

BBAAE2017	COMMUNICATION SKILL	C
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Course Objective: To make students to:

1. Participate actively in discussions, debates, & simulations
2. Give impromptu speeches and prepared presentations
3. Read, comprehend and summarize articles
4. Learn common legal vocabulary and collocations as well as key legal concepts

UNIT – I

Definition and Process of Communication. Essential of Effective communication. Barriers to Communication. Role of Communication in Organizational Effectiveness.

UNIT – II

Public Speech: Com Position, Principles, Speech Delivering Skills, Group Discussion, Do"s and Don"t"s of GD"s Communication in Committees, Seminars and Conference.

UNIT-III

Non Verbal Communication: Meaning, Types and Importance. Listening: Difference between Listening and Hearing.

UNIT – IV

Drafting of Notices, Agendas, Minutes, Job Application, Letter preparation of Curricular Vitae.

UNIT – V

Business Correspondence essentials of Effective Business Correspondence, Structure of Business Letter Types of Business Letter- Enquiry, Reply, Orders, Complaints, Circular Letter.

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BBAMA2021	HUMAN RESOURCE MANAGEMENT	C
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COURSE RATIONALE:

The course aims at equipping learners with the analytical and conceptual skills necessary to interpret the nature, forms and incidences of human resources management (HRM) and the key issues facing organizations in their attempts to develop and implement HRM policies

COURSE OBJECTIVE:

After completing this course, learners should be able to:

- understand the concept of Managing Human Resources and work
- Identify effective Human Resources practices
- Understand the importance of HRP, Training, and performance appraisal

UNIT I

Meaning, Nature and Scope of HRM - Personnel Management Verses HRM-Importance of HRM-Functions of HRM-Classification of HRM Functions, Role of HR Manager.

UNIT II

Basis for HRP – Meaning and Objectives of HRP – Benefits of HRP – Factors affecting HRP – Process of HRP – Problems of HRP

UNIT III

Recruitment – Job Analysis – Purpose – Job Description – Job Specification – Recruitment policy – Centralized /decentralized recruitment – Sources of – Factors affecting Recruitment – Recruitment Process – Recruitment Vs Selection – Selection Procedure – Placement – Induction – Objectives – Advantages

UNIT IV

Training & Development – Purpose – Need – Importance – Techniques (on the job & off the job) – Evaluation – Benefits – Management Development Programme – Job Enlargement – Job Enrichment – Job Evaluation – Meaning – Purpose – Techniques.

UNIT V

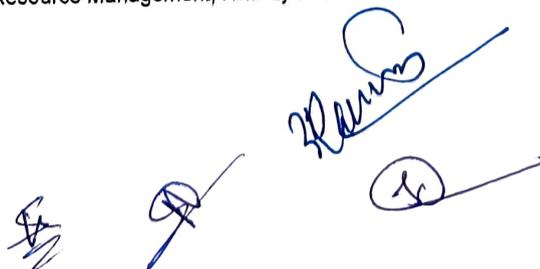
Performance Appraisal – Need – Importance – Techniques – Benefits – Career Planning – Need – Process – Succession Planning – Career Development – Steps – Career Development Actions – Advantages

TEXT BOOKS

1. Aswathappa K-Human Resource Management, Tata McGraw Hill, New Delhi, 2013
2. Chandra Mohan A-Human Resource Management, APH Publishing Corporation, 2012

REFERENCES

1. Arun Monappa-Managing Human Resources, MacMillan India Ltd., 2012
2. Rao, V. S. P.-Human Resource Management, Pearson, New Delhi, 2005.
3. Matoria, C.B.-Human Resource Management, Himalaya Publication House, New Delhi, 2012.



BBAM1203T	BUSINESS STATISTICS	C
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COURSE RATIONALE:

To provide students with skills necessary to generate reports, Analysis and decision based on study of relevant data.

COURSE OBJECTIVES:

To understand quantitative methods and statistical tools to business problems which would enable to take decisions and quantify various business plans.

UNIT I - MATRICES

Definition and types of matrices – algebra of matrices – multiplication of two matrices – inverse of a matrix – solution of simultaneous equations using matrix method – cramer's rule.

UNIT II - COMMERCIAL MATHS AND PROBABILITY

Percentage – ratio and proportion – simple interest and compound interest – profit and loss, Mark price-Discounts (simple problems only)- Index numbers-Chain Base and Fixed based index numbers- Methods of Constructing cost of living index-Probability-concepts-Addition and Multiplication theorems-Conditional Probability-Bayes Theorem.

UNIT III - FREQUENCY DISTRIBUTION AND MEASURES OF CENTRAL TENDENCY & DISPERSION

Introduction of statistics – meaning of data – discrete variates – continuous variates – formation of frequency distribution – charts & graphs- Arithmetic mean – median – mode – definition – calculations – quartile – decile – percentile – range – Q.D – S.D – variance and coefficient of variation.

UNIT IV - TIME SERIES

Time Series – Components of Time series-Fitting straight line trend- Demand Forecasting

UNIT V - CORRELATION & REGRESSION

Simple correlation analysis – Karl Pearson's coefficient of correlation – Spearman's rank correlation coefficient – simple regression analysis.

TEXT BOOKS

1. Sancheti D.C, A.M.Malhotra and V.K.Kapoor, -Business mathematics, Sultan Chand & Sons.
2. M.P.Gupta & S.P.Gupta, -Business Statistics, 16th Edition, -Sultan Chand Publications.

REFERENCES

1. Raghavachari.m-mathematics for management, tata mcgraw hill, 2004.
2. P.R.Vittal, -Business Mathematics, Margam Publications.
3. Richard I.Levin, David S.Rubin, Sanjay Rastogi & Masood Husain Siddiqui, -Statistics for Management, Pearson.
4. J.K.Sharma, -Business Statistics, Pearson

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BBAVC204AT	Financial Management For Managers	C
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Objective: To introduce students to the principles and practices of financial management, equipping them with the knowledge and tools to make sound financial decisions.

Unit 1: Introduction to Financial Management-Basics of Financial Management Meaning and scope of financial management, Objectives: Profit maximization vs. Wealth maximization, Role and responsibilities of a financial manager. **Sources of Finance**, Internal and external sources of finance (Equity, Debt, Retained Earnings), Short-term and long-term financing options. **Time Value of Money (TVM)**, Concept and importance of TVM, Simple and compound interest, Present and future value concepts.

Unit 2: Financial Planning and Budgeting-Financial Planning, Meaning, objectives, and process of financial planning. Importance of financial planning in business. **Budgeting**, Meaning and types of budgets. Preparation of cash and flexible budgets. Benefits and limitations of budgeting. **Cost of Capital**, Meaning and components of cost of capital. Importance of cost of capital in decision-making.

Unit 3: Capital Structure and Financing Decisions-Capital Structure, Meaning and factors affecting capital structure, Debt vs. Equity financing, Concept of optimal capital structure. **Leverage**, Meaning and types of leverage: Operating, Financial, and Combined. Advantages and risks of leverage. **Financing Decisions**, Factors influencing financing decisions, Long-term financing options (Shares, Debentures, Loans).

Unit 4: Investment Decisions and Risk Analysis-Capital Budgeting, Meaning and importance of capital budgeting, Methods: Payback Period, Net Present Value (NPV), and Internal Rate of Return (IRR). **Investment Risk and Return**, Understanding risk and return, Risk assessment methods, Diversification and its role in reducing risk. **Working Capital Management**, Meaning and components of working capital, Importance of managing working capital, Factors affecting working capital requirements.

Unit 5: Financial Analysis and Control-Financial Statements, Overview of financial statements (Balance Sheet, Profit and Loss Statement). Importance of financial statements in decision-making. **Financial Ratios**, Types of financial ratios: Liquidity, Profitability, Solvency, and Efficiency. Interpretation of financial ratios with examples. **Corporate Governance in Financial Management**, Meaning and importance of corporate governance, Ethical considerations in financial decision-making.

Textbooks:

1. "Financial Management: Theory and Practice" by Prasanna Chandra.
2. "Fundamentals of Financial Management" by Eugene F. Brigham and Joel F. Houston.

Reference Books:

1. "Financial Management" by I.M. Pandey.
2. "Corporate Finance: Principles & Practice" by Denzil Watson and Antony Head.

BBAVC204BT	Financial Services & Insurance	C 4
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Objective: To introduce students to the concepts and practices of financial services and insurance, enabling them to understand the role of these sectors in the economy and their application in business and personal finance.

Unit 1: Introduction to Financial Services- Basics of Financial Services, Meaning and scope of financial services. Types of financial services: Fund-based and Fee-based. **Role of Financial Services in the Economy,** Importance in economic development. Link between financial services and financial markets. **Key Players in Financial Services,** Banks, Non-Banking Financial Companies (NBFCs), Mutual Funds, and others. Role of regulators (RBI, SEBI, IRDAI).

Unit 2: Banking and Fund-Based Financial Services-Banking Services, Functions and types of banks. Deposits, Loans, and Advances. **Fund-Based Financial Services,** Leasing and Hire Purchase: Meaning and features. Factoring and Forfaiting: Concepts and importance. **Introduction to Mutual Funds,** Types of mutual funds (Equity, Debt, Hybrid). Advantages and limitations of investing in mutual funds.

Unit 3: Fee-Based Financial Services-Merchant Banking, Meaning and functions of merchant banks. Role in capital markets and business financing. **Credit Rating Services,** Importance of credit ratings. Major credit rating agencies in India (CRISIL, ICRA). **Other Fee-Based Services,** Portfolio management services (PMS). Financial advisory services.

Unit 4: Introduction to Insurance-Basics of Insurance, Meaning and importance of insurance. Principles of insurance (Utmost Good Faith, Insurable Interest, Indemnity, etc.). **Types of Insurance,** Life insurance and its key products (Term, Endowment, ULIP). General insurance: Health, Motor, Fire, and Marine Insurance. **Role of Insurance in Risk Management,** Understanding risk and its types. Importance of insurance in managing personal and business risks.

Unit 5: Insurance Operations and Regulatory Framework- Insurance Process, How insurance works: Proposal, underwriting, claim settlement. Importance of premium and policy documents. **Insurance Regulatory Framework,** Role of IRDAI in the insurance sector. Consumer protection laws in insurance. **Emerging Trends in Insurance,** Digital insurance and InsurTech, Microinsurance and rural insurance in India.

Textbooks:

1. "Financial Services" by M.Y. Khan.
2. "Insurance and Risk Management" by P.K. Gupta.

Reference Books:

1. "Management of Financial Services" by Bharti V. Pathak.
2. "Principles of Risk Management and Insurance" by George E. Rejda and Michael McNamara.

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BBAVCE204CT	DIGITAL MARKETING	C
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Course Objective: The objective of this course is to understand the importance of digital marketing and its applications.

Course Outcome: Students will be understand

- the applications of digital marketing in the globalized market
- Channels of Digital Marketing
- digital marketing plan
- Search engine marketing
- Online Advertising

UNIT - I: Understanding Digital Marketing: Concept, Components of Digital Marketing, Need and Scope of Digital Marketing, Benefits of Digital Marketing, Digital Marketing Platforms and Strategies, Comparison of Marketing and Digital Marketing, Digital Marketing Trends.

UNIT - II: Channels of Digital Marketing: Digital Marketing, Website Marketing, Search Engine Marketing, Online Advertising, Email Marketing, Blog Marketing, Social Media Marketing, Audio, Video and Interactive Marketing, Online Public Relations, Mobile Marketing.

UNIT - III: Digital Marketing Plan: Need of a Digital Marketing Plan, Elements of a Digital Marketing Plan – Marketing Plan, Executive Summary, Mission, Situational Analysis, Opportunities and Issues, Goals and Objectives, Marketing Strategy, Action Plan, Budget, Writing the Marketing Plan and Implementing the Plan.

UNIT - IV: Search Engine Marketing and Online Advertising: Importance of SEM, understanding Web Search – keywords, HTML tags, Inbound Links, Online Advertising vs. Traditional Advertising, Payment Methods of Online Advertising – CPM (Cost-per-Thousand) and CPC (Cost-per-click), Display Ads - choosing a Display Ad Format, Landing Page and its importance.

UNIT - V: Social Media Marketing: Understanding Social Media, Social Networking with Facebook, LinkedIn, Blogging as a social medium, Microblogging with Twitter, Social Sharing with YouTube, Measurement of Digital Media: Analyzing Digital Media Performance, Analyzing Website Performance, Analyzing Advertising Performance.

Suggested Readings:

- Michael Miller, B2B Digital Marketing, 1e, Pearson, 2014.
- Vandana Ahuja, Digital marketing, Oxford University Press 2015
- Michael R Solomon, Tracy Tuten, Social Media Marketing, Pearson, 1e, 2015.
- Arup Varma, Pawan S. Budhwar, Angelo S. De Nisi, Digital Marketing, Wiley, 2016.

BBAVC204DT	Marketing Analytics	C 4
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Objective: To provide students with fundamental knowledge of marketing analytics and help them understand how to apply data-driven decision-making in marketing strategies.

Unit 1: Introduction to Marketing Analytics-Basics of Marketing Analytics, Definition and importance of marketing analytics. Role of analytics in modern marketing. **Types of Marketing Data,** Customer data, sales data, online behavior data. Sources of data: Internal (CRM, sales records) and external (market surveys, social media). **Introduction to Analytics Tools,** Overview of basic tools like Excel, Google Analytics, and dashboards.

Unit 2: Understanding Customer Behavior-Consumer Behavior and Analytics, Basics of consumer behavior and its relevance in analytics. Factors influencing customer decisions. **Market Segmentation with Analytics,** Need for segmentation in marketing. Data-driven segmentation: Demographic, geographic, and behavioral. **Customer Lifetime Value (CLV),** Concept and importance of CLV. Simple calculation and use of CLV in customer retention strategies.

Unit 3: Marketing Metrics and Performance Measurement-Key Marketing Metrics, Common metrics: Sales growth, market share, and customer retention rate. Digital marketing metrics: Click-through rate (CTR), bounce rate, and conversion rate. **Return on Marketing Investment (ROMI),** Definition and simple formula for ROMI. Practical examples of ROMI analysis. **Campaign Performance Analysis,** Using metrics to evaluate the success of marketing campaigns. Case examples of successful campaigns.

Unit 4: Forecasting and Predictive Analytics- Marketing Forecasting, Basics of forecasting demand and sales. Simple methods: Trend analysis and market research. **Introduction to Predictive Analytics,** Role of predictive analytics in anticipating consumer needs. Applications in product recommendations and customer targeting. **Case Studies in Forecasting-**Real-world examples of sales forecasting in industries like FMCG and retail.

Unit 5: Data-Driven Decision Making in Marketing-Pricing Analytics, Using data to make pricing decisions. Examples of price optimization in competitive markets. **Personalized Marketing,** Importance of personalization in modern marketing. Role of data in customizing marketing messages. **Emerging Trends in Marketing Analytics,** Artificial Intelligence (AI) and Machine Learning (ML) in marketing, Real-world examples of analytics-driven marketing strategies.

Textbooks:

1. "Marketing Analytics: A Practical Guide to Improving Consumer Insights Using Data Techniques" by Mike Grigsby.
2. "Data-Driven Marketing: The 15 Metrics Everyone in Marketing Should Know" by Mark Jeffery.

Reference Books:

1. "Marketing Metrics: The Manager's Guide to Measuring Marketing Performance" by Paul W. Farris, Neil T. Bendle, and Phillip E. Pfeifer.
2. "Competing on Analytics: The New Science of Winning" by Thomas H. Davenport and Jeanne G. Harris.

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BBAVC204ET	Organization Management	C
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Objective: To help students understand the fundamental principles of managing organizations, focusing on key aspects such as planning, organizing, decision-making, and leadership in a simple and practical manner.

Unit 1: Introduction to Organization Management- Concept and Importance of Management, Definition and objectives of management. Role of management in organizations. **Functions of Management,** Overview of planning, organizing, staffing, directing, and controlling. **Types of Organizations,** Formal and informal organizations. Structure of organizations: Hierarchical, flat, and matrix structures.

Unit 2: Planning and Decision-Making-Planning in Organizations, Definition, importance, and types of planning. Steps in the planning process. **Goal Setting and Strategic Planning,** Setting SMART (Specific, Measurable, Achievable, Relevant, Time-bound) goals. Basics of strategy and long-term planning. **Decision-Making,** Definition and importance of decision-making. Types of decisions: Routine and strategic decisions. Steps in the decision-making process.

Unit 3: Organizational Structure and Design-Organizational Structure, Definition and importance of structure in organizations. Key elements: Authority, responsibility, and accountability. **Departmentalization,** Methods of grouping tasks: Functional, geographical, and product-based structures. **Coordination and Communication,** Importance of coordination and communication in organizations. Tools for effective communication.

Unit 4: Leadership and Motivation-Leadership in Organizations, Definition and importance of leadership. Types of leadership styles: Autocratic, democratic, and laissez-faire. **Motivation Theories,** Basics of motivation. Key theories: Maslow's Hierarchy of Needs, Herzberg's Two-Factor Theory, and McGregor's Theory X and Y. **Building Effective Teams,** Importance of teamwork in organizations. Stages of team development: Forming, storming, norming, performing, and adjourning.

Unit 5: Organizational Culture and Change Management-Organizational Culture, Definition and importance of culture in organizations. Building a positive workplace culture. **Change Management**, Need for change in organizations. Steps in managing change: Preparing, implementing, and sustaining change. **Conflict Management,** Types of conflicts in organizations. Techniques for resolving conflicts effectively.

Textbooks:

1. "Management: Principles and Practice" by C.B. Gupta.
2. "Essentials of Management: An International Perspective" by Harold Koontz and Heinz Weihrich.

Reference Books:

1. "Organizational Behavior" by Stephen P. Robbins and Timothy A. Judge.
2. "Principles of Management" by P.C. Tripathi and P.N. Reddy.





BBAVC204FT	Organization Theory/Structure Design	C
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Objective: To provide students with a comprehensive understanding of organizational theories, structures, and design principles. This course will help students learn how organizations are structured and how these structures support organizational goals.

Unit 1: Fundamentals of Organization Theory-Introduction to Organization Theory, Definition and importance of organization theory. Historical development of organizational theory. **Key Concepts and Terminologies** Basic terms: Hierarchy, span of control, centralization, and decentralization. Principles of management by Fayol and Weber's bureaucracy. **Classical, Neo-Classical, and Modern Theories,** Overview of classical (scientific management, administrative theory). Neo-classical theories (human relations movement). Modern theories (systems and contingency theory).

Unit 2: Organizational Structure and Design-Definition and Importance of Organizational Structure, Role of structure in achieving organizational goals. Components of organizational structure: Authority, communication, and roles. **Types of Organizational Structures,** Functional, divisional, and matrix structures. Advantages and disadvantages of each type. **Designing an Organization** Factors influencing organizational design (size, strategy, technology, and environment). Simple steps in designing an effective structure.

Unit 3: Organizational Culture and Environment- Understanding Organizational Culture, Definition and significance of organizational culture. Types of cultures: Clan, adhocracy, market, and hierarchy culture. **Organizational Environment** Internal and external environmental factors impacting organizations. Adapting structures to changes in the business environment. **Cultural Alignment and Structure** How organizational culture supports or conflicts with structure. Case examples of organizations with strong cultures and structures.

Unit 4: Organizational Change and Development- Introduction to Organizational Change, Why organizations change and how it affects their structure. Forces driving change (internal and external). **Managing Organizational Change** Basic steps in the change management process. Role of leaders and change agents. **Organizational Development (OD)** Definition and objectives of OD. Strategies for successful organizational development.

Unit 5: Modern Approaches and Future Trends- Contemporary Approaches to Structure and Design, Agile organizations and flat structures. Network and virtual organizations. **Innovation and Flexibility in Design,** Importance of flexibility and adaptability in modern structures. Case studies on innovative organizational structures. **Trends in Organization Theory** Technological impacts on organization structure. The future of work: Remote and hybrid structures.

Textbooks:

1. "Organization Theory and Design" by Richard L. Daft.
2. "Organizational Behavior and Structure" by Derek Rollinson.

Reference Books:

1. "Organizations: Structures, Processes, and Outcomes" by Richard H. Hall.
2. "Managing and Organizations: An Introduction to Theory and Practice" by Stewart R. Clegg, Martin Kornberger, and Tyrone Pitsis.

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