

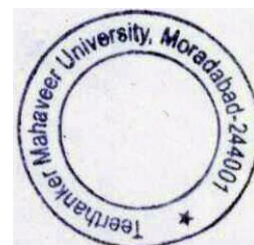
Study & Evaluation Scheme Of

Bachelor of Business Administration BBA - (BM&C)

(Specialization in Brand Management and Communication)

[Applicable w.e.f. Academic Session 2020-21 till revised]

[As per CBCS guidelines of UGC]



TEERTHANKER MAHAVEER UNIVERSITY

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TEERTHANKER MAHAVEER UNIVERSITY

(Established under Govt. of U.P. Act No. 30,2008)

Delhi Road, Bagarpur, Moradabad(U.P.)

<i>Study & Evaluation Scheme</i>	
SUMMARY	
Programme	Bachelor of Business Administration (BBA) (Specialization in Brand Management and Communication)
Duration	Three Years full time (Six Semesters)
Medium	English
Minimum Required Attendance	75%
Credits	
Maximum Credits	142
Minimum Credits Required for Degree	134
Maximum duration for completion of program	N +2 years, (N refers to number of years of the program)

Assessment:					
Evaluation			Internal	External	Total
Theory			40	60	100
Practical/ Dissertations/ Project Reports			50	50	100
Class Test-1	Class Test-2	Class Test-3	Assignment(s)	Attendance	Total
Best Two out of Three					
10	10	10	10	10	40
Duration of Examination			External	Internal	
			3 Hours	1.5 Hours	

To qualify the course a student is required to secure a minimum of 45% marks in aggregate including the semester end examination and teachers continuous evaluation.(i.e. both internal and external).A candidate who secures less than 45% of marks in a qualify the course shall be deemed to have failed in that course. The student should have at least 45% marks in aggregate to program.

Question Paper Structure	
1	The question paper shall consist of six questions. Out of which first question shall be of short answer type (approximately 50 words) and will be compulsory. Question no. 2 to 6 (from Unit-I to V) shall have explanatory answers (approximately 350 to 400 words) along with having an internal choice within each unit.
2	Question No. 1 shall contain 8 parts from all units of the syllabus with at least one question from each unit and students shall have to answer any five, each part will carry 2 marks.
3	The remaining five questions shall have internal choice from within each unit; each question will carry 10 marks.

IMPORTANT NOTES:	
1	<i>The purpose of examination will be to assess the Course Outcomes (CO) that will ultimately lead to assessment of attainment of Programme Specific Outcomes (PSO). A question paper must assess the following aspects of learning: Remembering, Understanding, Applying, Analyzing, and Evaluating & Creating (reference to Bloom's Taxonomy).</i>
2	<i>Case Study is essential in every question paper (wherever it is being taught as a part of pedagogy) for evaluating higher-order learning. Not all the courses might have case teaching method used as pedagogy.</i>
3	<i>There shall be continuous evaluation of the student and there will be a provision of fortnight progress report.</i>

Program Structure- BBA (BM&C)

A. Introduction

The objective of the Programme is to provide students with an all-round view of various practical and applicable aspects of marketing and brand management. The curriculum includes topics such as types of markets, competition, buyer behavior, brand building, digital disruption and communication through new media. The course imparts knowledge about market research, principles of brand management, analysis of market trends, brand research, brand launch, USP, brand promotion, distribution and packaging, and marketing of a brand, integrated communication and digital marketing.

The curriculum is designed so as to give students an in-depth knowledge of the academic disciplines and applied functional areas necessary to meet the requirements of business enterprises and the industry. We lay emphasis on the following courses *balanced with core and elective courses*: The curriculum of BBA (BM&C) program emphasizes an intensive, flexible management education with 142 credits. The program structure and credits for **BBA (BM&C)** are finalized based on the stakeholders' needs and general structure of the Programme. Minimum number of class room contact teaching credits for the BBA (BM&C) program will be 1420 hours (one credit equals 10 hours).

BBA (BM&C)Three-Year (6-Semester) CBCS Programme				
Basic Structure: Distribution of Courses				
S.No.	Types of Course	Credit	Hours	Total Credit
1	Core Course (CC)	4	13 courses- 4 Hrs / week / course , Total Hours 52	13x4=52
2	Ability-Enhancement Compulsory Course (AECC)	4	6 courses of 4 Hrs / week / course , Total Hours 24	6x4=24
3	Generic Elective (GE)	4	4 courses 4 Hrs / week / course , Total Hours 16	4x4=16
4	Open Elective	3	2 courses 3 Hrs / week / course , Total Hours 06	2x3=6
5	Skill-Enhancement Elective Course (SEC)	4	5 course of 4 Hrs / week / course , Total Hours 20	5x4=20
6	Discipline Specific Elective (DSE)	4	4 courses 4 Hrs / week / course , Total Hours 16	4x4=16
7	Viva-Voce (VV)	4	1 course 0 Hrs / week / course , Total Hours 0 1 course 8 Hrs / week / course , Total Hours 08	2x4=8
8	Value Added Audit Course (VAC)	0	2 courses of 2 Hrs / week / course , Total Hours 04	2x0=0
Total Credits				142

B. Choice Based Credit System (CBCS)

Choice Based Credit System (CBCS) is a versatile and flexible option for each student to achieve their target number of credits as specified by the UGC and adopted by our University. The following is the course module designed for the BBA (BM&C) program:

Core Course (CC): Core courses of BBA (BM&C) program will provide a holistic approach to management education, giving students both an overview of the field, and a basis to build, and specialize upon. These core courses are the strong foundation to establish management knowledge and provide broad multi-disciplined knowledge that can be further be studied in depth during the elective phase. The core courses will provide students with more than just practical knowledge, case-based lessons and collaborative learning models, train students to analyze, decide, and lead-rather than merely know-while creating a common student experience that can foster a deep understanding, develop decision-making ability and contribute to the business and community at large. A wide range of core courses provide groundwork in the basic management, commerce and higher level of marketing & communication. This integrated and focused approach provides foundation to aspire for job opportunities in a range of industries and to possess both entrepreneurial approach and entrepreneurial skill sets. This program offered 13 core courses of 4 credits each.

Ability Enhancement Compulsory Course (AECC): As per the guidelines of Choice Based Credit System (CBCS) for all Universities, including the private universities, the Ability Enhancement Compulsory Course (AECC) is a course designed to develop the ability of students in communication (especially English) and other related subjects where they might find it difficult to communicate at a higher level in their prospective job at a later stage due to lack of practice and exposure in the language, etc. Students are motivated to learn the theory, fundamentals and tools of communication which can help them develop and sustain in the corporate environment and culture. This program offers 6 AEC courses of 4 credits each.

Generic Elective Course (GEC): Generic Elective is an interdisciplinary additional course. The score of Generic Elective is counted in your overall CGPI under Choice Based Credit System (CBCS). This program offered 4 GE courses of 4 credits each.

Open Elective (OEC): Student has to choose open elective course from the list of open electives list provided by the University. This program offered 2 OE courses of 3 credits each.

Skill Enhancement Course (SEC): These courses may be chosen from a pool of courses designed to provide value-based and/or skill-based knowledge. This program offered 4 SE courses of 4 credits each.

Discipline Specific Elective Course (DSEC): The discipline specific elective courses are chosen to make students specialist or having specialized knowledge of a specific domain like Marketing Management, Human Resource Management, Finance and International Business. It will be covered in two semesters (V & VI) of third year of the program relevant to chosen disciplines of elective courses of the program. Each student will have to choose four discipline specific elective courses (DSECs) as a **specialization** (Brand Management and Communication); 2 in Semester V and 2 in Semester VI respectively. Each DSEC will carry 4 credits.

Viva Voce (VV): The viva- voce courses are chosen to make students have a clear and specific knowledge regarding their particular subjects and the type of projects they have undergone during their respective semesters.

- **Value Added Audit Course (VAC):** A value added course is a non-credit audit course which is basically meant to enhance general ability of students in areas like soft skills, quantitative aptitude and reasoning ability - required for the overall development of a student and at the same time crucial for industry/corporate demands and requirements. The student possessing these skills will definitely develop acumen to perform well during the recruitment process of any premier organization and will have the desired confidence to face the interview. Moreover, these skills are also essential in day-to-day life of the

corporate world. The aim is to nurture every student for making effective communication, developing aptitude and a general reasoning ability for a better performance, as desired in corporate world. There shall be one course each in Semester IV & Semester V and will carry no credit, however, it will be compulsory for every student to pass these courses with minimum 45% marks to be eligible for certificates. Marks/ Credits will not be included in the calculation of CGPI.

C. Program Specific Outcomes (POs/PSOs)

The learning and abilities or skills that a student would have developed by the end of three-year BBA(Brand Management and Communication Program):

Programme Outcomes	
PO:1	Critical Thinking Skills: Students are able to define, analyze, and devise solutions for structured and unstructured business problems and issues using cohesive and logical reasoning patterns for evaluating information, materials, and data.
PO:2	Communication Skills: Students are able to conceptualize a complex issue into a coherent written statement and oral presentation.
PO:3	Technology Skills: Students are competent in the uses of technology in modern organizational operations.
PO:4	Entrepreneurship and Innovation: Students can demonstrate the fundamentals of creating and managing innovation, new business development, and high-growth potential entities.
PO:5	Business Knowledge: Students can demonstrate technical competence in domestic and global business through the study of major disciplines within the fields of business.
PO:6	Social Interaction: Elicit views of others, mediate disagreements and help reach conclusions in group settings.
PO:7	Environment and Sustainability: Understand the issues of environmental contexts and sustainable development
PO:8	Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes.

PSO – 1	Understanding marketing concepts and develop brand strategies for customer satisfaction and profitability.
PSO – 2	Developing and exploring opportunities in marketing communication and develop innovative campaigns for new media
PSO – 3	Demonstrating Information and Communication Tools for quantitative and qualitative analysis and effective decision making
PSO – 4	Analyzing global brands and explore the market potential in emerging economies
PSO – 5	Imparting national and global values in communication of business and brands.
PSO – 6	Applying current tools and techniques for effective customer engagement and develop efficient methodologies and processes for integrated marketing communications

D. Pedagogy & Unique practices adopted: “Pedagogy is the method and practice of teaching, especially for teaching an academic subject or theoretical concept”. In addition to conventional time-tested lecture method, the institute will emphasize on practical base **experiential learning**.

1. **Bridge Courses:** At the start of the BBA program, college will organize Orientation Program for the enrolled students. Along with the Orientation Program i.e. before commencement of the First semester, students (on the basis of student's previous studies and background) will undergo Bridge Courses in Accounting & Statistics. The Course on Accounting serves the purpose of securing a footing for students with a non-accounting background and introduces them to the basic building blocks of accounting. Students with an accounting background are enabled to strengthen their basics. The course on Statistics is designed to prepare students for high-level performance in different courses requiring Quantitative applications and analytical skills.
2. **(Experiential Learning:** Student will be imparted education with an objective of learning through experiences with the help of tools viz. Cases, Role Play – Simulation, Video Based Learning (VBL) & Learning through Movies (LTM), Field/Live Projects, Industrial Visits, Special Guest Lectures (SGL)& Extra&Student Development Programs SDP).
3. **Case Based Learning:**Case based learning enhances student skills at delineating the critical decision dilemmas faced by organizations, helps in applying concepts, principles and analytical skills to solve the delineated problems and develops effective templates for business problem solving. Case method of teaching is used as a critical learning tool for effective learning and we encourage it to the fullest. We make it compulsory to teach at least one case study in each unit of BBA (Brand Management and Communication) Program.
4. **Role Play&Simulation:** Role-play and simulation are forms of experiential learning. Learners take on different roles, assuming a profile of a character or personality, and interact and participate in diverse and complex learning settings. Role-play and simulation function as learning tools for teams and groups or individuals as they "play" online or face-to-face. They alter the power ratios in teaching and learning relationships between students and educators, as students learn through their explorations and the viewpoints of the character or personality they are articulating in the environment. This student-centered space can enable learner-oriented assessment, where the design of the task is created for active student learning. Therefore,role-play& simulation exercises such as virtual share trading, marketing simulationetc. are being promoted for the practical-based experiential learning of our students.
5. **Video Based Learning (VBL)&Learning through Movies (LTM):** These days technology has taken a front seat and classrooms are well equipped with equipment and gadgets. Video-based learning has become an indispensable part of learning. Similarly, students can learn various concepts through movies. In fact, many teachers give examples from movies during their discourses. Making students learn few important theoretical concepts through VBL & LTM is a good idea and method. The learning becomes really interesting and easy as videos add life to concepts and make the learning engaging and effective. Therefore, our institute is promoting VBL & LTM,wherever possible.
6. **Field/Live Projects:** The students will take up experiential projects in companies, where senior executives with a stake in teaching guide them, drive the learning. All students are encouraged to do some live project other their regular classes.
7. **Industrial Visits:** Industrial visit are essential to give students hand-on exposure and experience of how things and processes work in industries. Our institute organizes such visits to enhance students' exposure to practical learning and work out for a report of such a visit relating to their specific topic, course or even domain.
8. **MOOCS:** Students may earn credit by qualifying any MOOC course of his specialization from NPTEL or SWAYAM portal

9. **Special Guest Lectures (SGL):** Some topics/concepts need extra attention and efforts as they either may be high in difficulty level or requires experts from specific industry/domain to make things/concepts clear for a better understanding from the perspective of the industry. Hence, to cater to the present needs of industry, we organize such lectures, as part of lecture-series and invite prominent personalities from academia and industry from time to time to deliver their vital inputs and provide greater insights.
10. **Student Development Programs (SDP):** Harnessing and developing the right talent for the right industry an overall development of a student is required. Apart from the curriculum teaching various student development programs (training programs) relating to soft skills, interview skills, SAP, Advanced excel training etc. that may be required as per the need of the student and industry trends, are conducted across the whole program. Participation in such programs is solicited through volunteering and consensus.
11. **Industry Focused Programs:** The specific courses/contents are to be delivered by industry experts to provide practice based insight to the students.
12. **Special Assistance Program for Slow & Fast Learners:** The College gets a diverse group of students every year. They differ in terms of their intelligence, efforts and interest. We make efforts to identify them as Slow and fast learners within first three months of their joining. Slow learners are given extra time and sessions to bridge the learning gap under the guidance of faculty coordinator and Fast learners are provided challenging assignments/Projects/Readings and learning opportunity
13. **Orientation Program:** The Orientation Program is designed keeping in mind the guidelines of UGC. This Program is for 03 Weeks duration. The Program designed by the College is approved by the office of the Vice Chancellor. The purpose is to make the fresh students comfortable and provide awareness about the college and the university. The Topics covered are multi -faceted encompassing: Academic rules & regulation, Examination rules & regulation, Learning resources, participation in Extra -curricular Activities, Discipline, Conduct, Motivational talks, Industry talks, & Bridge Courses/content etc.
14. **Mentoring Scheme:** Every Student shall be provided with a faculty Mentor to help him /her in their personal & Academic Issues. The mentor maintains a register of all his/her mentees with complete personal & parents 'details. It is essential to have at least to meet once in a month. The mentor enters the discussions held, advice given and efforts & improvements made by the mentee. This register of the mentor must be counter signed by the HOD once a month and by the Principal once in a semester
15. **Career & Personal Counseling:** It is a process that will help the student to know and understand yourself and the world of work in order to make career, educational, and life decisions. Career development is more than just deciding on a major and what job you want to get when you graduate.

Corporate Resource Cell or Placement Cell provides support to shape the students to a brighter future. The CRC majorly helps students by:

➤ **Career Counseling:**

The main reason of consulting this department was your uncertainty about career prospects. With the view of catering to this need of the students, the Corporate Resource Centers have employed proficient counselors who are familiar with the contemporary industry trends. CRCs also provide guidance and mentoring for all choice based career options like Placements, Entrepreneurship, Higher Studies services. By knocking their door, you would be able to bring your thoughts to the table and in return, they would be able to guide you in the right direction.

➤ **Workshops:**

Before expanding your skills and way before propelling you in the industry, the department will brief you about the requirements through regular workshops. Through these workshops, the students are given insights on the topics such as designing an impressive CV with the assistance of latest tools and techniques, the use of different applications, etc.

➤ **All-inclusive Training:**

Placement centers have a full hold on the training activities. In furtherance of sharpening the skills apropos to recent demands, these centers conduct interwoven training sessions like Training on Aptitude, Logical Reasoning and Quantitative skills. Employability Assessment Test is conducted periodically to check the progress of training and assess the skill level of the student for various sectors of jobs. Also training is provided on latest technologies which are relevant to the industry needs of today. From communication skills to clothing etiquette, these centers incorporate each and every aspect of your personality. This training is the tipping point which instills full confidence and desired skills in you.

➤ **Mock Interviews:**

Interviews, for some, are herculean tasks while for others they are child's play. Undoubtedly, it is all intrinsic to our nature but these things can be transfigured with some tactics. Now, those techniques which construct a smooth road to success are with career services center workers-they know what needs to be done. So, with the help of mock interviews, your nervousness is reduced and one gets an opportunity to improve on the weak areas. This indeed proves to be a great help for the final face-off!

➤ **Internships and Industrial Visits:**

For unveiling the real-life working and functions of any company, short industrial trips become an integral part of the curriculum. These are arranged and organized by the same department. Internships are another alternative to providing complete know-how of the company. Here, the students undergo training at the actual physical locations. These are of utter importance as they give the students the much required experiential learning. These internship programs let the students ponder their choices. Through these visits, the students are exposed to situations and more adapt to taking on the challenges as they venture into the professional workspace.

➤ **On / Off Campus placement:**

Placement centers are the driving forces behind on-campus recruitments. Those who work under the head of session, companies visit the campus. As inexperienced candidate may face trouble finding a befitting job, so these centers actually help them in bypassing that trouble and become more confident and prepared.

All in all, consulting your placement center is always a great option for it resolves numerous career-related issues. Taking its working and functioning into account, placement center emerges as a helpful department. From counseling the students to boosting morale, it provides every possible help needed. While adding more to your portfolio, it gives back-end support for a better career avenue to the student and in regard to this, one should never ignore it.

16. **Competitive Exam Preparation:** Every student will be provided competitive exam preparation guidance on personal level so that he or she should have a clear objective regarding all the future competitive exams he can appear. Students are mentored in such way that they have all the doubts and queries regarding the possible competitive exams they can take.
17. **Extra-curricular Activities:** organizing & participation in extracurricular activities will be mandatory to help students develop confidence & face audience boldly. It brings out their leadership qualities along with planning & organizing skills. Students undertake various cultural, sports and other competitive activities within and outside then campus. This helps them build their wholesome personality.
18. **Participation in Workshops, Seminars & writing & Presenting Papers:** Students enrolled in the programs are encouraged by the faculty to participate and also time to time Workshops and Seminars are organized for students. They are also encouraged and guided by faculty members to write and present papers in seminars and conferences.
19. **Formation of Student Clubs, Membership & Organising & Participating events:** Management Club is formed for students which on regular basis plans and organizes activities for the overall development of students. This increase confidence, team work and team building approach in them.
20. **Capability Enhancement & Development Schemes:** Various schemes of government are introduced to students so that they can go for capability enhancement and development.

21. Library Visit & Utilization of E-Learning Resources: Students are encouraged to visit library and also they are provided with the online Learning Management Portal (LMS) for their knowledge enhancement.

Study & Evaluation Scheme

Programme: BBA

(BM&C)

Semester I

S.N	Category	Course Code	Subject	Periods			Credit	Evaluation Scheme		
				L	T	P		Internal	External	Total
1	CC-1	BBACC111	Fundamentals of Management	4	0	0	4	40	60	100
2	CC-2	BBACC112	Accounting for Business	4	0	0	4	40	60	100
3	CC-3	BBACC113	Managerial Economics	3	1	0	4	40	60	100
4	AECC-1	TMUGE101	English Communication-I	3	0	2	4	40	60	100
5	AECC-2	BBAE102	Environmental Studies	4	0	0	4	40	60	100
6	GEC-1	-	Any 1 from the Electives	4	0	0	4	40	60	100
7	SEC-1	-	Any 1 from the Electives	3	0	2	4	40	60	100
Total				25	1	4	28	280	420	700

Semester II

S.N	Category	Course Code	Subject	Periods			Credit	Evaluation Scheme		
				L	T	P		Internal	External	Total
1	CC-4	BBACC211	Organisational Behaviour	4	0	0	4	40	60	100
2	CC-5	BBACC212	Marketing Management	4	0	0	4	40	60	100
3	CC-6	BBACC213	Research Methodology	4	0	0	4	40	60	100
4	AECC-3	TMUGE201	English Communication-II	3	0	2	4	40	60	100
5	SEC-2	-----	Any 2 from the Electives	4	0	0	4	40	60	100
6	SEC-3	-----		4	0	0	4	40	60	100
7	GEC-2	-----	Any 1 from the Electives	4	0	0	4	40	60	100
Total				27	0	2	28	280	420	700

Semester III

S. No	Category	Course Code	Subject	Periods			Credit	Evaluation Scheme		
				L	T	P		Internal	External	Total
1	CC-7	BBACC311	Human Resource Management	4	0	0	4	40	60	100
2	CC-8	BBACC312	Business and Brands	4	0	0	4	40	60	100
3	CC-9	BBACC313	Financial Management	4	0	0	4	40	60	100
4	CC-10	BBACC314	Consumer Behaviour	4	0	0	4	40	60	100
5	AECC-4	TMUGE301	English Communication-III	3	0	2	4	40	60	100
6	AECC-5	BBAAE301	Human Values & Professional Ethics	4	0	0	4	40	60	100
7	GEC-3	-----	Any 1 from the GEC Group	4	0	0	4	40	60	100
Total				27	0	2	28	280	420	700

Semester IV

S. No.	Category	Course	Subject	Periods			Credit	Evaluation Scheme		
		Code		L	T	P		Internal	External	Total
1	CC-11	BBACC411	Advertising Management	4	0	0	4	40	60	100
2	CC-12	BBACC412	Services Marketing	4	0	0	4	40	60	100
3	OE-1	-----	Open Elective -1	3	0	0	3	40	60	100
4	AECC-6	TMUGE401	English Communication-IV	3	0	2	4	40	60	100
5	GEC-4	---	Any 1 from the GEC Group	4	0	0	4	40	60	100
6	SEC-4	---	Any 2 from the SEC Group	4	0	0	4	40	60	100
7	SEC-5	---		4	0	0	4	40	60	100
	Total			26	0	2	27	280	420	700

Value added audit course: However students has to secure 45% marks for passing this course. The marks of this course will not be added while calculating overall CGPI.

VAC-1	TMUGS401	Managing Self	2	0	0	0	50	50	100
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SemesterV

S. No.	Category	Course	Subject	Periods			Credit	Evaluation Scheme		
		Code		L	T	P		Internal	External	Total
1	CC-13	BBACC511	Strategic Management	4	0	0	4	40	60	100
2	OE-2	-----	Open Elective -2	3	0	0	3	40	60	100
3	DSE-1	-----	Select 2 courses from the corresponding DSE Group	4	0	0	4	40	60	100
4	DSE-2	-----		4	0	0	4	40	60	100
5	VV-1	BBAVV551	Summer Training Evaluation Report	0	0	0	4	50	50	100
Total				19	0	0	19	210	290	500

Value added audit course: However students has to secure 45% marks for passing this course. The marks of this course will not be added while calculating overall CGPI.

VAC-2	TMUGS501	Managing Work and Others	2	0	0	0	50	50	100
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SemesterVI

S. No.	Category	Course	Subject	Periods			Credit	Evaluation Scheme		
		Code		L	T	P		Internal	External	Total
1	DSE-3	-----	Select 2 courses from the corresponding DSE Group	4	0	0	4	40	60	100
2	DSE-4	-----		4	0	0	4	40	60	100
3	VV-2	BBAVV651	Dissertation Report Evaluation (Field Work/MSR)	0	0	8	4	50	50	100
Total				12	0	0	12	130	170	300

Note:-
<p style="text-align: center;">C-Credits 1C = 1 Hour of Lecture /Tutorial 1C = 2 Hour of Practical</p>

Generic Elective Courses (GEC)

S.No	Code	Course	L	T	P	Credit
Semester I (Any one)						
1	BBAGE115	Legal Aspects of Business	4	0	0	4
2	BBAGE116	Team Work and Cross Cultural Leadership	4	0	0	4
Semester II (Any one)						
3	BBAGE215	Business Negotiations	4	0	0	4
4	BBAGE216	Applied Macro Economics	4	0	0	4
Semester III (Any one)						
5	BBAGE315	Business Information Systems	4	0	0	4
6	BBAGE316	Logistics and Supply Chain Management	4	0	0	4
Semester IV (Any one)						
7	BBAGE415	Entrepreneurship	4	0	0	4
8	BBAGE416	Customer Relationship Management	4	0	0	4
Open Electives						
Semester IV (Any one from the open elective list)						
9	-	Open Elective -1	3	0	0	3
Semester V (Any one from the open elective list)						
10	-	Open Elective -2	3	0	0	3

Skill Enhancement Course (SEC)

S.No	Code	Course	L	T	P	Credit
Semester I (Any one)						
1	BBASE117	The art of graphics	3	0	2	4
2	BBASE118	Advance Excel	3	0	2	4
Semester II (Any Two)						
3	BBASE202	Business Communication	4	0	0	4
4	BBASE217	Statistics for Management	4	0	0	4
5	BBASE218	Presentation & Selling Skills	4	0	0	4
Semester IV (Any two)						
6	BBASE417	Techniques of Thinking Visually	3	0	2	4
7	BBASE418	Team Work and Cross Cultural Leadership	4	-	-	4
8	BBASE419	Global Marketing	4	0	0	4

Discipline Specific Electives (DSE-Group)

Semester V (Choose any two courses)						
(Brand Management and Communication)						
S.No	Code	Course	L	T	P	C
1	BBADS512	Digital Marketing	4	0	0	4
2	BBADS513	Introduction to PR and Corporate Communication	4	0	0	4
3	BBADS514	Experiential Marketing	4	0	0	4

Semester VI (Choose any two courses)						
(Brand Management and Communication)						
S.No	Code	Course	L	T	P	C
1	BBADS611	Strategic Brand Management	4	0	0	4
2	BBADS612	Media Planning and Buying	4	0	0	4
3	BBADS613	Integrated Marketing Communication	4	0	0	4

Core Course (CC)

Course Code: BBACC111	Core Course -1 BBA (BM&C)-Semester- IFUNDAMENTALS OF MANAGEMENT	L-4 T-0 P-0 C-4
Course	At the end of this course students should be able to:	
Outcomes:		
CO1	1. Understanding the evolution of management thought, and contributions of various management gurus in its growth	
CO2	2. Analyzing the various management functions and processes and understand its relevance in organizational decision-making	
CO3	3. Examining how managers lead, motivate, communicate and make decisions in organizations	
CO4	4. Applying the management concepts and Demonstrate how the managers influence, co-ordinate and control the operations of a business	
CO5	5. Developing the whole concept of management both as an Art and Science in the mind of students.	
Unit-1:	Introduction: Introduction and Nature of Management - Definition & Meaning-By P. F. Drucker, Koontz O' Donnel, S. George - Management as an Art, Science and Profession - Pre Scientific Management era	8 Hours
Unit-2:	Evolution: Evolution of Management: Thought - Scientific Management & Contribution of F. W. Taylor - Process Management & contribution of Henri Fayol - HR movement - Hawthorne experiments - Contributions of Behavioral scientists - Abraham Maslow, Peter Drucker, Douglas Mc. Gregor	8 Hours
Unit-3:	Planning and Decision-making: Nature & Definition of Planning- Koontz O'Donnell, Hart, Alfred & Beaty - Importance and limitations - Planning process - Meaning of Decision making - Steps in decision making	8 Hours
Unit-4:	Organising and Departmentation: Meaning & Definition- Koontz O'Donnell & McFarland - Organizing - Nature, Purpose & Principles - Types of Organization (Formal & Informal) - Meaning and types of Departmentation	8 Hours
Unit-5:	Elements of Directing, Co-ordination and Control: Meaning & Importance of Directing - Meaning, Principles and techniques of Co-ordination - Meaning, Need & steps in Controlling – Contemporary developments – Case study	8 Hours
Text Books:	1. Management Fundamentals: Concepts, Applications, Skill Development 5th Edition, Robert Lussier, 2019 Edition	

<p><u>Reference Books:</u></p>	<ol style="list-style-type: none"> 1. Management : A Global, Innovative, and Entrepreneurial Perspective, Heinz Weihrich; Mark Cannice; Harold Koontz, Tata McGraw-Hill Education, 2013 edition 2. R. Srinivasan and S. A. Chunawalla., “Management: Principles and Practice”, Himalaya Publications, 2014. 3. L. M. Prasad., “Principles and Practice of Management”, Sultan Chand & Sons, 2015 4. P. C. Tripathi and P. N. Reddy., “Principles of Management”, Tata McGraw Hill, 2015 <p>*Latest editions of all suggested books are recommended.</p>	
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Course Code: BBACC112	Core Course – 2 BBA (BM&C)- Semester-I Accounting For Business	L-4 T-0 P-0 C-4
Course Outcomes:	At the end of this course students should be able to understand the:	
CO1	Understanding the accounting principles in accounting	
CO2	Applying transactions in the books of original entry and ledger accounts	
CO3	Analyzing the accuracy of accounting entries and banking transactions	
CO4	Understanding depreciation under different methods of depreciation	
CO5	Implementing the results of operations and financial position of a sole trading Business	
Unit-1:	Introduction to Accounting Meaning and Definition; Objectives of Accounting; Need for Accounting; Functions of Accounting; Users of Accounting Information; Limitations of Accounting; Accounting Principles: Accounting Concepts and Accounting Conventions. Indian Accounting Standards and International Financial Reporting Standards – Brief Overview only	8 Hours
Unit-2:	Journal, Ledger, and Cash Book Journal, Rules of Debit and Credit, Compound Journal Entry; Opening Entry; Ledger, Posting, Rules Regarding Posting, Balancing Ledger Accounts; Advantages of Ledger, Cash Book (Simple Cash Book, Double Column Cash Book, Three Column Cash Book and Petty Cash Book)	8 Hours
Unit-3:	Trial Balance and Bank Reconciliation Statements Meaning and Importance of Trial balance, Preparation of the Trial Balance, Meaning of Accounting Errors, Types of Accounting Errors, Rectification of Errors Meaning and objective of bank reconciliation statement; Importance of bank reconciliation statement; Causes of difference between cash book balance and pass book balance; Techniques of preparing bank reconciliation statement	8 Hours
Unit-4:	Depreciation Accounting Depreciation- Introduction, Definition, Objectives of providing depreciation, Methods of Calculation – Written down Value method and Straight Line Methods; Depreciation Accounting as per revised AS-6	8 Hours
Unit-5:	Final Accounts of Proprietary Concerns Final Accounts: Trading Account, Profit & Loss Account and Balance Sheet; Preparation of Trading Account, Profit & Loss Account and Balance Sheet with adjustments relating to: closing stock, outstanding expenses, prepaid expenses, accrued incomes, unearned incomes, depreciation, bad debts, provision for bad debts, provision for discount on debtors, interest on capital, and interest on drawings	8 Hours
Text Books:	1. S. N. Maheshwari and S. K. Maheshwari, <i>An Introduction to Accountancy</i> , 8 th Edition, Vikas Publishing House, 2018	
Reference Books:	1. R. L. Gupta and V. K. Gupta, <i>Financial Accounting: Fundamentals</i> , 5 th edition, Sultan, Chand Publishers, 2017 2. Rajesh Agarwal and R Srinivasan, <i>Accounting Made Easy</i> , 2010 edition, McGraw Hill. *Latest editions of all suggested books are recommended.	

Course Code: BBACC113	Core Course –3 BBA (BM&C)- Semester-I Managerial Economics	L-3 T-1 P-0 C-4
Course Outcomes:	After the completion of the course, students will be able to –	
CO1	1. Understanding of the important concepts of Economics for better business decisions.	
CO2	2. Applying the laws of demand and supply and be able to measure elasticity of demand	
CO3	3. Analyzing the theories of consumption, production and cost	
CO4	4. Developing the knowledge of various market structures and competition	
CO5	5. Implementing the knowledge of economies of scale.	
Unit-1:	Introduction Nature, scope and relevance of managerial economics in business decisions; Fundamental economic concept – scarcity of resources, opportunity cost, production possibility curve, incremental principle, time value of money, micro v/s macro economics	8 Hours
Unit-2:	Demand and Supply Analysis Demand function meaning, types and determinants, law of demand; Elasticity of demand – meaning, types and its measurement, application of elasticity; Concept in business; Supply function – meaning and its determinants; law of supply; market equilibrium	8 Hours
Unit-3:	Consumer Behaviour Utility analysis and indifference curve analysis; Consumer's Equilibrium under utility and Indifference curve approaches; Demand forecasting – its significance and techniques.	8 Hours
Unit-4:	Production and Cost Analysis Production – factors of production, fixed and variable inputs, law of variable proportions; law of returns to scale, economies and diseconomies of scale; Cost analysis; kinds of costs, short run and long run cost functions – their Nature, shape and interrelationship.	8 Hours
Unit-5:	Market Structures and Price Determination Different market structures and their Characteristics, short run and long run price – output decisions under perfect competition, Monopolistic competition, monopoly and oligopoly	8 Hours
Text Books:	1. Dwivedi, D N, <i>Managerial Economics</i> , Vikas Publishing House, New Delhi, 2018 edition	
Reference Books:	1. Mehta, P L, <i>Managerial Economics</i> , S. Chand, New Delhi, 2016. 2. Chaturvedi, D D, & Gupta, S L, <i>Business Economics</i> , Brijwasi Publishers. 2010 3. Koutsoyiannis, A., <i>Modern Micro Economics</i> , Macmillan Press Ltd, 2008 4. Salvator, Dominick, <i>Managerial Economics</i> , McGraw – Hill Book Company, 2016 *Latest editions of all suggested books are recommended.	

<u>Course Code:</u> BBACC211	Core Course -4 BBA(BM&C)- Semester-II Organisational Behaviour	L-4 T-0 P-0 C-4
<u>Course Outcomes:</u>	At the end of this course students should be able to:	
CO1	Understanding key individual, group and organizational level influences on human and organization.	
CO2	Analyzing the motivational theories, concepts of Organizational Behavior through real world examples	
CO3	Evaluating the various psychological techniques, leadership theories and styles used in organizations.	
CO4	Examining the organization of individuals in teams and groups, their dynamics and conflict management styles.	
CO5	Developing the concepts of organizational culture, organizational change and the 'Life-cycle theory'	
Unit-1:	Understanding Organizational Behaviour Introduction –Nature and Scope of OB, Challenges and Opportunity for OB, Organization Goals, Models of OB, Impact of Global and culture diversity on OB	8 Hours
Unit-2:	Psychological Elements of Organizational Behaviour Individual Behaviour, Personality, Perception and its role in individual decision making, Learning, Motivation, Hierarchy of needs theory, Theory X and Theory Y , Motivation Hygiene theory, Vrooms Expectancy theory. Factors of motivation for employees	8 Hours
Unit-3:	Interpersonal Relationship & Leadership Interpersonal Relationship – Transaction Analysis. The Johari Window, Leadership, Its Theories, and Prevailing Leadership style in Indian Organization.	8 Hours
Unit-4:	Group Dynamics Group Behavior – Definition and Classification of Groups, Types of Group structure, Group decision making, Teams Vs Groups, Inter group problems in organizational group dynamics, Conflict and Conflict Management styles	8 Hours
Unit-5:	Organizational Change Management Management of Change-Change and Organizational development, Resistance to change, Approaches to managing Organizational change. Organizational effectiveness, Organizational culture, Power and Politics in Organization, Quality of work life, organizational change – a factor of organizational development.	8 Hours

Text Books:	1. Stephen.P Robbins, Timothy A.Judge, NeharikaVohra, 2016 Edition, Pearson,	
Reference Books:	1. Fred Luthans, <i>Organizational Behaviour</i> , 12 th Edition, Tata McGraw Hill Publications, 2010 2. K. Aswathappa, <i>Organizational Behaviour</i> , Himalaya Publications, Ninth Revised and Enlarged Edition, 2011 3. SeemaSanghi, <i>Human Resource Management</i> , Vikas Publishing, 2014 UdayPareek, SushamaKhanna, <i>Understanding Organizational Behaviour</i> , Fourth Edition, Oxford Press, 2016 4. <i>Behaviour</i> , Fourth Edition, Oxford Press, 2016 *Latest editions of all suggested books are recommended.	

Course Code: BBACC212	Core Course -5 BBA(BM&C)- Semester-II Marketing Management	L-4 T-0 P-0 C-4
Course Outcomes:	After the completion of the course, students will be able to –	
CO1	1. Understanding of Marketing Concepts and apply the consumer insights gained in product development	
CO2	2. Analyzing the Segmentation, Targeting and Positioning strategies used for product positioning and differentiation.	
CO3	3.Examining the marketing mix strategies used for products. 4. Implementing the knowledge of various marketing related strategies for better understanding of market competition.	
CO4		
CO5	5. Developing conceptual knowledge regarding Indian and Global market practices.	
Unit-1:	Introduction to Marketing Management Introduction – Meaning and nature of marketing management, objectives and importance of marketing management, marketing concepts. ConsumerNeeds,Wants,andConsumerInsights:Introduction,NeedsandWants,Using Needs/Wants Insight in Marketing, Benefits Sought By Consumers, The Impact of Emotional Benefits, Consumer Insight, Possible Sources of Insights, Using Insights, Finding and Developing an Insight , The Role of an Insight in Product Development and Marketing.	8 Hours
Unit-2:	Segmentation Targeting and Positioning (STP) Market Segmentation and Product Positioning: Introduction, Market Segmentation, Market Targeting, Target Market Strategies, Product Positioning and Differentiation, Choosing a Differentiation and Positioning Strategy, Changing the Product Positioning, USPs	8 Hours
Unit-3:	Marketing Mix: Product and Price Products and Services: Introduction, Levels of Product and Services, Classifications, Product and Service Decisions. Branding, New Product Development and Product Life Cycle (PLC), Services Marketing: The Nature and Characteristics of a Service, Marketing Strategies for Service Firms. Pricing: Introduction - factors influencing pricing decisions and Pricing Strategies.	8 Hours
Unit-4:	Marketing Mix: Promotion Marketing Communication, Integrated Marketing Communications (IMC), and Promotion Mix Strategies – Push and Pull Strategy Advertising and Public Relations, Personal Selling and Sales Promotion, Sales Promotion - Trade Shows, Trade Sales Promotion, Consumer Sales Promotion. Publicity and direct marketing - Direct Marketing, Benefits of Direct Marketing, Direct Marketing Channels, Public and Ethical Issues in Direct Marketing.	8 Hours
Unit-5:	Marketing Mix: Place (Distribution Channel) Distribution Channels: Introduction, Type of Marketing Channel, Channel Motivation, Importance of Channel of Distribution, Multiple Channels Distribution, Retail, Levels of Service, Corporate Retailing, The New Retail Environment. New trends in the area of marketing	8 Hours

<u>Text Books:</u>	1. Kotler, Philip and Armstrong. (2007). <i>Principles of Marketing</i> . (12 th ed.). New York: Pearson Education.	
<u>Reference Books:</u>	1. Philip Kotler, Kevin Lane Keller. Marketing Management, 15 th Edition, Pearson, 2017 2. Ramaswamy and Namakumari. (2005). Marketing Management, Sage publication India Pvt Ltd, Sixth Edition, 2018. 3. Arun Kumar and Meenakshi. Marketing Management. Vikas Publishing House, 2016 4. William M Pride and O C Ferrell. <i>Marketing</i> , South-western Publishing, 17 th Edition, 2013 *Latest editions of all suggested books are recommended.	

Course Code: BBACC213	Core Course -6 BBA(BM&C)- Semester-II Research Methodology	L-4 T-0 P-0 C-4
Course Outcomes:	After the completion of the course, students will be able to –	
CO1	1. Understanding a research problem	
CO2	2. Analyzing the types of research for the research problem	
CO3	3. Evaluating the data adopting the best method	
CO4	4. Developing the most suitable tool of data collection	
CO5	5. Implementing data interpretation.	
Unit-1:	Introduction to Research Meaning – Objectives, Scope of Research, Research Approaches – Research Process – Research Design – Research Methods Vs Research Methodology – Steps in Research – Problem Formulation – Statement of Research Objective	8 Hours
Unit-2:	Types of Research Types of Research, Quantitative Market Research, Qualitative Market Research, Types of Qualitative Market Research, Newer and Emerging Qualitative Researches, Observational Research, Types of Observational Research, Advantages and Disadvantages of Observational Research Exploratory – Descriptive – Experimental Research.	8 Hours
Unit-3:	Methods of Data Collection Observational and Survey Methods – Field Work Plan – Administration of surveys – Training field investigators – Sampling methods – Sample size	8 Hours
Unit-4:	Tools for Collection of Data Questionnaire Design; Attitude measurement techniques – Motivational Research Techniques – Selection of Appropriate Statistical Techniques	8 Hours
Unit-5:	Statistical Methods Tabulation of data – Analysis of data – Testing of Hypothesis, Advanced techniques – ANOVA, Chi-Square – Discriminant Analysis – Factor analysis, Conjoint analysis – Multidimensional Scaling – Cluster Analysis (Concepts Only).	8Hours
Text Books:	1. K Kotari and Gaurav Garg, Research Methodology – Methods and techniques, 2019	
Reference Books:	1. Tony Proctor. <i>Essentials of Marketing Research</i> . Prentice Hall, 2005 *Latest editions of all suggested books are recommended.	

Course Code: BBACC311	Core Course -7 BBA(BM&C)-Semester-III Human Resource Management	L-4 T-0 P-0 C-4
Course Outcomes:		
CO1	1. Understanding of HR function in the present day organizations	
CO2	2. Analyzing the HR planning strategies	
CO3	3. Evaluating the methods of recruitment and selection	
CO4	4. Implementing different HRM strategies used to manage Human capital	
CO5	5. Analyzing the impact of promotion and transfer policies	
CO6	6. Developing the performance appraisal methods and compensation techniques prevalent in organizations	
Unit-1:	Introduction to Human Resource Management Meaning-definitions, objectives and importance of HRM, functions of HRM – managerial functions – operative functions – nature and scope of HRM – HR manager, Role, qualification and qualities	8 Hours
Unit-2:	Human resource planning, Recruitment and Selection Meaning and importance of human resource planning, benefits of human resource planning, Meaning of recruitment, selection, placement and training Methods of Recruitment and Selection - Uses of tests in selection, Problems involved in placement.	8 Hours
Unit-3:	Training, Induction and HRM Strategies Meaning of Training and Induction, Objective and purpose of induction, Need for training, benefits of training, Identification of training needs, methods of training. HRM Strategies - Human capital – emotional quotient – mentoring.	8 Hours
Unit-4:	Promotion and Transfers Meaning of promotion-Purposes and types – promotion policy – bases of promotion – seniority v/s merit– transfer, need –purposes –types of transfers- demotion –causes of demotion.	8 Hours
Unit-5:	Performance Appraisal and compensation Meaning - objectives of performance appraisal, 360-degree appraisal, other methods of performance appraisal and limitations. Principles - techniques of wage fixation, job evaluation, compensation -meaning of compensation, objectives and importance of compensation.	8 Hours
Text Books:	1. Gary Dessler and Biju Varrkey, Human Resource Management, Pearson, 2017.	

<p>Reference Books:</p>	<ol style="list-style-type: none"> 1. SeemaSanghi, Human Resource Management, Vikas Publishing Pvt ltd,2014. 2. K.Ashwthappa, Human Resources Management-Text and Cases, McGraw Hill Education (I)Pvt Ltd, Eighth Edition,2017. 3. V.S.P.Rao, Human Resource Management, Excel Books, ThirdEdition(2010) 4. P.SubbaRao,HumanResourceManagement,HimalayaPublishingHouse,2018 <p>C.B.Gupta. (2014). <i>Human Resource Management</i>. Sultan chand and sons,2017</p> <p>*Latest editions of all suggested books are recommended.</p>	
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<u>Course Code:</u> BBACC312	Core Course -8 BBA(BM&C)- Semester-III Business and Brands	L-4 T-0 P-0 C-4
<u>Course Outcome</u>	At the end of this course students should be able to:	
<u>CO1</u>	1. Understanding and critically examining the disciplines of Branding	
<u>CO2</u>	2. Analyzing practical application of a brand, including positioning and communication	
<u>CO3</u>	3. Developing and assessing the measurement of brand equity and brand performance	
<u>CO4</u>	4. Identifying problems in relation to contemporary brand and product management, and be aware of strategies to Investigate them.	
CO5	5. Analyzing how to apply the knowledge of Branding to practical cases.	
Unit-1:	Introduction to Brands: Introduction to Brands and Market, Introduction to Brand concepts, Types of Marketing, Brand Foundation	8 Hours
Unit-2:	Brand identity and positioning: Brand Equity, Brand Positioning, Brand Positioning Process, Product Positioning Process, Brand Positioning and the Consumer Mind, Brand Identity, Brand Identity v/s Corporate Identity.	8 Hours
Unit-3:	Brand Development: Brand Development, Brands: Its Personality, Image and Promise, Market Segmentation, Brand Positioning Statement, Emotional Motivators.	8 Hours
Unit-4:	Brand strategies: Brand Management Strategies, Brand Promotion, Brand Portfolio, Brand Extension, Categorization Theory, Brand Extension, Sub Brand, Mother Brands, Umbrella Brand	8 Hours
Unit-5:	New trends in Branding: Branding – New Trends, Marketing Research, Qualitative Research, Qualitative versus Quantitative Approaches, Brand Myths and Icons, Brand Disaster and Management, Brand Revitalization, Brand Influence, The Impact of Technology and Internet and Social Networks..	8 Hours
<u>Text Books:</u>	1. Kevin Lane Keller, Ambi M. G. Parameswaran and Issac Jacob. <i>Strategic Brand Management</i> . (4 th ed.). Pearson Education.2014	
<u>Reference Books:</u>	1. Tilde Heding, Charlotte F. Knudtzen and MogensBjerre. (2009). <i>Brand Management – Research</i> . Routledge 2. Y. L. R. Moorthi. (2003). <i>Brand Management – Indian Context</i> . Vikas Publishing House. 3. SharadSarin. <i>Strategic Brand Management for B2B Markets</i> . SAGE publications Pvt Ltd, 2015 *Latest editions of all suggested books are recommended.	

<u>Course Code:</u> BBACC313	Core Course -9 BBA(BM&C)-Semester III Financial Management	L-4 T-0 P-0 C-4
Course Outcomes:	At the end of this course students should be able to:	
CO1	Understanding cost of capital.	
CO2	Analyzing the cash flow statement	
CO3	Developing the best investment alternative by applying the various techniques of capital budgeting	
CO4	Applying the working capital requirement	
CO5	Analyzing the impact of dividend decision on the capital structure	
Unit-1:	Introduction to Financial Management and Cost of Capital Meaning and Evolution, Significance and Goals, Functions of a Financial Manager, Cost of Capital -Meaning, Cost of debt, preference and equity capital, weighted average cost of capital	8 Hours
Unit-2:	Cash Flow Statement and Leverages Cash Flow Statement (AS-3) – Meaning, uses and preparation, Leverages – Operating leverage, financial leverage and Combined leverage, EPS analysis.	8Hours
Unit-3:	Investment Decision Capital Budgeting – Meaning, evaluation of proposals – Payback period, NPV, ARR, IRR, Accept/reject decisions.	8 Hours
Unit-4:	Management of Working Capital Working Capital Policy - Overall Considerations-Importance of Working Capital Management, Operating Cycle Concept, Forecasting, Working Capital Requirement, Estimation of Working Capital	8Hours
Unit-5:	Dividend Policy and Capital Structure Meaning of dividend policy, factors, influencing dividend policy, forms of dividend, Meaning of Capital Structure – Optional capital structure – factors determining capital structure.	8 Hours
<u>TextBooks:</u>	1. Khan M. Y. and Jain P. K., “Financial Management”, McGraw Hill 2018	
<u>Reference Books:</u>	1. I.M. Pandey, “Financial Management”, Vikas Publishing House. 11 th Edition, 2016 2. Prasanna Chandra, “Financial Management Theory and Practice”, McGraw Hill, 2017 3. Michael C. Ehrhardt and Eugene F. Brigham, “Corporate Finance”, 1 st ed., South-Western Publication. 2016 Richard A. Brealey, Stewart Myers and Franklin Allen, “Principles of Corporate Finance” 11 th ed, McGraw Hill, 2013 *Latest editions of all suggested books are recommended.	

Course Code: BB ACC314	Core Course -10 BBA(BM&C)- Semester-III Consumer Behavior	L-4 T-0 P-0 C-4
Course Outcomes:	At the end of this course students should be able to:	
CO1	1. Understanding the basic psychological and sociological principles, theories and models relevant to Consumer Behavior.	
CO2	2. Analyzing basic psychological and sociological principles, theories and models in relation to consumption.	
CO3	3. Determining the basic psychological and sociological principles, theories and models to a practical consumer context.	
CO4	4. Implementing psychological, cultural, and economic variables as they relate to specific product purchase decision.	
CO5	5. Evaluating how attitudes are formed towards a specific product	
Unit-1:	Overview of Consumer Behaviour Understanding Consumer Behaviour- Meaning and Concept of Consumer and Customer, Consumer Learning, Different Models in Consumer Behaviour, Consumer Decision making process-Concept of Consumer Decision; Levels of Consumer Decision Making.	8 Hours
Unit-2:	Factors Influencing Consumer Buying Decision Influence of Culture on Consumer Behaviour-Concept of Culture; The measurement of Culture; Indian Core Values; Cultural aspects of emerging markets	8 Hours
Unit-3:	Customer Loyalty Comprehension Meaning and definition of customer loyalty, Significance of Customer Loyalty, Customer Loyalty Ladder, Loyalty Principles, Benefits of Customer Loyalty, Customer Loyalty and relationship with customer satisfaction.	its 8 Hours

Unit-4:	Customer Loyalty Outcomes Characteristic Features of Behavioural Loyalty, Attitudinal Loyalty and Cognitive Loyalty, Role of Customer Loyalty outcomes in business decisions, Significance of Customer Loyalty for Marketers	8 Hours
Unit-5:	Customer Loyalty Measurement and Application Measuring Customer Loyalty, Customer Loyalty measurement models and scales, Influence of Service Quality on Customer Loyalty, Customer Loyalty in Retail Industry	8 Hours
Text Books:	1. Consumer Behaviour, Kanuk&Schiffman by Pearson,2015	
Reference Books:	1. Brian Mullen; Craig Johnson, The Psychology of Consumer Behavior, Lawrence Erlbaum Associates,2013 2. Hawkins, Best, Coney: Consumer Behaviour Building Marketing Strategy, Tata McGraw Hill.12 th Edition,2012 3. Deon – Buyer Behaviour, Oxford University Press, 4 th Edition,2008 4. Richard P. Bagozzi; ZeynepGürhan-Canli; Joseph R. Priester, The Social Psychology of Consumer Behaviour, Open University Press,2002 5. Thomas J. Reynolds; Jerry C. Olson, Understanding Consumer Decision Making: The Means-End Approach to Marketing and Advertising Strategy, Lawrence Erlbaum Associates,2001 *Latest editions of all suggested books are recommended.	

Course Code: BBACC411	Core Course -11 BBA(BM&C)-Semester-IV Advertising Management	L-4 T-0 P-0 C-4
Course Outcomes:	At the end of this course students should be able to:	
CO1	Understanding the fundamentals of advertising	
CO2	Analysing the different roles of advertising, development and issues in advertising	
CO3	Understanding various channels of advertising	
CO4	Developing knowledge about Global advertisements.	

CO5	Implementing the knowledge of branding through advertising	
Unit-1:	Introduction to Advertising Meaning - Evolution - Features - Active participants - Functions - Advertising as a Communication process Overview and scope of advertising industry in India - Trends in advertising and advertising industry in India – Challenges faced by advertisers in India in the era of globalization	8 Hours
Unit-2:	Classification of Advertising Classification on the basis of – Audience, Media, Advertiser and Area, including advertising in rural India Special purpose advertising such as Green advertising, Political advertising, Advocacy advertising, Retail advertising, Financial advertising, Corporate Image advertising, Comparative advertising, Primary / Generic advertising and Pro Bono/Social advertising including Social Advertising by Indian Government through Directorate of Advertising and Visual Publicity (DAVP)	8 Hours
Unit-3:	Advertising Agency Meaning - Features - Structure and services offered – Types - Emergence of Global agencies - Agency selection criterion - Maintaining Agency–Client relationship – Creative pitch-Agency compensation-Agency accreditation. Career with an agency, media and supplying / supporting firms - Freelancing options for career in advertising	8 Hours
Unit-4:	Planning in ad-making The creative brief - Setting Communication and/or Sales Objectives for the ad/ad campaign–Factors affecting determination of Advertising budget–Methods of setting ad budget - Media planning - Media buying - Media objectives - Factors to be considered while selecting media / media vehicles - Developing a media strategy with media-mix and media scheduling strategies	8 Hours
Unit-5:	Creativity in advertising Role of creativity in advertising - Determining the message theme / major selling idea – Introduction to Unique Selling Proposition (USP) - Positioning strategies - Persuasion and types of advertising appeals – Role of source in ads and celebrities as source in Indian ads-Executional styles of presenting ads 5 Role of different elements of ads such as logo, company signature, slogan, tagline, jingle, illustration etc. – Copywriting for print, out-of-home, television, radio and web Objectives and methods of pre-testing and post-testing ads	8 Hours
Text Books:	1. Batra Rajeev, Myers John G., and Aaker David A., Advertising Management, 5th ed., Prentice Hall India, New Delhi, 2004	
Reference Books:	1. Kazmi S. H. H. and Batra Satish K., Advertising and Sales Promotions, 2nd ed., Excel Books, New Delhi, India, 2008 2. Bergh B. G. V. and Katz H., Advertising Principles, NTC Business Books, Lincolnwood, Illinois, USA, 1999 3. Wells William, Moriarty Sandra & Burnett John, Advertising, Principles and Practice, 7th ed. Pearson Education Inc., 2016 *Latest editions of all suggested books are recommended.	

Course Code: BBACC412	Core Course -12 BBA(BM&C)- Semester-IV Services Marketing	L-4 T-0 P-0 C-4
Course Outcomes:	On completion of the course, the students will be :	
CO1	Understanding the nature and scope of services management.	
CO2	Analyzing the challenges in service delivery as outlined in the Service GAP Model.	
CO3	Developing a theoretical and practical basis for assessing service performance	
CO4	Analyzing the standards of service in the industry	
CO5	Examining how market research can help understand Customer Expectation	
CO6	Examining how service standards can be maintained through service quality strategy	
Unit-1:	Introduction to services Concepts, contribution and reasons for the growth of services sector, difference in goods and service in marketing, myths about services, characteristics of services, concept of service marketing triangle, service marketing mix, GAP models of service quality. Marketing challenges in service industry.	8 Hours
Unit-2:	Consumer behaviour in services Search, Experience and Credence property, consumer expectation of services, two levels of expectation, Zone of tolerance, Factors influencing customer expectation of services. Customer perception of services-Factors that influence customer perception of service, Service encounters, Customer satisfaction, Strategies for influencing customer perception.	8 Hours
Unit-3:	Tourism, Hotel and Hospital Management Introduction; Concept & Nature of Tourism; Significance & Impact of Tourism; Market Segmentation in Tourism; Tourism marketing Mix Management of Travel Services: Role of Travel Agencies & Travel Organization Tour Operations - Meaning and services. Management of Hotel Industry: Hotels; Facilities; The guest Cycle; classification of hotels; Introduction to Hospitals; Development of Hospitals; Facilities; Personnel; Administration; Hospital service extensions – Pharma.	8 Hours
Unit-4:	Understanding customer expectation through market research: Key reasons for GAP 1, using marketing research to understand customer expectation, Types of service research, Building customer relationship through retention strategies-Relationship marketing, Evaluation of customer relationships, Benefits of customer relationship, levels of retention strategies, Market segmentation-Basis & targeting in services.	8 Hours
Unit-5:	Customer defined service standards: Hard” & “Soft” standards, process for developing customer defined standards Leadership Measurement system for market driven service performance-key reasons for GAP-2 service leadership- Creation of service vision and implementation. Service quality as profit strategy. Role of service quality in offensive and defensive marketing. Service design and positioning-Challenges of	8 Hours

	service design, new service development-types, stages. Service blue printing- Using & reading blue prints, Service positioning-positioning on the five dimensions of service quality, Service Recovery	
Text Books:	1. Christopher Lovelock, Services Marketing - Global Edition- Pearson Education,2015	
Reference Books:	<p>1. Dr. Shajahan. S, Service Marketing (Concept, Practices & Cases); Himalaya Publishing House; Mumbai; First Edition,2011</p> <p>2. Valarie A Zeithmal& Mary Jo Bitner, Services Marketing- McGraw Hill, 2018</p> <p>3. Lovelock, Christopher, Services Marketing - People, Technology, Strategy; Pearson Education Asia, Delhi; 2017, 8thEdition</p> <p>4. C Bhattacharji, Services Marketing, Concepts Planning and implementation, Excel Books,2010</p> <p>5. Zeithmal, Services Marketing - Integrating Customer Focus across the firm, 2017</p> <p>*Latest editions of all suggested books are recommended.</p>	

Course Code: BBACC511	Core Course -13 BBA(BM&C)- Semester-V Strategic Management	L-4 T-0 P-0 C-4
Course Outcomes:	On completion of the course, the students will be :	
CO1	Understanding the aspects of Strategic Management	
CO2	Identifying the environmental factors affecting an organization	
CO3	Analyzing the Corporate level, business level and functional strategies	
CO4	Analyzing the dynamics between structure and strategy.	
CO5	Examining the processes and techniques used in strategic evaluation and control	
CO6	Evaluating the strategies used in a global environment	
Course Content:		
Unit-1:	Introduction to Strategic Management: Introduction, Business Definition Introduction, Vision, Mission, Goals and Objectives, The Concept of Strategy, Introduction to Business Policy, Strategic Management Process, Levels of Strategy	8 Hours
Unit-2:	Appraising the Environment: introduction, Characteristics of Environment, Environmental Scanning, Environmental Appraisal	8 Hours
Unit-3:	Strategy Formulation and Implementation: Corporate-Level Strategies, Business-Level Strategies, Functional Strategies; Strategy implementation, Structure and Strategy, Types of Organizational Structures, Stages of Development of Organization, Structures for Strategies, Strategy and Leadership, Organizational Values and Strategy, Resource Allocation	8 Hours
Unit-4:	Strategic Evaluation and Control: Strategic Evaluation, Strategic Control, Operational Control, Process of Operational Evaluation, Evaluation Techniques for Operational Control	8 Hours
Unit-5:	Strategies in the Global Environment: Introduction, International Strategies, Types of International Strategies, Strategic Decisions in Internationalization, Advantages and Disadvantages of Internationalization, Cooperative Strategies, Joint Venture Strategies, Strategic Alliances	8 Hours
Text Books:	1. Strategic Management, Azhar Kazmi, 2015	

Reference Books	<ol style="list-style-type: none"> 1. Concepts in Strategic Management and Business Policy, Thomas L. Wheelen, J. David Hunger, 2012 2. Strategic Management Formulation, implementation and Control, John Pearce and Richard Robinson, 2017 3. Business Policy and Strategic Management – Concepts and Applications, Vipin Gupta, Kamala Gollakoa, R. Srinivasan, 2011 4. Business Policy and Strategic Management, G.V. SatyaSekhar, 2010, <p>*Latest editions of all suggested books are recommended.</p>	
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Ability Enhancement Compulsory

Course AECC

Course Code: TMUGE101	Ability-Enhancement Compulsory Course - 1 BBA(BM&C)- Semester - I English Communication – I	L-3 T-0 P-2 C-4
Course Outcomes:	Indian On completion of the course, the students will be :	
CO1.	Identifying their strengths and weakness, reasons of fear and failure that would enable them to improve their communications skills.	
CO2.	Understanding the importance of English Language in business world.	
CO3.	Developing self confidence .	
CO4.	Develop the ability to speak in English and become articulate.	
CO5.	Applying the basics of English grammar to enhance the language skills.	
CO6.	Developing both verbal and non verbal communication for enhanced Body Language and communication.	
Course Content:		
Unit-1:	Introductory Sessions Self-Introduction Building Self Confidence: Identifying strengths and weakness, reasons of Fear of Failure, strategies to overcome Fear of Failure Importance of English Language in present scenario <i>(Practice: Self-introduction session)</i>	06 Hours
Unit-2:	Basics of Grammar Parts of Speech Tense Subject and Predicate Vocabulary: Synonym and Antonym <i>(Practice: Conversation Practice)</i>	12 Hours
Unit-3:	Basics of Communication Communication : Process, Types, 7Cs of Communication, Importance & Barrier Language as a tool of communication Non-verbal communication: Body Language Etiquette & Manners Basic Problem Sounds <i>(Practice : Pronunciation drill and building positive body language)</i>	10Hours
Unit-4:	Application writing Format & Style of Application Writing Practice of Application writing on common issues.	8 Hours
Unit-5:	Value based text reading: Short Story (Non- detailed study) Gift of Magi – O. Henry	4 Hours
Text Books:	1. Singh R.P.: An Anthology of Short stories: New Delhi: O.U.P.	
Reference Books:	1. Kumar, Sanjay. &Pushp Lata. “Communication Skills” New	

	Delhi: Oxford University Press.			
	2. Carnegie Dale. “How to win Friends and Influence People” New York: Simon & Schuster.			
	3. Harris, Thomas. A. “I am ok, You are ok” New York: Harper and Row.			
	4. Goleman, Daniel. “Emotional Intelligence” Bantam Book.			
<u>Methodology:</u>				
1	Language Lab software.			
2	The content will be conveyed through Real life situations, Pair Conversation, Group Talk and Class Discussion.			
3	Conversational Practice will be effectively carried out by Face to Face & Via Media (Telephone, Audio-Video Clips)			
4	Modern Teaching tools (PPT Presentation, Tongue-Twisters & Motivational videos with sub-titles) will be utilized			
<u>Note:</u>				
1	Class (above 30 students) will be divided in to two groups for effective teaching.			
2	For effective conversation practice, groups will be changed weekly			
<u>Evaluation Scheme</u>				
Internal Evaluation			External Evaluation	
40 Marks			60 Marks	
3 Class Test (from Unit: II, IV & V)	Oral Assignment (from Unit: I & III)	Attendance	External Written Examination (from Unit: II, IV & V)	External Viva - Voce Examination (from Unit: I & III)
20 Marks (from best 2 CT’s out of 3	10 Marks	10 Marks	40 Marks	20 Marks
Parameters of External Viva				
Content	Body Language	Confidence	Question Responsiveness	Total
5 Marks	5 Marks	5 Marks	5 Marks	20 Marks
Note: External Viva will be conducted by 2-member committee comprising				
a	One Faculty teaching the class			

b	One examiner nominated by University Examination cell
c	Each member will evaluate on a scale of 20 marks and the average of two would be the 20 marks obtained by the students

Course Code: BBAE102	Ability-Enhancement Compulsory Course - 2 BBA(BM&C)- Semester-I Environmental Studies	L-4 T-0 P-0 C-4
Course Outcomes:	On completion of the course, the students will be :	
CO1.	Understanding ecology and environment for promoting sustainable development.	
CO2.	Understanding environmental policies, practices and Acts and its application in industries.	
CO3.	Applying the measures to control pollution.	
CO4.	Analyzing the opportunities to make optimum use of natural resources and biodiversity.	
CO5.	Applying the disaster management skills in case of disaster.	
Course Content:		
Unit-1:	Introduction to Environmental Studies: Definition and Scope of environmental studies, multidisciplinary nature of environmental studies, concept of sustainability & sustainable development. Ecology and Environment: Concept of an Ecosystem- its structure and functions, Energy Flow in an Ecosystem, Food Chain, Food Web, Ecological Pyramid & Ecological succession, Study of following ecosystems: Forest Ecosystem, Grass land Ecosystem & Aquatic Ecosystem & Desert Ecosystem.	4 Hours
Unit-2:	Natural Resources: Renewable & Non-Renewable resources; Land resources and land use change; Land degradation, Soil erosion & desertification. Deforestation: Causes & impacts due to mining, Dam building on forest biodiversity & tribal population. Energy Resources: Renewable & Non-Renewable resources, Energy scenario & use of alternate energy sources, Case studies. Biodiversity: Hot Spots of Biodiversity in India and World, Conservation, Importance and Factors Responsible for Loss of Biodiversity, Bio-geographical Classification of India.	4 Hours
Unit-3:	Environmental Pollutions: Types, Causes, Effects & control; Air, Water, soil & noise pollution, Nuclear hazards & human health risks, Solid waste Management; Control measures of urban & industrial wastes, pollution case studies.	4 Hours
Unit-4:	Environmental policies & practices: Climate change & Global Warming (Greenhouse Effect), Ozone Layer - Its Depletion and Control Measures, Photochemical Smog, Acid Rain Environmental laws: Environment protection Act; air prevention & control of pollution act, Water Prevention & Control of Pollution Act, Wild Life Protection Act, Forest Conservation Acts, International Acts; Montreal & Kyoto Protocols & Convention on biological diversity, Nature reserves, tribal	4 Hours

	population & Rights & human wild life conflicts in Indian context.	
Unit-5:	Human Communities & Environment: Human population growth; impacts on environment, human health & welfare, Resettlement & rehabilitation of projects affected person: A case study, Disaster Management; Earthquake, Floods & Droughts, Cyclones & Landslides, Environmental Movements; Chipko, Silent Valley, Vishnoi's of Rajasthan, Environmental Ethics; Role of Indian & other regions & culture in environmental conservation, Environmental communication & public awareness; Case study	4 Hours
<u>Text Books:</u>	1. De A. K. ,Environmental Chemistry, New Delhi : New Age Publishers Pvt. Ltd.	
<u>Reference Books:</u>	Reference Books: 1. Bryant, P. J., Biodiversity and Conservation, New Delhi: Hypertext Book 2. Tewari, Khulbe& Tewari , Textbook of Environment Studies, New Delhi: I.K. Publication 3. Masters, G. M. Introduction to Environmental Engineering and Science, New Delhi : Prentice Hall India Pvt. Ltd. 4. Odem, E. P , Fundamentals of Ecology, New Delhi : W. B. Sannders Co. *Latest editions of all the suggested books are recommended.	

Course Code: TMUGE201	Ability-Enhancement Compulsory Course-3 BBA(BM&C)- Semester-II English Communication - II	L-3 T-0 P-2 C-4
Course Outcomes:	On completion of the course, the students will be :	
CO1.	Understanding the basics of functional grammar.	
CO2.	Understanding the barriers to communication, importance of listening skills and &effective oral presentations.	
CO3.	Applying the various techniques of verbal and non verbal communication at workplace.	
CO4.	Understanding concepts of written communication and letter writing formats and principles.	
CO5.	Applying variety of reading strategies to foster comprehension.	
CO6.	Analyzing literary work using appropriate critical vocabulary.	
Course Content:		
Unit-1:	Functional Grammar: Prefix, suffix and One words substitution Modals Concord	10 Hours
Unit-2:	Listening Skills: Difference between listening & hearing, Process and Types of Listening Importance and Barriers to listening	4 Hours
Unit-3:	Writing Skills: Official letter and email writing Essentials of a paragraph, Developing a paragraph: Structure and methods Paragraph writing (100-120 words)	12 Hours
Unit-4:	Strategies & Structure of Oral Presentation: Purpose, Organizing content, Audience & Locale, Audio-visual aids, Body language Voice dynamics: Five P's - Pace, Power, Pronunciation, Pause, and Pitch. Modes of speech delivery and 5 W's of presentation	8 Hours
Unit-5:	Value based text reading: Short Essay (Non- detailed study) How should one Read a book? – Virginia Woolf	6 Hours
Text Books:	Singh R.P.: An Anthology of English Essay:New Delhi: O.U.P.	
Reference Books	Reference Books: Nesfield J.C. :“English Grammar Composition & Usage” :Macmillan Publishers. SoodMadan: “The Business letters” :New Delhi:Goodwill Publishing House. Kumar Sanjay &Pushplata :“Communication Skills” ;New Delhi:Oxford University Pres.	
Methodology:		
1	Words and exercises, usage in sentences.	
2	Language Lab software.	

3	Sentence construction on daily activities and conversations.			
4	Format and layout to be taught with the help of samples and preparing letters on different subjects.			
5	JAM sessions and Picture presentation.			
6	Tongue twisters, Newspaper reading and short movies.			
7	Modern Teaching tools (PPT Presentation, Tongue-Twisters & Motivational videos with sub- titles) will be utilized.			
8	Text reading: discussion in detail, critical appreciation by reading the text to develop students’ reading habits with voice modulation			
<u>Note:</u>				
1	Class (above 30 students) will be divided in to two groups for effective teaching.			
2	For effective conversation practice, groups will be changed weekly			
<u>Evaluation Scheme</u>				
Internal Evaluation			External Evaluation	
40 Marks			60 Marks	
3 Class Test (from Unit: I, III & V)	Oral Assignment (from Unit: II & IV)	Attendance	External Written Examination (from Unit: I, III & V)	External Viva - Voce Examination (from Unit: II & IV)
20 Marks (from best 2 CT’s out of 3	10 Marks	10 Marks	40 Marks	20 Marks
Parameters of External Viva				
Content	Body Language	Confidence	Question Responsiveness	Total
5 Marks	5 Marks	5 Marks	5 Marks	20 Marks
Note: External Viva will be conducted by 2-member committee comprising				
a	One Faculty teaching the class			
b	One examiner nominated by University Examination cell			
c	Each member will evaluate on a scale of 20 marks and the average of two would be the 20 marks obtained by the students			

Course Code: TMUGE301	Ability-Enhancement Compulsory Course-4 BBA(BM&C)- Semester-III English Communication - III	L-3 T-0 P-2 C-4
Course Outcomes:	On completion of the course, the students will be :	
CO1.	Understanding the grammar and its rules for sentence construction.	
CO2.	Understanding the concepts, strategies & structure for public speaking, extempore speeches and Power point presentation.	
CO3.	Applying professional writing skills while drafting minutes of meeting, agenda and notices.	
CO4.	Applying variety of reading strategies to foster comprehension.	
CO5.	Analyzing literary work and value based text to enhance thought process and ethical conduct.	
CO6.	Demonstrating the ability to write clear sentences , construct paragraphs and essays with the use of details , examples and evidences.	
Course Content:		
Unit-1:	English Grammar & Vocabulary: Correction of Common Errors (with recap of English Grammar with its usage in practical context.) Synthesis : Simple , complex and compound sentence Commonly used Idioms & phrases (Progressive learning whole semester)	14 Hours
Unit-2:	Speaking Skills Art of public speaking Common conversation Extempore Power Point Presentation (PPT) Skills: Nuances of presenting PPTs	10 Hours
Unit-3:	Comprehension Skills: Strategies of Reading comprehension: Four S's How to solve a Comprehension (Short unseen passage: 150-200 words)	6 Hours
Unit-4:	Professional Writing: Preparing Notice, Agenda & Minutes of the Meeting	3 Hours
Unit-5:	Value based text reading: Short story The Barber's Trade Union – Mulk Raj Anand	7 Hours
Text Books:	1. Singh R.P., An Anthology of Short stories, New Delhi: Oxford University Press.	
Reference Books	1. Allen. W, <i>Living English Structure</i> , New Delhi : Pearson Education. 2. Joseph, C.J. & Myall E.G. <i>A Comprehensive Grammar of Current English</i> , Delhi: Inter University Press. 3. Wren & Martin, <i>High School English Grammar and Composition</i> , New 4. Delhi: S. Chand & Co. Ltd. 5. Norman Lewis, <i>Word Power Made Easy</i> , New Delhi: Goyal Publications & Distributors. 6. Chaudhary Sarla, <i>Basic Concept of Professional Communication</i> , New	

	Delhi: Dhanpat Rai Publication. Kumar Sanjay &Pushplata, <i>Communication Skills</i> , New Delhi: Oxford University Press. Agrawal, Malti, <i>Professional Communication</i> , Meerut: KrishanaPrakashan Media (P) Ltd.			
<u>Methodology:</u>				
1	Idiom & Phrases and exercises, usage in sentences.			
2	Language Lab software.			
3	Power Point presentation.			
4	Newspaper reading, short articles from newspaper to comprehend and short movies.			
5	Modern Teaching tools (PPT Presentation & Motivational videos with sub-titles) will beutilized.			
6	Text reading: discussion in detail, Critical appreciation by reading the text to develop students’ reading habits with voice modulation.			
<u>Note:</u>				
1	Class (above 30 students) will be divided in to two groups for effective teaching.			
2	For effective conversation practice, groups will be changed weekly			
<u>Evaluation Scheme</u>				
Internal Evaluation 40 Marks			External Evaluation 60 Marks	
3 Class Test (from Unit: 1,III, IV & V)	Oral Assignment (from Unit: II)	Attendance	External Written Examination (from Unit: I, III, IV & V)	External Viva - Voce Examination (from Unit: II)
20 Marks (from best 2 CT’s out of 3	10 Marks	10 Marks	40 Marks	20 Marks
Parameters of External Viva				
Content	Body Language	Confidence	Question Responsiveness	Total
5 Marks	5 Marks	5 Marks	5 Marks	20 Marks
Note: External Viva will be conducted by 2-member committee comprising				
a	One Faculty teaching the class			
b	One examiner nominated by University Examination cell			
c	Each member will evaluate on a scale of 20 marks and the average of two would be the 20 marks obtained by the students			

Course Code: BBAAE301	Ability-Enhancement Compulsory Course-5 BBA(BM&C)-Semester-III Human Values and Professional Ethics	L-4 T-0 P-0 C-4
Course Outcomes:	On completion of the course, the students will be :	
CO1.	Understanding the core values that shape the ethical behavior of a manager in functional areas of an organization.	
CO2.	Understanding the morals & values that ought to guide the management and resolve the moral issues in the profession	
CO3.	Analyzing the role of morals and values in technological development and its challenges.	
CO4.	Developing value based management system and work environment in organization.	
CO5.	Developing framework for management ethics and human Values.	
Course Content:		
Unit-1:	Values: Values: Introduction, sources of value system, Types of values, Significance of values, Indian value system, values of Indian manager, Teaching from Indian scriptures like Mahabharata, BhagwadGita, Ramayana , Quran and its applications in management.	8 Hours
Unit-2:	Business Ethics: Definition of Ethics, nature of ethics, types of ethics, Ethics and morality, Need and significance of business Ethics, code of conduct and Ethics for manager.-	8 Hours
Unit-3:	Ethical Dilemmas: Ethical Dilemmas- sources and their resolutions. Ethical decision making, Work ethics, Ethical and unethical practices in India.	8 Hours
Unit-4:	Impact of Ethics: Ethical issues related with marketing, Human resource management, Finance, Intellectual property rights. Environmental ethics.	8 Hours
Unit-5:	Understanding Harmony in the Family and Society –harmony in Human - Human Relationship and Gender issues: Understanding Harmony in the Family and Society-Harmony in Human-Human Relationship; Understanding harmony in the Family-the basic unit of human interaction; Understanding values in human-human relationship; meaning of Nyaya and programfor its fulfillment to ensure Ubhay - tripti;Trust (Vishwas) and Respect (Samman) as the foundational values of relationship. Gender Issues and Biases: Gender Stereotyping and Gender Discrimination, Male Gaze and Objectivity, Remedial measures of gender biasness.	8 Hours

<u>Text Books:</u>	Bhatia S.K., Business Ethics and managerial values, New Delhi: Deep and Deep publications Pvt. Ltd.	
<u>Reference Books:</u>	<p>Velasquez, Business Ethics – Concepts and Cases, New Delhi: Prentice Hall.</p> <p>Mathur U.C., Corporate Governance & Business Ethics, New Delhi: McMillan.</p> <p>Govindarajan M., professional ethics and Human values, New Delhi: PHI learning pvt ltd.</p> <p>Hartman Laura P & Abha Chatterjee, Business Ethics, New Delhi: McGraw Hill.</p> <p>R. K Sharma, puneetagoel, Corporate governance, values and ethics, New kalyani publication</p> <p>* Latest editions of all the suggested books are recommended.</p>	

Course Code: TMUGE401	Ability-Enhancement Compulsory Course-6 BBA(BM&C)- Semester-IV English Communication – IV	L-3 T-0 P-2 C-4
Course Outcomes:	On completion of the course, the students will be :	
CO1.	Applying the knowledge of grammar, rules of translation, phrases and idioms.	
CO2.	Analyzing the compound and complex sentences for effective speaking and good English writing.	
CO3.	Applying the rules of grammar to solve a comprehension problems and professional writing.	
CO4.	Applying the rules of grammar for writing small stories.	
CO5.	Participating in mock interview conducting in class and working on communication and writing skills.	
Course Content:		
Unit-1:	Vocabulary & Grammar Homophones and Homonyms Correction of Common Errors (with recap of English Grammar with its usage in practical context.) Transformation of sentences	12Hours
Unit-2:	Essence of Effective listening & speaking Listening short conversation/ recording (TED talks / Speeches by eminent personalities) <i>Critical Review of these abovementioned</i> Impromptu	5 Hours
Unit-3:	Professional Writing: Proposal: Significance, Types, Structure & AIDA Report Writing: Significance ,Types, Structure& Steps towards Report writing	8 Hours
Unit-4:	Job Oriented Skills: Cover Letter Preparing Resume and Curriculum-Vitae Interview: Types of Interview, Tips for preparing for Interview and Mock Interview Corporate Expectation & Professional ethics: Skills expected in corporate world.	10 Hours
Unit-5:	Value based text reading: Short story A Bookish Topic – R.K. Narayan	5 Hours
Text Books:	Singh R.P., An Anthology of Short stories, New Delhi: Oxford University Press.	
Reference Books:	1. Raman Meenakshi & Sharma Sangeeta, Technical Communication-Principles & Practice, New Delhi: Oxford For Undergraduate University Press. 2. Mohan K. & Sharma R.C., Business Correspondence of Report Writing, New Delhi: McGraw Hill. 3. Chaudhary Sarla, Basic Concept of Professional	

	Communication, New Delhi: Dhanpat Rai Publication.			
	4. Kumar Sanjay &Pushplata, Communication Skills, New Delhi: Oxford University Press.			
	Agrawal Malti, Professional Communication, Meerut, KrishanaPrakashan Media (P) Ltd.			
Methodology:				
1	The content will be conveyed through Real life situations, Pair Conversation, Group Talk and Class Discussion.			
2	Language Lab software.			
3	Sentence transformation on daily activities and conversations.			
4	Conversational Practice will be effectively carried out by Face to Face & Via Media (Audio-Video Clips)			
5	Modern Teaching tools (PPT Presentation & Motivational videos with sub-titles) will be utilized			
Note:				
1	Class (above 30 students) will be divided in to two groups for effective teaching.			
2	For effective conversation practice, groups will be changed weekly			
Evaluation Scheme				
Internal Evaluation 40 Marks			External Evaluation 60 Marks	
3 Class Test (from Unit: I,III, IV & V)	Oral Assignment (from Unit: II)	Attendance	External Written Examination (from Unit: I, III, IV & V)	External Viva - Voce Examination (from Unit: II)
20 Marks (from best 2 CT's out of 3	10 Marks	10 Marks	40 Marks	20 Marks
Parameters of External Viva				
Content	Body Language	Confidence	Question Responsiveness	Total
5 Marks	5 Marks	5 Marks	5 Marks	20 Marks
Note: External Viva will be conducted by 2-member committee comprising				
a	One Faculty teaching the class			
b	One examiner nominated by University Examination cell			
c	Each member will evaluate on a scale of 20 marks and the average of two would be the 20 marks obtained by the students			

Generic Elective Course (GE)

Course Code: BBAGE115	Generic Elective Courses BBA(BM&C)-I Legal aspects of Business	L-4 T-0 P-0 C-4
Course Outcomes:	After the completion of the course, students will be able to –	
CO1	1. Understanding the validity of a contract	
CO2	2. Applying the provision of company law	
CO3	3. Identifying the legal provisions related to a limited liability partnership	
CO4	4. Analyzing the legal provisions governing the contract of sale	
CO5	5. Developing an understanding of the legal provisions related to the information Technology act	
Unit-1:	Indian Contract Act 1872: Meaning, Characteristics & Scope of the contract law, Elements of contract, Offer and acceptance, Lawful consideration, Capacity to contract, Free Consent, Lawful object. Discharge of contract including performance of contract. Breach of contract, contingent contract, quasi contract, Contract of Indemnity and Guarantee, Contract of Bailment, Contract of Agency	8 Hours
Unit-2:	Company Law: Introduction, Meaning and Definition, Corporate Personality, Stages of formation of a Company: Company, Classification of Companies. Memorandum of Association, Articles of Association Distinction between Memorandum and Articles. Prospectus and Other Documents: Doctrine of Indoor Management, Shares, Debentures and Dividends: Transfer and Transmission of shares, Directors, Meetings, Winding up, Amendments	8 Hours
Unit-3:	The Limited Liability Partnership Act, 2008: Salient features of LLP, Difference between LLP & Partnership, LLP & Company, Nature of LLP, Partners & designated partners, Incorporation document, Incorporation by Registration, Partners & their relations.	8 Hours
Unit-4:	Sale of Goods Act 1930 Contract of sale, Meaning & difference between sale & agreement to sale; conditions&warranties,Transferofownershipingoodsincludingalebynon-owners,Performanceofcontractofsale,Unpayseller-meaning&rightsof an unpaid seller against the goods.	8 Hours
Unit-5:	The IT Act, 2000 Definition, Digital signature, Electronic governance, Attribution, acknowledgement & dispatch of electronic records, Regulation of certifying authorities, Digital signatures certificates, Duties of subscribers, Penalties & adjudication, Appellate tribunal, offences	8 Hours
Text Books:	1.N. D. Kapoor, (2018) Elements of Mercantile Law.3 rd edition, Sultan Chand and Company.	

Reference Books:	<ol style="list-style-type: none"> 1. S. Gulshan and G. K. Kapoor (2018) Business Law.1stedition, New Age International. 2. Avatar Singh, Company Law, Eastern Book Company, 2018 3. S. Gulshan and G. K. Kapoor – Business Law including Company Law, 2018, New Age International <p>*Latest editions of all suggested books are recommended.</p>	

Course Code: BBAGE116	Generic Elective Courses BBA(BM&C)-I Team Work and Cross Cultural Leadership	L-4 T-0 P-0 C-4
Course Outcomes:	After the completion of the course, students will be able to –	
CO1	1. Understanding how teamwork and high performance teams are essential to the organization	
CO2	2. Developing an understanding of the leadership theories and the styles of leadership.	
CO3	3. Analyzing the dynamics that exists between leadership and management.	
CO4	4. Evaluating the lessons from leaders to prepare individuals for leadership and to provide a global leadership perspectives	
CO5	5. Determining how leaders create, lead and manage teams in organisations.	
Unit-I	Introduction to Teamwork Teamwork and High-Performance Teams, Introduction to Teamwork, Factors Contributing to High-Performance Teamwork, Common Factors of High Performance Teams, Theoretical Framework, Characteristics, Features, or Attributes of Effectively Functioning Teams, Team Definition, Purpose, and Goals, Talent, Skills, and Ethics, Incentives, Motivation, and Efficacy, Leadership, Conflict and Communication, Power & Empowerment, Norms and Standards.	08 Hours
Unit-II	Leadership Theories Theoretical Concepts of Leadership, Trait Theory, Behavioural Theory, Theory X and Theory Y, Other Theories on Leadership, Leadership Styles, Autocratic, Persuasive, Consultative, Democratic, Delegative Leadership	08 Hours
Unit-III	Leadership and Management Leadership in Business Organizations, Dynamics between Leadership and Management, Leadership Qualities, Leadership Examples in Business World, Leadership Styles in India, Creating a Sense of Mission, Engaging through transparency and accountability, Empowering through communication, Invest on Training, Emotional Intelligence, Evaluating Emotional Intelligence, the Five Components of Emotional Intelligence at Work, Learning Emotional Intelligence. Learning Leadership, Critical Aspects of Leadership, How People Become Real Leaders, Planning, Trust, Connection, Empowerment, Priorities, Growth and Legacy, Leadership Techniques, Vision, Inspiration, Momentum, Preparing for Leadership, Creating Vision, Creating Inspiration, Generating Momentum, Leading and Managing Teams.	08 Hours
Unit-IV	Lessons from Leaders Business Leadership, Leadership Lessons, Embrace change, Get Employees to Perform at High Levels, Hire the Right People, Stay True to Your Vision, Never Give Up, Lessons from Indian Business Leaders, Future of Leadership, Changes in Organizational Structures, Leaders for New Organizations, Leadership at All Levels, A New Paradigm of Leadership, Leader Integrator, Attitudes of Leaders.	08 Hours
Unit-V	Global Leadership Perspective Historical and contemporary international events, trends and processes that affect global leadership, Analysing leadership theories in the context of globalization and leadership abroad, Universal characteristics of good and bad leadership, Explore and interpret ethical, cultural, societal, religious, political differences on the world stage that create differing perspectives of leadership, Effective leadership strategies used in various communities, organizations and groups in selected areas of the world, Compare and contrast perspectives of leadership within differing global contexts.	08 Hours

Text Books:	1. Robert N Lussier and Christopher F Achua, Effective Leadership, Cengage Publications, 5 th Edition 2013	
Reference Books:	1. Roger Gill (2013) Theory and Practice of Leadership, Sage Publications. Jerzy Straatmeijer, Vdm Verlag (2009) Effective Leadership: Theory Meets Practice. 2. Robert H. Palestini, (2009) Leadership Theory To Practice: A Game Plan For Success As A Leader: Rowman & Littlefield Education *Latest editions of all suggested books are recommended.	

Course Code: BBAGE215	Generic Elective Courses BBA(BM&C)-II Business Negotiations	L-4 T-0 P-0 C-4
Course Outcomes:	After the completion of the course, students will be able to –	
CO1	1. Understanding the influence of cultural differences on Business	
CO2	2. Analyzing the Stages in the Negotiation process ways of overcoming deadlocks.	
CO3	3. Understanding how Internet plays a role in managing negotiations.	
CO4	4. Analyzing and contrast the types of Negotiations and explain why some people are poor negotiators	
CO5	5. Identifying the stages involved in the Decision making process and the role of conflicts in negotiations	
Unit-I	Culture and its Definition Culture-definition and characteristics. Cultural factors and specifics, their possible consequences and influence on different aspects of business, Personality of a successful negotiator. Process of negotiation - main attributes and stages, Preparation for and planning of the business negotiation, Rules of effective persuasion. Breaking through "culture shock", Problem of concessions, ways to break deadlocks, position of strength, International negotiations-main aspects, comparison of different negotiate styles.	08 Hours
Unit-II	Definition and Process of Negotiation Meaning - Negotiation Process, Environmental Context of International Negotiations, Managing Negotiation and Conflict Ethics in International Negotiations, Decision-Making, The Decision-Making Process, Internal and External Factors Implications for Managers.	08 Hours
Unit-III	Tactics of Negotiation Essentials of Negotiation, Negotiation Planning, Distributive Strategy/Tactics, Integrative Strategy/Tactics, Developing a negotiation style, Establishing Trust-Building Relationships, Power, Persuasion, Ethics, Creativity, Problem solving, Decision Traps, Multiple Parties, Coalitions and Teams.	08 Hours
Unit-IV	Negotiation and Decision Making Process of negotiation and decision-making and their significance for multinational and global corporations, Environmental context of international business negotiations and the concept of multinational negotiating strength, Various patterns of negotiation and conflict resolution in different national and cultural contexts, Influence of national and cultural variations in decision-making.	08 Hours
Unit-V	Problem of Culture in Negotiation The problem of culture in negotiation and conflict resolution, Managing in multi-cultural environments, Cultural variables and negotiation – general, Developing intercultural effectiveness, Inter-group conflict resolution – theory and practice.	08 Hours
Text Books:	1. Harris & Moran. Managing Cultural Differences, Houston, TX: Gulf Publishing Company. 2007	

Reference Books:	<ol style="list-style-type: none"> 1. Thiederman. Bridging Cultural Barriers for Corporate Success: How to Manage the Multicultural Work Force; NY, NY: Lexington Books. 1990 2. Cohen.(2001). "Resolving Conflict across Languages," Negotiation Journal. 3. Sebenius. "The Hidden Challenge of Cross-Border Negotiations," p.80, Harvard Bus. Rev. 4. Faure & Rubin, eds., Culture and Negotiation: The Resolution of Water Disputes, Newbury Park, CA: Sage Publications. 2010 5. Chataway. "Track II Diplomacy: From a Track I Perspective", pp. 269-285, Negotiation Journal, 2013 <p>*Latest editions of all suggested books are recommended.</p>	
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Course Code: BBAGE216	Generic Elective Courses BBA(BM&C)-II Applied Macro Economics	L-4 T-0 P-0 C-4
Course Outcomes:	After the completion of the course, students will be able to –	
CO1	1. Understanding of the aspects related to the estimation of National Income	
CO2	2. Analyzing the factors influencing taxable capacity	
CO3	3. Identifying the environmental factors affecting the macro-economic environment.	
CO4	4. Examining the importance of the balance of payments	
CO5	5. Applying the effects of business cycles	
CO6	6. Analyzing the role of foreign trade in economic development	
Unit-I	Approaches to Economic Theory Classical Vs. Modern Economic approach, Micro and Macro Meaning, Circular flow of Income- Concept of National Income: GNP, NNP, GDP, NDP, PI, DPI, PCY, National Income at factor cost and Market price, Estimation of National income- Product-Income-Expenditure Method, Difficulties of Estimation, National income and economic welfare	08 Hours
Unit-II	Public Finance Public Finance: Budget - Types, Public revenue - Tax and Non-tax, Public Expenditure- Heads of expenditure, Public Debt: Classification, Deficit financing - Taxable capacity - factors influencing taxable capacity	08 Hours
Unit-III	Macro - Economic Environment Meaning of Inflation - causes and effect, Cost push and demand pull inflation, Deflation – Meaning and causes, Phillips curve- stagflation- M1 and M3, Measures to control inflation - Role of Monetary policy, Fiscal policy- Instruments.	08 Hours

Unit-IV	Balance of Payments and Business Cycles Meaning- Difference- Types, Component of BOP- Current and Capital Account, Unfavourable BOP- causes, Monetary and Non-Monetary Measures Business cycle aning- definition- features, Stages of Business Cycle, Effects and Measures to control cyclical fluctuation	08 Hours
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Unit-V	Foreign Trade & Development Role of External Trade in Economic Development, Terms of Trade: NBTOT – GBTOT, Exchange rate- spot and forward exchange rate ,Foreign capital – Role of foreign aid – types	08 Hours
Text Books:	1. M. L. Jhingan, <i>Macro Economic Theory</i> , 12 th edition, Vrinda Publications, 2014.	
Reference Books:	1. R L Varsheney <i>Managerial Economics</i> , 22nd edition, 2014, Sultan Chand and Sons. 2. J. D. Varma, K. K. Dewett, <i>Elementary Economic Theory</i> , 1 st edition, S. Chand, 2011. *Latest editions of all suggested books are recommended.	

Course Code: BBAGE315	Generic Elective Courses BBA(BM&C)-III Business Information Systems	L-4 T-0 P-0 C-4
Course Outcomes:	After the completion of the course, students will be able to –	
CO1	Understanding skills and experience in the development and implementation of information systems.	
CO2	Analyzing IT infrastructure and describe its components;	
CO3	Developing the core activities in the systems development process	
CO4	Implementing the theoretical knowledge of Excel into practical.	
CO5	Applying the knowledge of tools of excel for business purpose	
Unit-I	Introduction to Information Technology & MIS: Different Computer System configurations, transaction Processing Systems. Network distributed system. Decision of information technology for MIS Concept under MIS: Decision making Principles and process of decision making, types and systems of decision making. Method and tools of decision making. Principles of rationality, Utility, Risk and its application in decision making. Herbert Simon Model and law of Requisite Variety Management of Risk and Decision making.	08 Hours
Unit-II	Definition and Difference Between data information: Relevance of information to decision making. Source and types of information. Quality of information. Perfect Information and value of additional Information. Application of communication Model and Concept of Human as information Processor	08 Hours
Unit-III	Relevance of Information in MIS Systems: System Definition- Types of systems. Use of Control Principle in system Design. Open-Closed Deterministic and Probabilistic System. Use of feedback Principle for control. Method of Handling Complex System. Relevance of Choice of Systems in MIS Integration of Organization Systems and Information Systems	08 Hours

Unit-IV	Assessing Information Needs of Organization: Need to analyze Information needs at Organizations as a whole. Methods and Tools for Assessing Information needs. Relating Organizational goals, Objectives and targets to Information needs. Breaking Information needs by function.	08 Hours
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Unit-V	Departments and its Users: Relations to Nature, Type, Quantity and Quality of Information to Type of Decision, its Impact on. the Decision of Information to type of Decision, its impact on the Decision Maker. Information Modeling and Business Orientation. Information Model and its Integration with Data Processing System	08 Hours
Text Books:	1. Management Information Systems, Davis Olson, McGraw Hill. Latest Edition	
Reference Books:	1. Management Information Systems, W. S. Jawadekar Tata, Latest Edition 2. Management Information Systems, Milind Oke Everest Publishing House. Latest Edition. *Latest editions of all suggested books are recommended.	

Course Code: BBAGE316	Generic Elective Courses BBA(BM&C)-III Logistics and Supply Chain Management	L-4 T-0 P-0 C-4
Course Outcomes:	After the completion of the course, students will be able to –	
CO1	1. Understanding basic idea behind operations and supply chain procedures and techniques.	
CO2	2. Analyzing practically how Supply Chain Process works in business organizations.	
CO3	3. Applying the theoretical knowledge into practical use of business.	
CO4	4. Implementing the key aspects of Logistics and Supply Chain into business	
CO5	5. Developing conceptual knowledge in students regarding the mechanism of Logistics and Supply Chain.	
Unit-I	Supply Chain Management cept, objectives, significance , Process view of a supply chain-cycle and push pull view , Drivers/components of supply chain – Facilities, Inventory, Transportation, Information, Material Handling, Achieving tradeoff between customer service and cost.	08 Hours
Unit-II	Physical distribution Definition, Importance, participants in physical distribution process, Marketing Channels – Definition and Importance, Different forms of channels - Unconventional channels - Channels for Consumer goods, Industrial Goods & Services – Integrated Marketing Channels – Horizontal, Vertical, and Multi-channel.	08 Hours
Unit-III	Functions of Marketing Channels, Channel Management Channel Selection Process & criteria, Performance appraisal of Channel Members - Channel Conflicts & Techniques to resolve channel conflicts.	08 Hours

Unit-IV	Procurement Supplier Management, Management Supplier Selection, Tendering, E-Tendering, Negotiation; Warehouse and Dispatch Management - Types of Warehousing, Warehouse Layout Docking and Marshalling, Warehouse Safety Management.	08 Hours
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Unit-V	Current trends in Supply chain management GreenSupplyChainManagement,RoleandFutureofITintheSupplyChain, Customer Relationship Management, Supplier Relationship Management, E- Business and the Supply Chain; E-Business inPractice	08 Hours
Text Book	1. Sunil Chopra, Peter Meindl& D.V. Kalra (2016) Supply Chain Management(6 th ed) PearsonPublication	
Reference Books:	1. L.C.Jham,InventoryManagement(2005),EverestPublishingHouse 2. David Blanchard, Supply Chain Management Best Practices (2016), WileyPublication *Latest editions of all suggested books are recommended.	

Course Code: BBAGE415	Generic Elective Courses BBA(BM&C)-IV Entrepreneurship	L-4 T-0 P-0 C-4
Course Outcomes:	After the completion of the course, students will be able to –	
CO1	• Understanding of the concepts of entrepreneurship and its role in economic growth.	
CO2	• Analyzing the requisite aspects for promoting an entrepreneurial venture	
CO3	• Identifying with the behavioural aspects required for entrepreneurs	
CO4	• Examining the role of entrepreneurship development programmes in promoting economic growth	
CO5	• Analyzing the role entrepreneurs play in promoting economic growth and exports	
Unit-I	Introduction: The entrepreneur: definition, emergence of entrepreneurial class; theories of entrepreneurship; role of social economic environment; characteristics of entrepreneur	08 Hours
Unit-II	Promotion of a Venture: Opportunities analysis; external environmental analysis economic, social and technological; competitive factors; legal requirements of establishment of a new unit and raising of funds; Venture capital sources and documentation required.	08 Hours
Unit-III	Entrepreneurial Behaviour: Innovation and entrepreneur; entrepreneurial behaviour and psycho-theories, social responsibility. Entrepreneurial	08 Hours

Unit-IV	Development Programmes (EDP): EDP, their role, relevance and achievements;roleofgovernmentinorganizingEDP'scriticalevaluation	08 Hours
Unit-V	Role of entrepreneur: Role of an entrepreneur in economic growth as an innovator, generation of employment opportunities, complimenting and supplementing economic growth, bringing about social stabilityand balancedregionaldevelopmentofindustries:roleinexportpromotion	08 Hours

	and import substitution, forex earnings, and augmenting and meeting local demand.	
Text Books:	1. Entrepreneurship, Vasant, DCSAI, Himalaya Publishing House, 2013	
Reference Books:	1. A practical guide to industrial entrepreneurs- Sultan Chand & Sons, New Delhi., Srivastava S.B, 1992 2. Project Preparation, Appraisal, Implementation, Chandra, Prasana, 1984 3. Holt: Entrepreneurship, Prentice Hall of India, New Venture Creation, first edition, 2016 *Latest editions of all suggested books are recommended.	

Course Code: BBAGE416	Generic Elective Courses BBA(BM&C)-IV Customer Relationship Management	L-4 T-0 P-0 C-4
Course Outcomes:	After the completion of the course, students will be able to –	
CO1	Understanding of the terms and benefits of CRM on a Company's bottom line.	
CO2	Identifying how CRM creates value for organizations and customers.	
CO3	Analyzing the different components of a CRM Plan.	
CO4	Developing basic conceptual knowledge regarding CRM	
CO5	Implementing the theoretical knowledge into practical use.	
Unit-I	Fundamentals of CRM: Understanding Relationships: What is a relationship? Relationship Quality, Why companies want relationships with customers? Why companies do not want relationships with customers? Why customers want relationship with suppliers? Why customers do not want relationships with suppliers? Customer Satisfaction–Loyalty–Business Performance Linkage, Satisfaction – Profit Chain, Relationship Management Theories.	10 Hours
Unit-II	Introduction to CRM: Introduction, Strategic CRM, Operational CRM, Analytical CRM, Collaborative CRM, Misunderstandings about CRM, Defining CRM, CRM constituencies, Commercial and Not for Profit context of CRM, Models of CRM.	10 Hours
Unit-III	Customer Acquisition: What is a new customer? Understanding Customer Value, Sources of Customer Value, Customization, Value from Products – Services-Processes – People – Physical Evidence – Customer Communication - Channels, Customer Value Estimates, Prospecting, KPI of a customer acquisition programme, Making the right offer, Operational CRM Tools, Support from CRM Analytics	10 Hours

Unit-IV	Customer Retention and Development: What is customer retention? Managing Customer Retention of Value Retention? Economics of Customer Retention, Which customers to retain? Strategies of Customer Retention, Positive Customer Retention Strategies, KPI for a Customer Retention, Strategies for Customer Development, Strategies for terminating Customer Relationship.	10 Hours
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Text Books:	1. Customer Relationship Management – Concepts and Technologies, Francis Buttle, Butterworth Heinemann, Elsevier, 2 nd Edition	
Reference Books:	1. Handbook of Relationship Marketing, Jagdish Seth and Atul Parvatiyar, Response Books, Sage Publication Latest Edition 2. Customer Relationship Management- Perspectives from the Market Place. Simon Knox, Stan Maklan, Adrian Payne, Joe Peppard and Lynette Ryals, Elsevier, Latest Edition *Latest editions of all suggested books are recommended.	

Open Electives

Skill-Enhancement Elective Course (SEC)

Course Code: BBASE 117	Skill Enhancement Course (SEC) BBA(BM&C)-I The Art of Graphics	L-3 T-0 P-1 C-4
Course Outcomes:	On completion of the course, the students will be :	
CO1	1. Understanding the principles of color, composition, hierarchy, typography as they relate in the various media—digital, print, motion, 3-D, etc.—that exist in design.	
CO2	2. Analyzing the ability to create and develop original concepts, build prototypes, integrate feedback and carry projects through to the production process.	
CO3	3. Applying principles of visual communication as they relate to reaching audiences, the role of design in society, and the ability to work Cooperatively	
CO4	4. Identifying key aspects of graphic design history, theory and criticism from a variety of perspectives, including prominent designers, historians and contemporary writers and thought-leaders.	
CO5	5. Implementing theoretical knowledge into practical knowledge.	
Unit-I	Graphic Design: An Overview, History of Graphic Design, Writing, Calligraphy, Graffiti, Emergence of the Print and Design Industry, Engraving, Etching, Heraldry, Logos and Trademarks, Pioneers of Modern Graphics and Graphic Design—Album Cover Art, Graphic Design – Movies, Elements of a Great Movie Poster Design, Graphic Design—Opening and Closing Credits, Graphic Design—Political Posters, Propaganda and Political Posters, Poster Art during the Inter-War Years, Placards and Posters, Indian Posters, Political Cartoons	08 Hours
Unit-II	The Tangible Elements of Typography, The Intangible Elements of Typography, Page Layout and the Grid, Type & Image, Light & Shade in Graphic Design, Impact of Type and Image on Each Other, The Union of Type and Image, The Concept of Light & Shade in Design, Using Light & Shade in Design: Source of Light, Gradients, Highlights, Basic Shadows, Advanced Shadows	08 Hours
Unit-III	Graphic Design and Brands, Graphic Design and Company Logos, Corporate Identity, The Logo, Different Logo Designs, Web 2.0 Logos, Psychedelic Backgrounds, Typographic Logo Designs, Pictogram Logos, Modernist Logos, Street Art Logos, Arabesque Logos, Geometrical Logos, Puzzle Patterns, Creativity in Logos, Redesigning of Logos, Bad Logos, Graphic Design and Corporate Identity, Letterheads, Business Cards, Websites, Characteristics of a good website, Use of Colours in Branding, Design Principles in Web Sites	08 Hours
Unit-IV	Graphic Design and Packaging, Packaging to Sell, Strategy in Packaging, Ideas in Package Designs, Package Design as the Product Identity, Graphic Design: Its Emotional Effects and Its Future, Emotional Effects of Graphic Design, Emotional Effects of Colour, Emotional Effects of Shape	08 Hours
Unit-V	Ways in Which Designs Affect Emotions, Changing Scenario of the Graphic Design Industry, Technology and the Future of Graphic Design	08 Hours

Text Books:	1. Adams Morioka, Color Design Workbook: A Real World Guide to Using Color in Graphic Design, Rockport Publishers,2008,	
Reference Books:	1. Alex W. White, The Elements of Graphic Design (Second Edition), Allworth Press,2011 2. Catherine Fishel, Redesigning Identity: Graphic Design Strategiesfor Success, Rockport Publishers Inc,2000 *Latest editions of all suggested books are recommended.	

CourseCode BBASE118	Skill Enhancement Course (SEC) BBA(BM&C)-I Advance Excel	L-3 T-0 P-1 C-4
CourseOutcomes:	On completion of the course, the students will be :	
CO1	1. Understanding basic formulas in Excel	
CO2	2. Creating excel data using excel functions	
CO3	3. Creating charts using the data on the worksheet	
CO4	4. Applying range names in excel	
CO5	5. Applying the IF conditional functions to perform a logical test	
Unit-I	Introduction to Excel Excel Introduction, Basic formulae: Entering and editing data, Creating and copying formulae, Creating functionseasily	08 Hours
Unit-II	Formatting: Inserting/deleting rows/columns, Changing fonts, Colors and borders, Merging and aligning cells; Printing: Page break preview,Usingpagelayoutview,Headersandfooters,Freezingprint titles;Charts:Selectingdata,Quickwaystocreatecharts,Formatting your chart; Basic tables: Table styles, Using calculated columns, Header rows and total rows, Sorting and simplefiltering	08 Hours
Unit-III	Advanced Excel 1 Using range names: Creating, sorting and filtering lists/tables of data; Number formatting: Creating custom formats, The four parts of a format, Scaling numbers; Dates and times: How dates and times are stored, Useful date/time functions, Formatting dates and times, Introduction to Date & Time Functions; Introduction to Mathematical Functions, Introduction to Text Functions, Introduction to Logical & Reference Functions	08 Hours

Unit-IV	Advanced Excel 2 Conditional formatting: Creating/using cell rules, Data bars and colour sets, Styles and themes, How themes work, Using the default styles, Creating custom styles; Validation and protection: Setting cell validation, Protecting cells/worksheets, Grouping and outlining, Cell Comments	08 Hours
Unit-V	Range names and absolute references: Absolute references (\$ symbol), Fixing only the row/column, Creating range names, Labelling ranges automatically. Creating Table; Charts: Selecting data, Quick ways to create charts	08 Hours
Text Books:	1. Excel 2013 Bible, John Walkenbach, Wiley,PAP/CDR edition, 2016	
Reference Books:	1. Excel2010:MacDonald,Mathew.(2010).TheMissingManual. Sebastopol:O'reilly. 2. SpreadsheetModelingandDecisionAnalysis.Ragsdale,Cliff. T. (2008). New York: Thomson south – western publications. *Latest editions of all suggested books are recommended.	

Course Code: BBASE202	Skill Enhancement Course (SEC) BBA(BM&C)-II Business Communication	L-4 T-0 P-0 C-4
Course Outcomes:	On completion of the course, the students will be :	
CO1.	Understanding the barriers to effective communication and ways to overcome them.	
CO2.	Utilizing analytical and problem solving skills appropriate to business communication..	
CO3.	Applying business communication strategies and principles for effective communication in group discussions , presentations and in any domestic and international business situations..	
CO4.	Demonstrating effective oral and writing business presentation skills during mock assumed situation.	
CO5.	Applying communication skills in international context by presetting report .	
Course Content:		
Unit-1:	Introduction: Business Communication: Definition, Process, Model, Objectives, Principles, Importance, Channels ,Types Dimensions & Barriers.	8 Hours
Unit-2:	Fundamental of Business writing, Format of Business, Types of Business letter, Inquiry letter, complaint letter Persuasive letter, Proposal, Preparation of quotation cover letter.	8 Hours

Unit-3:	Employment Messages Writing Resume, Application letter, Writing the opening paragraph, Writing the closing paragraph, summarizing	8 Hours
Unit-4:	Conduct of Meeting, communicating agenda of meeting, preparation of minutes of meeting, office order writing, press release preparation, excel business report preparation and presentation, office memorandum.	8 Hours
Unit-5:	Modern forms of communication (Face book, blog writing, what's up broadcast etc.), cultural sensitiveness and cultural context, writing and presenting in international situations. Factors affecting international presentation.	8 Hours
Text Books:	1. Sinha K. K. ,Business Communication , New Delhi : Galgotia Publishing Company.	
Reference Books:	<ol style="list-style-type: none"> 1. Sharma R. C. & Krishna Mohan, Business Correspondence and Report Writing, New Delhi: McGraw-Hill Publishing Company Limited. 2. Balasubrahmanyam M., Business Communication, Chennai:Vani Educational Books. 3. Siman Howard, Creating a Successful CV , New York: Dorling Kindersley. 4. Rayudu C.S., Media and Communication Management , Mumbai: Himalaya Publishing House. 5. Pal Rajendra and Korlhalli J. S. ,Essentials of Business Communication, New Delhi: Sultan Chand & Sons. 	

Course Code: BBASE217	Skill Enhancement Course (SEC) BBA(BM&C)-II Statistics for Management	L-4 T-0 P-0 C-4
Course Outcomes:	On completion of the course, the students will be :	
CO1	1. Understanding how to organize data to generate meaningful information.	
CO2	2. Analyzing the central tendency and dispersion of data	
CO3	3. Analyzing bi-variate data is analysed with the help of correlation.	
CO4	4. Applying the concept of regression in the analysis of bi-variate data.	
CO5	5. Developing practical oriented approach in the mindset of students	
Unit-I	Introduction to Statistics & Organization of Data: Definition of Statistics, Functions, Limitations, Scope of statistics in Business, Industry and Economics, Concept of Data, Variable population, Sample. Concept of Classification of data - Types, Frequency distributions, Tabulation of Data, Parts of table, Requisites of a good table	06 Hours
Unit-II	Analysis of Uni-Variate Data: Measures of Central Tendency: Introduction, Types of Central Tendency Measures, qualities of good measure of Central tendency. Arithmetic mean – Computation using Direct shortcut and step-deviation method, problems on missing frequencies (one or two), properties of AM, problems on combined Mean, corrected Mean. Weighted AM – Simple problems of Weighted AM. Median – computation for raw data, discrete and continuous data, problems on missing frequencies. Mode – computation of mode for raw data, discrete and continuous data – for Uni-modal distribution, problems on Grouping and analysis table Measures of Dispersion: Introduction, Types of dispersion measures – concept absolute and relative measures, Qualities of good measure of dispersion, Range – Concept and simple problems, Quartile deviation – computation of QD and its coefficient for raw, discrete and continuous data, Standard Deviation – Computation of SD and its coefficient for raw, discrete and continuous data	10 hours
Unit-III	Time Series Analysis : Objectives and uses of Time series analysis, Components of Time series, Measurement of Trend by Moving averages method and Least squares method	08 Hours

Unit-IV	Analysis of Bi-Variate Data- Correlation: Correlation – Meaning & Types, Spearman’s Rank correlation, Karl Pearson’s co efficient of correlation, Probable error, Concurrent deviation method.	08 Hours
Unit-V	Analysis of Bi-Variate Data- Regression : Regression – Meaning, Regression lines, Properties of Regression lines and regression coefficient, Related problems on regression lines and Regression coefficient	08 Hours
Text Books:	Sancheti D. C. & Kapoor V. K., <i>Business Mathematics</i> , Eleventh Edition, Sultan Chand & Sons, 2012 V. K. Khanna, Qazi Zameeruddin, S. K. Bhambri, <i>Business Mathematics</i> , Second Edition, Vikas Publishing House Pvt Limited, 2009	
Reference Books:	R. S. Soni, <i>Essential Business Mathematics & Business Statistics</i> , ANE Books, 2012 J. K. Singh, <i>Business Mathematics</i> , Second Edition, Himalaya Publishing House, 2012	

Course Code: BBASE218	Skill Enhancement Course (SEC) BBA(BM&C)-II Presentation & Selling Skills	L-4 T-0 P-0 C-4
Course Outcomes	On completion of the course, the students will be :	
CO1	1. Understanding and planning presentation by gathering relevant information, determining audience needs, and defining presentation purpose	
CO2	2. Organizing the presentation using the concepts of ordering and determining the central, main and supporting ideas	
CO3	3. Developing the introduction and conclusion of the presentation	
CO4	4. Analyzing how to manage to effectively field questions and elicit feedback from the audience	
CO5	5. Evaluating their own practice in a constructive manner	
Unit-I	Content of a Presentation: Presentation, Researching the Topic of Presentation, Starting Your Research, Managing Your Information, Researching a Known Topic, Researching an Unknown Topic, Converting Research into an Outline, Determine the Outline Style	08 Hours
Unit-II	Group Raw Data: Arrange into Outline Format, Writing Your Script Converting Content into Slide Presentations, Converting the Outline to Slides, Enhancing the Bullet Points, Using Different Layouts, Adding Questions to Your Presentation, Making Data into Charts and Tables, Presentation Handouts	08 Hours
Unit-III	Setting up a Great Presentation: The Three Keys to Setting up a Great Slide Presentation: Key 1: Layout, Key 2: Consistency, Key 3: Colour, Designing High-Impact Presentations, Design for the Audience, Image, and Objective, Using the Corporate Identity, Creating Backgrounds, Adding Impact to the Presentation, Handling Questions during a Presentation Planning for the Questions, Anticipating the Questions, Dealing with Disasters, Timing Is Everything, Ending the	08 Hours

	Presentation	
Unit-IV	Delivering a Presentation: The Presentation Environment and Logistics, Presenter's Guide to Facilitation, Keep Participants Engaged in Your Presentation, How to Handle Tough Situations, Preparing to Deliver the Presentation, Stage Fright, Planning, Appearance, Voice, Warming Up, Setting Up, First Impressions, Delivery of the Presentation, Body Language, Movement, Language, Presentation Technicalities	08 Hours
Unit-V	Continuous Evaluation and Learning: Different Ways of Obtaining Feedback, Written Test, Quiz-Format Test, Judging a Presentation by the Kind of Questions Being Asked, The Three Rules of Receiving Feedback, Working with a Survey, Evaluating Oneself, Using the Feedback	08 Hours
Text Books:	1. Andrew Bradbury, Successful Presentation Skills (2nd Edition), Kogan Page, 2006	
Reference Books:	1. Morgan, Give Your Speech, Change the World: How to Move the Audience to Action, Harvard Business Review Press; First edition, 2005 2. Dorothy Carnegie & Dale Carnegie, The Quick and Easy Way to Effective Speaking, Simon & Schuster, 1990 *Latest editions of all suggested books are recommended.	

Course Code: BBASE417	Skill Enhancement Course (SEC) BBA(BM&C)-IV Techniques of Thinking Visually	L-3 T-0 P-1 C-4
Course Outcomes:	On completion of the course, the students will be :	
CO1	Understanding the factors which influence Physiology and Psychology of Seeing entities.	
CO2	Analyzing the ways of seeing world around and discuss about the beauty seen in common objects.	
CO3	Determining the concept of Semiotics and pictograms and discuss their application.	
CO4	Applying the usage of Typography and Photography as a media in seeing.	
CO5	Implementing knowledge on the ethical issues of shock advertising and the implications.	
Course Content:		
Unit-I	Physiology and Psychology of Seeing , Perception of Seeing, Colour, Subjective Nature of Colour, Form, Dots, Lines, Shapes, Depth, Movement, Apparent or Illusionary Movement, Graphic Movement, Implied Movement, Psychology of Seeing, Gestalt Psychology, Proximity, Similarity, Continuation, Size Constancy, Shape Constancy, Figure-ground Perception, Understanding psychology by Studying what one sees, Inkblot test	08 Hours
Unit-II	Ways of Seeing , Seeing the World Around Us, Seeing the World, One Feature-Two Opposite Effects, Minimalistic Design and Psychedelic Design, Seeing Through Ad Campaigns, Beauty in Common Objects	08 Hours
Unit-III	Semiotics , Signs as Icons, Symbols and Index, Types of Signs and Symbols, Semiotics and the Theory of Signs, Pictograms, Semantics, Sigmatrics, Syntactics, Pragmatics, Seeing in Different Cultures	08 Hours
Unit-IV	Visual Ethics and Media Through Which We See , Ethics of What We See in Advertising, Shock Advertising, Advertising and Social Issues, The Difference Between Persuasion and Propaganda, Visual Persuasion in Advertising, Visual Persuasion in Public Relations, Impact of Advertising, Pictorial Stereotypes in the Media	08 Hours
Unit-V	Media Through Which We See (Typography, Graphic Design, Information Graphics, Cartoons, and Photography), Typography, Graphic Design, Informational Graphics, Cartoons, Photography: Media Through Which We See (Motion Pictures, Television, Computers, and World Wide Web) Introduction, Motion Pictures, Television, Computers, World Wide Web	08 Hours
Text Books:	1. Robert H. McKim, Thinking Visually: Strategy Manual for Problem Solving, Lifetime Learning Publications, 1980	
Reference Books:	1. Tony Buzan, Thinking Visually: Business Applications of 14 Core Diagrams, Cengage Learning, 2000 2. Oliver Caviglioli, Thinking Visually: Step-by-step Exercises That Promote Visual, Auditory and Kinaesthetic Learning, Pembroke Publishing Ltd, 2004 *Latest editions of all suggested books are recommended.	

Course Code: BBASE418	Skill Enhancement Course (SEC) BBA(BM&C)-IV Team Work and Cross Cultural Leadership	L-4 T-0 P-0 C-4
Course Outcomes:	On completion of the course, the students will be :	
CO1	Understanding how teamwork and high performance teams are essential to the organisation	
CO2	Developing an understanding of the leadership theories and the styles of leadership.	
CO3	Analyzing the dynamics that exists between leadership and management.	
CO4	Determining how leaders create, lead and manage teams in organisations.	
CO5	Evaluating the lessons from leaders to prepare individuals for leadership and to provide a global leadership perspectives	
Course Content:		
Unit-I	Introduction to Teamwork Teamwork and High-Performance Teams, Introduction to Teamwork, Factors	08 Hours
	Contributing to High-Performance Teamwork, Common Factors of High Performance Teams, Theoretical Framework, Characteristics, Features, or Attributes of Effectively Functioning Teams, Team Definition, Purpose, and Goals, Talent, Skills, and Ethics, Incentives, Motivation, and Efficacy, Leadership, Conflict and Communication, Power & Empowerment, Norms and Standards	
Unit-II	Leadership Theories Theoretical Concepts of Leadership, Trait Theory, Behavioural Theory, Theory X and Theory Y, Other Theories on Leadership, Leadership Styles, Autocratic, Persuasive, Consultative, Democratic, Delegative Leadership	08 Hours
Unit-III	Leadership and Management Leadership in Business Organizations, Dynamics between Leadership and Management, Leadership Qualities, Leadership Examples in Business World, Leadership Styles in India, Creating a Sense of Mission, Engaging through transparency and accountability, Empowering through communication, Invest on Training, Emotional Intelligence, Evaluating Emotional Intelligence, the Five Components of Emotional Intelligence at Work, Learning Emotional Intelligence. Learning Leadership, Critical Aspects of Leadership, How People Become Real Leaders, Planning, Trust, Connection, Empowerment, Priorities, Growth and Legacy, Leadership Techniques, Vision, Inspiration, Momentum, Preparing for Leadership, Creating Vision, Creating Inspiration, Generating Momentum, Leading and Managing Teams.	08 Hours
Unit-IV	Lessons from Leaders Business Leadership, Leadership Lessons, Embrace change, Get Employees to Perform at High Levels, Hire the Right People, Stay True to Your Vision, Never Give Up, Lessons from Indian Business Leaders, Future of Leadership, Changes in Organizational Structures, Leaders for New Organizations, Leadership at All Levels, A New Paradigm of Leadership, Leader Integrator, Attitudes of Leaders.	08 Hours

Unit-V	Global Leadership Perspective Historical and contemporary international events, trends and processes that affect global leadership, Analysing leadership theories in the context of globalization and leadership abroad, Universal characteristics of good and bad leadership, Explore and interpret ethical, cultural, societal, religious, political differences on the world stage that create differing perspectives of leadership, Effective leadership strategies used in various communities, organizations and groups in selected areas of the world, Compare and contrast perspectives of leadership within differing global contexts.	08 Hours
Text Books:	1. Robert N Lussier and Christopher F Achua, Cengage Publications, 5 th Edition 2013	
Reference books	1. Peter G Northouse Authentic Leadership Theory And Practice: Origins, Effects And Leadership: Theory And Practice, 5/e, Sage South Asia 2. Roger Gill (2013) Theory and Practice of Leadership, Sage Publications. 3. Jerzy Straatmeijer, Vdm Verlag (2009) Effective Leadership: Theory Meets Practice. *Latest editions of all suggested books are recommended.	

Course Code: BBASE419	Skill Enhancement Course (SEC) BBA(BM&C)-IV Global Marketing	L-4 T-0 P-0 C-4
Course Outcomes:	On completion of the course, the students will be :	
CO1	<ul style="list-style-type: none"> Understanding the various forces when products and services enter the global marketplace. 	
CO2	<ul style="list-style-type: none"> Analyzing International Market and strategies. 	
CO3	<ul style="list-style-type: none"> Applying skills to solve problems of International Marketing and sales practice. 	
CO4	<ul style="list-style-type: none"> Developing the knowledge regarding Indian and Global market 	
CO5	<ul style="list-style-type: none"> Implementing theoretical knowledge into practical applicability 	
Course Content:		
Unit-I	Introduction to International Marketing : International dimensions of Marketing; Domestic versus International Marketing; International Marketing - scope and challenges; International marketing process; characteristics of MNC's; Benefits of International marketing	08 Hours
Unit-II	Global Marketing Environment Political and legal environment; cultural influences; consumer behavior in global context psychological and social dimension; assessing global marketing opportunities; emerging markets.	08 Hours
Unit-III	Planning for International Marketing Marketing research and information systems-meaning, need and scope in the global context; market analysis and foreign market entry strategies; organizing marketing effort for global competition.	08 Hours
Unit-IV	Developing Global Marketing Strategies Brands in the international markets, products and culture, product adaptation; marketing consumer services globally; International marketing channels; Integrated marketing communication for global markets; Pricing for international markets.	08 Hours
Unit-V	Global Quality Standards: Quality issues in global markets; Global quality standards; international agencies; quality issues for Indian products in international market	08 Hours

Text book:	1. Phillip Cateora, John Graham, Mary Gilly, International Marketing, McGraw-Hill/Irwin, 16th Edition,2012	
Reference Books	1. SvendHollensen,GlobalMarketing–ADecisionOrientedApproach,,Prentice Hall 6th Edition, 2013 2. Rakesh Mohan Joshi , International Marketing , Oxford University Press, Ist Edition,2009 3. GautamDutta, Global marketing, Pearson Education,2016 *Latest editions of all suggested books are recommended.	

Discipline Specific Elective
Brand Management and Communication

<u>Course Code:</u> BBADS512	<p align="center">Discipline Specific Elective</p> <p align="center">BBA(BM&C)-</p> <p align="center">Semester-V</p> <p align="center">DigitalMarketing</p>	L-4 T-0 P-0 C-4
<u>Course Outcomes:</u>	On completion of the course, the students will be :	
CO1.	Understanding how Web marketing tools can be used effectively.	
CO2.	Developing various display networks used for Digital Marketing.	
CO3.	Analyzing how the Social media can be used for effective advertising.	
CO4.	Creating effective E-mail marketing strategies.	
CO5.	Creating Mobile Marketing campaigns.	
Course Content:		
Unit-1:	Introduction to Web Marketing and SEO: The Significance of Web Marketing, Internal Measures for SEO, Link Building, Introduction to Web Marketing Tools	8 Hours
Unit-2:	Display Network: Advertising on Display Networks, Image Advertizing, Mobile Advertising, Video Advertising, YouTube Advertising,	8 Hours
Unit-3:	Social Media Advertising: Creating Effective Content, Do and Dont's for Social Media, Analysing Target Audience,	8 Hours
Unit-4:	E-Mail Marketing: Creating E-mail Campaigns, Effective strategies for E-mail Marketing,	8 Hours
Unit-5:	Mobile Marketing: Key Mobile Marketing Concepts, Mobile Devices, SMS Strategy, Mobile Advertising, Mobile Apps	8 Hours
<u>Text Books:</u>	1. DamianRyan,UnderstandingDigitalMarketing:MarketingStrategiesfor Engaging the Digital Generation, Kogan Page; 3 edition,2016	
<u>Reference Books:</u>	1. Eric Morrow, Shannon Chirone, Digital Marketing for Everyone: Connect With Your Customers, Grow Your Business & Demystify Social Media, CreateSpace Independent Publishing Platform,2012 *Latest editions of all suggested books are recommended.	

<u>Course Code:</u> BBADS513	<p style="text-align: center;">Discipline Specific Elective BBA(BM&C)-Semester-V</p> <p style="text-align: center;">Introduction to PR and Corporate Communication</p>	L-4 T-0 P-0 C-4
<u>Course Outcomes:</u>	On completion of the course, the students will be :	
CO1.	<ul style="list-style-type: none">Understanding the functions between PR and allied discipline	
CO2.	<ul style="list-style-type: none">Analyzing the functions of public relations	
CO3.	<ul style="list-style-type: none">Analyzing corporate culture, recognise the key points of corporate philosophy, Familiarise with concept of corporate citizenship	
CO4.	<ul style="list-style-type: none">Applying the concept of building a distinct corporate identity	
CO5.	<ul style="list-style-type: none">Developing the role of PR/CC in crisis communication and disaster management	
<u>Course Content:</u>		
Unit-1:	Public relations: evolution and history of public relations- definitions of PR, PR and allied disciplines (publicity, propaganda, public affairs, lobbying etc.) Ethics of public relations (PRSI, code of ethics)	8 Hours
Unit-2:	Role of PR in crisis communication: Functions of Public Relations Relationship & Duties of the PR Practitioner PR consultancy- Its advantages & disadvantages, Importance of Marketing Research for the PR Practitioner	8 Hours
Unit-3:	Corporate communication: Advent, role, strategic importance - Corporate culture, corporate philosophy, corporate citizenship - Skills and talents of a corporate communicator - Building a distinct corporate identity	8 Hours
Unit-4:	Making presentations, preparing for meetings, writing speeches - Selection of media for corporate communication - Proactive and reactive media relations - Ethical aspects in media relations	8 Hours
Unit-5:	Strategic PR/CC and Management: Defining Strategy and its Relevance in Public Relations and Corporate Communication, Campaign Planning, Management and Execution. Optimizing technology in communication design and campaign planning; Role of PR/CC in Crisis Communication and Disaster Management	8 Hours
<u>Text Books:</u>	<ol style="list-style-type: none">1. D.S.Mehta, Handbook of Public Relations in India, Allied Publishers, 1998	
<u>Reference Books:</u>	<ol style="list-style-type: none">1. Devesh Kapur, Rethinking Public Institutions in India, Oxford, 20172. Jaishri Jethwaney, Corporate Communications: Corporate Communication: Principles & Practices (Oxford Higher Education), Oxford University Press, 20183. Paul A Argenti, Corporate Communication, McGraw-Hill Higher Education; 5th edition, 2015 <p>*Latest editions of all suggested books are recommended.</p>	

Course Code: BBADS514	<p align="center">Discipline Specific Elective BBA(BM&C)-Semester-V</p> <p align="center">ExperientialMarketing</p>	L-4 T-0 P-0 C-4
Course Outcomes:	On completion of the course, the students will be :	
CO1.	<ul style="list-style-type: none"> Understanding the difference between Experiential Branding vis-a-vis Experiential Marketing 	
CO2.	<ul style="list-style-type: none"> Analyzing, how, powerful integrated marketing communication strategies can drive value for a brand and business. 	
CO3.	<ul style="list-style-type: none"> Applying the usage of Experiential Branding in Retail. 	
CO4.	<ul style="list-style-type: none"> Determining the skills for formulating solid integrated marketing communication strategies 	
CO5.	<ul style="list-style-type: none"> Developing the skills necessary for evaluating the impact of marketing communication strategies on brand equity. 	
Course Content:		
Unit-1:	Introduction to Experiential Branding The role of Experiential Branding in a brand's marketing strategy and its communication mix; Also the implications of Experiential Branding vis-a-vis Experiential Marketing & Experiential Economy	8 Hours
Unit-2:	Experiential Branding and Brand Image and Brand Equity The evolution of brand building in the context of fundamental strategic trends in the market place, Select shifts in specific categories like FMCG, retail, technology, food, fashion etc. The increasing role of Experiential Branding in this regard---Global & Indian examples	8 Hours
Unit-3:	Experiential Branding in Retail The role of Retail in product trial & usage and its critical contribution to brand preference & building loyalty & advocacy, Examples across different types of retail----infotech, high end audio & video, apparel and other lifestyle categories. The use of technology & mobile & www in generating brand experiences & w-o-m.	8 Hours
Unit-4:	A frame work for orchestrating customer experience Types of customer experiences----sense; feel; think, feel, act, relate, believe & advocate. Recent Indian examples that illustrate this, Matching customer profiles & expectations vis-a-vis Experiential Branding	8 Hours
Unit-5:	Experiential Branding---a few strategic aspects Organizing for optimum Experiential Branding. Marketing as a corporate competence, The entire eco-system involved in Experiential Branding---internal & external. Communication, Motivation & Alignment across the entire value chain. The moments of truth and customer experience. Setting expectations & customer experiences	8 Hours
Text Books:	1. Bernd H. Schmitt, Experiential Marketing: How to Get Customers to Sense, Feel, Think, Act, Relate, 2011	
Reference Books:	1. Killer Web Content: Make The Sale, Deliver The Service, Build The Brand – Gerry McGovern, 1/e, A & C Black, 2006 2. Get Content Get Customers: Turn Prospects into Buyers with Content	

	<p>Marketing – Joe Pulizzi, McGraw-Hill, 2009</p> <p>3. Guerrilla Advertising: Unconventional Brand Communication - Gavin Lucas and Michael Dorrian, Laurence King Publishers, 2006</p> <p>*Latest editions of all suggested books are recommended.</p>	
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Course Code: BBADS611	<p align="center">Discipline Specific Elective</p> <p align="center">BBA(BM&C)-Semester-</p> <p align="center">VI</p> <p align="center">Strategic Brand Management</p>	<p align="center">L-4</p> <p align="center">T-0</p> <p align="center">P-0</p> <p align="center">C-4</p>
Course Outcomes:	On completion of the course, the students will be :	
CO1	<ul style="list-style-type: none"> Understanding the basic concept of Strategic Brand Management 	
CO2.	<ul style="list-style-type: none"> Applying principles for brand portfolio-management, including the challenges inherent in the continuum from corporate brands to branded articles, from house of brands to branded house. 	
CO3.	<ul style="list-style-type: none"> Identifying skills enabling the students to assess growth-opportunities for brands, e.g., brand extension strategies 	
CO4	<ul style="list-style-type: none"> Developing knowledge about different defensive and offensive strategies. 	
CO5	<ul style="list-style-type: none"> Implementing the theoretical knowledge into practical use 	
Course Content:		
Unit-1:	<p>Brand equity: What is a brand? Differentiating between brand assets, strength and value; Tracking brand equity; Goodwill: the convergence of finance and marketing; How brands create value for the customer, Brand and business building, Brand building: from product to values, and vice versa; Are leading brands the best products or the best value?;</p>	8 Hours
Unit-2:	<p>From private labels to store brands: Evolution of the distributor's brand; Why have distributors' brands?; The three stages of the distributor's brand Factors in the success of distributors' brands; Competing against distributors' brands</p>	8 Hours
Unit-3:	<p>The new rules of brand management: The new brand realities; Brand or business model power? ; Building the brand in reverse? ; Beginning with the strong 360° experience ; The enlarged scope of brand management;</p>	8 Hours
Unit-4:	<p>Sustaining a brand long term Is there a brand life cycle? ; Nurturing a perceived difference Investing in communication ; Branding is an art at retail; Creating entry barriers; Defending against brand counterfeiting; Brand equity versus customer equity: Sustaining proximity with influencers;</p>	8 Hours

Unit-5:	Managing global brands Patterns of brand globalisation ; Why globalise?; The benefits of a global image ; Conditions favouring global brands ; Barriers to globalisation Coping with local diversity, Achieving the delicate local–global balance	8 Hours
<u>Text Books:</u>	1. J N Kapferer, The New Strategic Brand Management - Creating and sustaining brand equity long term, Kogan Page India Private Limited, 2005	

<u>Reference Books:</u>	<p>2. Marion McGovern, Dennis Russell & Dennis Russell, (2001) A New Brand Of Expertise: How Independent Consultants, Free Agents, And Interim Managers Are Transforming The World Of Work –Butterworth Heinemann Special Priced Titles.</p> <p>3. Bren Monteiro, Marketing Manual: Focus On Branded Content, With Other Marketing Aspects 6 Degrees Books.</p> <p>*Latest editions of all suggested books are recommended.</p>	

<u>Course Code:</u> BBADS612	<p align="center">Discipline Specific Elective</p> <p align="center">BBA(BM&C)-Semester-</p> <p align="center">VI</p> <p align="center">Media Planning and Buying</p>	<p align="center">L-4</p> <p align="center">T-0</p> <p align="center">P-0</p> <p align="center">C-4</p>
<u>Course Outcomes:</u>	On completion of the course, the students will be :	
CO1.	<ul style="list-style-type: none"> Understanding the role of media in delivering messages to customers and potential customers 	
CO2.	<ul style="list-style-type: none"> Analyzing, interpret and manipulate media in pursuit of appropriate business objectives 	
CO3.	<ul style="list-style-type: none"> Evaluating appropriate communication skills necessary when dealing with various media 	
CO4.	<ul style="list-style-type: none"> Applying the mechanics of advertising and media purchase arrangements 	
CO5.	<ul style="list-style-type: none"> Developing a coherent media plan for suitable businesses & describe the function and methods employed by advertising agency media departments 	
Course Content:		
Unit-1:	Media planning: The function of media planning in advertising • Role of media planner • Challenges in media planning • Media planning process • Media planning for consumer goods • Media planning for industrial goods	8 Hours
Unit-2:	Sources of media research Audit Bureau of Circulation • Press Audits • National readership survey/IRS • Businessmen's readership survey • Television • Audience measurement • TRP • National television study • ADMAR satellite cable network study • Reach and coverage study • CB listener ship survey	8 Hours
Unit-3:	Selecting suitable media options <ul style="list-style-type: none"> TV Advantages of Radio Magazine Newspapers Buying media space for other medium like 	8 Hours
Unit-4:	Criterion for selecting media vehicles Reach • Frequency • GRPS • Cost efficiency • Cost per thousand • Cost per rating • Waste • Circulation Deciding the ideal media mix and communications mix	8 Hours
Unit-5:	Media buying and negotiation Competitive media expenditure analysis, the concept of aperture	8 Hours

<u>Text Books:</u>	1. Jack Z Sissors and Jim Surmanek, Advertising Media Planning-crain books, 2001	
<u>Reference Books:</u>	1. Advanced M.P.-John R Rossister, Kluwer Academic publications,2012 2. Advertising M.P, Jack Z Sissors, McGraw Hill 6th Edition,2017 *Latest editions of all suggested books are recommended.	

<u>Course Code:</u> BBADS613	Discipline Specific Elective BBA(BM&C)-Semester- VI Integrated Marketing Communication	L-4 T-0 P-0 C-4
<u>Course Outcomes:</u>	On completion of the course, the students will be :	
CO1.	<ul style="list-style-type: none"> Understanding the roles of integrated marketing and communication in the marketing process as well as the various tools of integrated marketing and communication 	
CO2.	<ul style="list-style-type: none"> Developing knowledge about the different factors influencing the marketing and communication budget 	
CO3.	<ul style="list-style-type: none"> Learning of the effectiveness of other promotional tools and their contribution towards the organisation 	
CO4	<ul style="list-style-type: none"> Analyzing the theoretical aspects and their practical applicability. 	
CO5	<ul style="list-style-type: none"> Creating new modes of communication in marketing. 	
<u>Course Content:</u>		
Unit-1:	An Introduction to Integrated Marketing Communication (IMC): Meaning and role of IMC in Marketing process, Introduction to IMC tools – Advertising, sales promotion, publicity, public relations, and event sponsorship	8 Hours
Unit-2:	Understanding communication process: Source, Message and channel factors, Communication response hierarchy- AIDA model, Hierarchy of effect model, Innovation adoption model, information processing model	8 Hours
Unit-3:	Planning for Marketing Communication (Marcom): Establishing Marcom Objectives and Budgeting for Promotional Programmes-Setting communication objectives, Sales as Marcom objective, Budgeting for Marcom-Factors influencing budget	8 Hours
Unit-4:	Developing the Integrated Marketing Communication Programme: Planning and development of creative Marcom; Creative strategies in advertising, sales promotion, publicity, event sponsorships etc.	8 Hours
Unit-5:	Measuring Effectiveness and control of Promotional Programmes: Meaning and importance of measuring communication effectiveness, The testing process, measuring the effectiveness of other promotional tools and IMC.	8 Hours
<u>Text Books:</u>	1. George Belch, Michael Belch & Keyoor Purani, Advertising & Promotion- An Integrated Marketing Communications Perspective, TATA McGraw Hill,2013	

<p><u>Reference Books:</u></p>	<ol style="list-style-type: none"> 1. Kenneth Clow and Donald Baack. Integrated Advertising, Promotion, and marketing Communication, Pearson,2013 2. S H Kazmi and Satish K Batra Advertising & Promotions, Excel, 2009 3. Aakar, Batra and Myers Advertising Management, Prentice,2002 <p>*Latest editions of all suggested books are recommended.</p>	
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Viva Voce

Course Code: BBAVV551	<p style="text-align: center;">Viva- Voce BBA- Semester-V</p> <p style="text-align: center;">Summer Training Report Evaluation</p>	L-4 T-0 P-0 C-4
Objectives:	<p>This course intends to familiarize and develop understanding of the students about the organizational set up, know about the functioning of various sections/departments of an organization/company in general and gain hand-on experience of a specific job function of the chosen organization. The main aim is to acquaint the student with the practical day-to-day functioning of an organization with a motive to facilitate training in a specific skill/area of that organization.</p> <p>Students will undergo summer training at the end of II semester. The duration of training will be 45 to 60 days.</p>	
Course Outcomes:	On completion of the course, the students will be :	
CO1.	Understanding the departments, sections of an organization, staffing and different levels of an organization.	
CO2.	Applying internship site terminology appropriately.	
CO3.	Demonstrating effective communication skills ,participate well as a team member and build professional network.	
CO4.	Demonstrating the ability to prepare and assess a report.	
CO5.	Developing the values and behaviors necessary for professional and ethical practice.	
Course Content:	<ol style="list-style-type: none"> 1. A brief introduction is given by the host organization on its various departments and administrative functions. 2. Students will visit various departments and will observe the physical layout, working conditions and managerial practices under the supervisor of the Company. 3. Students will write notes on the salient features of activities of different departments. 4. Each student shall prepare a structured report after the successful completion internship. 5. The report of visit shall be compiled and presented in a major project report form. 6. Students with help of faculty guide will carry out analysis of the visit reports. 7. Students will give a formal presentation of the report before the jury comprising of minimum two internal faculty members to be appointed by the Director/ Principal of the college. 8. The assessment will be out of 100 marks (External Marks-50, Internal Marks-50). 9. The report (based on general training or the problem centric training) prepared by the student will be termed as Summer Training Report. The report should ordinarily be based on primary data. It should reflect in depth learning during summer training. The average size of Report ordinarily will be 30 to 60 typed pages in Times New Roman font size (12) and double spacing. Three neatly typed and soft bound (paperback) copies of the report will be submitted to the College/Institute. The report will be typed in A-4 size paper 	

Format for Summer Training Report

1.	Cover / Title Page	1 page			
<p>Training Report (Topic/Department/Area) At (Name of the Organisation/Company) In partial fulfillment for the award of the degree of BBA</p>  <p>Teerthanker Mahaveer Institute of Management and Technology (TMIMT) Teerthanker Mahaveer University, Moradabad. Uttar Pradesh</p> <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>Submitted by: Student Name II Semester Year</p> </div> <div style="width: 45%; text-align: right;"> <p>Submitted to Internal Guide Name Designation TMIMT, TMU</p> </div> </div> <p style="text-align: center; margin-top: 20px;">Under Supervision of External Guide Name Designation</p>					
2	Table of content (Index) –with page numbers clearly identified	1page			
3	Declaration by the student.	1page			
4	Certificate (from the Company / Organization)	1page			
5	Acknowledgement	1page			
6	Organization/Company Profile (Background, History, Founder, Vision, Mission, Competitors, Organization Structure, Products, Milestones, Achievements, Address)	5-8 pages			
7	Objectives of training.	1page			
8	Student has to finalize topic from general training or problem centric training as per the consultation or guidance by the internal faculty and company supervisor. The details of both the trainings are given below:-				
S. No.	General Training	Pages	S. No.	Problem Centered Training	Pages
8a	Introduction (department/s or the area assigned)	1-2	8a	Introduction to the topic	1-2
8b	Intern role during internship	1	8b	Research Objectives	1
8c	Role of (department/s or the area assigned) in the organization	2-3	8c	Research methodology	1-2

8d	Observations (including explanation of Processes)	6-8 (as per numbers of weeks training done)	8d	Data analysis & interpretation	5-8
8e	Key learning's	1-2	8e	Results & Findings	1-2
8f	Recommendations (if any)	1	8f	Recommendations& Suggestions	1
8g	Conclusion	1	8g	Limitations	1
			8h	Conclusion	1
			8i	References/ Bibliography	1
		➤	8j	Appendices, viz., ➤ Questionnaire ➤ Checklist ➤ Tables etc.	1-3


Plagiarism check will be done from point no.7 onwards. Plagiarism check will be done as per norms provided by the Examination Division of the University

Evaluation Scheme

Detail	Report Quality (Structuring, Formatting, Clarity in presenting data & facts)	Presentation	Assessors Evaluation as per Summer Internship Record Book	Viva Voce	Total
Internal	30	20	NA	NA	50
External	15	NA	15	20	50

<u>Course Code:</u> BBAVV651	Viva – Voce – 2 BBA- Semester-VI Dissertation Report (Based on Field Work/ MSR)	L-4 T-0 P-0 C-4
<u>Course Outcomes:</u>	On completion of the course, the students will be :	
CO1.	Understanding the meaning, objectives and principles of market survey.	
CO2.	Understanding the steps in preparing a written survey report.	
CO3.	Developing an appropriate research design and skills to collect data.	
CO4.	Analyzing data to draw meaningful information.	
CO5.	Demonstrating the ability to prepare and present a report.	
<u>Guidelines:</u>	<p>At the end of fifth semester examination, every student will prepare the report based on field work. The guidelines of report will be provided in the starting of sixth semester classes.</p> <p>During the course of training, the college will assign a problem/project to the student. The student, after the completion of analysis will submit a report to the College/Institute, which will be the part of sixth semester examination.</p> <p>The report will be evaluated by internal and external examiner. It will carry total of 100 marks divided into written report of 50 marks by external examiner and presentation of 50 marks in front of a panel of at least three faculty members appointed by Director/ Principal of the college.</p> <p>The external marks will be awarded by the external examiner who will be appointed by the examination division.</p>	

Format for Dissertation Report

1.	Cover / Title Page				1 page
<p>Training Report (Topic/Department/Area) At (Name of the Organization/Company) In partial fulfillment for the award of the degree of BBA</p>  <p>Teerthanker Mahaveer Institute of Management and Technology (TMIMT) Teerthanker Mahaveer University, Moradabad. Uttar Pradesh</p>					
<p>Submitted by: Student Name II Semester Year</p>			<p>Submitted to Guide Name Designation TMIMT, TMU</p>		
2	Table of content (Index) –with page numbers clearly identified				1page
3	Declaration by the student.				1page
4	Certificate (from the Company / Organization)				1page
5	Acknowledgement				1page
6	Organization/Company Profile (Background, History, Founder, Vision, Mission, Competitors, Organization Structure, Products, Milestones, Achievements, Address)				5-8 pages
7	Objectives of training.				1page
8	Student has to finalize topic from general training or problem centric training as per the consultation or guidance by the internal faculty Guide. The details of both the trainings are given below:-				
S. No.	General Training	Pages	S. No.	Problem Centered Training	Pages
8a	Introduction (department/s or the area assigned)	1-2	8a	Introduction to the topic	1-2
8b	Intern role during internship	1	8b	Research Objectives	1

8c	Role of (department/s or the area assigned) in the organization	2-3	8c	Research methodology	1-2
8d	Observations (including explanation of Processes)	6-8 (as per numbers of weeks training done)	8d	Data analysis & interpretation	5-8
8e	Key learning's	1-2	8e	Results & Findings	1-2
8f	Recommendations (if any)	1	8f	Recommendations& Suggestions	1
8g	Conclusion	1	8g	Limitations	1
			8h	Conclusion	1
			8i	References/ Bibliography	1
		➤	8j	Appendices, viz., ➤ Questionnaire ➤ Checklist ➤ Tables etc.	1-3

Plagiarism check will be done from point no.7 onwards. Plagiarism check will be done as per norms provided by the Examination Division of the University

Evaluation Scheme

Detail	Report Quality (Structuring, Formatting, Clarity in presenting data & facts)	Presentation	Assessors Evaluation as per Summer Internship Record Book	Viva Voce	Total
Internal	30	20	NA	NA	50
External	15	NA	15	20	50

Value Added Course

Course Code: TMUGS401	Value Added Course-1 BBA - Semester-IV Managing Self	L-2 T-0 P-0 C-0
Learning Outcomes:	At the end of the semester, the learner will be able to.	
CO1.	Understanding the role of character and virtues for a successful and meaningful life.	
CO2.	Understanding and analysing self and devise a strategy for growth and development	
CO3.	Applying peer coaching skills.	
CO4.	Applying personal development goal with the help of a peer coach.	
CO5.	Developing skills for communicating their life story and strategy for life.	
CO6.	Developing a positive mindset conducive for growth.	
CO7.	Developing capacity for self-questioning and discovering their own biases.	
Unit-1:	Personal Development: Personal growth and improvement in personality, Perception, Positive attitude, Values and Morals, High self motivation and Confidence, Grooming	6 hours
Unit-2:	Professional Development: Goal setting and action planning, Effective and assertive communication, Decision making, Time management, Presentation Skills, Happiness, risk taking and facing unknown	5 hours
Unit-3:	Career Development: Resume Building, Occupational Research, Group discussion (GD) and Personal Interviews	9 hours
Text Book:	1. Robbins, Stephen P., Judge, Timothy A., Vohra, Neharika, Organizational Behaviour (2018), 18 th ed., Pearson Education	
Reference Books and links	1. Rathgeber, Holger, Kotter, John, Our Iceberg is melting (2017), Macmillan Burne, Eric, Games People Play (2010), Penguin UK 2. Organizational Behaviour (2018), 18 th ed., Pearson Education 3. Tracy, Brian, Time Management (2018), Manjul Publishing House 4. Hill, Napoleon, Think and grow rich (2014), Amazing Reads 5. Scott, S.J., SMART goals made simple (2014), Createspace Independent Pub 1. https://www.hloom.com/resumes/creative-templates/ 2. https://www.mbauniverse.com/group-discussion/topic.php 3. https://www.indeed.com/career-advice/interviewing/job-interview-tips-how-to-make-a-great-impression	

Evaluation Scheme: Continuous Evaluation

- Students will be evaluated on the score of 100 in every course.
- Evaluation of soft skill will follow continuous evaluation method

Details are as follows:		
Total Marks	100 marks = Internal Marks (50)+ External Marks (50)	
Internal Evaluation (50 Marks):	I. Continuous Evaluation -40 Marks Every student has to participate in minimum of 5 assessments assigned by the trainer carrying 8 marks each. List of type of assessments are as follows:- a) Extempore b) JAM session c) Role Plays d) Debate e) Discussion f) Personal Mock Interview etc	
	II. Class Attendance – 10 Marks Distribution of attendance marks	
	% Attendance	Marks
	0-10	1
	11-20	2
	21-30	3
	31-40	4
	41-50	5
	51-60	6
	61-70	7
	71-80	8
	81-90	9
	91-100	10
	External Evaluation (50 Marks):	Oral Examination – 50 Marks Oral examination by committee of 2 skill trainers (including one external if available) other than who has taught the subject.

Course Code: TMUGS501	Mandatory Value Added Course-2 BBA - Semester-V Managing Work & Others	L-2 T-0 P-0 C-0
Learning Outcomes:	At the end of the semester, the learner will be able to	
CO1.	Understanding time pressures and the need for time management.	
CO2.	Applying effective communication skills in a variety of public and interpersonal settings.	
CO3.	Developing interpersonal skills for an effective professional growth.	
CO4.	Handling difficult situations with grace, style and professionalism.	
CO5.	Developing strategies and procedures for becoming an effective leader.	
Unit-1:	Intrapersonal Skills: Creativity and Innovation, Understanding self and others (Johari window), Stress Management, Managing Change for competitive success , Handling feedback and criticism	5 hours
Unit-2:	Interpersonal Skills: Conflict management, Development of cordial interpersonal relations at all levels, Negotiation, Importance of working in teams in modern organisations, Manners, etiquette and net etiquette	5 hours
Unit-3:	Interview Techniques: Job Seeking, Group discussion (GD), Personal Interview	10 hours
Text Book	1. Robbins, Stephen P., Judge, Timothy A., Vohra, Neharika, Organizational Behaviour (2018), 18 th ed., Pearson Education	
Reference Books and links	1. Burne, Eric, Games People Play (2010), Penguin UK 2. Carnegie, Dale, How to win friends and influence people (2004), RHUK 3. Rathgeber, Holger, Kotter, John, Our Iceberg is melting (2017), Macmillan 4. Steinburg, Scott, Nettiquette Essentials (2013), Lulu.com] 5. https://www.hloom.com/resumes/creative-templates/ 6. https://www.mbauniverse.com/group-discussion/topic.php 7. https://www.indeed.com/career-advice/interviewing/job-interview-tips-how-to-make-a-great-impression	

Evaluation Scheme: Continuous Evaluation

- Students will be evaluated on the score of 100 in every course.
- Evaluation of soft skill will follow continuous evaluation method

Details are as follows:

Total Marks	100 marks = Internal Marks (50)+ External Marks (50)																						
Internal Evaluation (50 Marks):	<p>III. Continuous Evaluation -40 Marks Every student has to participate in minimum of 5 assessments assigned by the trainer carrying 8 marks each. List of type of assessments are as follows:-</p> <ul style="list-style-type: none"> g) Extempore h) JAM session i) Role Plays j) Debate k) Discussion l) Personal Mock Interview etc <p>IV. Class Attendance – 10 Marks Distribution of attendance marks</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;">% Attendance</th><th style="text-align: center;">Marks</th></tr> </thead> <tbody> <tr><td style="text-align: center;">0-10</td><td style="text-align: center;">1</td></tr> <tr><td style="text-align: center;">11-20</td><td style="text-align: center;">2</td></tr> <tr><td style="text-align: center;">21-30</td><td style="text-align: center;">3</td></tr> <tr><td style="text-align: center;">31-40</td><td style="text-align: center;">4</td></tr> <tr><td style="text-align: center;">41-50</td><td style="text-align: center;">5</td></tr> <tr><td style="text-align: center;">51-60</td><td style="text-align: center;">6</td></tr> <tr><td style="text-align: center;">61-70</td><td style="text-align: center;">7</td></tr> <tr><td style="text-align: center;">71-80</td><td style="text-align: center;">8</td></tr> <tr><td style="text-align: center;">81-90</td><td style="text-align: center;">9</td></tr> <tr><td style="text-align: center;">91-100</td><td style="text-align: center;">10</td></tr> </tbody> </table>	% Attendance	Marks	0-10	1	11-20	2	21-30	3	31-40	4	41-50	5	51-60	6	61-70	7	71-80	8	81-90	9	91-100	10
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External Evaluation (50 Marks):	<p>Oral Examination – 50 Marks Oral examination by committee of 2 skill trainers (including one external if available) other than who has taught the subject.</p>																						

