



ACADEMIC YEAR 2022

PROGRAM OUTLINE & LEARNING OUTCOMES **BBA – GENERAL MANAGEMENT**

Level: Undergraduate

Duration: 3 Years | Full-time

Format: Residential Program

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The Bachelor of Business Administration (BBA) is spread over 6 semesters .

FIRST YEAR

SEMESTER I

COURSE	LEARNING OUTCOMES
Financial Accounting With Computer Applications	<ul style="list-style-type: none"> • Learning Fundamentals of Accounting • Basic Accounting Concepts • Recording Of Transaction • Depreciation, Provision and Reserves • Bill Of Exchange • Excel Skills for Finance
Principles Of Management	<ul style="list-style-type: none"> • Gain Understanding of The Functions and Responsibilities of Managers • Understand Tools and Techniques To Be Used In The Performance of The Managerial Job • Understand and Analyse The Environment of The Organization • To Help The Students To Develop Cognizance of The Importance Of Management Principles
Quantitative Techniques For Decision Making	<ul style="list-style-type: none"> • Learning Fundamentals To Statistical And Mathematical Tools Commonly Used In Management Studies • Learn Use of Statistical Tools (Descriptive Statistics, Inferential Statistics) • Learn Use of Mathematical Tools (Formulate The Problem, Establish The Criterion for Optimality, Tools For Analysis)
Microeconomics	<ul style="list-style-type: none"> • Understand Firm Behavior • Learn To Analyse Different Types of Market Structures (Monopoly, Oligopoly And A Competitive Market). • Understand Business Strategies for Different Market Structures • Understand How To Apply Economic Principles for Policy Making
Entrepreneurship and Business Development-1	
IELTS I	
Marketing Management	<ul style="list-style-type: none"> • Understand The Basic Aspects Of Markets and Competition • Understanding And Managing External Environment. • Understanding Segmentation, Targeting and Positioning Concepts • Understand and Managing Brands • Understanding and Managing Competition. • Understanding The Concept Of Product Life Cycle

SEMESTER II

COURSE	LEARNING OUTCOMES
Cost Accounting	<ul style="list-style-type: none"> • Understand Meaning and Scope of Cost Accounting • Understand Method of costing • Understand Labour cost control
Advanced Quantitative Techniques for Decision Making	<ul style="list-style-type: none"> • Understand use of Quantitative & Qualitative Data • Understand application of various quantitative techniques used for decision making using datasets • Using data to take decisions on business situations • Learn to Apply quantitative techniques on datasets using excel
Marketing Management 2	<ul style="list-style-type: none"> • Understand the basic aspects of product management and new product launches • Understanding and managing services • Understanding and managing pricing • Understanding and managing integrated marketing communications • Understand and managing distribution channels • Understanding and managing marketing organization in the current business scenario
Environmental Management & Corporate Social Responsibility	<ul style="list-style-type: none"> • Learn to identify an organisation’s purpose, its stakeholders and the basic principles of its governance • Understand the interface between the organization and its environment • Understand the effects of government policy on the economic environment • Understand the concept of corporate social responsibility and the primary premises upon which it is based
Entrepreneurship and Business Development-2	
IELTS II	
Macroeconomics	<ul style="list-style-type: none"> • Understand the forces determining macroeconomic variables such as inflation, unemployment, interest rates, and the exchange rate • Formulate and assess macroeconomic policies • Define macroeconomic terminology, such as the multiplier, monetarism, the natural level of unemployment, and fiscal policy

SECOND YEAR

SEMESTER III

COURSE	LEARNING OUTCOMES
Organisational Behaviour	<ul style="list-style-type: none"> • Understand the impact of values, attitudes and the influence of diversity • Understand the major motivational theories that affect the workplace • Understand the difference between work groups and work teams and the models of team development • Understand communication channels and their barriers • Understand interpersonal conflict and conflict resolution
Corporate Finance with Computer Application	
Marketing Analysis	
Operations Management	
Indian Economics in Global Scenario	<ul style="list-style-type: none"> • Understand International trade theory and policy • Understand Economic relationships between countries • Understand Relevance of Indian economics in global scenario
Business Statistics 1	<ul style="list-style-type: none"> • Learn fundamentals of Descriptive statistics • Understanding the nature of data using data • Learning to use descriptive statistical tools to find hidden patterns in data • Learn to analyse and interpret data to smart solutions using statistics • Learn to apply descriptive statistics on data for making decisions
Business Research Methodology	<ul style="list-style-type: none"> • Learn to formulate research problem and develop a sufficiently coherent research design. • Learn qualitative, quantitative measurement & scaling techniques. • Gain Knowledge of data analysis, including descriptive & inferential measures. • Develop independent thinking for critically analyzing research reports.

SEMESTER IV

COURSE	LEARNING OUTCOMES
Business Statistics 2	<ul style="list-style-type: none"> • Understand basics of Inferential Statistics • Gain Application based knowledge on hypothesis testing • Learn use of Advance statistical tools for business decision making • Learn Application predictive analytics for forecasting • Gain Practical knowledge on applying advance statistics on business data
Business Law	<ul style="list-style-type: none"> • Gain Understanding of the Legal Environment of Business. • Learn to apply basic legal knowledge to business transactions. • Learn to describe business law in the global context. • Learn to describe the relationship of ethics and law in business
Business Analytics tools, applications and interpretations	<ul style="list-style-type: none"> • Learn to Select, and apply appropriate analytical tools in the analysis of quantitative and qualitative data from a variety of business scenarios. • Learn Use software package for data analysis; understand data gathering and input considerations; and be able to analyze and interpret output (graphs, tables, mathematical models, etc.) • Understand considerations in collecting data and selection of appropriate analysis tools; and know how to report results in a fair, objective and unbiased manner
Direct and Indirect Taxation	<p>Gain an understanding of Indirect Tax</p> <ul style="list-style-type: none"> • Central Excise Duty • Custom Duty • Service Tax <p>Gain an understanding of Direct Taxes</p> <ul style="list-style-type: none"> • Income Tax • Wealth Tax • Profession Tax <p>Gain an Understanding of International Tax</p> <ul style="list-style-type: none"> • Tax implication of Foreign activity of an Indian enterprise • Tax implication of Foreign enterprise in India
Human Resource Management	<ul style="list-style-type: none"> • Understand the role of human resource management Identify how wellness, training and work-life balance policies impact retention • Learn best practices in performance management, performance appraisal, and employee development • Understand functions of job design, standards of employment law and techniques for employee retention.

THIRD YEAR

SEMESTER V

CORE COURSES

COURSE	LEARNING OUTCOMES
Design Thinking	<ul style="list-style-type: none"> • Know what Design Thinking is • Learn about the Steps of Design Thinking • Understand Different Tools Used in Design Thinking • Assess Different Resources of Design Thinking • Conduct a Design Thinking Exercise
Entrepreneurship & Business Plan	<ul style="list-style-type: none"> • Understand the entrepreneurial mindset and what it takes to create value • Learn to identify entrepreneurial opportunities and create business plans • Learn to secure financial backing and coordinate business growth • Learn agile working methods to realize results in quick succession

FINANCE ELECTIVES

Course	Learning Outcomes
Investment Analysis & Portfolio Management	<ul style="list-style-type: none"> • Learn Fundamentals of Investment Alternatives • Gain an Understanding of Security market • Understand Portfolio Theory • Understand Effective market hypothesis and CAPM
Financial Markets & Institutions	<ul style="list-style-type: none"> • Understand Financial market • Understand The role and Importance of Financial market • Understanding of Money market and Capital market • Understand Money market and capital market Instruments
Investment Banking	<ul style="list-style-type: none"> • Understand the World of Investment banking • Learn to launch an IPO • Understand Equity Valuation • Understand Bond valuation • Understand IB business of Debt/ Fixed income
Equity Research	<ul style="list-style-type: none"> • Understand types of equity • Perform Valuation using DCF • Learn to Compare the fair value with market price

MARKETING ELECTIVES

Course	Learning Outcomes
Principles and Decision Tools in Sales & Distribution Management	<ul style="list-style-type: none"> • Understand and design a sales management structure • Understand and manage sales team • Learn to Design and implement a distribution channel relevant to the business concerned • Understand and manage all major aspects of distribution channel
Retail Management	<ul style="list-style-type: none"> • Understand the retail business environment and competition. • Understand aspects of strategic decisions in Retail • Understand Retail operations management • Understand sales and services in Retail
Introduction to Marketing Analytics	<ul style="list-style-type: none"> • Gain an overview of advances in marketing analytics • Choose appropriate data sources and analytical tools to design a sophisticated analytical study • Translate the output from analyses into managerial insights that is understandable to marketing managers • Competently and confidently communicate (oral and written) research findings
Introduction to Services Marketing	<ul style="list-style-type: none"> • Understand the basic tenants of Services • Understand and manage customer expectations and perceptions on service • Design and implementation of world class service design • Understand the role of Employees and Customers in service delivery and how to manage them • Manage the marketing mix elements in context to services

OPERATIONS ELECTIVES

COURSE	LEARNING OUTCOMES
Supply Chain Management	<ul style="list-style-type: none"> • Understand the challenges and complexities of managing supply chains • Design flexible and adaptive supply chains
AI and ML in Manufacturing and Industry 4.0	<ul style="list-style-type: none"> • Understand the drivers and enablers of Industry 4.0 • Gain an appreciation of the smartness in Smart Factories, Smart cities, smart products and smart services • Learn to outline the various systems used in a manufacturing plant and their role in an Industry 4.0 world • Gain an appreciation of the power of Cloud Computing in a networked economy • Understand the opportunities, challenges brought about by Industry 4.0 and how organisations and individuals should prepare to reap the benefits
Services Operations Management	<ul style="list-style-type: none"> • Understand the nature of services • Learn to align service strategy and service competitiveness • Learn Service design, development & automation • Learn to manage human resource in services • Understand the meaning of Service quality • Service facility design and facility location

	<ul style="list-style-type: none"> • Demand management in services • Capacity management or supply management in services • Managing waiting lines & queuing models • Service inventory and supply chain management • Quantitative models in managing service operations
Visual Analytics	<ul style="list-style-type: none"> • Learn Fundamentals of visual Analytics (What is visual analytics?, Strengths and weaknesses of the human visual system, The analytical process) • Learn Visual mapping techniques (Working with human perceptual and cognitive processes, Encoding data into visual form, Working with color) • Learn to solve real-world problems (Displaying time series data beyond the line chart, Comparing categories and measures, Mapping, Precision and detail) • Learn to communicate your findings (Fine-tuning for more effective visualization, Storytelling and guided analytics, Dashboards)

HR ELECTIVES

COURSE	LEARNING OUTCOMES
Compensation and Benefits Management	<ul style="list-style-type: none"> • Learn to Apply the pay model to understand how and why pay systems work • Understand how organizations develop and implement pay systems. • Understand the effect of law and regulation on compensation and benefit practices
Neuro Linguistic Programming	<ul style="list-style-type: none"> • Understand NLP & The Deeper Dynamics of Change • Understand VAK Model & Eye Accessing Cues, Non-Verbal Communication and Rapport • Learn basics of Strategies, Decision Strategies, Motivation Strategies, The Meta Model • Understand Submodalities, Making Something Important, Submodality Interventions, Map Across, The Swish Pattern, Fast Phobia Cure, The Milton Model, As If Frame, Process Instructions Exercise
Leadership and Change Management	<ul style="list-style-type: none"> • Gain knowledge and leadership skills needed to help organizations chart a successful course through change. • Understand the major drivers of organizational change. • Understand the role leadership plays in anticipating, planning and navigating organizational change • Understand the importance of effective change management.
HR Analytics	<ul style="list-style-type: none"> • Introduction to Human Resource Analytics • Identification of data source and develop HR Metrics • Data Analysis tools and techniques in HR Analytics • Applications of HR Analytics and Presentation

SEMESTER VI

CORE COURSES

COURSE	LEARNING OUTCOMES
International Business & EXIM	<ul style="list-style-type: none"> • Understand different modes of international business. • Learn to conduct export market research and develop products for international business accordingly • Learn about sourcing, distribution, freight management, and border clearance processes in international business • Learn about payment methods, financial processes, and documentation required for international business
Project Management with MS Project tool	<ul style="list-style-type: none"> • Define& create a new project plan • Learn to manage resources in a project plan • Finalize a project plan • Update a project plan to reflect progress as you execute the project using MS office tools • Monitor project progress in the project plan • Create project reports to share a project’s status • Customize project settings and share customizations with other projects
Application of AI & ML in Business	<ul style="list-style-type: none"> • Understand the impact of AI in different business segments • Comprehend the key uses and applications. Discussion of case studies • Understand the future perspectives and development.

FINANCE ELECTIVES

COURSE	LEARNING OUTCOMES
Security Analysis and Portfolio Management	<ul style="list-style-type: none"> • Understand of Security market • Understand of equity and equity valuation • Understand Portfolio theory • CAPM • Understand Effective market hypothesis
Advanced Corporate Finance	<ul style="list-style-type: none"> • Understand Cost of capital • Understand Capital budgeting • Understand Valuation, Risk and return • Understand Merger and Acquisition
Wealth Management	<ul style="list-style-type: none"> • Understand Investment planning • Understand Personal financial planning • Understand Retirement planning • Understand Insurance planning
Managing Venture Capital	<ul style="list-style-type: none"> • Learning Fundamentals to Private equity and venture capital • The Management of Private Equity And Venture Capital Funds

MARKETING ELECTIVES

COURSE	LEARNING OUTCOMES
International Marketing & Business Simulations Credits 2	<ul style="list-style-type: none"> • Understand Cross-Country and Cross-Industry Innovation (CCI).

	<ul style="list-style-type: none"> • Learn how companies can grow by expanding into other countries • Learn to customize marketing campaigns respecting cross-cultural differences • Learn to develop, execute, and refine marketing strategies using simulators
Social Media & Digital Marketing Credits 2	<ul style="list-style-type: none"> • Understand different digital marketing channels and content creation strategies • Learn to nurture leads and analyse conversions using social media monitoring tools • Learn to use e-mail marketing automation, optimization, and personalization to drive sales • Learn to use various marketing tools offered by Google
Strategic B2B Marketing Credits 2	<ul style="list-style-type: none"> • Understand blueprints used by top companies in the B2B space • Learn to identify B2B marketing tactics and channels • Learn to create a B2B marketing strategy for a company • Learn to manage revenue model, international supply channel, and salesforce for B2B marketing
Integrated Marketing Communication Credits 2	<ul style="list-style-type: none"> • Understand the essential concepts of advertising, sales promotions, brand visibility, and public relations • Learn to combine the extant theories with practical information. • Learn methods to make decisions for marketing research, consumer engagement, and media planning. • Learn to manage strategic communications processes

OPERATIONS ELECTIVES

COURSE	LEARNING OUTCOMES
Block Chain Management Credits 2	<ul style="list-style-type: none"> • Understand the role and functioning of block chain • The impact of block chain and its business applications • The future development of block chain
Predictive Analytics using R and Pytho Credits 2	<ul style="list-style-type: none"> • Understand R & Python • Applications of Data Analytics using R & Python • How to leverage predictive analytics in the real world
Quality Management Credits 2	<ul style="list-style-type: none"> • Understand customer focus and leadership • Understand process approach and improvement • Understand evidence-based decision making
Advanced AI&ML Credits 2	<ul style="list-style-type: none"> • Understand advances statistics & algebra • Development of neural networks • Learning Fundamentals to Deep learning and reinforcement learning

HR ELECTIVES

COURSE	LEARNING OUTCOMES
Emotional Intelligence	<ul style="list-style-type: none"> • Understand the basics of emotional intelligence (EI)emotional-social intelligence (ESI); how emotions work to influence thought and behavior; and how EI and ESI is learned and developed

	<ul style="list-style-type: none"> • Learn to develop/ leverage EI/ESI in the workplace for the employee and the organization; • Learn assessments regularly applied as an organizational tool to identify the EI abilities and ES competencies of employees and leaders
Strategic HRM	<ul style="list-style-type: none"> • Demonstrate an advanced understanding of the key concepts of strategic HRM; • Critically discuss both contextual factors and general principles relevant to strategic HRM; • Help firms analyse the strengths, weaknesses, opportunities and threats of HR strategies • Demonstrate the presentation skills and quality of interaction associated with successful entry into the HR profession.
Performance Management	<ul style="list-style-type: none"> • Understand the value of Performance Management to their organisations • Conduct effective appraisal meetings • Set and write SMART objectives for themselves and their direct reports and Identify suitable KPIs for their staff and manage these KPIs • Understand and use Behavioural Competencies to evaluate the relevant behaviours for their employees. • Objectively measure performance using established rating systems, Set Individual Development Plans
International Business Cultures	<ul style="list-style-type: none"> • Gain an indepth understanding of culture and social norms in different countries • Learn to Effectively integrate in international business endeavors critical intracompany departments