. To cultivate an understanding of social business models and innovation planning for societal impact. 4. To familiarize students with business intelligence tools and competitive analysis techniques to enhance decision- making. 5. To enhance awareness of sustainability issues and their implications on long-term business strategy and organizational responsibility.
Course Learning Outcomes (CLO):	1. Apply persuasive speaking techniques and rhetorical strategies to influence business stakeholders effectively. 2. Analyze business cases and derive actionable insights using analytical frameworks introduced by Accenture. 3. Design a basic social business model addressing a contemporary societal problem. 4. Evaluate business intelligence data and competitive positions to support strategic decisions. 5. Discuss the interrelation between business practices and sustainable development goals (SDGs).

Course Contents/Syllabus:
(All the units carry equal weightage in Summative Assessment and equal engagement)

Descriptors/Topics	Level	Hrs
Motivating audiences with solid arguments and moving language Offered by University of Washington Speaking to persuade	**Beginner**	**15**
Case studies in business analytics with ACCENTURE Offered by ESSEC Business School Case studies in business analytics with ACCENTURE	**Intermediate**	**07**
Social Business Model and Planning for Social Innovation Offered by Copenhagen Business School Social Business Model and Planning for Social Innovation	**Beginner**	**19**
Business Intelligence and Competitive Analysis Offered by Rutgers the State University of New Jersy Business Intelligence and Competitive Analysis	**Intermediate**	**15**
Big Issues, Big Changes Offered by University of Colorda Sustainable Business	**Advance**	**11**
Total		**67**

Learning resources
Online Recourses:
Offered by Coursera