



**ACADEMIC YEAR 2021**

## **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
<b>Financial Accounting With Computer Applications</b>	<ul style="list-style-type: none"> <li>● Learning Fundamentals Of Accounting</li> <li>● Basic Accounting Concepts</li> <li>● Recording Of Transaction</li> <li>● Depreciation, Provision And Reserves</li> <li>● Bill Of Exchange</li> <li>● Excel Skills For Finance</li> </ul>
<b>Environmental Management &amp; Corporate Social Responsibility</b>	<ul style="list-style-type: none"> <li>● Understand definitions of environment, management, systems and organisations in relation to environmental management</li> <li>● Understand the usefulness of systems thinking in relation to environmental management in organisations</li> <li>● Learn how environmental management can be used as environmental protection and how organisations can define and manage risk.</li> <li>● Analyse 70+ organisations as systems and their role in environmental management</li> </ul>
<b>Quantitative Techniques For Decision Making</b>	<ul style="list-style-type: none"> <li>● Learning Fundamentals To Statistical And Mathematical Tools Commonly Used In Management Studies</li> <li>● Learn Use Of Statistical Tools (Descriptive Statistics, Inferential Statistics)</li> <li>● Learn Use Of Mathematical Tools (Formulate The Problem, Establish The Criterion For Optimality, Tools For Analysis)</li> </ul>
<b>Microeconomics</b>	<ul style="list-style-type: none"> <li>● Understand Firm Behavior.</li> <li>● Learn To Analyse Different Types Of Market Structures (Monopoly, Oligopoly And A Competitive Market).</li> <li>● Understand Business Strategies For Different Market Structures.</li> <li>● Understand How To Apply Economic Principles For Policy Making.</li> </ul>
<b>Marketing Management 1</b>	<ul style="list-style-type: none"> <li>● Understand The Basic Aspects Of Markets And Competition.</li> <li>● Understanding And Managing External Environment.</li> <li>● Understanding Segmentation, Targeting And Positioning Concepts.</li> <li>● Understand And Managing Brands.</li> <li>● Understanding And Managing Competition.</li> </ul>

	<ul style="list-style-type: none"> <li>Understanding The Concept Of Product Life Cycle.</li> </ul>
<b>IELTS I</b>	<ul style="list-style-type: none"> <li>Understand Dialogue Processes, Debunk Common Communication Myths, And Express Your Ideas Authentically.</li> <li>Learn How To Ensure The Message Intended To Send Is The Same As What Is Being Received.</li> <li>Learn Strategies To Enhance Communication Skills And Approaches.</li> <li>Learn How To Position Oneself As A Professional Through Inclusive Communication.</li> </ul>

**SEMESTER II**

<b>COURSE</b>	<b>LEARNING OUTCOMES</b>
<b>Cost Accounting</b>	<ul style="list-style-type: none"> <li>Understand Meaning and Scope of Cost Accounting</li> <li>Understand Method of costing</li> <li>Understand Labour cost control</li> </ul>
<b>Advanced Quantitative Techniques for Decision Making</b>	<ul style="list-style-type: none"> <li>Understand use of Quantitative &amp; Qualitative Data</li> <li>Understand application of various quantitative techniques used for decision making using datasets</li> <li>Using data to take decisions on business situations</li> <li>Learn to Apply quantitative techniques on datasets using excel</li> </ul>
<b>Principles Of Management</b>	<ul style="list-style-type: none"> <li>Gain Understanding Of The Functions And Responsibilities Of Managers.</li> <li>Understand Tools And Techniques To Be Used In The Performance Of The Managerial Job.</li> <li>Understand And Analyse The Environment Of The Organization.</li> <li>To Help The Students To Develop Cognizance Of The Importance Of Management Principles.</li> </ul>
<b>Marketing Management 2</b>	<ul style="list-style-type: none"> <li>Understand the basic aspects of product management and new product launches.</li> <li>Understanding and managing services.</li> <li>Understanding and managing pricing.</li> <li>Understanding and managing integrated marketing communications.</li> <li>Understand and managing distribution channels.</li> <li>Understanding and managing marketing organization in the current business scenario.</li> </ul>
<b>IELTS II</b>	<ul style="list-style-type: none"> <li>Understanding how to write business emails, notices, proposals and other forms of written business communications.</li> <li>Understanding of basic grooming and etiquettes.</li> <li>Understanding how to be effective public speaker and presenter</li> </ul>

<b>Macroeconomics</b>	<ul style="list-style-type: none"><li>● Understand the forces determining macroeconomic variables such as inflation, unemployment, interest rates, and the exchange rate</li><li>● Formulate and assess macroeconomic policies</li><li>● Define macroeconomic terminology, such as the multiplier, monetarism, the natural level of unemployment, and fiscal policy</li></ul>
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## SECOND YEAR

### SEMESTER III

COURSE	LEARNING OUTCOMES
<b>Organisational Behaviour</b>	<ul style="list-style-type: none"> <li>● Understand the impact of values, attitudes and the influence of diversity.</li> <li>● Understand the major motivational theories that affect the workplace.</li> <li>● Understand the difference between work groups and work teams and the models of team development.</li> <li>● Understand communication channels and their barriers.</li> <li>● Understand interpersonal conflict and conflict resolution.</li> </ul>
<b>Financial Management and Software Applications in Financial Management</b>	<ul style="list-style-type: none"> <li>● Learning Fundamentals of Financial Management</li> <li>● Corporate Debt, Equity and corporate action</li> <li>● Learn to prepare Financial statement</li> <li>● Understand Capital Budgeting</li> <li>● Understand Investment analysis</li> </ul>
<b>Operations Management</b>	<ul style="list-style-type: none"> <li>● Obtain an understanding of quality management practice in organizations and how total quality management and six-sigma facilitate organizational effectiveness.</li> <li>● Understand the relationship of the various planning practices of capacity planning, aggregate planning, project planning and scheduling.</li> <li>● Understand the roles of inventories and basics of managing inventories in various demand settings.</li> <li>● Understand contemporary operations and manufacturing organizational approaches and the supply-chain management activities and the renewed importance of this aspect of organizational strategy.</li> </ul>
<b>Indian Economics in Global Scenario</b>	<ul style="list-style-type: none"> <li>● Understand International trade theory and policy</li> <li>● Understand Economic relationships between countries</li> <li>● Understand Relevance of Indian economics in global scenario</li> </ul>
<b>Business Statistics 1</b>	<ul style="list-style-type: none"> <li>● Learn fundamentals of Descriptive statistics.</li> <li>● Understanding the nature of data using data.</li> <li>● Learning to use descriptive statistical tools to find hidden patterns in data.</li> <li>● Learn to analyse and interpret data to smart solutions using statistics.</li> <li>● Learn to apply descriptive statistics on data for making decisions</li> </ul>
<b>Marketing Analytics</b>	<ul style="list-style-type: none"> <li>● Learn basics of advances in marketing analytics.</li> <li>● Learn to choose appropriate data sources and analytical tools to design a sophisticated analytical study.</li> <li>● Learn to use advanced analytical tools to analyse a variety of data collected by marketers</li> </ul>

	<ul style="list-style-type: none"><li>• Learn to translate the output from analyses into managerial insights that is understandable to marketing managers.</li></ul>
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**SEMESTER IV**

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

## THIRD YEAR

### SEMESTER V

#### CORE COURSES

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

#### FINANCE ELECTIVES

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



**MARKETING ELECTIVES**

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

**OPERATIONS ELECTIVES**

COURSE	LEARNING OUTCOMES
<b>Supply Chain Management</b>	<ul style="list-style-type: none"> <li>• Understand the challenges and complexities of managing supply chains</li> <li>• Design flexible and adaptive supply chains</li> </ul>
<b>AI and ML in Manufacturing and Industry 4.0</b>	<ul style="list-style-type: none"> <li>• Understand the drivers and enablers of Industry 4.0</li> <li>• Gain an appreciation of the smartness in Smart Factories, Smart cities, smart products and smart services</li> <li>• Learn to outline the various systems used in a manufacturing plant and their role in an Industry 4.0 world</li> <li>• Gain an appreciation of the power of Cloud Computing in a networked economy</li> <li>• Understand the opportunities, challenges brought about by Industry 4.0 and how organisations and individuals should prepare to reap the benefits</li> </ul>

<b>Services Operations Management</b>	<ul style="list-style-type: none"> <li>● Understand the nature of services.</li> <li>● Learn to align service strategy and service competitiveness.</li> <li>● Learn Service design, development &amp; automation.</li> <li>● Learn to manage human resource in services.</li> <li>● Understand the meaning of Service quality.</li> <li>● Service facility design and facility location.</li> <li>● Demand management in services.</li> <li>● Capacity management or supply management in services.</li> <li>● Managing waiting lines &amp; queuing models.</li> <li>● Service inventory and supply chain management.</li> <li>● Quantitative models in managing service operations.</li> </ul>
<b>Visual Analytics</b>	<ul style="list-style-type: none"> <li>● Learn Fundamentals of visual Analytics (What is visual analytics?, Strengths and weaknesses of the human visual system, The analytical process)</li> <li>● Learn Visual mapping techniques (Working with human perceptual and cognitive processes, Encoding data into visual form, Working with color)</li> <li>● Learn to solve real-world problems (Displaying time series data beyond the line chart, Comparing categories and measures, Mapping, Precision and detail)</li> <li>● Learn to communicate your findings (Fine-tuning for more effective visualization, Storytelling and guided analytics, Dashboards)</li> </ul>

**HR ELECTIVES**

<b>COURSE</b>	<b>LEARNING OUTCOMES</b>
<b>Compensation and Benefits Management</b>	<ul style="list-style-type: none"> <li>● Learn to Apply the pay model to understand how and why pay systems work.</li> <li>● Understand how organizations develop and implement pay systems.</li> <li>● Understand the effect of law and regulation on compensation and benefit practices</li> </ul>
<b>Neuro Linguistic Programming</b>	<ul style="list-style-type: none"> <li>● Understand NLP &amp; The Deeper Dynamics of Change</li> <li>● Understand VAK Model &amp; Eye Accessing Cues, Non-Verbal Communication and Rapport</li> <li>● Learn basics of Strategies, Decision Strategies, Motivation Strategies, The Meta Model</li> <li>● Understand Submodalities, Making Something Important, Submodality Interventions, Map Across, The Swish Pattern, Fast Phobia Cure, The Milton Model, As If Frame, Process Instructions Exercise</li> </ul>
<b>Leadership and Change Management</b>	<ul style="list-style-type: none"> <li>● Gain knowledge and leadership skills needed to help organizations chart a successful course through change.</li> </ul>

	<ul style="list-style-type: none"><li>● Understand the major drivers of organizational change.</li><li>● Understand the role leadership plays in anticipating, planning and navigating organizational change.</li><li>● Understand the importance of effective change management.</li></ul>
<b>HR Analytics</b>	<ul style="list-style-type: none"><li>● Introduction to Human Resource Analytics</li><li>● Identification of data source and develop HR Metrics</li><li>● Data Analysis tools and techniques in HR Analytics.</li><li>● Applications of HR Analytics and Presentation</li></ul>

**SEMESTER VI****CORE COURSES**

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

**FINANCE ELECTIVES**

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

**MARKETING ELECTIVES**

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

**OPERATIONS ELECTIVES**

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

Credits 2	<ul style="list-style-type: none"> <li>• Development of neural networks</li> <li>• Learning Fundamentals to Deep learning and reinforcement learning</li> </ul>
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**HR ELECTIVES**

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