

SEMESTER V

BBA - Semester - V

Sr. No.	Course Type	Course/Subject Name	Course Code	Teaching Scheme	Examination Scheme				Total Marks	Credits	
					Total Periods per Week	Max. Marks (TH)	Max. Marks (IM)	Total Marks			Min. Passing Marks
1	CC 11	Business Research Methods	5T1	5	80	20	100	40	100	4	
2	DSE1	Discipline Specific Elective (HR/MRKT./FIN) (Paper 1)	5T2	5	80	20	100	40	100	4	
3	DSE 2	Discipline Specific Elective ((HR/MRKT./FIN).(Paper 2)	5T3	5	80	20	100	40	100	4	
4	CC 12	Internship	5P1	5	100	00	100	40	100	4	
5	GE5	International Business Management	5T4-A 5T4-B	5	80	20	100	40	100	4	
Total					25	420	80	500	200	500	20

Note : 1. Duration of each theory class should be a minimum 48 minutes.

2. TH :: Theory, IM :: Internal Marks.

3. Minimum marks for passing the subject will be 40.

4. There would be combined passing for theory and internal assessment taken together.

5. One credit is equivalent to one hour of Teaching, that is to say,

For each subject, 48 Minutes * 5:::240 Minutes:::4 Hours i.e. 4 Credits.

6. Each semester will consist of 15 to 18 weeks of Academic Work equivalent to 90 actual teaching days.

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Bachelor of Business Administration
BBA (CBCS) SEM – V
Course Type: Core Course CC11
Course Name: Business Research Methods
Course Code: 5T1

Course Outcomes

CO1	The student will be able to understand the various kinds of research.
CO2	The student will be able to classify and decide the sampling technique to be used in a research.
CO3	The student will be able to design a questionnaire for collecting primary data.
CO4	The student will be able to analyze the data for report writing.
CO5	The student will be able to conduct the research for various purposes.

Unit 1: Introduction to Research, Research Process and Design

Meaning, objectives and types of research, Steps in Research Process, Types of research design.

Unit 2: Sampling Technique

Population, Sampling frame, Sample, Sampling distribution, Sampling & non-sampling errors, Probability & Non-Probability Sampling.

Unit 3: Data Collection Method

Introduction to primary and secondary data, Methods of primary data and secondary data collection, Scales of measurement, Questionnaire designing.

Unit 4: Analysis and Report Writing

Data preparation, Descriptive statistics, Inferential statistics, Key elements of report writing, Formatting and referencing.

Reference Books:

1. Research methodology-Concepts and Cases, Chawla, D., and Sondhi, N., S. Chand.
2. Business Research Methods, Mishra, P., Oxford University Press.
3. Business Research Methodology, Sachdeva, J.K., Himalaya Publishing House.

Question Paper Pattern for Core Course (C11: Business Research Methods) is as follows-

Q1. Very Short Answer type questions (4-5 lines/ up to 30 words). 8 Questions of 2 marks each. 2 questions from each unit

A – 2 Marks

B – 2 Marks

C – 2 Marks

D – 2 Marks

E – 2 Marks

F – 2 Marks

G – 2 Marks

H – 2 Marks

Q2. Short Answer type questions (6-8 lines/ up to 50 words). 8 Questions of 3 marks each. 2 questions from each unit

A – 3 Marks

B – 3 Marks

C – 3 Marks

D – 3 Marks

E – 3 Marks

F – 3 Marks

G – 3 Marks

H – 3 Marks

Q3. Long Answer type question (up to 300 words for 5 marks question and up to 500 words for 10 marks question) from Unit 1 with internal Choice

A – 5 Marks

B – 5 Marks

OR

C – 10 Marks

Q4. Long Answer type question (up to 300 words for 5 marks question and up to 500 words for 10 marks question) from Unit 3 with internal Choice

A – 5 Marks

B – 5 Marks

OR

C – 10 Marks

Q5. Long Answer type question (up to 300 words for 5 marks question and up to 500 words for 10 marks question) from Unit 3 with internal Choice

A – 5 Marks

B – 5 Marks

OR

C – 10 Marks

Q6. Long Answer type question (up to 300 words for 5 marks question and up to 500 words for 10 marks question) from Unit 4 with internal Choice

A – 5 Marks

B – 5 Marks

OR

C – 10 Marks

Bachelor of Business Administration
BBA (CBCS) SEM – V
Course Type: Generic Elective GE5
Course Name: Holistic Development
Course Code: 5T4-A

Course Outcomes

CO1	The student will be able identify various components of holistic development
CO2	The student will be able understand various element of holistic development
CO3	The student will be able to compare the models of emotional intelligence
CO4	The student will be able to apply the concepts of interpersonal skills in communication
CO5	The student will be able to develop an holistic personality for self

Unit 1: Introduction to Holistic Development

Meaning of holistic development, Physical capability development, intellectual capability development, Cognitive ability development, Emotional ability development, social skill development

Unit 2: Elements of Holistic Development

Key elements of holistic development: Cognitive, Language, Social-Emotional, Physical

Unit 3: Emotional Intelligence

Emotional intelligence: Components, Importance, Models of emotional intelligence, Building blocks of emotional intelligence.

Unit 4: Interpersonal Skills

Introduction to interpersonal skills, Body language as a part of communicative skills, Group dynamics and group effectiveness.

Reference Books:

1. Emotional Intelligence (The Vivekananda Way), by A R K Sarma, Shri Sarada Book House, Vijaywada
2. Emotional Intelligence: Achieving Academic and Career Excellence in College and in Life 2nd Edition, Pearson Publishing, by Darwin Nelson, Gary Low
3. Interpersonal Communication Book, The: Pearson New International Edition – 1, August 2013 by Joseph A DeVito
4. Structured Holistic Development Program : A Tool for Success, KAAV PUBLICATIONS, by Dr. Sujata Parwani

Question Paper Pattern

The end semester examination of GE-5 Holistic Development course shall have the following question pattern.

MCQ Test: 50 Multiple Choice Questions of 2 mark each. 50 questions would be prepared covering all four units of the course with equal weightage. The MCQ based test can be taken either offline mode or online mode as per the available resources with the colleges. Duration of the examination will be of 2 Hours

Bachelor of Business Administration
BBA (CBCS) SEM – V
Course Type: Generic Elective GE5
Course Name: International Business Management
Course Code: 5T4-B

Course Outcomes

CO1	The student will be able to explain various concepts and terminologies involved in international business.
CO2	The student will be able to compare the various trading blocs across the globe.
CO3	The student will be able to examine the presence of macro factors (PESTLE) in the international business environment.
CO4	The student will be able to analyze the role of various government institutions in India which support international trade.
CO5	The student will be able to understand the role and importance of international trade for a country.

Unit 1: Introduction to International Business

Introduction to International business, Need, Importance and limitations of international trade, Factors affecting international trade, Trade Barriers: Tariff and Non-Tariff barriers.

Unit 2: Trading Blocs

Trading Blocs, Types of Trading Blocs, Political & Economic Case for Integration, Effects of Trading Blocs, Major Trading Blocs: EU, NAFTA, SAARC, ASEAN, & MERCOSUR.

Unit 3: International Business Environment

Macro factors affecting International Business Environment: Political, Economic, Socio-cultural, Technological, Environmental and Legal factors.

Unit 4: Foreign Trade in India

Flow and Trends of FDI, EXIM Policy, Govt. Institutes supporting Foreign Trade: DGFT, EXIM Bank, ECGC, Export Promotion Councils, EPZ, EOU & SEZ.

Reference Books:

1. International Business, P. Subba Rao, Himalaya Publishing House.
2. International Business, K. Aswathappa, McGraw Hill Education.
3. International Business Environment and Management, V. K. Bhalla, Anmol Publications Pvt. Ltd.

Question Paper Pattern

The end semester examination of GE-5 International Business Management course shall have the following question pattern.

MCQ Test: 50 Multiple Choice Questions of 2 mark each. 50 questions would be prepared covering all four units of the course with equal weightage. The MCQ based test can be taken either offline mode or online mode as per the available resources with the colleges. Duration of the examination will be of 2 Hours

Bachelor of Business Administration
BBA (CBCS) SEM – V
Course Type: Discipline Specific Elective DSE7
Course Name: Sales and Distribution Management
Course Code: 5T2

Course Outcomes

CO1	The student will be able to explain the sales management process
CO2	The student will be able to apply selling techniques in given situation
CO3	The student will be able to analyze the components of distribution process
CO4	The student will be able to explain the various types of marketing channels.
CO5	The student will be able to use sales and distribution management in their professional career.

Unit 1: Sales Management

Nature, importance and objectives of sales management, establishing a sales force, Setting goals and performance measures. Management by Objectives.

Unit 2: Personal Selling

Concept, nature and objectives of personal selling, Personal Selling Process, Personal selling model: AIDAS theory, sales funnel.

Unit 3: Distribution Management

Concept of physical distribution, Participants in physical distribution, components of distribution: material handling, storage, warehousing, transportation, information tracking.

Unit 4: Channel Management

Nature, functions of marketing channels, Types of Marketing Channels: Conventional and non-conventional distribution channel, Channel conflicts.

Reference Books:

1. Sales and Distribution Management, S. A. Chunawalla, Himalaya Publishing House.
2. Sales and Distribution Management: A Practice based Approach, Vikas Publishing.
3. Selling and Sales Management, David Jobber & Geoffrey Lancaster, Pearson Education.

Bachelor of Business Administration
BBA (CBCS) SEM – V
Course Type: Discipline Specific Elective DSE8
Course Name: Consumer Buying Behaviour
Course Code: 5T3

Course Outcomes

CO1	The student will be able to determine the impact of consumer behavior in marketing and realize the importance of segmentation
CO2	The student will be able to examine various individual determinants of consumer behavior
CO3	The student will be able to evaluate the impact of external determinants and understand the concept of consumer adoption
CO4	The student will be able to explain the consumer's buying decision making process and compare consumer buying with organizational buying
CO5	The student will be able to understand the role of consumer behavior

Unit 1: Introduction to Consumer Behaviour

Meaning of Customers & Consumers, Importance of consumer behavior studies in the field of Marketing, Customer segmentation and its bases.

Unit 2: Individual determinants of Consumer behavior

Personality: Meaning of Personality, Influence on Purchase Decisions. Motivation & Involvement: Types of Buying Motives, Motive Hierarchy, Dimensions of Involvement. Learning: Meaning & Principal Elements of Learning, Characteristics of Memory Systems, Recall Attitudes: Meaning & Characteristics, Strategies for Changing Attitudes

Unit 3: External determinants of consumer behavior and Consumer Adoption

Culture, subculture, social class & reference group, Consumer adoption process

Unit 4: Consumer Decision Making Process

Consumers' Buying Decision Making Process, Post-purchase Evaluation & Behavior: Consumer Satisfaction, Dissatisfaction, Post- Purchase Dissonance. Types of Buying Behavior: Complex, Extensive, Consumer buying Vs. Organizational buying

Reference Books:

1. Consumer Behavior - In Indian Perspective, Suja R. Nair, Himalaya Publishing House.
2. Consumer Behaviour in Indian Context, P.C. Jain and Monika Bhatt, S. Chand Publication.
3. Consumer Behavior, Leon G. Schiffman, Leslie Lazar Kanuk, S. Ramesh Kumar, Pearson Publications.

Bachelor of Business Administration
BBA (CBCS) SEM – V
Course Type: Discipline Specific Elective DSE9
Course Name: Financial Mathematics
Course Code: 5T2

Course Outcomes

CO1	The student will be able to classify the financial statements and also able to compare financial statements
CO2	The student will be to calculate, compare and interpret key ratios for a firm
CO3	The student will be calculate present and future value of money and also able to construct EMI schedule for loan repayment
CO4	The student will be able to evaluate the long term investment proposal
CO5	The student will be able to assess the financial performance of a firm and also decide the financial viability of long term investment proposal

Unit 1: Financial Statement and Analysis – I:

Meaning of Financial Statements, Objectives, Types of Financial Statement and Tools for Analysis – Common Size statement, Comparative statement and Trend Analysis.

Unit 2: Financial Statement and Analysis – II:

Ratio analysis – Meaning, Objectives, Advantages, Limitations. Types of Ratios – Profitability, Efficiency, Turnover, Financial and Liquidity ratios

Unit 3: Interest and Time Value of Money:

Calculations of Present value, Future value and Annuities; Simple Interest and compound interest; Nominal Interest and Real interest; preparation of amortization and EMI schedules.

Unit 4: Capital Budgeting:

Meaning, Objectives, Tools of Capital Budgeting – ARR, Payback period, NPV, IRR, PI (Calculations, Merits and Demerits),

Reference Book:

1. How to Analyze Financial Statements by Kakani Ramchandran, 2nd Edition – 1 July 2017, McGraw Hill Professionals,
2. Financial Management, by Ravi M Kishore, Taxman Publication.
3. Financial Management, by I M Pandey, Vikas Publishing House.
4. Financial Management, Theory, Concepts and Problems, by Dr. R. P. Rustagi, Taxman Publication.
5. Principles of Corporate Finance, by, Brealy, Myers, Allen and Edmans, Mc Graw Hill Publications.

Bachelor of Business Administration
BBA (CBCS) SEM – V
Course Type: Discipline Specific Elective DSE
Course Name: Financial Services Management
Course Code: 5T3

Course Outcomes

CO1	The student will be able to understand the institutional framework of financial services.
CO2	The student will be able to understand and differentiate the functions of primary and secondary markets
CO3	The student will be able to classify the types of mutual funds and calculate NAV
CO4	The student will be able to understand the insurance service and functions of IRDA.
CO5	The student will be able to evaluate the role of financial services in India.

Unit 1: Overview of Financial Services

Nature, scope and importance Financial System and Markets: Types, Constituents and functioning, SEBI- Role and functions Overview of Foreign Markets Financial Sector Reforms in India Introduction to Banking; Plastic Money; Concept and Different Forms of Plastic Money – Credit and Debit Cards, Pros and Cons. RBI – Role and functions.

Unit 2: Primary and Secondary Markets and their Intermediaries

Introduction of Primary & Secondary Markets (BSE, NSE & OTCEI), Money market Merchant banking services including new issue management- Prospectus of Public Offering, Book Building, IPO and FPO, Green shoe Option, Underwriter, Registrar and Share Transfer Agent Stock Broking Depositories Custodial services and short selling and securities lending and borrowing services.

Unit 3: Mutual Funds

Concept, Different schemes, Advantages. UTI: Objectives, functions, regulation, role of UTI in industrial finance. History of Mutual fund Industry in India – Formation, regulations and organization – fund accounting and Net Assets Value (NAV).

Unit 4: Introduction to Insurance Services

Definition and Nature of Insurance, Evolution of Insurance, Role and Importance of Insurance, IRDA: Role and functions, Types of various insurance services.

Reference Books:

1. The Indian Financial system – Market, Institutions and Services, Bharti V Pathak, Pearson.
2. Financial Services, M.Y Khan, Tata McGraw Hill.
3. Insurance: Principles And Practice, : M.N. Mishra & S B Mishra, S. Chand.

Bachelor of Business Administration
BBA (CBCS) SEM – V
Course Type: Discipline Specific Elective DSE
Course Name: Recruitment, Training and Development
Course Code: 5T2

Course Outcomes

CO 1	The student will be able to understand basics associated with the concept of recruitment and related areas.
CO 2	The student will be able to analyze and explain concepts of training needs, identification, processes, methods, and evaluation techniques.
CO 3	The student will be able to relate with the emerging trends in training and development.
CO 4	The student will be able to develop a relevance and usefulness of training expertise in the organizational work environment.
CO 5	The student will be able to develop an understanding about MDPs and allied topics of career development.

Unit 1: Recruitment and Selection

Meaning of recruitment, Methods of Recruitment, Factors affecting Recruitment, Sources of Recruitment, Meaning of selection, Steps in Selection Process, Psychometric tests for Selection, Barriers to effective Selection.

Unit 2: Training

Concept of training, characteristics of effective training system, nature of training and development, importance of training and development, Training process, Organization vision & perspective plans, assessment of training needs.

Unit 3: Methods of Training

Training Approach, On the Job Training methods- On the job training methods- job instruction training, coaching, job rotation, Job enlargement, Job Enrichment, syndicate method, Off the Job Training Methods- Knowledge based methods, Simulation Methods, Experiential Methods.

Unit 4: Employee Development

Management development programmes, types of management development programmes, Career life cycle, Process of career development, Factors affecting Career Planning and Development. Succession planning.

Reference Books:

1. Effective Training-Systems, Strategies, and Practices P. Nick Blanchard & James W. Thacker, Pearson Education.
2. Employee Training and Development, Raymond A Noe, McGraw Hill.
3. Effective Human Resource Training and Development Strategy, Dr. B. Rathana Reddy, Himalaya Publication House.

Bachelor of Business Administration
BBA (CBCS) SEM – V
Course Type: Discipline Specific Elective DSE
Course Name: Compensation and Benefit Management
Course Code: 5T3

Course Outcomes

CO1	The student will be able to develop an understanding of issues related to compensation management
CO2	The student will be able to gain practical, comprehensive knowledge of the complexities of reward systems.
CO3	The student will be able to describe the concepts of rewards system and incentive plans
CO4	The student will be able to understand the importance of Wage Differentials and Differentiate between different types of wages
CO5	The student will be able to outline the various Statutory Provisions related to Compensation

Unit 1: Introduction to Compensation Management

Conceptual and theoretical understanding of economic theory related to Compensation Management (Wage Concepts and Wage Theories), Wage plans, Employees satisfaction and Motivation issues in compensation design. Components of compensation.

Unit 2: Types of Wages and Incentives

Types of Incentive Schemes, Wage Incentive Plans, Pre-requisites of effective incentive schemes, Merits and Demerits of Incentives, Pay for Performance Plans.

Unit 3: Benefit Management

Concept and Nature of Benefits, Classification of Employee Benefits, Employee Benefit Programs, Long term Incentive plans, Strategic Perspectives on Benefits, Factors Influencing Choice of Benefit Program.

Unit 4: Wage Determination and Wage Management

Wage Concept, Wage Policy, Institutional Mechanisms for Wage Determination, Pay Commission, Wage Boards, Public Sector Pay Revision, ILO and Collective Bargaining, Union Role in Wage and Salary Administration

Reference Books:

1. Compensation Management, Tapomoy Deb, Excel Books.
2. Compensation Management, Dr. Kanchan Bhatia, Himalaya Publishing House.
3. Performance Appraisal and Compensation Management, Goel Dewakar, PHI Learning.
4. Essentials of Human Resource Management & Industrial Relations, P Subbarao, Himalaya Publishing House.

Bachelor of Business Administration
BBA (CBCS) SEM – V
Course Type: Discipline Specific Elective DSE
Course Name: Statistical Application and Analytics
Course Code: 5T2

Course Outcomes

CO1	The student will be able to summarize the data using descriptive statistics
CO2	The student will be able to calculate and interpret various measures of dispersion
CO3	The student will be able to determine relationship between variables
CO4	The student will be able to calculate probability using different distributions
CO5	The student will be able to use different statistical concepts for analysis

Unit 1: Introduction to Statistics, Matrix and Frequency Table, Graphs and Shapes of Distributions, Mode, Median and Mean.

Unit 2: Basic Concepts in Statistics for Data Analysis

Range, Interquartile Range and Box Plot, Variance and Standard deviation, Z-scores, Contingency Table, Scatter plot, Pearson's r

Unit 3: Regression and Probability

Basics of Correlation: Karl Pearson's coefficient of correlation and Spearman's Rank correlation, Basics of Regression: Straight line method, regression using regression coefficient and regression using Karl Pearson coefficient of correlation

Unit 4: Probability and Different Distributions

Elementary Probability, Random Variables, Normal Distribution, Binomial Distribution, Poisson distribution.

Reference Books:

1. "Quantitative Methods for Business", Anderson (Thomson Learning Books)
2. "Statistical Methods", S.P. Gupta (S. Chand)
3. Levin Richard & Rubin David – "Statistics for Management" (Prentice Hall Of India).
4. SPSS Statistics for Data Analysis and Visualization 1st Edition, Keith McCormick, Jesus Salcedo, Jason Verlen, Jon Peck, Andrew
5. Wheeler , Wiley Publishing, ISBN 978-1119003557

Bachelor of Business Administration
BBA (CBCS) SEM – V
Course Type: Discipline Specific Elective DSE
Course Name: Data Visualization Techniques
Course Code: 5T3

Course Outcomes

CO1	The student will be able to understand the importance of data visualization
CO2	The student will be able to prepare the data for visualization
CO3	The student will be able to connect to different data sources for visualization
CO4	The student will be able to construct dashboard using suitable visualization tool
CO5	The student will be able to create interactive presentation of data through visualization tools

Unit 1: Introduction to Visualization

Traditional methods of data interpretation and its drawbacks, Need for visualization, Different tools for visualization.

Unit 2 Prerequisites to Visualization

Cleaning of data, Sorting, Different types of charts and graphs, Application of charts and graphs.

Unit 3 How to Connect Data Source

Different types of data sources, Basic connection with an excel file, Types of joins.

Unit 4 Dashboards

Concept of a dashboard, Use of dashboard: Do's and don'ts, Practical example of a dashboard.

Reference Books:

1. Tableau your Data, Daniel G Murray, 2nd Edition, Wiley Publishing, ISBN-13: 978-8126573448
2. DATA VISUALIZATION WITH EXCEL DASHBOARDS by Dick Kusleika, Wiley Publication
3. Data Visualization : Using Power BI, Orange and Excel by Dr. Shirshendu Roy, Notion Press
4. Storytelling With Data: A Data Visualization Guide for Business Professionals” by Cole Nussbaumer Knaflic, Wiley Publication

Question Paper Pattern for Discipline Specific Courses (All DSE1 and DSE2 courses) is as follows-

Q1. Very Short Answer type questions (4-5 lines/ up to 30 words). 8 Questions of 2 marks each. 2 questions from each unit

A – 2 Marks

B – 2 Marks

C – 2 Marks

D – 2 Marks

E – 2 Marks

F – 2 Marks

G – 2 Marks

H – 2 Marks

Q2. Short Answer type questions (6-8 lines/ up to 50 words). 8 Questions of 3 marks each. 2 questions from each unit

A – 3 Marks

B – 3 Marks

C – 3 Marks

D – 3 Marks

E – 3 Marks

F – 3 Marks

G – 3 Marks

H – 3 Marks

Q3. Long Answer type question (up to 300 words for 5 marks question and up to 500 words for 10 marks question) from Unit 1 with internal Choice

A – 5 Marks

B – 5 Marks

OR

C – 10 Marks

Q4. Long Answer type question (up to 300 words for 5 marks question and up to 500 words for 10 marks question) from Unit 3 with internal Choice

A – 5 Marks

B – 5 Marks

OR

C – 10 Marks

Q5. Long Answer type question (up to 300 words for 5 marks question and up to 500 words for 10 marks question) from Unit 3 with internal Choice

A – 5 Marks

B – 5 Marks

OR

C – 10 Marks

Q6. Long Answer type question (up to 300 words for 5 marks question and up to 500 words for 10 marks question) from Unit 4 with internal Choice

A – 5 Marks

B – 5 Marks

OR

C – 10 Marks

SEMESTER VI

BBA - Semester - VI

Sr. No.	Course Type	Course/Subject Name	Course Code	Teaching Scheme	Examination Scheme				Total Marks	Credits
					Total Periods per Week	Max. Marks (TH)	Max. Marks (IM)	Total Marks		
1	CC 13	Business Legislation	6T1	5	80	20	100	40	100	4
2	CC 14	Corporate Social Responsibility	6T2	5	80	20	100	40	100	4
3	DSE 3	Discipline Specific Elective (Specialization Paper 3)	6T3	5	80	20	100	40	100	4
4	CC15	Project Work	6P1	10	150	50	200	80	200	8
			Total	25	390	110	400	200	500	20

Note : 1. Duration of each theory class should be a minimum 48 minutes.

2. TH = Theory, IM = Internal Marks.

3. Minimum marks for passing the subject will be 40.

4. There would be combined passing for theory and internal assessment taken together.

5. One credit is equivalent to one hour of Teaching, that is to say,

For each subject, 48 Minutes* 5 = 240 Minutes= 4 Hours i.e. 4 Credits.

6. Each semester will consist of 15 to 18 weeks of Academic Work equivalent to

90 actual teaching days.

Course Composition Matrix:

	Sem I	Sem II	Sem III	Sem IV	Sem V	Sem VI	Total Courses
CC	2	3	2	3	1	2	13
AECC	1	1	-	-	-	-	2
SEC	2	-	2	-	-	-	4
DSE	-	-	-	-	2	1	3
GE	-	1	1	2	1	-	5
Internship	-	-	-	-	1	-	1
Project Work	-	-	-	-	-	1 (8 Credits)	1
Total Sem Credits	20	20	20	20	20	20	30
Total Credits	120						

Bachelor of Business Administration
BBA (CBCS) SEM – VI
Course Type: Core Course CC18
Course Name: Business Legislation
Course Code: 6T1

Course Outcomes

CO1	The student will be able to evaluate the validity and enforceability of a contract.
CO2	The student will be able to evaluate the validity of negotiable instruments.
CO3	The student will be able to compare the various IPR laws and its application in business.
CO4	The student will be able to evaluate the consumer rights and its enforceability
CO5	The student will be able to understand the basic legal environment for businesses in India.

Unit 1: Contract Act

Definition, nature and kinds of contract; Essentials of contract: offer and acceptance, considerations, capacity of parties, free consent, legality of object, void agreements; performance of contract; Discharge of Contract; Remedies for breach of Contract.

Unit 2: Negotiable Instrument Act

Negotiable instruments: meaning, types and essentials; Parties to negotiable instruments: Rights and liabilities; Presentation of negotiable instruments: essential conditions; Dishonour and discharge of negotiable instruments; Crossing and bouncing of Cheque.

Unit 3: Basics of IPR

Patent law: patent and patentability, rights of patent holder, patent registration process, infringement and remedies for infringement. Trademark: meaning and essentials; types of trademarks; registration process; rights of trademark holder; infringement and passing off. Copyright: meaning and subject matter of copyrights; rights of copyright holder, registration process; infringement of copyright.

Unit 4: Consumer Law and IT Act

Consumer protection act 2019: objectives and salient features; Definitions; Restrictive and Unfair trade practices; Rights of Consumer; Consumer protection council; Consumer redressal agencies; Information Technology Act: objectives, scope and important definitions; Electronic governance; Certifying authority; Electronic signature; penalties and offences.

Reference Books:

1. Elements of Company Law, N.D. Kapoor, Sultan Chand & Sons.
2. Legal Aspects of Business Concepts and Application, Parul Gupta, Vikas Publishing House.
3. Business Legislation for Management, M C Kuchhal & V Kuchhal, Vikas Publishing House.

Bachelor of Business Administration
BBA (CBCS) SEM – VI
Course Type: Core Course CC19
Course Name: Corporate Social Responsibility
Course Code: 6T2

Course Outcomes

CO1	The student will be able to identify the need of CSR towards various stakeholders of a business
CO2	The student will be able to understand the various models of CSR
CO3	The student will be able to apply corporate governance concept in a business enterprise
CO4	The student will be able to prepare the CSR activity according to the various laws and regulations
CO5	The student will be able to plan and implement various activities to be taken under CSR activity for sustainable development.

Unit 1: Introduction to Corporate Social Responsibility

Concept and need of corporate social responsibility, Aspects of corporate social responsibility: Responsibility towards shareholders, employees, creditors, customers and society, CSR through triple bottom line.

Unit 2: Models of Corporate Social Responsibility

Models of CSR: Trusteeship, Stakeholders, Ethical Model, Statist Model, Liberal Model, International Framework of CSR.

Unit 3: Corporate Social Responsibility and Governance

Strategies for CSR - Challenges and implementation, Evolution of corporate governance, CSR and corporate governance, Structure and development of boards, Governance ratings.

Unit 4: Corporate Social Responsibility Legislation in India

Section 135 of Companies Act, Scope of CSR Activities under Schedule VII, Appointment of Independent Directors on Board, Computation of Net Profit's implementation in India.

Reference Books:

1. Corporate Responsibility, Blowfield, Michael, and Alan Murray, Oxford University Press.
2. Corporate Governance (Indian Edition), Mallin, Christine A., Oxford University Press.
3. Ethics and Social Responsibility of Business, Bhanumurthy K V., Pearson Education India.

Question Paper Pattern for Core Courses (C13: Business Legislation and CC14: Corporate Social Responsibility) is as follows-

Q1. Very Short Answer type questions (4-5 lines/ up to 30 words). 8 Questions of 2 marks each. 2 questions from each unit

A – 2 Marks

B – 2 Marks

C – 2 Marks

D – 2 Marks

E – 2 Marks

F – 2 Marks

G – 2 Marks

H – 2 Marks

Q2. Short Answer type questions (6-8 lines/ up to 50 words). 8 Questions of 3 marks each. 2 questions from each unit

A – 3 Marks

B – 3 Marks

C – 3 Marks

D – 3 Marks

E – 3 Marks

F – 3 Marks

G – 3 Marks

H – 3 Marks

Q3. Long Answer type question (up to 300 words for 5 marks question and up to 500 words for 10 marks question) from Unit 1 with internal Choice

A – 5 Marks

B – 5 Marks

OR

C – 10 Marks

Q4. Long Answer type question (up to 300 words for 5 marks question and up to 500 words for 10 marks question) from Unit 3 with internal Choice

A – 5 Marks

B – 5 Marks

OR

C – 10 Marks

Q5. Long Answer type question (up to 300 words for 5 marks question and up to 500 words for 10 marks question) from Unit 3 with internal Choice

A – 5 Marks

B – 5 Marks

OR

C – 10 Marks

Q6. Long Answer type question (up to 300 words for 5 marks question and up to 500 words for 10 marks question) from Unit 4 with internal Choice

A – 5 Marks

B – 5 Marks

OR

C – 10 Marks

Bachelor of Business Administration
BBA (CBCS) SEM – VI
Course Type: Discipline Specific Elective DSE3
Course Name: IMC and Branding
Course Code: 6T3

Course Outcomes

CO1	The student will be able to understand the integrated marketing communication process for a product or company.
CO2	The student will be able to apply media planning for an effective marketing campaign.
CO3	The student will be able to understand the concepts of branding for formulating effective marketing strategies.
CO4	The student will be able to apply the concept of brand positioning for brand building purposes.
CO5	The student will be able to understand the IMC and branding strategies adopted by the organizations.

Unit 1: Introduction to Integrated Marketing Communication (IMC)

Concept of Integrated Marketing Communication (IMC), Functional areas of marketing communications, IMC Communication Tools, IMC planning process.

Unit 2: Media Planning and Strategy

Developing Media Plan, Problems in Media Planning, Media Planning Criteria- Target Market Coverage, Scheduling, Reach versus Frequency and Budget Considerations, Establishing Media objectives, Developing and implementing Media Strategies.

Unit 3: Introduction to Brand Management

Concept of Brand, Evolution of Brands, Characteristics of Brands, Selecting a Brand Name, Branding challenges and opportunities, Strategic Brand Management Process.

Unit 4: Brand Positioning

Identifying and Establishing Brand Positioning, positioning guidelines, Defining and Establishing Brand Values, Internal Branding; Choosing Brand Elements to Build Brand Equity: Criteria for choosing Brand Elements

Reference Books:

1. Brand Positioning Strategies for Competitive Advantage, Subroto Sengupta, Tata McGraw Hill Publication.
2. Advertising & IMC: Principles and Practice, Sandra Moriarty, Nancy Mitchell, William Wells, Pearson Education.
3. Strategic Brand Management, Kevin L. Keller, Pearson Education.

Bachelor of Business Administration
BBA (CBCS) SEM – VI
Course Type: Discipline Specific Elective DSE3
Course Name: Corporate Finance
Course Code: 6T3

Course Outcomes

CO1	The student will be able to analyze the performance of business based on financial statements.
CO2	The student will be able to evaluate the various investment decisions to be made in a business.
CO3	The student will be able to analyze the impact of uncertainty on investment decisions in a business.
CO4	The student will be able to evaluate the financial need in a business.
CO5	The student will be able to develop the overall financial need of business based on the financial performance and business risk.

Unit 1: Financial Analysis

Understanding Financial Statement; Measuring Corporate performance; Interpreting Financial Ratios; cash flow analysis (AS 3).

Unit 2: Working Capital Management

Introduction, Types, Factors affecting working capital requirements, Adequacy of Working Capital, calculation of working capital.

Unit 3: Capital structure and value of firm

Theories of capital structure and value of firm; capital structure analysis: EBIT-EPS analysis; ROI-ROE analysis; leverage analysis.

Unit 4: Financial Planning

Financial forecasting: meaning, techniques, benefits; Estimation of growth rate; steps in financial planning.

Reference Book:

6. Financial Management, by Ravi M Kishore, Taxman Publication.
7. Financial Management, by I M Pandey, Vikas Publishing House.
8. Financial Management, Theory, Concepts and Problems, by Dr. R. P. Rustogi, Taxman Publication.
9. Principles of Corporate Finance, by, Brealy, Myers, Allen and Edmans, Mc Graw Hill Publications.

Bachelor of Business Administration
BBA (CBCS) SEM – VI
Course Type: Discipline Specific Elective DSE3
Course Name: Job Analysis and PMS
Course Code: 6T3

Course Outcomes

CO 1	The student will be able to understand the concept of job analysis and its components.
CO 2	The student will be able to explain the concepts & importance of the Performance management system.
CO 3	The student will be able to apply the Performance management system for personal development.
CO 4	The student will be able to evaluate the strategies for assessing the performance of an employee.
CO 5	The student will be able to assess employee involvement for effective performance and coach employees for individual development.

Unit 1: Introduction to Job Analysis

Concept of Job analysis, steps in analyzing job and introduction to methods of collecting job analysis information, Job description, job specification.

Unit 2: Job Design and Job Evaluation

Job Design - Meaning and Components of Job Design, Job Evaluation - Concept, Objectives, Process, Methods, Advantages and Limitations of job evaluation, Job simplification, job rotation, job enrichment and job enlargement.

Unit 3: Introduction to Performance and Performance Management

Dimensions of Performance, Performance Appraisal & Potential Appraisal. Performance Management: Planning Performance for Role Clarity, Accountability and Effectiveness, Process of Performance Management, Developing and Implementing a Performance Management System.

Unit 4: Performance Management Techniques and Rewards

Performance Management Techniques, Performance Management Practices Of Different Companies, Reward System: Types of Rewards, Designing Reward System, Total Reward Strategies, Characteristics of an Effective Performance Reward Plan.

Reference Books:

1. Compensation Management, Tapomoy Deb, Excel Books.
2. Compensation Management, Dr. KanchanBhatia, Himalaya Publishing House.
3. Performance Appraisal and Compensation Management, Goel Dewakar, PHI Learning.
4. Employee Benefits: A Primer for Human Professionals, Martocchio J. Joseph, Tata McGraw Hill.

Bachelor of Business Administration
BBA (CBCS) SEM – VI
Course Type: Discipline Specific Elective DSE3
Course Name: Data Warehousing and Mining
Course Code: 6T3

Course Outcomes

CO1	The student will be able understand the concept of data warehousing
CO2	The student will be able to prepare data warehouse
CO3	The student will be able to understand the concept of data mining
CO4	The student will be able to extract relevant data using data mining concept
CO5	The student will be able to use data mining and data warehousing for decision making

Unit 1: Introduction to Data Warehousing

Data warehousing Components, Building a Data warehouse, Data Warehouse Architecture.

Unit 2: Concepts in Data Warehousing

DBMS Schemas for Decision Support, Data Extraction, Cleanup, and Transformation Tools.

Unit 3: Introduction to Data Mining

Types of data mining: Predictive Data Mining, Descriptive Data Mining, Types of learning: Supervised learning algorithm, Unsupervised learning algorithm, Semi-supervised learning algorithm, Reinforcement learning algorithm.

Unit 4: Concepts in Data Mining

Data Mining Functionalities and steps involved in data mining; Data Reduction – Data Discretization and Concept Hierarchy Generation- Architecture Of A Typical Data Mining Systems- Classification Of Data Mining Systems.

Reference Books:

1. Data Mining: Concepts Models, Methods and Algorithms, Mehmed Kantardzic, 2nd Edition, Wiley IEEE
2. Data Mining Practical Machine Learning Tools and Techniques, 2nd Edition, Elsevier Publication.
3. Introduction to Data Mining (Second Edition), Pearson Publication
4. Data Mining: The Textbook, Springer Publication
5. Mining of Massive Data, Second Edition, Cambridge University Press

Question Paper Pattern for Discipline Specific Courses (All DSE3 courses) is as follows-

Q1. Very Short Answer type questions (4-5 lines/ up to 30 words). 8 Questions of 2 marks each. 2 questions from each unit

A – 2 Marks

B – 2 Marks

C – 2 Marks

D – 2 Marks

E – 2 Marks

F – 2 Marks

G – 2 Marks

H – 2 Marks

Q2. Short Answer type questions (6-8 lines/ up to 50 words). 8 Questions of 3 marks each. 2 questions from each unit

A – 3 Marks

B – 3 Marks

C – 3 Marks

D – 3 Marks

E – 3 Marks

F – 3 Marks

G – 3 Marks

H – 3 Marks

Q3. Long Answer type question (up to 300 words for 5 marks question and up to 500 words for 10 marks question) from Unit 1 with internal Choice

A – 5 Marks

B – 5 Marks

OR

C – 10 Marks

Q4. Long Answer type question (up to 300 words for 5 marks question and up to 500 words for 10 marks question) from Unit 3 with internal Choice

A – 5 Marks

B – 5 Marks

OR

C – 10 Marks

Q5. Long Answer type question (up to 300 words for 5 marks question and up to 500 words for 10 marks question) from Unit 3 with internal Choice

A – 5 Marks

B – 5 Marks

OR

C – 10 Marks

Q6. Long Answer type question (up to 300 words for 5 marks question and up to 500 words for 10 marks question) from Unit 4 with internal Choice

A – 5 Marks

B – 5 Marks

OR

C – 10 Marks

Evaluation of Core Courses CC12 (Internship) and CC15 (Project Work) will be according to the method prescribed in Direction No. 40 of 2023, clause no. 14.(A), page number 13-14 and Clause no. 19 (F) page number 25