

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



PCET's
**Pimpri
Chinchwad
University**

Learn | Grow | Achieve

Curriculum Structure
B.B.A. (General /Hons)
(Pattern 2024)
School of Management



Effective from Academic Year 2025-26

Program Structure

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 | MAJM |
| 2 | Minor | MINE |
| 3 | Specialization Electives (Major) | SPL |
| 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 Curriculum Structure | | | | | | | | | | |
|--|--|-------------|-----------------|----------|----------|-----------|-----------|-------------------|------------|------------|
| School of Management | | | | | | | | | | |
| Program Structure of Bachelor of Business Administration 2024-28 | | | | | | | | | | |
| BBA (General / Hons) | | | | | | | | | | |
| WEF: A.Y. 2025-26 (Pattern 2024) | | | | | | | | | | |
| Semester III | | | | | | | | | | |
| Course Code | Course Name | Course Type | Teaching Scheme | | | | | Assessment Scheme | | |
| | | | Th | Prac | Tut | Credit | Hrs | CIA | ESA | Total |
| UBB201 | Marketing Management | MAJM | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |
| UBB202 | Human Resource Management | MAJM | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |
| | Major Specialization-1 | MAJE | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |
| | Major Specialization-2 | MAJE | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |
| | Minor Specialization-1 | MINE | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |
| | Minor-2 | MIN | 2 | 0 | 0 | 2 | 2 | 50 | 0 | 50 |
| UFL201 | Foreign Language-I | AEC | 2 | 0 | 0 | 0 | 2 | 50 | 0 | 50 |
| UBB207 | Mini Project - Field Project | VAC | 1 | 1 | 0 | 2 | 3 | 50 | 0 | 50 |
| UBB208 | Leadership and Sustainability Skills Development | MOOCS | 4 | 0 | 0 | 4 | 4 | 40 | 60 | 100 |
| | TOTAL | | 24 | 1 | 0 | 23 | 26 | 390 | 360 | 750 |

| Course Code | Course Name | Course Type | Teaching Scheme | | | | | | Assessment Scheme | |
|------------------------------------|-------------------------------|-------------|-----------------|------|-----|--------|-----|-----|-------------------|-------|
| | | | Th | Prac | Tut | Credit | Hrs | CIA | ESA | Total |
| UFL201 Foreign Language -II | | | | | | | | | | |
| UFL201 A | Foreign Language-II: German | AEC | 2 | 0 | 0 | 0 | 2 | 50 | 0 | 50 |
| UFL201 B | Foreign Language-II: Japanese | AEC | 2 | 0 | 0 | 0 | 2 | 50 | 0 | 50 |
| | Minor Specialization-1 | MINE | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |
| | HTML/Literary Studies | MIN | 2 | 0 | 0 | 2 | 2 | 50 | 0 | 50 |

| Semester IV | | | | | | | | | | |
|-------------|--|-------------|-----------------|----------|----------|-----------|-----------|-------------------|------------|------------|
| Course Code | Course Name | Course Type | Teaching Scheme | | | | | Assessment Scheme | | |
| | | | Th | Prac | Tut | Credit | Hrs | CIA | ESA | Total |
| UBB209 | Research Methodology | MAJM | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |
| UBB210 | Principles and Practices of Operation Management | MAJM | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |
| | Major Specialization-3 | MAJE | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |
| | Major Specialization-4 | MAJE | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |
| | Minor Specialization-2 | MINE | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |
| | Minor-3 | MIN | 2 | 0 | 0 | 2 | 2 | 50 | 0 | 50 |
| UBB211 | Advance Excel | VAC | 1 | 1 | 0 | 2 | 3 | 50 | 0 | 50 |
| UFL202 | Foreign Language-III | AEC | 2 | 0 | 0 | 0 | 2 | 50 | 0 | 50 |
| UBB212 | Advanced Marketing Strategies and Tools | MOOCS | 4 | 0 | 0 | 4 | 4 | 40 | 60 | 100 |
| | TOTAL | | 24 | 1 | 0 | 23 | 26 | 390 | 360 | 750 |

| Course Code | Course Name | Course Type | Teaching Scheme | | | | | Assessment Scheme | | |
|-------------------------------------|--------------------------------|-------------|-----------------|------|-----|--------|-----|-------------------|-----|-------|
| | | | Th | Prac | Tut | Credit | Hrs | CIA | ESA | Total |
| UFL201 Foreign Language -III | | | | | | | | | | |
| UFL202A | Foreign Language-III: German | VSC | 2 | 0 | 0 | 0 | 2 | 50 | 0 | 50 |
| UFL202 B | Foreign Language-III: Japanese | VSC | 2 | 0 | 0 | 0 | 2 | 50 | 0 | 50 |
| | Minor Specialization-2 | MINE | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |
| | HTML/Literary Studies | MIN | 2 | 0 | 0 | 2 | 2 | 50 | 0 | 50 |

Exit Policy- UG Diploma in BBA: Students who opt to exit after completion of the second year and have scored required credits offered by the school in the program structure will be awarded a UG Diploma in BBA, provided they must earn requisite credits during the summer term / internship.

Sem III Specialization

| Course Code | Course Name | Course Type | Teaching Scheme | | | | | Assessment Scheme | | |
|-------------|---|-------------|-----------------|------|-----|--------|-----|-------------------|-----|-------|
| | | SPL | Th | Prac | Tut | Credit | Hrs | CIA | ESA | Total |
| | Finance | | | | | | | | | |
| UBBFN201 | Corporate Finance and Valuation | SPL | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |
| UBBFN202 | Financial Statement Analysis | SPL | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |
| | Digital Marketing and Media Management | | | | | | | | | |
| UBBDM201 | Digital Marketing Fundamentals | SPL | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |
| UBBDM202 | Content Creation & Curation | SPL | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |
| | Supply Chain Management and Logistics | | | | | | | | | |
| UBBSC201 | Supply Chain Fundamentals | SPL | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |
| UBBSC202 | Logistics & Transportation | SPL | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |
| | Marketing | | | | | | | | | |
| UBBMK201 | Consumer Behavior | SPL | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |
| UBBMK202 | Advertising & Sales Promotion | SPL | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |
| | Human Resource Management | | | | | | | | | |
| UBBHR201 | Recruitment & Selection | SPL | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |
| UBBHR202 | Training & Development | SPL | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |

| Sem IV Specialization | | | | | | | | | | |
|---|------------------------------------|-------------|-----------------|------|-----|--------|-----|-----|-------------------|-------|
| Course Code | Course Name | Course Type | Teaching Scheme | | | | | | Assessment Scheme | |
| | | | Th | Prac | Tut | Credit | Hrs | CIA | ESA | Total |
| Finance | | | | | | | | | | |
| UBBFN203 | Financial Markets and Services | SPL | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |
| UBBFN204 | Banking and Insurance | SPL | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |
| Digital Marketing and Media Management | | | | | | | | | | |
| UBBDM203 | Social Media Marketing | SPL | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |
| UBBDM204 | SEO & SEM Strategies | SPL | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |
| Supply Chain Management and Logistics | | | | | | | | | | |
| UBBSC203 | Inventory Management | SPL | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |
| UBBSC204 | Procurement & Sourcing | SPL | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |
| Marketing | | | | | | | | | | |
| UBBMK203 | Product & Brand Management | SPL | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |
| UBBMK204 | Integrated marketing communication | SPL | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |
| Human Resource Management | | | | | | | | | | |
| UBBHR203 | Compensation Management | SPL | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |
| UBBHR204 | Industrial Relations | SPL | 3 | 0 | 0 | 3 | 3 | 40 | 60 | 100 |

SEMESTER 3

COURSE CURRICULUM

| | | | | | | | |
|---------------------------------|-----------|----------------------|---------------|---|-------------------|-------------|--------------------|
| Name of the Program: | | BBA | | Semester : III | | Level: UG | |
| Course Name | | Marketing Management | | Course Code/ Course Type | | UBB201/MAJM | |
| Course Pattern | | 2024 | | Version | | 1 | |
| Teaching Scheme | | | | | Assessment Scheme | | |
| Theory | Practical | Tutorial | Total Credits | Hours | CIA | ESA | Practical/ Oral |
| 3 | 0 | 0 | 3 | 3 | 40 | 60 | - |
| Pre-Requisite | | | | | | | |
| Course Objectives (CO): | | | | 1. Understand the fundamental concepts of marketing, including consumer behavior and market dynamics. 2. Apply the concepts of market segmentation, targeting, and positioning in real-world scenarios. 3. Analyze and make decisions regarding the marketing mix including product, price, place, and promotion. 4. Develop and evaluate integrated marketing communication strategies and promotional techniques. 5. Formulate marketing strategies considering global trends, digital platforms, rural markets, and legal frameworks. | | | |
| Course Learning Outcomes (CLO): | | | | 1. Explain the role of marketing management and the differences between consumer and industrial buying behavior. 2. Identify appropriate market segments and formulate strategies for targeting and positioning based on market research. 3. Design effective product, pricing, and distribution strategies aligned with product lifecycle and market demand. 4. Create a promotional strategy using tools such as advertising, direct marketing, and public relations. 5. Evaluate and apply modern marketing practices such as CRM, B2B marketing, e-commerce, and rural marketing, while considering legal implications. | | | |

Course Contents/Syllabus:

| Descriptors/Topics | CLO | Hours |
|---|--------------|-----------|
| UNIT I | | |
| Nature and Scope of Marketing: Marketing management, consumer behaviour, consumer markets and industrial markets, buying behaviour, nature of demand in industrial markets | CLO 1 | 9 |
| UNIT II | | |
| Market Segmentation, Targeting & Positioning: Segmentation focus, Target market selection, nature importance and process of market research | CLO 2 | 9 |
| UNIT III | | |
| Marketing Mix Decisions: Product mix and product decisions, product mix decisions, new product development, product lifecycle & decision strategies, product differentiation strategies, pricing strategies and price setting, pricing decisions and all parameters aligned, new product development, Channel selection & marketing | CLO 3 | 9 |
| UNIT IV | | |
| Marketing Promotions: Developing Integrated Market Communication, Channel selection, Direct Marketing, Current Trends in Wholesaling & Retailing, Sales Promotion, Events and Public Relations | CLO 4 | 9 |
| UNIT V | | |
| Marketing Strategies: Global Trends, Emerging Issues, CRM, B2B, Ecommerce marketing, Legal Issues, Rural Marketing | CLO 5 | 9 |
| Total Hours: | | 45 |

Learning resources

Text Reading:

- Marketing management; Analysis, Planning, Implementation & Control, Philip Kotler
- Fundamentals of Marketing, Stanton William J.

References:

- Indian Cases in Marketing, Neelamegham S
- Marketing Management, A Strategic Planning Approach, Bull Victor S

COURSE CURRICULUM

| | | | |
|-----------------------------|----------------------------------|-------------------------------------|------------------|
| Name of the Program: | BBA | Semester : III | Level: UG |
| Course Name | Human Resource Management | Course Code/ Course Type | MAJM/UBB202 |

| | | | | | | | |
|---------------------------------|-----------|----------|---------------|---------|---|-------------------------------|----------------|
| Course Pattern | | 2024 | | Version | | 1.0 | |
| Teaching Scheme | | | | | Assessment Scheme | | |
| Theory | Practical | Tutorial | Total Credits | Hours | CIA | ESA (End Semester Assessment) | Practical/Oral |
| 3 | - | - | 3 | 3 | 40 | 60 | - |
| Pre-Requisite: | | | | | | | |
| Course Objectives (CO): | | | | | <div><div></div><div>1. Understand the fundamental concepts, theories, and models of human resource management.</div><div>2. Analyze the role of human resource management in achieving organizational goals and objectives.</div><div>3. Develop skills in recruiting, selecting, and retaining talent within an organization.</div><div>4. Evaluate the legal and ethical implications of human resource management practices.</div><div>5. Apply strategic human resource management techniques to address challenges in a dynamic business environment.</div></div> | | |
| Course Learning Outcomes (CLO): | | | | | <div><div></div><div>1. Students will be able to recall and define key concepts and principles of human resource management.</div><div>2. Students will demonstrate understanding of HRM theories and their applications in organizational contexts.</div><div>3. Students will apply HRM techniques and strategies to solve real-world HRM challenges.</div><div>4. Students will analyze HRM practices and their impact on organizational effectiveness.</div><div>5. Students will evaluate HRM strategies in terms of their legal, ethical, and strategic implications.</div></div> | | |

Course Contents/Syllabus:

| Descriptors/Topics | CLO | Hours |
|---|----------|----------|
| UNIT I | | |
| Foundations of Human Resource Management Definition, Nature, Objectives, and Scope of HRM. Structure of the HR Department and Core Functions. Evolution of HRM. Differences between Personnel Management and HRM. Introduction to Strategic Human Resource Management (SHRM). Significance and Nature of SHRM | 1 | 9 |
| UNIT II | | |
| Human Resource Planning, Recruitment, and Career Management | 2 | 9 |

| | | |
|--|---|-----------|
| Definition, Need, and Objectives of Human Resource Planning (HRP). Process and Steps of HRP. Job Analysis: Process and Importance. Job Description vs Job Specification. Recruitment: Sources and Methods. Recruitment vs Selection. Introduction to Career Planning. Concept of Career Anchors. Process and Objectives of Career Planning. Roles of Employer and Employee in Career Management. Succession Planning: Concept and Process. | | |
| UNIT III | | |
| Performance Management and Training & Development Definition and Objectives of Performance Appraisal. Process and Methods of Performance Appraisal. Concept and Purpose of Potential Appraisal. Definition and Need for Training. Training Process and Methods (On-the-job & Off-the-job). Difference between Training and Development. Introduction to Assessment Centers. Tools and Measures Used in Assessment Centers. Evaluating Training Effectiveness: Kirkpatrick Model | 3 | 9 |
| UNIT IV | | |
| Compensation and Employee Welfare Concept and Objectives of Compensation Management. Components and Forms of Compensation. Theories of Compensation (Basic Overview). Compensation Administration Process. Factors Influencing Employee Remuneration. Fringe Benefits and Fringe Benefits Tax (FBT). Concept of Incentives, Bonus, and Employee Stock Options (ESOPs). Concepts of Retirement, Termination, and Voluntary. Retirement Scheme (VRS). Golden Handshake and Suspension. Grievance Redressal Procedure in Indian Industry. | 4 | 9 |
| UNIT V | | |
| Human Resource Development and Technology Integration Meaning, Objectives, and Scope of Human Resource Development (HRD). Functions and Process of HRD. Integration of Technology in HRD. Use of E-learning and Virtual Training Platforms. Digital Transformation: Challenges and Opportunities in HR. Reskilling and Upskilling Initiatives for Employees. Leveraging Digital Tools for Learning and Development. | 5 | 9 |
| Total Hours : | | 45 |

Learning resources

Textbooks:

1. "Human Resource Management" by Gary Dessler
https://www.google.co.in/books/edition/HUMAN_RESOURCE_MANAGEMENT_Sixth_Edition/Lif4DwAAQBAJ?hl=en&gbpv=1&dq=Human+Resource+Management&printsec=frontcover

2. "Fundamentals of Human Resource Management" by David A. DeCenzo and Stephen P. Robbins
https://www.google.co.in/books/edition/Fundamentals_of_Human_Resource_Management/-V4BCgAAQBAJ?hl=en&gbpv=1&dq=Fundamentals+of+Human+Resource+Management%22+by+David+A.+DeCenzo+and+Stephen+P.+Robbins&printsec=frontcover

Reference Books:

1. "Managing Human Resources" by Luis R. Gomez-Mejia, David B. Balkin, and Robert L. Cardy
https://www.google.co.in/books/edition/Managing_Human_Resources/qVRwtwAACAAJ?hl=en

Online Resources/E-Learning Resources

2. "Human Resource Management: Gaining a Competitive Advantage" by Raymond A. Noe, John R. Hollenbeck, Barry Gerhart, and Patrick M. Wright
https://www.google.co.in/books/edition/Human_Resource_Management/_VtczwEACAAJ?hl=en
3. "HR Analytics: Using Data to Drive Results" on LinkedIn Learning by Josh Bersin
https://www.researchgate.net/publication/317119630_The_rise_and_fall_of_HR_analytics_A_study_in_to_the_future_application_value_structure_and_system_support
4. "Predictive HR Analytics Masterclass" on Udemy by Benji Decker
5. https://jbc.joshbersin.com/wp-content/uploads/2023/01/WT-23_01-HR-Predictions-2023-Report.pdf

Functional Specialization Finance

COURSE CURRICULUM

| | | | | | | | |
|---------------------------------|-----------|---------------------------------|---------------|--|-------------------|--------------------------------|----------------|
| Name of the Program: | | BBA | | Semester : III | | Level: UG | |
| Course Name | | Corporate Finance and Valuation | | Course Code/ Course Type | | UBBFN201/SPL | |
| Course Pattern | | 2024 | | Version | | 1.0 | |
| Teaching Scheme | | | | | Assessment Scheme | | |
| Theory | Practical | Tutorial | Total Credits | Hours | CIA | ESA (End Semester Assessment) | Practical/Oral |
| 3 | - | - | 3 | 3 | 40 | 60 | - |
| Course Objectives (CO): | | | | 1. CO1: To develop a comprehensive understanding of corporate finance principles. 2. CO2: To introduce tools and techniques used in financial decision-making. 3. CO3: To equip students with knowledge on valuation methods for financial assets and companies. 4. CO4: To enable students to interpret financial statements for valuation purposes. 5. CO5: To foster analytical skills for evaluating investment, financing, and dividend decisions. | | | |
| Course Learning Outcomes (CLO): | | | | 1. CLO1: Comprehend the scope and significance of corporate finance in business operations. 2. CLO2: Apply techniques for time value of money, capital budgeting, and financial decision-making. 3. CLO3: Analyze financial statements to determine company performance and valuation. 4. CLO4: Evaluate different methods of business and asset valuation. 5. CLO5: Make informed financial decisions regarding capital structure, cost of capital, and dividend policy. | | | |

Course Contents/Syllabus:

| Descriptors/Topics | CLO | Hours |
|---|------------|--------------|
| UNIT I | | |
| Introduction to Corporate Finance. Nature and scope of corporate finance – Financial goals – Role of finance manager – Financial environment – Corporate governance – Forms of financing: Equity, debt, preference capital. | 1 | 9 |
| UNIT II | | |
| Time Value of Money and Capital Budgeting | 2 | 9 |

| | | |
|---|----------|-----------|
| Concept of present value and future value – Compounding and discounting – Capital budgeting techniques (NPV, IRR, Payback, Profitability Index) – Risk analysis in capital budgeting. | | |
| UNIT III | | |
| Financial Statement Analysis Reading and analyzing financial statements – Ratio analysis – Common-size statements – Trend analysis – Cash flow and fund flow analysis – Financial health assessment. | 3 | 9 |
| UNIT IV | | |
| Valuation Techniques Equity valuation (DDM, PE Ratio, NAV) – Bond valuation – Valuation of startups and private firms – Enterprise value – Discounted Cash Flow (DCF) model – Relative valuation. | 4 | 9 |
| UNIT V | | |
| Capital Structure and Dividend Decisions Cost of capital – WACC – Capital structure theories – Leverage analysis – Dividend policy theories – Factors affecting dividend decisions – Retained earnings and shareholder value. Comprehensive Case study/Numerical | 5 | 9 |
| Total Hours : | | 45 |

Learning resources

Textbooks:

1. I.M. Pandey – *Financial Management*
2. Prasanna Chandra – *Corporate Finance*

Reference Books:

- Richard Brealey & Stewart Myers – *Principles of Corporate Finance*
- Damodaran Aswath – *Investment Valuation*
- Khan & Jain – *Financial Management: Text, Problems and Cases*

COURSE CURRICULUM

| | | | | | | | |
|---------------------------------|-----------|------------------------------|---------------|---|-----|--------------------------------|----------------|
| Name of the Program: | | BBA | | Semester : III | | Level: UG | |
| Course Name | | Financial Statement Analysis | | Course Code/ Course Type | | UBBFN202/SPL | |
| Course Pattern | | 2024 | | Version | | 1.0 | |
| Teaching Scheme | | | | Assessment Scheme | | | |
| Theory | Practical | Tutorial | Total Credits | Hours | CIA | ESA (End Semester Assessment) | Practical/Oral |
| 3 | - | - | 3 | 3 | 40 | 60 | - |
| Course Objectives (CO): | | | | CO1: To develop the ability to understand, interpret, and analyze financial statements of companies. CO2: To equip students with tools for evaluating the financial health and performance of firms. CO3: To enable learners to assess profitability, liquidity, solvency, and efficiency using ratio and trend analysis. CO4: To interpret cash flows and understand their significance in financial analysis and decision-making. CO5: To apply financial statement analysis in valuation, credit assessment, investment decisions, and strategic planning. | | | |
| Course Learning Outcomes (CLO): | | | | CLO1: Explain the components and linkages among financial statements and accounting principles. CLO2: Perform detailed ratio, vertical, and horizontal analyses to evaluate a firm's performance. CLO3: Analyze cash flow statements and assess a firm's liquidity and financing decisions. CLO4: Identify signs of earnings management and financial manipulation. CLO5: Apply analytical techniques to support decisions related to equity valuation, lending, and corporate strategy. | | | |

Course Contents/Syllabus:

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

| Descriptors/Topics | CLO | Hours |
|--|----------|-----------|
| UNIT I | | |
| Introduction to Financial Statements and Accounting Framework Overview of Financial Statements: Balance Sheet, Income Statement, Cash Flow Statement, and Statement of Changes in Equity. The Accounting Process and GAAP/IFRS Framework. Understanding the Notes to Financial Statements. Limitations of Financial Statements. Interrelationship among Financial Statements | 1 | 9 |
| UNIT II | | |
| Financial Ratio Analysis Categories of Ratios: Liquidity, Profitability, Solvency, Activity, and Market Ratios. DuPont Analysis. Comparative and Common-Size Analysis (Vertical and Horizontal Analysis). Trend Analysis and Industry Comparison. Interpreting Ratios in Decision-Making | 2 | 9 |
| UNIT III | | |
| Cash Flow Statement Analysis Importance of Cash Flows in Financial Analysis. Classification of Cash Flows: Operating, Investing, Financing. Indirect vs Direct Method. Free Cash Flow and its Relevance. Evaluating Liquidity, Solvency, and Earnings Quality from Cash Flow Statements | 3 | 9 |
| UNIT IV | | |
| Earnings Quality and Red Flags in Financial Reporting Concepts of Earnings Quality and Persistence. Red Flags in Financial Statements: Revenue Recognition Issues, Inventory Manipulation, Off-Balance Sheet Items. Creative Accounting and Window Dressing. Tools for Detecting Financial Manipulation (e.g., Beneish M-Score, Altman Z-Score). Role of Auditors and Analysts | 4 | 9 |
| UNIT V | | |
| Applications of Financial Statement Analysis Equity Valuation Models using Financial Statements. Credit Analysis and Loan Evaluation. Assessing M&A Candidates and Strategic Investments. Financial Forecasting and Pro Forma Analysis. Using FSA in ESG and Sustainability Metrics. | 5 | 9 |
| Total Hours: | | 45 |

Learning resources

Textbooks:

- **"Financial Statement Analysis"** by K.R. Subramanyam: McGraw Hill Education, Eleventh Edition, 2020.
- **"Financial Statement Analysis and Security Valuation"** by Stephen H. Penman: McGraw Hill, Sixth Edition, 2018.
- **"Analysis of Financial Statements"** by Leopold A. Bernstein and John J. Wild:

McGraw Hill, Fifth Edition, 2000.

"Accounting for Management" by S.N. Maheshwari, Suneel K. Maheshwari, and Sharad K. Maheshwari: Vikas Publishing House, Third Edition, 2015.

- **"Financial Reporting and Analysis"** by Charles H. Gibson: Cengage Learning, Thirteenth Edition, 2013.

Reference Books:

- **"Financial Statements: Analysis and Interpretation"** by K. R. Chandrasekaran: Vikas Publishing House, Second Edition, 2012.
- **"Corporate Financial Reporting and Analysis"** by S. David Young and Jacob Cohen: Wiley India, Second Edition, 2014.
- **"Accounting for Managers"** by T.S. Grewal and S.C. Gupta: Sultan Chand & Sons, Revised Edition, 2018.
- **"The Interpretation of Financial Statements"** by Benjamin Graham and Spencer B. Meredith: Harper Business, Revised Edition, 1998.
- **"Practical Financial Statement Analysis"** by C. Paramasivan and T. Subramanian: New Age International Publishers, First Edition, 2009.

Functional Specialization Digital Marketing and Media Management

COURSE CURRICULUM

| | | | | | | | |
|--|-------------------|--------------------------------|----------------------|---|--------------------------|------------------|-----------------------|
| Name of the Program: | | BBA | | Semester: III | | Level: UG | |
| Course Name | | Digital Marketing Fundamentals | | Course Code/ Course Type | | UBBDM201/SPL | |
| Course Pattern | | 2024 | | Version | | 1.0 | |
| Teaching Scheme | | | | | Assessment Scheme | | |
| Theor y | Practic al | Tutori al | Total Credits | Hours | CIA | ESA | Practical/Oral |
| 3 | | | 3 | 3 | 40 | 60 | |
| Pre-Requisite: Marketing basics or fundamentals | | | | | | | |
| Course Objectives (CO): | | | | The objectives of the course are: 1. To prepare students understand customer psyche 2. To develop Strategic Digital Marketing Skills, 3. To leverage Advanced Technologies 4. To foster Innovation through Design Thinking 5. To excel into various evolving roles relevant to digital marketing | | | |
| Course Learning Outcomes (CLO): | | | | Students would be able to: 1. To gain knowledge of digital consumer behavior 2. To develop digital marketing plans 3. To determine relevant metrics to measure and boost business growth 4. To learn and apply emerging technologies 5. To acquire a comprehensive understanding of popular digital tools and technologies | | | |

Course Contents/Syllabus:

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

| Descriptors/Topics | CLO | Hours |
|--|--------------|--------------|
| UNIT I | | |
| Module I: Introduction to Digital Marketing Ecosystem – Introduction to Digital Marketing and its Significance, Traditional Marketing Vs Digital Marketing, Understanding the Digital Marketing Process, Website Planning and Development: Types of Websites, Website Planning and Development: Importance of Keywords, Understanding Domain and Web Hosting, Building a Website/Blog Using CMS WordPress, Using WordPress Plug-ins to Enhance Functionality. | CLO 1 | 9 |
| UNIT II | | |

| | | |
|--|--------------|-----------|
| Module II: Search Engine Optimization (SEO) Strategies – Introduction to Search Engine Optimization, Using Keyword Planner Tools for Research, On-Page SEO Techniques: Indexing and Keyword Placement, On-Page SEO Techniques: Content Optimization, Implementing Yoast SEO Plug-in for Optimization, Off-Page SEO Techniques: Link Building and Authority, Best Practices for Long-Term SEO Success. | CLO 2 | 9 |
| UNIT III | | |
| Module VI: Inbound Marketing – Fundamentals and Strategy Development, Inbound vs Outbound Marketing, Inbound Marketing Funnel Stages (Attract, Engage, Delight), Creating Buyer Personas, Developing Pillar Pages and Topic Clusters, SEO in Inbound Marketing and Search Intent, Structuring a Successful Inbound Marketing Strategy, B2B and Small Business Inbound Applications, Leveraging Podcasts and Webinars as Inbound Tools, Future Trends in Inbound: People-Led and AI-Driven Marketing. | CLO 3 | 9 |
| UNIT IV | | |
| Google AdWords and Online Advertising: AdWords Overview, Introduction and Signup, Concepts of Display Ads, Video Ads, Shopping Ads, Quality Score, Cost Per Click (CPC), Click-Through Rate (CTR), Enhanced Cost Per Click (ECPC), Keywords and Automated Bidding, Cost Per Acquisition (CPA), Cost Per Mille (CPM), Viewable Cost Per Mille (VCPM), Cost Per View (CPV), Ad Groups, Campaign Types (Search, Display, Video) | CLO 4 | 9 |
| UNIT V | | |
| Module V: Social Media Marketing & Strategic Integration – Social Media Marketing: Overview and Importance, Facebook Marketing: Ad Formats and Opportunities, Setting Up a Facebook Advertising Account, Understanding Facebook Audience Targeting, Designing Effective Facebook Campaigns, Working with Facebook Pixel, Basics of Twitter Marketing, Creating Twitter Advertising Campaigns, Introduction to LinkedIn Marketing, Developing an Integrated Digital Marketing Strategy. Comprehensive Case study/Numerical | CLO 5 | 9 |
| Total Hours | | 45 |

Learning resources

Textbooks:

1. Foundations in Digital Marketing, Rochelle Grayson
2. Digital Marketing Strategy, Pierre-Yann Dolbec, Concordia University Research
3. eMarketing: The Essential Guide to Marketing in a Digital World - 7th Edition, Dionne Solomons, Tania Kliphuis, Michelle Wadley

Reference Books:

1. Digital Marketing, Dave Chaffey, Fiona Ellis-Chadwick
2. Digital Marketing Essentials You Always Wanted to Know, Self-Learning Management Series
3. Digital Marketing for Dummies, Ryan Deiss and Russ Henneberry

Online Resources/E-Learning Resources:

1. The complete digital marketing course- 12 courses in 1;
https://www.udemy.com/course/learn-digital-marketing-course/?utm_source=bing&utm_medium=udemyads&utm_campaign=BG-Search_Keyword_Beta_Prof_la.EN_cc.India&campaigntype=Search&portfolio=Bing-India&language=EN&product=Course&test=&audience=Keyword&topic=Digital_Marketing&priority=Beta&utm_content=deal4584&utm_term=.ag_1316117806683955_.ad_.kw_Digital+Marketing+books_.de_c_.dm_.pl_.ti_kwd-82258483891032%3Aloc-90_.li_149333_.pd_.&matchtype=e&msclkid=8f5cb7e7160a1a300fd7d0151b975e75&couponCode=IND21PM
2. Foundations of Digital Marketing and E-commerce;
<https://www.coursera.org/learn/foundations-of-digital-marketing-and-e-commerce>
3. Fundamentals of Digital Marketing; <https://www.reliablesoft.net/best-digital-marketing-courses/#google-fundamentals>

COURSE CURRICULUM

| | | | | | | | |
|--|------------|-----------------------------|---------------|--|-------------------|--------------|----------------|
| Name of the Program: | | BBA | | Semester: III | | Level: UG | |
| Course Name | | Content Creation & Curation | | Course Code/ Course Type | | UBBDM202/SPL | |
| Course Pattern | | 2024 | | Version | | 1.0 | |
| Teaching Scheme | | | | | Assessment Scheme | | |
| Theor y | Practic al | Tutori al | Total Credits | Hours | CIA | ESA | Practical/Oral |
| 3 | | | 3 | 3 | 40 | 60 | |
| Pre-Requisite: Computer literacy and familiarity with self-installed WordPress and Photoshop | | | | | | | |
| Course Objectives (CO): | | | | The objectives of the course are: 1. To introduce learners to the basic concepts of content development & creative writing skills. 2. To make them understand the writing process. 3. To sensitize them to the various styles and techniques of writing and editing 4. To hone learners’ imagination 5. To nourish their creative and critical faculty | | | |
| Course Learning Outcomes (CLO): | | | | Students would be able to: 1. To deconstruct and modify a WordPress theme 2. To integrate content curation technologies into a WordPress environment 3. To organize text for effective reading on screen 4. To understand components of and importance of style guides 5. To use project management skills to manage assets, allocate resources, and meet deadlines | | | |

Course Contents/Syllabus:

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

| Descriptors/Topics | CLO | Hours |
|--|--------------|--------------|
| UNIT I | | |
| Module I: Foundations of Content Marketing – Welcome to Content Marketing, History and Evolution of Content Marketing, Content Marketing vs Traditional Marketing, Ranking Existing Content on Search Engines, Understanding Buyer Personas for Content, Content Funnels: | CLO 1 | 9 |

| | | |
|---|--------------|-----------|
| Awareness to Action, SEO vs Content Marketing: What Drives More Value?, The Power of Storytelling in Content Marketing, Introduction to GPT & AI in Content Creation, Overview of the Top 10 AI Content Creators. | | |
| UNIT II | | |
| Module II: Content Creation & Writing Mastery – 18 Types of Content to Dominate the Market, Creating Content Using Topical Clusters, How to Write Blogs Without Being a Niche Expert, Writing Content That Ranks in Competitive Niches, 7 Essential Skills for Digital Content Writers, Guest Contributor Content Strategy, Common Content Creation Traps (And How to Avoid Them), How to Use AI to Speed Up Content Creation, Creating Content That Converts (Not Just Ranks), Writing Headlines That Demand Attention. | CLO 2 | 9 |
| UNIT III | | |
| Module III: SEO, Promotion & Traffic Growth – SEO for Beginners – Basics of Traffic Generation, Promoting Content with Zero Budget, 18 Link Building Strategies (With Templates), Tools to Improve Your Content Marketing (Free & Paid), How to Get 1,000 Visitors Using Content & SEO, Ranking #1 for Competitive Keywords, Using Your Brand as an SEO Weapon, Google's Helpful Content Update Explained, Backlink Building Made Easy (2024 Edition), How to Rank Without Building Backlinks. | CLO 3 | 9 |
| UNIT IV | | |
| Module IV: Advanced Strategy & Planning – Generating 6 Months' Worth of Content in 3 Days, How to Beat Competition in Blogging, Finding Unlimited Content Ideas for Social Media, Quick Creation of Popular Web Pages, Omni-channel Content Marketing Strategy, Content Repurposing Frameworks, Creating Evergreen vs Trending Content, Content Analytics & Performance Tracking, Building Your Personal Brand Through Content, Get Featured on Forbes, HuffPost, and NYTimes (Introduction). | CLO 4 | 9 |
| UNIT V | | |
| Module V: AI Tools, Real-World Application & Career Transition – Overview of GPT-4 for Content Marketing, Exploring Jasper, Writesonic & Copy.ai for Blog Writing, GrowthBar, Rytr & Simplified for SEO and Social Media, Paragraph AI, AI-Writer & Anyword for Precision Writing, From Content Writer to Strategic Content Marketer. Comprehensive Case study/Numerical | CLO 5 | 9 |
| Total Hours | | 45 |

Learning resources

Textbooks:

1. RED BOOK OF CONTENT MARKETING - POWERED BY YORKE COMMUNICATIONS A PAUL WRITER PUBLICATION
<https://paulwriter.com/wp-content/uploads/2016/08/Red-Book-of-Content-Marketing.pdf>

2. Mobile and Social Media Journalism (Adornato) ISBN-13: 978-1506357140
3. Inbound Content: A Step-By-Step Guide to Doing Content Marketing the Inbound Way (Champion) ISBN-13: 978-1119488958
4. They Ask You Answer, Marcus Sheridan

Reference Books:

1. Content Is Currency. Jon Wuebben. Nicholas Brealey Publishing. (2012)
2. Content Strategy for the Web, 2nd Edition
3. Letting Go of the Words: Writing Web Content that Works

Online Resources/E-Learning Resources:

1. A Guide to Content Marketing for 2024 by Slead - <https://www.slead.com/wp-content/uploads/2023/11/Guide-to-Content-Marketing-for-2024-by-Slead.pdf>
2. Best Practices for Content Marketing In 2024 - <https://www.slideshare.net/slideshow/best-practices-for-content-marketing-in-2024-pdf/269927592>
3. Content Creation: Introduction 101; https://alison.com/course/content-creation-introduction101?utm_source=bing&utm_medium=cpc&utm_campaign=531498933&utm_content=1360098421541243&utm_term=kwd-85007315308131:loc-90&msclkid=8877b1c0d7a2142e1814d6339d536c05
4. Adobe Content Creator Professional Certificate; <https://www.coursera.org/professional-certificates/adobe-content-creator>
5. HubSpot Content Marketing Certification; <https://www.tealhq.com/certifications/content-creator>

Functional Specialization Supply Chain Management and Logistics

COURSE CURRICULUM

| | | | | | | | |
|---|-------------------|----------------------------------|-----------------------|--|--------------------------|------------------|-----------------------|
| Name of the Program: | | BBA | | Semester: III | | Level: UG | |
| Course Name | | Supply Chain Fundamentals | | Course Code/ Course Type | | UBBSC201/SPL | |
| Course Pattern | | 2024 | | Version | | 1.0 | |
| Teaching Scheme | | | | | Assessment Scheme | | |
| Theor y | Practic al | Tutori al | Total Credit s | Hour s | CIA | ESA | Practical/Oral |
| 3 | 0 | 0 | 3 | 3 | 40 | 60 | 0 |
| Pre-Requisite: Bachelor’s Degree | | | | | | | |
| Course Objectives (CO): | | | | The objectives of the course are: <div>1. Understand the fundamental concepts and principles of Operations Management (OM) and Supply Chain Management (SCM).</div> <div>2. Understand the process characteristics and their linkages with process product matrix in a real world context.</div> <div>3. Analyse a typical Supply Chain Model, technology for a product / service and ILLUSTRATE the linkages with Customer Issues,</div> <div>4. Evaluate warehousing and its role in space management and role of IT in SCM.</div> <div>5. Developing framework of functions and role of SCM for strategy implementation while decision making in international business.</div> | | | |
| Course Learning Outcomes (CLO): | | | | Students would be able to: <div>1. Students will demonstrate understanding of fundamental concepts and techniques in Supply Chain Management.</div> <div>2. Students will interpret and explain various quantitative models and optimization techniques used in SCM.</div> <div>3. Students will apply methods to analyze and solve real-world operational and supply chain problems.</div> <div>4. Students will analyze data and evaluate solutions using technology SCM contexts.</div> <div>5. Students will integrate SCM concepts to design and propose optimized solutions for complex business problems and globalization of business.</div> | | | |

Course Contents/Syllabus:

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

| Descriptors/Topics | CLO | Hours |
|--|--------------|--------------|
| UNIT I | | |
| Introduction to Supply Chain Management - Concept, Objectives and Functions of SCM; Supply chain strategy, Global Supply chain management; Value chain and Value delivery systems for SCM; Bull - Whip Effect, Concept, Importance & objectives of Green Supply chain management | CLO 1 | 9 |
| UNIT II | | |
| Supply chain Integrated Framework - Resources based to end customers Product / service value flow.; Market accommodation flow, information flow cash flow; Value chain concept Focus, Core competence and distinctive capabilities; Linking manufacturing to Markets. | CLO 2 | 9 |
| UNIT III | | |
| IT in supply chain Management - Information and Communication Technology in SCM; Role of IT in SCM; Current IT trends in SCM; RFID, Bar Coding, Retail SCM; E-logistics, E-Supply Chains - International and global issues in logistics. | CLO 3 | 9 |
| UNIT IV | | |
| Operational Aspects of Supply Chain - Supply chain network design, distribution network in supply chain; Warehousing & Store keeping; Channel design, factors influencing design; Role and Importance of Distributors in SCM; Issues in work force management and relationship management with suppliers, customers and employees. | CLO 4 | 9 |
| UNIT V | | |
| Global Supply Chain Management - Establishing a Global Supply Chain Strategy; Insight into global trade and global supply chains; Best practices for strategic global supply chain management; Evaluating Global Supply Chain; Infrastructure - Analysis of transportation, communication and utilities; Supply chain security, risks and value Legal considerations. | CLO 5 | 9 |
| Total Hours | | 45 |

Text Reading:

- "International Logistics: The Management of International Trade Operations" by Pierre A. David and Christopher P. Schaffer.
https://studienplaene.tuhh.de/po/W/mhb_LIMMS_kh_w20_von_20220519_v_0_en.pdf

References:

- **Global Logistics and Supply Chain Management By John Mangan, Chandra Lalwani, Tim Butcher**
<https://books.google.bs/books?id=9bpcxQIw484C&printsec=frontcover#v=onepage&q&f=false>

Additional Reading:

- **Website - <https://www.techopedia.com/?s=supply+chain+management>**

Any other Study Material:

1. Peer Reviewed Logistics and Supply Chain Management Journal
2. The International Journal of Logistics Management
3. International Journal of Logistics & Supply Chain Management Perspectives
4. International Journal of Logistics Systems and Management
5. Journal of Supply Chain Management, Logistics and Procurement
6. International Journal of Logistics Research and Applications

COURSE CURRICULUM

| | | | | | | | |
|----------------------------------|------------|----------------------------|----------------|---|-------------------|--------------|----------------|
| Name of the Program: | | BBA | | Semester: III | | Level: UG | |
| Course Name | | Logistics & Transportation | | Course Code/ Course Type | | UBBSC202/SPL | |
| Course Pattern | | 2024 | | Version | | 1.0 | |
| Teaching Scheme | | | | | Assessment Scheme | | |
| Theor y | Practic al | Tutori al | Total Credit s | Hour s | CIA | ESA | Practical/Oral |
| 3 | 0 | 0 | 3 | 3 | 40 | 60 | 0 |
| Pre-Requisite: Bachelor’s Degree | | | | | | | |
| Course Objectives (CO): | | | | The objectives of the course are: 1. Relate current industry trends in logistics and its role in developing business strategy. 2. Illustrate the principles of Procurement and Outsourcing. 3. Identify packaging and material handling principles in logistics operations. 4. Compare the role of logistics in business operations and critical elements to logistics. 5. Interpret an overall idea of the complete cycle of distribution of goods from supplier to customer. Develop acquaintance about key elements of logistics processes. | | | |
| Course Learning Outcomes (CLO): | | | | Students would be able to: 1. Students will Analyze current industry trends in logistics and evaluate their impact on developing effective business strategies. 2. Students will be able to Explain and apply the core principles of procurement and outsourcing within logistics management. 3. Students will Identify and demonstrate understanding of key packaging and material handling principles used in logistics operations. 4. Students will Compare and analyze the strategic role of logistics in business operations, including its critical components. 5. Students will Describe the end-to-end distribution cycle from supplier to customer and outline the key elements of logistics processes. | | | |

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

| Descriptors/Topics | CLO | Hours |
|--|--------------|--------------|
| UNIT I | | |
| Introduction to Logistics Management - Definition, History of Logistics;The need for logistics. – Cost & Productivity, cost saving & Productivity improvement;Principles of Logistics, Benefits of efficient Logistics;Logistics Cost and reduction in logistic cost;Technology & Logistics -Informatics, Logistics optimization. | CLO 1 | 9 |
| UNIT II | | |
| Logistics Activities - Functions, Objectives and Solution;Customer Service, Warehousing and Material Storage, Material Handling, order processing, information handling and procurement;Transportation and Packaging;Inventory Management – Types and Characteristics of Inventory. | CLO 2 | 9 |
| UNIT III | | |
| Logistics and Customer Service - Definition of Customer Service;Elements of Customer Service;Phases in Customer Service;Retention - Procurement and Outsourcing - Definition & Meaning;Benefits of Logistics Outsourcing;Critical Issues in Logistics Outsourcing. | CLO 3 | 9 |
| UNIT IV | | |
| Logistics Policy - EXIM: Brief on EXIM/FF & CC, Multi-modal transportation;Brief on customs clearance, bulk load handling and brief on trans-shipment;Supply chain;Cold chain;Liquid Logistics;Rail Logistics. | CLO 4 | 9 |
| UNIT V | | |
| Global Logistics - Introduction to Logistics in a Global Economy; Barriers in the Way of Global Logistics; Global Trade Perspectives; Global Operating Levels;Global Operating levels. | CLO 5 | 9 |
| Total Hours | | 45 |

Text Reading:

- "International Logistics: The Management of International Trade Operations" by Pierre A. David and Christopher P. Schaffer.
https://studienplaene.tuhh.de/po/W/mhb_LIMMS_kh_w20_von_20220519_v_0_en.pdf

References:

- **Global Logistics and Supply Chain Management By John Mangan, Chandra Lalwani, Tim Butcher**
<https://books.google.bs/books?id=9bpcxQIw484C&printsec=frontcover#v=onepage&q&f=false>

Additional Reading:

- **Website - <https://www.techopedia.com/?s=supply+chain+management>**

Any other Study Material :

1. Peer Reviewed Logistics and Supply Chain Management Journal
2. The International Journal of Logistics Management
3. International Journal of Logistics & Supply Chain Management Perspectives
4. International Journal of Logistics Systems and Management
5. Journal of Supply Chain Management, Logistics and Procurement
6. International Journal of Logistics Research and Applications

Functional Specialization Marketing

COURSE CURRICULUM

| | | | | | | | |
|--------------------------------------|------------|-------------------|----------------|--|-------------------|--------------|----------------|
| Name of the Program: | | BBA | | Semester: III | | Level: UG | |
| Course Name | | Consumer Behavior | | Course Code/ Course Type | | UBBMK201/SPL | |
| Course Pattern | | 2024 | | Version | | 1.0 | |
| Teaching Scheme | | | | | Assessment Scheme | | |
| Theor y | Practic al | Tutori al | Total Credit s | Hour s | CIA | ESA | Practical/Oral |
| 3 | - | - | 3 | 3 | 40 | 60 | |
| Pre-Requisite: 12 th pass | | | | | | | |
| Course Objectives (CO): | | | | The objectives of Consumer Behavior are: <div>1. To introduce the basic concepts, models, and terminology related to consumer behaviour and marketing.</div> <div>2. To explain the influence of psychological, cultural, and social factors on consumer decision-making processes.</div> <div>3. To illustrate the application of consumer behaviour theories in developing marketing strategies.</div> <div>4. To analyse consumer insights for segmentation, targeting, positioning, and communication strategies.</div> <div>5. To evaluate global consumer behaviour trends and design ethical, consumer-centric marketing solutions, especially in digital environments.</div> | | | |
| Course Learning Outcomes (CLO): | | | | Students would be able to: <div>1. Demonstrate knowledge of consumer behaviour theories and apply them to real-world marketing problems.</div> <div>2. Assess the influence of socio-cultural and psychological factors on consumer purchasing decisions.</div> <div>3. Design marketing strategies using consumer insights such as lifestyles, values, and shopping behaviour.</div> <div>4. Utilize tools like perceptual mapping and segmentation to craft positioning strategies.</div> <div>5. Critically analyse global consumer trends and digital buying behaviour, considering ethical and privacy concerns.</div> | | | |

Course Contents/Syllabus:

| Descriptors/Topics | CLO | Hours |
|---|--------------|--------------|
| UNIT I | | |
| Consumer Behavior and Marketing Action - An overview - Consumer involvement -Decision-making processes - Purchase Behavior and | CLO 1 | 09 |

| | | |
|--|--------------|-----------|
| Marketing Implications - Consumer Behavior Models | | |
| UNIT II | | |
| Environmental influences on Consumer Behavior - Cultural influences - Social class - Reference groups and family influences - Opinion leadership and the diffusion of innovations - Marketing implications of the above influences. | CLO 2 | 09 |
| UNIT III | | |
| Consumer buying behavior - Marketing implications - Consumer perceptions – Learning and attitudes - Motivation and personality – Psychographics - Values and Lifestyles, Click-o-graphic. | CLO 3 | 09 |
| UNIT IV | | |
| Strategic marketing applications - Market segmentation strategies - Positioning strategies for existing and new products, Re-positioning, Perceptual Mapping - Marketing communication - Store choice and shopping behavior - In-Store stimuli, store image and loyalty - Consumerism - Consumer rights and Marketers' responsibilities | CLO 4 | 09 |
| UNIT V | | |
| The Global Consumer Behaviors and Online buying behavior - Consumer buying habits and perceptions of emerging non-store choices - Research and applications of consumer responses to direct marketing approaches - Issues of privacy and ethics | CLO 5 | 09 |
| Total Hours | | 45 |

Learning resources

Textbooks:

1. Consumer Behavior: Buying, Having, and Being – Michael R. Solomon, Cristel Antonia Russell (14th Edition, 2024)
2. Consumer Behavior: Building Marketing Strategy – David L. Mothersbaugh, Delbert I. Hawkins (15th Edition, 2024)
3. Consumer Behavior: 2024 – Richard K. Miller, Kelli D. Washington
4. Consumer Behavior in Practice: Strategic Insights for the Modern Marketer – Eugene Chan (2024)
5. Consumer Behavior – Wayne D. Hoyer, Deborah J. MacInnis, Rik Pieters (8th Edition, 2024)

Reference Books:

1. "Consumer Behaviour: A Digital Native" by Varsha Jain, Duane Schultz, and Jagdish N. Sheth (Published by Pearson Education, 2019)
2. "Consumer Behaviour: Insights from Indian Market" by Ramanuj Majumdar (Published by PHI Learning Pvt. Ltd., 2010)
3. "Consumer Behaviour in Indian Perspective" by Suja R. Nair (Published by Himalaya Publishing House, 2019)
4. "Consumer Behaviour: The Indian Context (Concepts and Cases)" by S. Ramesh Kumar (Published by Pearson Education, 2017)

Online Resources/E-Learning Resources

1. Coursera – Market Research and Consumer Behaviour
<https://www.coursera.org/learn/market-research>
2. edX – IIMBx Consumer Behaviour Course
<https://digitaldefynd.com/IQ/free-consumer-behavior-courses/>
3. Alison – Marketing and Consumer Behaviour
<https://alison.com/course/marketing-and-consumer-behaviour>
4. American Marketing Association – Consumer Behaviour
<https://www.ama.org/topics/consumer-behavior/>
5. MIT OpenCourseWare – Consumer Behaviour
<https://ocw.mit.edu/courses/sloan-school-of-management/15-821a-listening-to-the-customer1-fall-2002/>

COURSE CURRICULUM

| | | | | | | | |
|--------------------------------------|------------|-------------------------------|----------------|---|-------------------|--------------|----------------|
| Name of the Program: | | BBA | | Semester: III | | Level: UG | |
| Course Name | | Advertising & Sales Promotion | | Course Code/ Course Type | | UBBMK202/SPL | |
| Course Pattern | | 2024 | | Version | | 1.0 | |
| Teaching Scheme | | | | | Assessment Scheme | | |
| Theor y | Practic al | Tutori al | Total Credit s | Hour s | CIA | ESA | Practical/Oral |
| 3 | - | - | 3 | 3 | 40 | 60 | |
| Pre-Requisite: 12 th pass | | | | | | | |
| Course Objectives (CO): | | | | The objectives of Consumer Behavior are: <div>1. Understand the fundamental concepts, evolution, and importance of advertising in modern marketing and the economy. 2. Explain the process of developing advertising objectives, messages, and copy for various media formats. 3. Identify and evaluate different methods for advertising budgeting and their strategic relevance. 4. Describe the nature, types, and roles of sales promotions in the marketing mix. 5. Analyze and apply the tools of public relations and evaluate the effectiveness of sales promotion campaigns.</div> | | | |
| Course Learning Outcomes (CLO): | | | | Students would be able to: <div>1. Define and recall key terms and principles related to advertising, publicity, and sales promotion. 2. Interpret the elements of effective advertising messages and copy for print and broadcast media. 3. Apply budgeting techniques and strategies in planning advertising campaigns. 4. Differentiate between various forms of sales promotions and their impact on consumer and trade behavior. 5. Evaluate sales promotion and public relations programs, and suggest improvements based on campaign performance.</div> | | | |

Course Contents/Syllabus:

| Descriptors/Topics | CLO | Hours |
|--|--------------|--------------|
| UNIT I | | |
| Introduction: Meaning, Attributes, Origin, Developments, Goals, History of Indian Advertising Importance, Principles of Advertising, Process of Advertising, Publicity Versus Propagandas versus Sale Promotion, Importance of Advertising in Modern Marketing, Role of | CLO 1 | 09 |

| | | |
|--|--------------|-----------|
| Advertising in the National Economy, Advertising in the 21st Century. | | |
| UNIT II | | |
| Setting of Advertising Objectives: Advertising Appeals, Advertising message: Preparing an effective advertising Copy: Elements of a Print Copy: Headlines, illustration, body copy, slogan, logo, seal, role of colour. Elements of Broadcast copy. | CLO 2 | 09 |
| UNIT III | | |
| Advertising Budget: Affordable Method, Per unit Method, Percentage Method, Competitive parity and Task objective Method. Importance of Budgeting | CLO 3 | 09 |
| UNIT IV | | |
| Nature and importance of sales promotion: Its role in marketing, Forms of sales promotions- Consumer oriented sales promotion; trade-oriented sales promotion & Sales force-oriented sales promotion. | CLO 4 | 09 |
| UNIT V | | |
| Developing sales promotion programme: pre-testing implementing, evaluation of results and making necessary modifications. Public relations-Meaning, features, growing importance, role in marketing, similarities in publicity and public relations, Major tools of Public Relations. | CLO 5 | 09 |
| Total Hours | | 45 |

Learning resources



Textbooks:

1. Advertising and Promotion: An Integrated Marketing Communications Perspective – George E. Belch, Michael A. Belch (13th Edition, 2023, McGraw-Hill Education)
2. Advertising, Promotion, and Other Aspects of Integrated Marketing Communications – J. Craig Andrews, Terence A. Shimp (11th Edition, 2017, Cengage Learning)
3. Advertising and Sales Promotion Management – M. Veerakumar, M. Kousalyadevi (1st Edition, 2021, Shanlax Publications)




Reference Books:

1. "Integrated Advertising, Promotion, and Marketing" – Anubhav Mishra, Tata Sai Vijay (1st Edition, 2023, Routledge)
2. "Advertising and Sales Promotion: An Indian Perspective" – Padmanabhan (1st Edition, 2023, ANE Books)
3. "Advertising and Sales Promotion" – P.N. Harikumar, M.N. Mishra (1st Edition, 2015, Himalaya Publishing House)
4. "Advertising and Sales Promotion Management" – S.L. Gupta, V.V. Ratna (1st Edition, 2004, Sultan Chand & Sons)

Online Resources/E-Learning Resources

1.  Coursera – Integrated Marketing Communications
<https://www.coursera.org/learn/integrated-marketing-communications>
2.  edX – Marketing Essentials by IIMBx

<https://www.edx.org/course/marketing-management-iimbx>

3.  **Alison – Marketing and Promotion Strategies**
<https://alison.com/course/marketing-and-promotion-strategies>
4.  **MIT OpenCourseWare – Marketing Management**
<https://ocw.mit.edu/courses/sloan-school-of-management/15-810-marketing-management-summer-2004/>
5.  **American Marketing Association – Advertising & Promotion Insights**
<https://www.ama.org/topics/advertising/>

Functional Specialization Human Resource Management

COURSE CURRICULUM

| | | | | | | | |
|---|-------------------|-------------------------|-----------------------|--|--------------------------|------------------|-----------------------|
| Name of the Program: | | BBA | | Semester: IV | | Level: UG | |
| Course Name | | Recruitment & Selection | | Course Code/ Course Type | | UBBHR201/SPL | |
| Course Pattern | | 2024 | | Version | | 1.0 | |
| Teaching Scheme | | | | | Assessment Scheme | | |
| Theor y | Practic al | Tutori al | Total Credit s | Hour s | CIA | ESA | Practical/Oral |
| 3 | - | - | 3 | 3 | 40 | 60 | |
| Pre-Requisite: 12 th pass | | | | | | | |
| Course Objectives (CO): | | | | CO1: To understand the basic concepts and processes involved in recruitment and selection. CO2: To gain knowledge of manpower planning and job analysis. CO3: To learn about sourcing, screening, and interviewing techniques. CO4: To understand legal and ethical aspects of recruitment and selection. CO5: To evaluate the effectiveness of recruitment strategies in modern organizations. | | | |
| Course Learning Outcomes (CLO): | | | | CLO1: Explain the concepts and importance of recruitment and selection in HRM. CLO2: Conduct job analysis and prepare job descriptions and specifications. CLO3: Apply various sourcing methods and shortlisting techniques. CLO4: Develop and assess interview formats and selection tools. CLO5: Evaluate recruitment and selection processes for continuous improvement. | | | |

Course Contents/Syllabus:

| Descriptors/Topics | CLO | Hours |
|--|--------------|--------------|
| UNIT I | | |
| Introduction to Recruitment & Selection. Definition, objectives and scope – Significance in HRM – Process overview – Trends in recruitment – Challenges in talent acquisition. | CLO 1 | 09 |
| Module II | | |

| | | |
|--|--------------|-----------|
| Manpower Planning & Job Analysis Need and importance – Process of manpower planning – Job analysis: methods and techniques – Job description and specification preparation. | CLO 2 | 09 |
| Module III | | |
| Sourcing and Shortlisting Candidates Internal vs external sources – Online and offline sourcing methods – Campus hiring – Employee referrals – Screening resumes and application forms. | CLO 3 | 09 |
| Module IV | | |
| Interviewing and Selection Methods Types of interviews – Designing interview questions – Assessment centers – Psychometric and aptitude tests – Background verification and reference checks. | CLO 4 | 09 |
| Module V | | |
| Legal, Ethical & Strategic Aspects Employment laws related to recruitment – Ethical recruitment practices – Strategic recruitment planning – Evaluation and audit of recruitment process. | CLO 5 | 09 |
| Total Hours | | 45 |

Learning resources

Textbooks:

- Dessler, Gary – *Human Resource Management*
- Biswajeet Pattanayak – *Human Resource Management*

Reference Books:

- VSP Rao – *Human Resource Management*
- Michael Armstrong – *A Handbook of Human Resource Management Practice*
- Edwin B. Flippo – *Personnel Management*

COURSE CURRICULUM

| | | | | | | | |
|--------------------------------------|------------|--------------------------|----------------|--|-------------------|--------------|----------------|
| Name of the Program: | | BBA | | Semester: IV | | Level: UG | |
| Course Name | | Training and Development | | Course Code/ Course Type | | UBBHR202/SPL | |
| Course Pattern | | 2024 | | Version | | 1.0 | |
| Teaching Scheme | | | | | Assessment Scheme | | |
| Theor y | Practic al | Tutori al | Total Credit s | Hour s | CIA | ESA | Practical/Oral |
| 3 | - | - | 3 | 3 | 40 | 60 | |
| Pre-Requisite: 12 th pass | | | | | | | |
| Course Objectives (CO): | | | | <ul style="list-style-type: none">• CO1: To understand the importance of training and development in organizations.• CO2: To learn the systematic process of training need analysis.• CO3: To explore different methods and techniques used in employee training.• CO4: To examine how to evaluate training effectiveness and ROI.• CO5: To understand trends in organizational development and career planning. | | | |
| Course Learning Outcomes (CLO): | | | | <ul style="list-style-type: none">• CLO1: Explain the fundamental concepts, significance, and scope of training and development.• CLO2: Identify training needs and formulate objectives aligned with organizational goals.• CLO3: Design and deliver training programs using appropriate methods and tools.• CLO4: Evaluate training outcomes using suitable models and metrics.• CLO5: Apply concepts of organizational development, talent development, and career management. | | | |

Course Contents/Syllabus:

| Descriptors/Topics | CLO | Hours |
|--|--------------|--------------|
| UNIT I | | |
| Introduction to Training and Development Concept, objectives, scope, importance – Difference between training, education, | CLO 1 | 09 |

| | | |
|---|------------------|-----------|
| and development – Role of HR in training – Strategic T&D | | |
| Module II | | |
| Training Need Assessment and Planning Organizational, task, and person analysis – Setting training objectives – Designing the training calendar – Aligning training with business needs | CLO 2 | 09 |
| Module III | | |
| Training Methods and Techniques On-the-job and off-the-job methods – E-learning and blended learning – Use of simulations, role-plays, and case studies – Trainer competencies | CLO 3 | 09 |
| Module IV | | |
| Evaluation of Training and ROI Models of evaluation – Kirkpatrick’s four levels – Cost-benefit analysis – Post- training support and follow-up | CLO 4 | 09 |
| Module V | | |
| Development, OD & Career Planning Concept of employee development – Organizational development interventions – Succession planning – Career paths – Emerging trends in T&D | CLO 5 | 09 |
| Total Hours | | 45 |

Learning resources

Textbooks:

- Bhatia, S.K. – *Training and Development*
- Lynton, R.P. & Pareek, U. – *Training for Development*

Reference Books:

- Noe, R.A. – *Employee Training and Development*
- Goldstein, I.L. & Ford, J.K. – *Training in Organizations*
- Blanchard, P.N. & Thacker, J.W. – *Effective Training: Systems, Strategies, and Practices*

Course Curriculum

| | | | | | | | |
|--|------------|--------------|---------------|---|-------------------|------------|----------------|
| Name of the Program: | | BBA | | Semester: IV | | Level: UG | |
| Course Name | | Mini Project | | Course Code/ Course Type | | UBB207/VAC | |
| Course Pattern | | 2024 | | Version | | 1.0 | |
| Teaching Scheme | | | | | Assessment Scheme | | |
| Theor y | Practica l | Tutori al | Total Credits | Hours | CIA | ESA | Practical/Oral |
| 1 | 1 | - | 2 | 3 | 50 | 00 | |
| Pre-Requisite: 12th pass | | | | | | | |
| <u>Course Objectives (CO):</u> | | | | 1. To provide hands-on experience in solving real-world business problems. 2. To enhance research, analytical, and problem-solving skills. 3. To develop teamwork, project planning, and execution abilities. 4. To integrate theoretical knowledge with practical business applications. 5. To improve report writing and presentation skills. | | | |
| <u>Course Learning Outcomes (CLO):</u> | | | | 1. Identify and analyze a real-world business problem. 2. Apply research methodologies and business analytics tools to propose solutions. 3. Develop project management and teamwork skills. 4. Present findings effectively in written and oral formats. 5. Gain hands-on experience with business technologies and software tools. | | | |

Course Contents/Syllabus:

| <u>Descriptors/Topics</u> | CLO | Hours |
|---|------------|--------------|
| <u>UNIT I</u> | | |
| Overview of Mini Projects & Their Importance. Selection of Project Topics. Research Methodology Basics (Qualitative & Quantitative). Ethics and Integrity in Business Research | CLO 1 | 6 |
| <u>Module II</u> | | |
| Problem Identification and Statement Formulation. Objectives & Scope of the Project. Literature Review and Data Collection Techniques. Preparation of Project Proposal. Approval & Feedback from Faculty Mentor | CLO 2 | 06 |
| <u>Module III</u> | | |

| | | |
|---|-------|----|
| Methods of Primary & Secondary Data Collection. Tools for Data Analysis (Excel, SPSS, Python, Tableau). Statistical Analysis and Interpretation of Results. Case Studies on Business Decision-Making. | CLO 3 | 6 |
| Module IV | | |
| Structure of Project Report. Citation and Referencing Methods (APA, Harvard Style). Plagiarism Check & Report Writing Best Practices. Drafting Abstract, Introduction, Findings, and Conclusion | CLO 4 | 6 |
| Module V | | |
| Preparing Business Presentations. Use of PowerPoint, Data Visualization, and Infographics. Mock Presentations and Feedback Submission of Final Project Report. Viva-Voce and Project Defense. | CLO 5 | 06 |
| Total Hours | 30 | |

Learning resources

Text Reading:

1. Kothari, C. R. (2019). **Research Methodology: Methods and Techniques**. New Age International.
2. Cooper, D. R., & Schindler, P. S. (2020). **Business Research Methods**. McGraw Hill.
3. Berenson, M. L., Levine, D. M., & Krehbiel, T. C. (2018). **Basic Business Statistics: Concepts and Applications**. Pearson.
4. Malhotra, N. K. (2020). **Marketing Research: An Applied Orientation**. Pearson.
5. Saunders, M., Lewis, P., & Thornhill, A. (2019). **Research Methods for Business Students**. Pearson.
6. Sekaran, U., & Bougie, R. (2020). **Research Methods for Business: A Skill-Building Approach**. Wiley.
7. Bryman, A., & Bell, E. (2021). **Business Research Methods**. Oxford University Press.

Online Resources/E-Learning Resources

- https://www.google.co.in/books/edition/Advertising_and_Promotion_An_Integrated/rFhCPgAACAAJ?hl=en
- https://www.google.co.in/books/edition/Advertising_Campaign_Planning/JOTtAA AAMAAJ?hl=en&gbpv=1&bsq=Advertising+Campaign+Planning:+Developing+an+Advertising-Based+Marketing+Plan%22+by+Jim+Avery&dq=Advertising+Campaign+Plannin g:+Developing+an+Advertising-Based+Marketing+Plan%22+by+Jim+Avery&printsec=frontcover
- https://www.google.co.in/books/edition/Above_the_Line/LjuTAwAAQBAJ?hl=en&gbpv=1&dq=Above+the+Line:+How+to+Create+a+Company+Culture+that+Engages+Employees,+Delights+Custom ers,+and+Delivers+Results%22+by+Stephen+Beaumont+and+Drew+Beaumont&printsec=frontcover

Course Curriculum

| | | | | | | | |
|---|-------------------|--|----------------------|---|--------------------------|------------------|-----------------------|
| Name of the Program: | | BBA | | Semester: III | | Level: UG | |
| Course Name | | Leadership and Sustainability Skills Development | | Course Code/ Course Type | | UBB208/MOOC | |
| Course Pattern | | 2024 | | Version | | 1.0 | |
| Teaching Scheme | | | | | Assessment Scheme | | |
| Theor y | Practica l | Tutoria l | Total Credits | Hours | CIA | ESA | Practical/Oral |
| 3 | - | - | 3 | 3 | 40 | 60 | |
| Pre-Requisite: 12 th pass | | | | | | | |
| Course Objectives (CO): | | | | 1 To understand the principles and frameworks of effective leadership and their role in driving sustainable development. 2. To develop critical thinking and problem-solving skills to address complex challenges in sustainability using innovative leadership approaches. 3. To enhance interpersonal and communication skills necessary for influencing stakeholders and fostering collaboration in sustainability initiatives. 4. To apply leadership theories and practices to create impactful solutions for environmental, social, and economic sustainability challenges. 5. To foster ethical decision-making and a sustainability mindset in leadership practices, aligning with global sustainable development goals (SDGs). | | | |
| Course Learning Outcomes (CLO): | | | | CLO1. Identify the key concepts and principles of social media marketing, strategic brand management, and sustainable development. CLO2. Discuss how social media marketing and branding strategies can integrate sustainability to drive long-term business success. CLO3. Apply social media tools and branding techniques to develop marketing solutions that align with sustainable development goals. CLO4. Analyze the impact of branding strategies and social media campaigns on consumer behavior and organizational performance in the context of sustainability. CLO5. Create innovative and sustainable marketing strategies by combining social media tools, branding principles, and sustainability concepts. | | | |

Course Contents/Syllabus:

| Descriptors/Topics | Weightage (%) | Hrs |
|--|----------------------------|-------------------------------|
| 1. <i>High-Impact Business Writing</i> Offered by University of California, Irvine Coursera | Level: Beginner | Duration: 06 Hours |
| 2. Sustainability and Development Offered by the University of Michigan on Coursera | Level: Beginner | Duration: 06 Hours |
| 3. Sustainable Cities Case Studies Offered by University of Colorado Boulder on Coursera | Level: Beginner | Duration: 14 Hours |

Learning resources: Coursera

SEMESTER IV

COURSE CURRICULUM

| | | | | | | | |
|---------------------------------|------------|----------------------|----------------|---|-------------------|--------------------------------|----------------|
| Name of the Program: | | BBA | | Semester : IV | | Level: UG | |
| Course Name | | Research Methodology | | Course Code/ Course Type | | UBB209/MAJM | |
| Course Pattern | | 2024 | | Version | | 1.0 | |
| Teaching Scheme | | | | | Assessment Scheme | | |
| Theor y | Practic al | Tutori al | Total Credit s | Hours | CIA | ESA (End Semester Assessment) | Practical/Oral |
| 3 | - | - | 3 | 3 | 40 | 60 | - |
| Pre-Requisite: | | | | | | | |
| Course Objectives (CO): | | | | <div>1. To develop firm understanding of the basic framework of research process</div> <div>2. To develop a thorough understanding of various research designs and techniques</div> <div>3. To identify various sources of information for literature review and data collection</div> <div>4. To demonstrate knowledge of research process by conducting a literature review in their research area interest</div> <div>5. Define and develop a possible research interest area to be taken ahead in their business research projects later</div> <div>6. To conduct an independent publishable research project</div> | | | |
| Course Learning Outcomes (CLO): | | | | <div>CLO1: Understand advanced design, methodologies and analysis in business research methods</div> <div>CLO2: Generate ideas and identify core business problem and distil into a research problem & relate to constructs</div> <div>CLO3: Analyse past literature for in-depth understanding on how the identified problem could be addressed</div> <div>CLO4: Evident, analyse, and support the association of variables attributed in the conceptual model with theory</div> <div>CLO5: Evaluate outcomes of the relevant published articles, and evaluate with primary tools</div> | | | |

Course Contents/Syllabus:

| Descriptors/Topics | CLO | Hours |
|--|------------|--------------|
| UNIT I | | |
| Introduction Business Research: Definition-Types of Business Research. Scientific Investigation: The Language of Research: Concepts, Constructs, Definitions, Variables, Propositions and Hypotheses, Theory and Models. Technology and Business Research: Information needs of Business – Technologies used in Business Research: The Internet, E-mail, Browsers and | 1 | 9 |

| | | |
|---|----------|-----------|
| Websites. Role of Business Research in Managerial Decisions Ethics in Business Research | | |
| UNIT II | | |
| Research Design and Data Collection: Business Research: Meaning, Types of Business Research- Problem Statement -Hypothesis and Testing of Hypothesis- Exploratory Research, Descriptive Research, Causal Research- Data collection Methods: Primary data, Secondary data, Nature, Types and issues in collecting Primary and Secondary data | 2 | 9 |
| UNIT III | | |
| Sample design, Measurement and Scaling: Sampling Methods- Sample Size determination- Concept of Measurement and Scaling- Types of Scales: Nominal, Ordinal, Interval and Ratio scales – Attitude scales: Thurston's, Likert's, Guttman's, Semantic differential scale- Reliability and validity of scales | 3 | 9 |
| UNIT IV | | |
| Collection and Analysis of Data: Sources of Data-Primary Sources of Data, Secondary Sources of Data, Data Collection Methods, Interviews, Structured Interviews and Unstructured Interviews, Face to face and Telephone Interviews. Observational Surveys, Questionnaire Construction, Organizing , Questions, Structured and Unstructured Questionnaires, Guidelines for Construction of Questionnaires | 4 | 9 |
| UNIT V | | |
| The Research Report: Research Reports, Components, The Title Page- Table of Contents, The Executive Summary, The Introductory Section, The Body of the Report, The Final Part of the Report, Acknowledgements, References, Appendix, Guidelines for Preparing a Good Research report Oral, Presentation, Deciding on the Content, Visual Aids, The Presenter, The Presentation and Handling Questions | 5 | 9 |
| Total Hours : | | 45 |

Learning resources

Textbooks:

Research Methodology, CR Kothari & Gaurav Garg (Methods & Techniques), New Age International Publishers

Schindler, Business Research Methods, McGraw Hill Education, 13th Edition

Research Methods for Business: A Skill Building Approach, 7th Edition, Uma Sekaran, Roger Bougie

Research Methodology, Methods & Techniques, CR Kothari, Gaurav Garg

Business Research Methods International Edition-2020, Bill Harley Emma Bell, Alan Bryman

Reference Books:

Zikmund, W. G., Carr, J. C., & Griffin, M. (2013). Business Research Methods. Cengage Learning

Bryman, Alan & Bell, Emma (2015). Business Research Methods (Fourth Edition), Oxford University Press

G.C. Beri, Marketing Research, Tata McGraw- Hill Publishers

Tull Donald and Hawkins De, Marketing Research, PHI

Green and Tull, Research Markets Decisions, PHI

COURSE CURRICULUM

| | | | | | | | |
|----------------------------------|-----------|--|---------------|-------------------|-----|--------------------------|----------------|
| Name of the Program: | | BBA | | Semester: IV | | Level: UG | |
| Course Name | | Principles and Practices of Operations Management | | | | Course Code/ Course Type | UBB210/MAJM |
| Course Pattern | | 2024 | | Version | | 1.0 | |
| Teaching Scheme | | | | Assessment Scheme | | | |
| Theory | Practical | Tutorial | Total Credits | Hours | CIA | ESA | Practical/Oral |
| 3 | 0 | 0 | 3 | 3 | 40 | 60 | 0 |
| Pre-Requisite: Bachelor’s Degree | | | | | | | |
| Course Objectives (CO): | | The objectives of the course are: 1. Define Operation Management concepts and functions. 2. Classify the Different Operations Strategies for Organization. 3. Apply Lean Management Technique for Operational Control. 4. Illustrate the use of Different Quality Control Tools for Operational Excellence. 5. Appraise Various Production systems in Operations Management. Design an Appropriate Production Plan using Production Planning and Control Tool. | | | | | |
| Course Learning Outcomes (CLO): | | Students would be able to: 1. Students will Explain the core concepts and key functions of Operations Management and their relevance in organizational success. 2. Students will be Identify and compare various types of operations strategies and their alignment with organizational goals. 3. Students Apply Lean Management techniques to enhance operational efficiency and control in business processes. 4. Students will Demonstrate the application of various quality control tools such as control charts, cause-and-effect diagrams, and Pareto analysis to achieve operational excellence. 5. Students will Evaluate different types of production systems and design an effective production plan using appropriate Production Planning and Control (PPC) tools. | | | | | |

Course Contents/Syllabus:

| Descriptors/Topics | CLO | Hours |
|--|-------|-------|
| UNIT I | | |
| Operations Management - Introduction to Production and Operations Management: Definition, Significance and Functions. Difference between production and operations management. Evolution from production to operations management. Elements of operations management. | CLO 1 | 9 |
| UNIT II | | |
| Production Planning & Control (PPC) - Introduction and Role of PPC. Demand Forecasting. Forecasting as a planning Tool. Different Methods of Production Planning. | CLO 2 | 9 |
| UNIT III | | |
| Lean Management - Introduction to Lean Management. Lean principles Tools of Lean Management. Need of Lean Operations. | CLO 3 | 9 |
| UNIT IV | | |
| Introduction to Modern Productivity Techniques - Just in Time- Introduction & Concept. Benefits of the JIT System. Kanban System Benefits of Kanban System | CLO 4 | 9 |
| UNIT V | | |
| Total Quality Management - Quality: Definitions of Quality. Quality Perspective - Customers and Manufacturer's View. Concept and Features of TQM, Basic Concept of 5S, Quality Circle. Case Studies | CLO 5 | 9 |
| Total Hours | | 45 |

Text Reading:

- *Lean Supply Chain and Logistics Management*, by Paul Myerson.
- *The Toyota Way: 14 Management Principles from the World's Greatest Manufacturer* by Jeffrey K. Liker McGrawHill
- *Operations Management* by Terry Hill, Palgrave
- *Operations Now* by Byron Finch, TMGH
- "International Logistics: The Management of International Trade Operations" by Pierre A. David and Christopher P. Schaffer.
https://studienplaene.tuhh.de/po/W/mhb_LIMMS_kh_w20_von_20220519_v_0_en.pdf

References:

- *Operations Management* by Norman Gaither, Greig Fraizer, Cengage Learning, India Ed.
- *The Toyota Way Field book A Practical Guide for Implementing Toyota's 4 Ps* by Jeffrey K. Liker and David Meier, Tata McGraw-Hill Edition.
- *Operations Management* by Terry Hill, Palgrave.

- *Mastering ISO 9001:2015: A Step-By-Step Guide To The World's Most Popular Management Standard*, Gregory Peckford.
- *Global Logistics and Supply Chain Management* By John Mangan, Chandra Lalwani, Tim Butcher

Additional Reading:

- Website - <https://www.techopedia.com/?s=supply+chain+management>
- <https://books.google.bs/books?id=9bpcxQIw484C&printsec=frontcover#v=onepage&q&f=false>

Any other Study Material :

1. Peer Reviewed Logistics and Supply Chain Management Journal
2. The International Journal of Logistics Management
3. International Journal of Logistics & Supply Chain Management Perspectives
4. International Journal of Logistics Systems and Management
5. Journal of Supply Chain Management, Logistics and Procurement
6. International Journal of Logistics Research and Applications

Functional Specialization Finance:

COURSE CURRICULUM

| | | | | | | | |
|---|-------------------|-------------------------------|---------------------|---|--------------------------|------------------|-----------------------|
| Name of the Program: | | BBA | | Semester: IV | | Level: UG | |
| Course Name | | Financial Market and Services | | Course Code/ Course Type | | UBBFN203/SPL | |
| Course Pattern | | 2024 | | Version | | 1.0 | |
| Teaching Scheme | | | | | Assessment Scheme | | |
| Theor y | Practic al | Tutori al | Total Credit | Hours | CIA | ESA | Practical/Oral |
| 3 | - | - | 3 | 3 | 40 | 60 | |
| Pre-Requisite: 12 th pass | | | | | | | |
| Course Objectives (CO): | | | | CO1: To understand the structure and functioning of Indian financial markets. CO2: To provide knowledge about the regulatory framework and operations of various financial institutions. CO3: To introduce financial services such as mutual funds, leasing, venture capital, and credit rating. CO4: To equip students with practical knowledge of financial instruments and intermediaries. CO5: To explore the innovations in financial markets and the impact of technology on financial services. | | | |
| Course Learning Outcomes (CLO): | | | | CLO1: Understand the classification and functioning of financial markets and institutions in India. CLO2: Describe the role and functions of regulatory bodies like SEBI, RBI, and IRDA. CLO3: Identify and evaluate various financial services including factoring, forfaiting, mutual funds, and leasing. CLO4: Analyze the operations and importance of capital and money markets. CLO5: Explore recent trends, technological developments, and innovations in financial services. | | | |

Course Contents/Syllabus:

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

| Descriptors/Topics | CLO | Hours |
|--|--------------|--------------|
| UNIT I | | |
| Introduction to Financial Markets Overview of financial system – Functions – Structure – Participants – Role of financial markets in economic development – Capital and Money Markets – Primary and Secondary Markets | CLO 1 | 09 |
| Module II | | |

| | | |
|--|------------------|-----------|
| Regulatory Framework of Indian Financial Markets Role of RBI, SEBI, IRDA – Financial regulations and reforms – Role of government – Regulatory institutions – Legal infrastructure | CLO 2 | 09 |
| Module III | | |
| Financial Services I – Mutual Funds, Factoring, and Forfaiting Types of mutual funds – NAV calculation – Role of AMCs – Factoring and Forfaiting – Mechanism and types – Role in trade finance | CLO 3 | 09 |
| Module IV | | |
| Financial Services II – Leasing, Hire Purchase, Credit Rating & Venture Capital Concept and types of leasing – Legal framework – Hire Purchase system – Credit Rating process – Venture Capital and Private Equity – Process, stages and trends | CLO 4 | 09 |
| Module V | | |
| Emerging Trends in Financial Services FinTech and Digital Payments – Blockchain in finance – Robo-advisory – Peer-to-peer lending – Crowdfunding – Green Finance and ESG Investing | CLO 5 | 09 |
| Total Hours | | 45 |

Learning resources

Textbooks:

- Khan, M.Y. – *Financial Services*
- Bhole, L.M. – *Financial Institutions and Markets*

Reference Books:

- Pathak, B.V. – *Indian Financial System*
- Gurusamy, S. – *Financial Markets and Institutions*
- Machiraju, H.R. – *Indian Financial System*

COURSE CURRICULUM

| | | | | | | | |
|---|-------------------|-----------------------|----------------------|---|--------------------------|------------------|-----------------------|
| Name of the Program: | | BBA | | Semester: IV | | Level: UG | |
| Course Name | | Banking and Insurance | | Course Code/ Course Type | | UBBFN204/SPL | |
| Course Pattern | | 2024 | | Version | | 1.0 | |
| Teaching Scheme | | | | | Assessment Scheme | | |
| Theor y | Practic al | Tutori al | Total Credits | Hour s | CIA | ESA | Practical/Oral |
| 3 | - | - | 3 | 3 | 40 | 60 | |
| Pre-Requisite: 12 th pass | | | | | | | |
| Course Objectives (CO): | | | | CO1: To introduce the fundamental concepts of banking and insurance. CO2: To understand the functioning of commercial and central banks in India. CO3: To explore different types of insurance and their relevance in risk management. CO4: To examine recent trends and technological innovations in banking and insurance. CO5: To familiarize students with regulatory frameworks governing the banking and insurance sectors. | | | |
| Course Learning Outcomes (CLO): | | | | CLO1: Understand the structure, types, and functions of banks and their role in economic development. CLO2: Analyze the working of commercial banks, credit creation process, and RBI’s role in monetary control. CLO3: Explain the principles and types of insurance and evaluate risk management practices. CLO4: Understand the functioning and regulation of life and general insurance sectors in India. CLO5: Identify recent technological developments and innovations in banking and insurance services | | | |

Course Contents/Syllabus:

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

| Descriptors/Topics | CLO | Hours |
|--|--------------|--------------|
| UNIT I | | |
| Introduction to Banking Definition and types of banks – Functions of banks – Role of banks in economic development – Commercial vs. Central banking – Overview of Indian banking sector – Financial inclusion | CLO 1 | 09 |
| Module II | | |

| | | |
|---|------------------|-----------|
| Commercial Banking and Central Banking Structure and functions of commercial banks – Credit creation and its limitations – Central Banking functions with reference to RBI – Monetary policy and tools – BASEL norms and banking risks | CLO 2 | 09 |
| Module III | | |
| Introduction to Insurance Meaning and importance – Principles of insurance – Types of risks – Classification of insurance (Life and Non-Life) – Risk management techniques – Underwriting process | CLO 3 | 09 |
| Module IV | | |
| Life and General Insurance Life insurance: features, types, policy conditions and claims – General insurance: fire, marine, health, motor, liability – Reinsurance – Insurance marketing and distribution channels | CLO 4 | 09 |
| Module V | | |
| Innovations and Regulatory Framework Digital banking – Mobile and internet banking – NEFT, RTGS, UPI – Cybersecurity in banking – Bancassurance – IRDA and RBI roles – Financial literacy and inclusion – Future trends in banking and insurance | CLO 5 | 09 |
| Total Hours | | 45 |

Learning resources

Textbooks:

- Mishkin, F.S. – *The Economics of Money, Banking and Financial Markets*
- Suneja, H.R. – *Practical and Law of Banking*
- M.N. Mishra & S.B. Mishra – *Insurance: Principles and Practice*

Reference Books:

- K.C. Shekhar & Lekshmy Shekhar – *Banking Theory and Practice*
- Dr. P.K. Gupta – *Insurance and Risk Management*
- Indian Institute of Banking & Finance – *Principles and Practices of Banking*

Digital Marketing and Media Management

Curriculum Social Media Marketing

| | | | | | | | |
|--|-------------------|------------------------|----------------------|---|--------------------------|------------------|-----------------------|
| Name of the Program: | | BBA | | Semester: IV | | Level: UG | |
| Course Name | | Social Media Marketing | | Course Code/ Course Type | | UBBDM203/SPL | |
| Course Pattern | | 2025 | | Version | | 1.0 | |
| Teaching Scheme | | | | | Assessment Scheme | | |
| Theor y | Practic al | Tutori al | Total Credits | Hours | CIA | ESA | Practical/Oral |
| 3 | | | 3 | 3 | 40 | 60 | |
| Pre-Requisite: Digital Marketing basics or fundamentals | | | | | | | |
| Course Objectives (CO): | | | | The objectives of the course are: 1. To prepare students understand online consumer mindset 2. To develop Strategic Digital Marketing Skills to enhance customer experiences 3. To foster Innovation through Design Thinking 4. To excel into various evolving technology roles relevant to digital marketing 5. To leverage Advanced Technologies | | | |
| Course Learning Outcomes (CLO): | | | | Students would be able to: 1. Explain the Evolution and Landscape of Digital Marketing 2. Analyze the Social Media Marketing Strategy for Consumer Engagement 3. Interpret the concepts of various Digital Promotion Strategies 4. Evaluate the CRM and web analytics techniques 5. Use social media analytics and integrative media strategies | | | |

Course Contents/Syllabus:

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

| Descriptors/Topics | CLO | Hours |
|---|--------------|--------------|
| UNIT I | | |
| Module I: Introduction to Social Media Marketing – Understanding the Role and Impact of Social Media in Digital Marketing, Evolution and History of Social Platforms, Social Media vs Traditional Media, Types of Social Media Channels, Setting SMART Goals for Social Media, Identifying and Understanding Target Audiences, Social Media Trends in 2025 (AI, AR, VR), The Role of Influencers and Micro-Influencers, Introduction to Social | CLO 1 | 9 |

| | | |
|---|--------------|-----------|
| Media Strategy Development. | | |
| UNIT II | | |
| Module II: Platform-Specific Strategies and Content Creation – Facebook Marketing: Pages, Groups, and Ad Formats, Instagram Marketing: Reels, Stories, and Influencer Tie-Ups, LinkedIn for B2B Marketing and Personal Branding, Twitter/X Strategy: Trends, Hashtags, and Ads, YouTube for Video Marketing and Monetization, TikTok Marketing and Short Video Strategies (2025 updates), Snapchat & Emerging Platforms (Threads, Clubhouse, etc.), Creating Engaging Content (Text, Visual, Video, Interactive), Content Calendar Planning and Scheduling, Tools for Social Media Content Creation (Canva, CapCut, Adobe Express). | CLO 2 | 9 |
| UNIT III | | |
| Module III: Advertising and Campaign Management – Setting Up and Managing Facebook & Instagram Ads, Creating Custom and Lookalike Audiences, Budgeting and Bidding Strategies, Campaign Objectives and Funnel Strategy, Running Twitter/X and LinkedIn Ads, YouTube and TikTok Ad Campaign Setup, Cross-Platform Advertising Strategies, A/B Testing and Optimization of Ads, Creative Best Practices for Ads, Monitoring Ad Performance and Analytics. | CLO 3 | 9 |
| UNIT IV | | |
| Module IV: Analytics, Tools, and Automation – Introduction to Social Media Analytics, Facebook Insights and Meta Business Suite, Instagram Analytics and Reels Performance, LinkedIn and Twitter Analytics, YouTube Studio and Engagement Metrics, Google Analytics 4 Integration with Social Channels, Creating and Interpreting Campaign Reports, Social Listening Tools (BuzzSumo, Brand24), Scheduling and Automation Tools (Buffer, Hootsuite, Later), Chatbots and AI in Social Media Engagement (2025). | CLO 4 | 9 |
| UNIT V | | |
| Module V: Strategy Building and Future of Social Media Marketing – Building an Integrated Social Media Strategy, Crisis Management and Online Reputation Handling, Managing Communities and Engagement, User-Generated Content and Brand Advocacy, Social Media Policy and Ethical Guidelines, Influencer Outreach and Collaboration, Personal Branding Through Social Media, Measuring ROI from Social Campaigns, Future Trends: Metaverse, AI Avatars, and Virtual Events (2025+), Case Studies and Best Practices from Leading Brands. | CLO 5 | 9 |
| Total Hours | | 45 |

Learning resources

Textbooks:

1. Social Media Marketing, Pearson, 2013, Michael Solomon and Tracy Tuten
2. Social Media Marketing for Beginners: Create Successful Campaigns, Gain more Fans and boost sales from any social network by F.R. Media, 2/e, June 2014

Reference Books:

1. Social Media Marketing All in one for Dummies, 2012, Jan Zimmerman and Deborah Ng.
2. Fundamentals of Digital Marketing, Pearson, 2017, Bhatia Punit
3. The Design of Everyday Things, Apr, 2011, Douglas A. Norman
4. Advertising Media Planning, 2010, Jack Z. Scissors and Roger B. Baron

Online Resources/E-Learning Resources:

1. Foundations of Digital Marketing and E-commerce;
<https://www.coursera.org/learn/foundations-of-digital-marketing-and-e-commerce>
2. Fundamentals of Digital Marketing; <https://www.reliablesoft.net/best-digital-marketing-courses/#google-fundamentals>
3. Fundamentals of Social Media Advertising; <https://www.coursera.org/learn/social-media-advertising-fundamentals>
4. Meta Social Media Marketing Professional Certificate;
<https://www.coursera.org/professional-certificates/facebook-social-media-marketing>

COURSE CURRICULUM

| | | | | | | | |
|--|-------------------|----------------------|----------------------|--|--------------------------|------------------|-----------------------|
| Name of the Program: | | BBA | | Semester: IV | | Level: UG | |
| Course Name | | SEO & SEM Strategies | | Course Code/ Course Type | | UBBDM204/SPL | |
| Course Pattern | | 2024 | | Version | | 1.0 | |
| Teaching Scheme | | | | | Assessment Scheme | | |
| Theor y | Practic al | Tutori al | Total Credits | Hours | CIA | ESA | Practical/Oral |
| 3 | | | 3 | 3 | 40 | 60 | |
| Pre-Requisite: Marketing basics or fundamentals | | | | | | | |
| Course Objectives (CO): | | | | The objectives of the course are: <div>1. To familiarize the students with the tools and techniques used by the digital marketers for driving the marketing decisions to attain marketing objectives</div> <div>2. To acquaint the students with the knowledge of growing integration between the traditional and digital marketing concepts and practices in the digital era</div> <div>3. To develop Strategic Digital Marketing Skills,</div> <div>4. To foster Innovation through Design Thinking</div> <div>5. To excel into various evolving roles relevant to digital marketing</div> | | | |
| Course Learning Outcomes (CLO): | | | | Students would be able to: <div>1. To understand email, content and social media marketing and apply the learnings to create digital media campaigns.</div> <div>2. To examine various tactics for enhancing a website’s position and ranking with search engines</div> <div>3. To leverage the digital strategies to gain competitive advantage for business and career</div> <div>4. To understand customer value journey in digital context and behavior of online consumers</div> <div>5. To understand the concept of digital marketing and its integration with traditional marketing</div> | | | |

Course Contents/Syllabus:

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

| Descriptors/Topics | CLO | Hours |
|---|--------------|-----------|
| UNIT I | | |
| Module I: Fundamentals of SEO and SEM – Introduction to Search Engine Optimization and Search Engine Marketing, Understanding the Role of SEO and SEM in Digital Strategy, Differences and Integration of SEO & SEM, Evolution of Search Algorithms, Importance of User Intent and Search Behavior, Understanding SERP Features, Impact of AI and Machine Learning on Search (2025), Voice and Visual Search Optimization, Mobile-First Indexing, and Core Web Vitals. | CLO 1 | 9 |
| UNIT II | | |
| Module II: On-Page and Technical SEO – Keyword Research and Search Intent Mapping, Long-Tail Keywords and Topic Clusters, Content Optimization Strategies, Title Tags and Meta Descriptions, Header Tag Optimization, Image SEO and Alt Text, Internal Linking and Site Architecture, Structured Data and Schema Markup, Mobile Optimization and Page Speed, Leveraging AI Tools for On-Page SEO. | CLO 2 | 9 |
| UNIT III | | |
| Module III: Off-Page SEO and Local SEO – Link Building Strategies and Ethical Practices, Guest Posting and Outreach, Social Signals and Online PR, Backlink Analysis Tools (Ahrefs, SEMrush, Moz), Google Business Profile Optimization, Citation Management and NAP Consistency, Online Reputation and Review Management, Local Keyword Targeting, Location-Based SEO, and Hyperlocal SEO for Voice Search. | CLO 3 | 9 |
| UNIT IV | | |
| Module IV: SEM Campaign Design and Optimization – Introduction to Google Ads and Microsoft Ads, Planning and Structuring Search Ad Campaigns, Creating Effective Responsive Search Ads, Quality Score and Ad Rank Optimization, Bidding Strategies: CPC, CPA, ROAS, Automated Bidding, Display Ads Creation and Targeting, YouTube Video Ads and Campaign Setup, Performance Max and Shopping Ads (2025), Remarketing and Retargeting Strategies, A/B Testing and Campaign Optimization. | CLO 4 | 9 |
| Module V: Analytics, Reporting, and Future Trends – Google Analytics 4 (GA4): Interface and Setup, Setting Up Goals, Events, and Conversions, Monitoring SEO and SEM Metrics, Google Search Console for SEO Insights, Traffic Source Analysis and Audience Behavior, Creating Performance Dashboards, ROI and ROAS Calculation, SEO and SEM Automation Tools, Chatbots, AI, and Predictive Search, Future of SEO/SEM in a Privacy-First World. | CLO 5 | 9 |
| Total Hours | | 45 |

Learning resources

Textbooks:

1. Kartajaya, H., Kotler, P., & Setiawan, I. (2016). Marketing 4.0: moving from traditional to digital. John Wiley & Sons.
2. Ryan, Damien: Understanding Digital Marketing - Marketing Strategies for Engaging the Digital Generation. Kogan Page Limited

Reference Books:

1. Digital Marketing, Dave Chaffey, Fiona Ellis-Chadwick
2. Moutusy Maity: Internet Marketing: A practical approach in the Indian Context: Oxford Publishing
3. Digital Marketing: McGraw Hill, Seema Gupta

Online Resources/E-Learning Resources:

1. Search Engine Marketing; <https://www.coursera.org/learn/search-engine-marketing>
2. Search and Display Advertising; <https://www.coursera.org/learn/search-and-display-advertising>
3. Strategic Digital Marketing Channels - SEO & SEM Specialization; <https://www.coursera.org/specializations/strategicdigitalmarketingchannels-seoandsem>

Functional Specialization Supply Chain Management and Logistics

COURSE CURRICULUM

| | | | | | | | |
|---|-------------------|----------------------|---|---------------------------------|--------------------------|------------------|-----------------------|
| Name of the Program: | | BBA | | Semester: IV | | Level: UG | |
| Course Name | | Inventory Management | | Course Code/ Course Type | | UBBSC203/SPL | |
| Course Pattern | | 2024 | | Version | | 1.0 | |
| Teaching Scheme | | | | | Assessment Scheme | | |
| Theor y | Practic al | Tutori al | Total Credit s | Hour s | CIA | ESA | Practical/Oral |
| 3 | - | - | 3 | 3 | 40 | 60 | |
| Pre-Requisite: 12 th pass | | | | | | | |
| Course Objectives (CO): | | | <ul style="list-style-type: none">• DEFINE the key terms associated with Inventory Management.• Identify types of Inventory Management.• CLASSIFY various types of inventory, and inventory costs.• CALCULATE inventory levels and order quantities and MAKE USE OF various inventory classification methods and control.• Decision making on different operational issues in manufacturing and services organisations where the decision-making element is emphasized. | | | | |
| Course Learning Outcomes (CLO): | | | <ul style="list-style-type: none">• Students will explain key terms and fundamental concepts associated with Inventory Management.• Students will be able to Identify and distinguish between different types of inventory management systems and practices.• Students will Classify various types of inventory and associated inventory costs, and analyze their impact on operational efficiency.• Students will Calculate optimal inventory levels and order quantities, and apply inventory classification and control techniques such as ABC analysis, EOQ, and safety stock.• Students will Make informed decisions regarding operational issues in manufacturing and service organizations by utilizing appropriate inventory management tools and decision-making frameworks. | | | | |

Course Contents/Syllabus:

| Descriptors/Topics | CLO | Hours |
|--|--------------|-----------|
| UNIT I | | |
| Introduction to Inventory Management - Inventory Management: Concept and definitions. Role of inventory in Operations, Types of inventory: seasonal, decoupling, cyclic, pipeline, Safety stock. Inventory costs – carrying costs, ordering costs, shortage costs. | CLO 1 | 09 |
| Module II | | |
| Inventory Control models - Deterministic Inventory Models :Economic Order Quantity (EOQ) Model,EOQ with Price Breaks,Production Order Quantity Model (POQ),Reorder Point (ROP) Model;Probabilistic (Stochastic) Inventory Models: Safety Stock Model,Single-Period Inventory Model (Newsvendor Model) Multi-Echelon Inventory Models. | CLO 2 | 09 |
| Module III | | |
| Economic Order Quantity Models - The Basic EOQ Model, Production Quantity Model· Reorder Point, Safety Stocks, Service Level, Reorder point with variable demand, Order quantity for periodic inventory system, Order quantity with variable demand. | CLO 3 | 09 |
| Module IV | | |
| Warehouse Operations - Introduction, Objectives, Warehouse Structure, Warehouse Operations, Receiving inventory, Picking inventory, Locating inventory, Organising inventory, Despatching inventory, Equipment Used for a Warehouse. | CLO 4 | 09 |
| Module V | | |
| Make Or Buy Decisions - Factors influencing Make Or Buy Decisions-cost, quality ,Evaluation of performance of Materials function: cost, delivery, quality, methodology of evaluation, Use of ratios - inventory ratios, inventory analysis like ABC, FSN: Fast slow, Nonmoving, HML-High Medium, Low, XYZ. Materials Management In JIT Environment. | CLO 5 | 09 |
| Total Hours | | 45 |

Learning resources**Textbooks:**

Operations Management: Theory and Practice, B Mahadevan, Pearson.
Operations Management-Process and Value Chains, Krajewski, Ritzman, Malhotra, Pearson.
Operations Management: Quality and Competitiveness in a Global Environment, Russell and Taylor,

Wiley India

Reference Books:

- *Introduction to Materials Management, J.R.Tony and Arnold.*
- *Inventory Control and Management, Donald Waters, Wiley Student Edition.*
- *Just-in-Time Manufacturing, Korgaonker, Macmillan*
- *Essentials of Inventory Management, Max Muller, JAICO Publishing*

Additional Reading:

- Website - <https://www.techopedia.com/?s=supply+chain+management>

Any other Study Material :

1. Peer Reviewed Logistics and Supply Chain Management Journal
2. The International Journal of Logistics Management
3. International Journal of Logistics & Supply Chain Management Perspectives
4. International Journal of Logistics Systems and Management
5. Journal of Supply Chain Management, Logistics and Procurement
6. International Journal of Logistics Research and Applications

COURSE CURRICULUM

| | | | | | | | |
|---|-------------------|--------------------------|-----------------------|---------------------------------|---|------------------|-----------------------|
| Name of the Program: | | BBA | | Semester: IV | | Level: UG | |
| Course Name | | Procurement and sourcing | | Course Code/ Course Type | | UBBSC204/SPL | |
| Course Pattern | | 2024 | | Version | | 1.0 | |
| Teaching Scheme | | | | | Assessment Scheme | | |
| Theor y | Practic al | Tutori al | Total Credit s | Hour s | CIA | ESA | Practical/Oral |
| 3 | - | - | 3 | 3 | 40 | 60 | |
| Pre-Requisite: 12 th pass | | | | | | | |
| Course Objectives (CO): | | | | | 1. Understand the fundamental concepts, principles, and strategic importance of procurement in supply chain and organizational performance. 2. Explore various procurement methods, sourcing strategies, and supplier selection techniques used in both domestic and global markets. 3. Analyze the legal, ethical, and contractual aspects of procurement, including tendering procedures, public procurement norms, and compliance requirements. 4. Apply procurement planning, demand forecasting, and cost analysis techniques for efficient procurement decision-making Develop skills in negotiating, contract management, and leveraging technology (e-procurement, ERP systems) for procurement excellence. | | |
| Course Learning Outcomes (CLO): | | | | | 1. 1. Students will be able to Explain the fundamental concepts, principles, and strategic role of procurement in enhancing supply chain and organizational effectiveness. 2. 2. Identify and evaluate various procurement methods, sourcing strategies, and supplier selection techniques applicable to both domestic and global contexts 3. 3. Analyze and interpret legal, ethical, and contractual issues related to procurement, including public procurement norms and tendering procedures. | | |

| | |
|--|--|
| | <p>4. 4. Apply procurement planning tools, demand forecasting techniques, and cost analysis models to support effective procurement decision-making.</p> <p>5. 5. Demonstrate skills in negotiation, contract management, and the use of procurement technologies such as e-procurement systems and ERP platforms to achieve procurement excellence.</p> |
|--|--|

Course Contents/Syllabus:

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

| Descriptors/Topics | CLO | Hours |
|---|--------------|-----------|
| UNIT I | | |
| Introduction to Procurement Management - Define the concept and role of procurement of supply chain in business; Strategic Role of Procurement in SCM; Procurement vs. Purchasing; Procurement Lifecycle. Case Study: Procurement transformation in a manufacturing company. | CLO 1 | 09 |
| Module II | | |
| Sourcing Strategies and Supplier Selection -Types of Sourcing: Single, Multiple, Global, Green Sourcing. Make-or-Buy Decisions. Supplier Identification and Evaluation Criteria. Outsourcing and Subcontracting Decisions Case Study: Supplier evaluation in the auto industry | CLO 2 | 09 |
| Module III | | |
| Sustainable purchasing and procurement - The role of procurement in the supply chain. Drivers and barriers for sustainable procurement. Procurement frameworks Procurement Risk Management: Identification, Assessment, Mitigation Technology in Procurement. Case Study: Managing supply risks during global crises | CLO 3 | 09 |
| Module IV | | |
| Procurement Planning and Cost Analysis - Demand Forecasting for Procurement. Procurement Budgeting and Costing. Inventory Control and Just-in-Time (JIT) Purchasing. Spend Analysis and Category Management. | CLO 4 | 09 |

| | | |
|---|--------------|-----------|
| Case Study: Cost reduction through procurement optimization | | |
| Module V | | |
| Legal Aspects of Procurement - Define Common types of procurement frauds and its prevention in SCM; Impact of Competition Law on procurement and Supply; Contract Law in Procurement, Public Procurement Laws & Regulations, Intellectual Property (IP) and Confidentiality, Dispute Resolution in Procurement, Ethical and Anti-Corruption Clauses. Case Law Analysis | CLO 5 | 09 |
| Total Hours | | 45 |

Learning resources

Text Reading:

- Procurement, Principles, and Management (11th Edition): Peter Bailey, David Farmer, Barry Crocker, David Jesson, and David Jones; Pearson.
- The Procurement and Supply Manager's Desk Reference, 2nd Edition; Fred Sollish, John Semanik; Wiley.
- Law of Purchasing and Supply – Third Edition; Margaret Griffiths, Ivor Griffiths; Pitman; Financial Times/Prentice Hall.
- The Procurement Value Proposition – The Rise of Supply Management; Kogan Page Publishers.
- "International Logistics: The Management of International Trade Operations" by Pierre A. David and Christopher P. Schaffer.

https://studienplaene.tuhh.de/po/W/mhb_LIMMS_kh_w20_von_20220519_v_0_en.pdf

References:

- Global Logistics and Supply Chain Management By John Mangan, Chandra Lalwani, Tim Butcher

<https://books.google.bs/books?id=9bpcxQIw484C&printsec=frontcover#v=onepage&q&f=false>

Additional Reading:

- Website - <https://www.techopedia.com/?s=supply+chain+management>

Any other Study Material :

1. Peer Reviewed Logistics and Supply Chain Management Journal
2. The International Journal of Logistics Management
3. International Journal of Logistics & Supply Chain Management Perspectives
4. International Journal of Logistics Systems and Management
5. Journal of Supply Chain Management, Logistics and Procurement
6. International Journal of Logistics Research and Applications

Functional Specialization Marketing

COURSE CURRICULUM

| | | | | | | | |
|--------------------------------------|------------|--|----------------|--------------------------|-------------------|--------------|----------------|
| Name of the Program: | | BBA | | Semester: IV | | Level: UG | |
| Course Name | | Product & Brand Management | | Course Code/ Course Type | | UBBMK203/SPL | |
| Course Pattern | | 2024 | | Version | | 1.0 | |
| Teaching Scheme | | | | | Assessment Scheme | | |
| Theor y | Practic al | Tutori al | Total Credit s | Hour s | CIA | ESA | Practical/Oral |
| 3 | - | - | 3 | 3 | 40 | 60 | |
| Pre-Requisite: 12 th pass | | | | | | | |
| Course Objectives (CO): | | The objectives of Product & Brand Management are: <div>1. Understand the fundamental concepts of product management, including product lifecycle, planning, and brand vs product differentiation.</div> <div>2. Analyze product-market orientation and challenges in branding using industry examples.</div> <div>3. Apply the principles of brand creation and management to identify branding opportunities in business scenarios</div> <div>4. Evaluate the effectiveness of brand positioning, repositioning, and brand architecture strategies across various market conditions.</div> <div>5. Develop strategic brand management solutions for managing brand portfolios and revitalizing stagnant or declining brands.</div> | | | | | |
| Course Learning Outcomes (CLO): | | Students would be able to: <div>1. Explain the key components of product management including planning, development, PLC, and product portfolio analysis.</div> <div>2. Interpret and analyze product-market orientation with examples (e.g., toothpaste, motorcycles, paints) and assess branding challenges.</div> <div>3. Apply branding concepts and models to real-life business scenarios and recognize factors leading to brand success or failure.</div> <div>4. Evaluate long-term branding strategies, brand architecture, and repositioning techniques to ensure brand sustainability.</div> <div>5. Design strategic brand management plans including portfolio management, brand equity building, and revitalization strategies.</div> | | | | | |

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 | CLO 1 | 09 |
| Module II | | |
| Product Market Analysis: Product Market Orientation with respect to few products- Toothpaste, Motorcycle, Paints-Challenges faced by Companies during the branding phases | CLO 2 | 09 |
| Module 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? | CLO 3 | 09 |
| Module 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 | CLO 4 | 09 |
| Module 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) | CLO 5 | 09 |
| Total Hours | | 45 |

Learning resources**Textbooks:**

1. "Product and Brand Management" by Arijit Goswami and Dr. Bhavna Prajapati (Published by Walnut Publication, 2023)
2. "Brand Management: Principles and Applications for Effective Branding" by Jaywant Singh and Paurav Shukla (Published by Kogan Page, 2024)
3. "Product and Brand Management" by Dr. K. Venugopal Rao (Published by Himalaya Publishing House, 2022)
4. "Brand Management: Co-creating Meaningful Brands" by Michael Beverland and Pinar Cankurtaran (Published by SAGE Publications, 2023)
5. "Product and Brand Management" by Tapan K. Panda (Published by Oxford University Press, 2016)

Reference Books:

1. "Product and Brand Management" by U.C. Mathur (Published by New Age International Publishers, 2010)

2. "Product and Brand Management" by Tapan K. Panda (Published by Oxford University Press, 2016)
3. "Brand Management" by Harsh V. Verma (Published by Excel Books, 2012)
4. "Product and Brand Management" by Dr. K. Venugopal Rao (Published by Himalaya Publishing House, 2022)

Online Resources/E-Learning Resources

1.  **SWAYAM – Product and Brand Management** Government of India's MOOC platform offering structured learning. https://swayam.gov.in/nd2_cec20_mg11/preview
2.  **Coursera – Brand Management: Aligning Business, Brand and Behaviour (University of London)** <https://www.coursera.org/learn/brand>
3.  **edX – Marketing Essentials (IIMBx)** Includes product and branding strategies within broader marketing. <https://www.edx.org/course/marketing-management-iimbx>
4.  **Alison – Brand Management Course** Free course covering core brand development and management principles. <https://alison.com/course/brand-management>
5.  **MIT OpenCourseWare – Marketing Management**
Lecture materials from MIT covering product and brand strategies.
<https://ocw.mit.edu/courses/sloan-school-of-management/15-810-marketing-management-summer-2004/>

COURSE CURRICULUM

| | | | | | | | |
|--------------------------------------|------------|-------------------------------------|--|--------------------------|-------------------|--------------|----------------|
| Name of the Program: | | BBA | | Semester: IV | | Level: UG | |
| Course Name | | Integrated Marketing Communications | | Course Code/ Course Type | | UBBMK204/SPL | |
| Course Pattern | | 2024 | | Version | | 1.0 | |
| Teaching Scheme | | | | | Assessment Scheme | | |
| Theor y | Practic al | Tutori al | Total Credit s | Hour s | CIA | ESA | Practical/Oral |
| 3 | - | - | 3 | 3 | 40 | 60 | |
| Pre-Requisite: 12 th pass | | | | | | | |
| Course Objectives (CO): | | | The objectives of Integrated Marketing Communications are: <div>1. Understand the concept, evolution, and importance of Integrated Marketing Communication in modern marketing.</div> <div>2. Identify and classify various tools and media types used in IMC such as advertising, direct marketing, and sales promotion.</div> <div>3. Analyze the structure and functioning of advertising campaigns and media planning processes.</div> <div>4. Evaluate the role of personal selling, public relations, and digital marketing tools in an integrated communication strategy.</div> <div>5. Develop comprehensive and effective IMC strategies integrating various communication tools for different marketing objectives.</div> | | | | |
| Course Learning Outcomes (CLO): | | | Students would be able to: <div>1. Define and explain the key concepts, features, and tools of Integrated Marketing Communication.</div> <div>2. Illustrate the types of advertising media and describe the process of developing advertising campaigns including agency functions.</div> <div>3. Compare and contrast direct marketing methods and design promotional campaigns for consumers and trade partners.</div> <div>4. Formulate effective media plans using knowledge of scheduling, media objectives, and message integration.</div> <div>5. Assess the effectiveness of digital marketing, public relations, and personal selling strategies in building and managing brand reputation.</div> | | | | |

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

| Descriptors/Topics | CLO | Hours |
|--|--------------|-----------|
| UNIT I | | |
| Definition of IMC: Meaning, evolution, and significance in modern marketing Key Features of IMC - Synergy, consistency, integration of communication tools Types of IMC Tools - Advertising, direct marketing, digital marketing, sales promotion, personal selling, IMC vs Traditional Marketing Communication | CLO 1 | 09 |
| Module II | | |
| Advertising-Types of Media - TV, Print, Radio, OOH, Internet; Advertising- Developing the Campaign, effect of Celebrity endorsements. Advertising Agency- Functions, Types, Structure | CLO 2 | 09 |
| Module III | | |
| Direct Marketing -Methods, Advantages, Limitations; Promotional campaigns: Sales Promotion- Consumer Promotions, Trade Promotions etc. | CLO 3 | 09 |
| Module IV | | |
| Media Planning - Media and Message, Media Planning Process, Media Objectives, Media Scheduling, Media Planning Implementation | CLO 4 | 09 |
| Module V | | |
| Personal Selling - Principles, Negotiation Skills. Public relations, Internet Marketing-Email Advertising, Mobile Marketing, Search Engine Advertising, Social Media Marketing; Reputation Management-Issues and challenges. | CLO 5 | 09 |
| Total Hours | | 45 |

Learning resources**Textbooks:**

1. "Integrated Marketing Communications" by Kirti Dutta (Published by Oxford University Press, 2016)
2. "Advertising and Integrated Marketing Communications" by Kruti Shah (Published by McGraw Hill Education, 2014)
3. "Integrated Marketing Communication: Creative Strategy from Idea to Implementation" by Robyn Blakeman (Published by Rowman & Littlefield Publishers, 2018)
4. "Advertising and Promotion: An Integrated Marketing Communications Perspective" by George E. Belch and Michael A. Belch (Published by McGraw-Hill Education, 2017)
5. "Integrated Advertising, Promotion, and Marketing Communications" by Kenneth E. Clow and Donald E. Baack (Published by Pearson, 2021)





Reference Books:

1. "Integrated Advertising, Promotion, and Marketing: Communicating in a Digital World" by Anubhav Mishra and Tata Sai Vijay (Published by Routledge, 2023)
2. "Integrated Marketing Communications in Digital Age" by Divesh Kumar, Varisha Rehman, and Zillur Rahman (Published by Wiley India, 2023)
3. "Integrated Marketing Communications for Public Policy: Perspectives from the World's Largest

Employment Guarantee Program MGNREGA" by Shriram Kadia (Published by Palgrave Macmillan, 2022)

4. "Integrated Marketing Communication: Trends and Innovations" by Shridha Jain (Published by Global India Publications Pvt. Limited, 2008)

Online Resources/E-Learning Resources

1.  **SWAYAM (NPTEL) – Integrated Marketing Communication:** Free course offered by Indian institutions, suitable for foundational understanding.
https://swayam.gov.in/nd1_noc20_mg27/preview
2.  **Coursera – Integrated Marketing Communications: Advertising, Public Relations, Digital Marketing and more:** Offered by IE Business School, covers modern IMC approaches.
<https://www.coursera.org/learn/integrated-marketing-communications>
3. **edX – Marketing Essentials by IIMB (includes IMC topics)**
Comprehensive marketing course covering IMC components.
<https://www.edx.org/course/marketing-management-iimbx>
4.  **Alison – Integrated Marketing Communications**
<https://alison.com/course/introduction-to-integrated-marketing-communications>
5.  **MIT OpenCourseWare – Marketing Management (includes communication strategies)**
<https://ocw.mit.edu/courses/sloan-school-of-management/15-810-marketing-management-summer-2004/>

Functional Specialization Human Resource Management

COURSE CURRICULUM

| | | | | | | | |
|--------------------------------------|------------|-------------------------|----------------|--|-----|--------------|----------------|
| Name of the Program: | | BBA | | Semester: IV | | Level: UG | |
| Course Name | | Compensation Management | | Course Code/ Course Type | | UBBHR203/SPL | |
| Course Pattern | | 2024 | | Version | | 1.0 | |
| Teaching Scheme | | | | Assessment Scheme | | | |
| Theor y | Practic al | Tutori al | Total Credit s | Hour s | CIA | ESA | Practical/Oral |
| 3 | - | - | 3 | 3 | 40 | 60 | |
| Pre-Requisite: 12 th pass | | | | | | | |
| Course Objectives (CO): | | | | <p>CO1: To understand the concept, principles, and significance of compensation in organizations.</p> <p>CO2: To explore the strategic aspects and structure of compensation systems.</p> <p>CO3: To study various reward and incentive programs and their impact on employee motivation.</p> <p>CO4: To learn legal, ethical, and regulatory frameworks influencing compensation decisions.</p> <p>CO5: To analyze compensation practices in Indian and global contexts through case studies.</p> | | | |
| Course Learning Outcomes (CLO): | | | | <p>CLO1: Explain the concept and role of compensation management in human resource planning.</p> <p>CLO2: Design and assess compensation structures and job evaluation systems.</p> <p>CLO3: Evaluate different types of incentive plans, employee benefits, and pay-for-performance systems.</p> <p>CLO4: Interpret labor laws, tax implications, and ethical considerations in compensation.</p> <p>CLO5: Analyze real-world compensation strategies and their alignment with business goals.</p> | | | |

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

| Descriptors/Topics | CLO | Hours |
|---|--------------|--------------|
| UNIT I | | |
| Introduction to Compensation Management Definition, nature, and objectives – Components of compensation – Theoretical foundations – Strategic compensation management – Internal and external equity | CLO 1 | 09 |
| Module II | | |
| Job Evaluation and Pay Structures Job analysis and job evaluation – Methods of job evaluation – Pay structures – Wage and salary administration – Competency-based and market-based pay | CLO 2 | 09 |
| Module III | | |
| Incentives and Employee Benefits Types of incentive plans – Individual and group incentives – Fringe benefits – Employee stock option plans (ESOPs) – Variable pay – Executive compensation | CLO 3 | 09 |
| Module IV | | |
| Legal and Ethical Issues in Compensation Wage legislation in India (Payment of Wages Act, Minimum Wages Act, Bonus Act, Equal Remuneration Act) – Ethical issues – Tax implications – Gender pay gap | CLO 4 | 09 |
| Module V | | |
| Contemporary Trends and Global Practices Benchmarking compensation – Compensation in startups and IT sectors – Global compensation strategies – Use of technology in compensation – Case studies on Indian & international companies | CLO 5 | 09 |
| Total Hours | | 45 |

Learning resources**Textbooks:**

- Milkovich, G.T., Newman, J.M. & Gerhart, B. – *Compensation*
- B.D. Singh – *Compensation and Reward Management*
- Tapomoy Deb – *Compensation Management: Text and Cases*

Reference Books:

- Richard Henderson – *Compensation Management in a Knowledge-Based World*
- Kanchan Bhatia – *Compensation Management*
- Armstrong, M. – *Employee Reward Management and Practice*

COURSE CURRICULUM

| | | | | | | | |
|---|-------------------|----------------------|-----------------------|---|--------------------------|------------------|-----------------------|
| Name of the Program: | | BBA | | Semester: IV | | Level: UG | |
| Course Name | | Industrial Relations | | Course Code/ Course Type | | UBBHR204/SPL | |
| Course Pattern | | 2024 | | Version | | 1.0 | |
| Teaching Scheme | | | | | Assessment Scheme | | |
| Theor y | Practic al | Tutori al | Total Credit s | Hour s | CIA | ESA | Practical/Oral |
| 3 | - | - | 3 | 3 | 40 | 60 | |
| Pre-Requisite: 12 th pass | | | | | | | |
| Course Objectives (CO): | | | | CO1: To provide foundational knowledge of Industrial Relations (IR) and its relevance in business environments. CO2: To understand the role of trade unions, employers, and the government in maintaining industrial harmony. CO3: To examine the laws and practices governing IR in India. CO4: To explore dispute resolution mechanisms and collective bargaining practices. CO5: To build awareness of emerging trends in industrial relations and global best practices. | | | |
| Course Learning Outcomes (CLO): | | | | CLO1: Explain the concepts, scope, and evolution of industrial relations. CLO2: Describe the role and functions of trade unions and employer organizations. CLO3: Analyze industrial disputes, causes, and dispute resolution mechanisms. CLO4: Interpret relevant labor legislation affecting industrial relations in India. CLO5: Evaluate current trends and practices in industrial relations at national and international levels. | | | |

Course Contents/Syllabus:

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

| Descriptors/Topics | CLO | Hours |
|--|--------------|-----------|
| UNIT I | | |
| Introduction to Industrial Relations <ul style="list-style-type: none"> Definition, Scope and Objectives of IR Evolution and Development of IR in India | CLO 1 | 09 |

| | | |
|---|--------------|-----------|
| <ul style="list-style-type: none"> • Importance of IR in Human Resource Management • Actors in IR: Employers, Employees, Government • Approaches to IR: Unitary, Pluralistic, Marxis | | |
| Module II | | |
| UNIT II: Trade Unions and Employers' Associations <ul style="list-style-type: none"> • Trade Unions: Meaning and Objectives • Types and Structure of Trade Unions in India • Rights and Liabilities of Trade Unions • Employers' Associations and their Role • Code of Discipline and Code of Conduct | CLO 2 | 09 |
| Module III | | |
| <ul style="list-style-type: none"> • UNIT III: Industrial Disputes and Resolution • Meaning and Causes of Industrial Disputes • Forms of Industrial Disputes (Strikes, Lockouts, Gheraos) • Preventive Measures and Settlements • Role of Collective Bargaining • Negotiation Techniques and Process | CLO 3 | 09 |
| Module IV | | |
| <ul style="list-style-type: none"> • UNIT IV: Industrial Relations Legislation • The Industrial Disputes Act, 1947: Key Provisions • The Trade Unions Act, 1926 • The Factories Act, 1948 (relevant IR provisions) • Industrial Employment (Standing Orders) Act, 1946 • Role of Labour Courts and Industrial Tribunals | CLO 4 | 09 |
| Module V | | |
| <ul style="list-style-type: none"> • UNIT V: Emerging Trends in Industrial Relations • Impact of Liberalization and Globalization • Contract Labour and Gig Economy Challenges • Role of Technology and Digitalization in IR • International Labour Standards (ILO) • Employee Engagement and Voice Mechanisms • Case Studies: Successful IR Practices in India | CLO 5 | 09 |
| Total Hours | | 45 |

Learning resources

Textbooks:

- Arun Monappa – *Industrial Relations*, Tata McGraw Hill
- C.B. Mamoria – *Dynamics of Industrial Relations*, Himalaya Publishing

Reference Books:

- P.R.N. Sinha – *Industrial Relations and Labour Laws*, Pearson
- R.S. Dwivedi – *Human Relations and Organisational Behaviour*
- B.D. Singh – *Industrial Relations and Labour Laws*, Excel Books
- Relevant Labour Codes (2020) – Government of India

COURSE CURRICULUM

| | | | | | | | |
|--------------------------------------|------------|---------------|----------------|---|-------------------|------------|----------------|
| Name of the Program: | | BBA | | Semester: IV | | Level: UG | |
| Course Name | | Advance Excel | | Course Code/ Course Type | | UBB211/VAC | |
| Course Pattern | | 2024 | | Version | | 1.0 | |
| Teaching Scheme | | | | | Assessment Scheme | | |
| Theor y | Practic al | Tutori al | Total Credit s | Hour s | CIA | ESA | Practical/Oral |
| 1 | 1 | 0 | 2 | 3 | 50 | 0 | |
| Pre-Requisite: 12 th pass | | | | | | | |
| Course Objectives (CO): | | | | <ul style="list-style-type: none">● CO1: To develop advanced proficiency in Microsoft Excel for data management and analysis.● CO2: To enable learners to apply Excel tools for business decision-making.● CO3: To train students in creating dashboards, reports, and visualizations.● CO4: To provide hands-on exposure to Excel’s formulas, functions, and tools for automation.● CO5: To enhance employability skills through spreadsheet-based problem solving. | | | |
| Course Learning Outcomes (CLO): | | | | <ul style="list-style-type: none">● CLO1: Demonstrate mastery of data handling and formatting techniques in Excel.● CLO2: Apply advanced formulas, functions, and conditional logic for data analysis.● CLO3: Utilize PivotTables, slicers, and charts to summarize and visualize data.● CLO4: Create dynamic dashboards and reports using Excel tools.● CLO5: Automate tasks using data validation, macros, and Excel add-ins. | | | |

Course Contents/Syllabus:

| Descriptors/Topics | CLO | Hours |
|--|--------------|--------------|
| UNIT I | | |
| Data Handling & Formatting Techniques Data entry best practices, formatting cells, sorting and filtering data, custom formatting, conditional formatting, working with large datasets | CLO 1 | 09 |
| Module II | | |

| | | |
|--|------------------|-----------|
| Advanced Formulas and Functions Logical functions (IF, AND, OR), Lookup & reference functions (VLOOKUP, HLOOKUP, INDEX, MATCH), Text functions, Date and time functions, Nested functions | CLO 2 | 09 |
| Module III | | |
| Data Analysis Tools Data validation, What-If analysis (Goal Seek, Data Tables, Scenario Manager), Subtotals, Removing duplicates, Data consolidation | CLO 3 | 09 |
| Module IV | | |
| PivotTables & Dashboards Creating and customizing PivotTables and PivotCharts, Grouping and filtering data, Slicers, Designing dashboards with form controls, KPIs | CLO 4 | 09 |
| Module V | | |
| Automation and Reporting Recording and editing macros, Introduction to VBA, Protecting sheets/workbooks, Using add-ins (e.g., Solver), Generating reports and templates | CLO 5 | 09 |
| Total Hours | | 45 |

Learning resources

Textbooks:

- **Frye, Curtis D.** – *Microsoft Excel 2021 Step by Step*, Microsoft Press
- **John Walkenbach** – *Excel 2019 Power Programming with VBA*, Wiley

Reference Books:

- Wayne Winston – *Microsoft Excel Data Analysis and Business Modeling*, Microsoft Press
- Paul McFedries – *Excel 2021 Formulas and Functions*, Que Publishing
- Mike Girvin – *Ctrl+Shift+Enter Mastering Excel Array Formulas*

COURSE CURRICULUM

| | | | | | | | |
|---|-------------------|---|--|---------------------------------|--------------------------|------------------|-----------------------|
| Name of the Program: | | BBA | | Semester: IV | | Level: UG | |
| Course Name | | Advanced Marketing Strategies and Tools | | Course Code/ Course Type | | UBB212/MOOCs | |
| Course Pattern | | 2024 | | Version | | 1.0 | |
| Teaching Scheme | | | | | Assessment Scheme | | |
| Theor y | Practic al | Tutori al | Total Credit s | Hour s | CIA | ESA | Practical/Oral |
| 4 | - | - | 4 | 4 | 40 | 60 | |
| Pre-Requisite: 12 th pass | | | | | | | |
| Course Objectives (CO): | | | To understand advanced marketing concepts and frameworks, including segmentation, targeting, positioning, and their application in dynamic markets. 2.To explore the latest digital marketing tools, analytics, and technologies that enhance decision-making and customer engagement. 3.To develop the ability to design and implement innovative marketing strategies that drive competitive advantage and business growth. 4.To analyze market trends, consumer behavior, and competitive environments to formulate data-driven marketing solutions. 5.To apply advanced tools and techniques for measuring marketing performance and optimizing campaigns for maximum return on investment (ROI). | | | | |
| Course Learning Outcomes (CLO): | | | CO1. Explain the role of artificial intelligence, analytics, and CRM tools like Salesforce in transforming traditional marketing strategies. CO2. Analyze customer data and market trends using AI, marketing analytics, and sports marketing frameworks to make informed business decisions. CO3. Apply advanced marketing tools and techniques, such as Salesforce and AI-driven solutions, to design effective and personalized marketing campaigns. CO4. Evaluate the effectiveness of marketing strategies across various industries, including sports and digital domains, using key performance metrics and analytics tools. CO5. Create innovative, data-driven marketing strategies by integrating AI, analytics, and CRM solutions to achieve business objectives. | | | | |

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

| Descriptors/Topics | Weightage (%) | Hrs |
|---|------------------------|---------------------------|
| 1. <i>Artificial Intelligence in Marketing</i> Offered by University of Virginia on Coursera | Level: Beginner | Duration: 10Hours |
| 2. Marketing Analytics Professional Certificate Offered by Meta on Coursera | Level: Beginner | Duration: 07Hours |
| 3. Sports Marketing Offered by Northwestern University on Coursera | Level: Beginner | Duration: 13 Hours |
| 4. Salesforce Specialization Offered by Learn Karts Salesforce Admin Certification | | Duration: 24 Hours |

Learning resources: Coursera