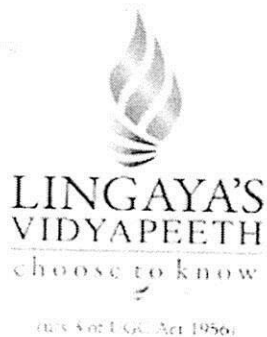


# SCHOOL OF COMMERCE AND MANAGEMENT



## CURRICULUM AND SCHEME OF EXAMINATION

(BBA Program)  
BATCH: 2023-26



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Lingaya's Vidyapeeth (FBD.)

## FOREWORD

This is to certify that this booklet contains the entire Curriculum and Scheme of Examination of BBA-Bachelors of Business Administration being offered at school of Commerce and management at this University. This has been duly vetted and finally approved by the Board of studies vide its 24th meeting and Academic Council of the University vide its 25th meeting (Agenda items 24.5, 24.6, 24.8 and 24.9, 24.10) held on 4<sup>th</sup> July 2023 for Batch 2023-26 onwards and changes, if any deemed appropriate, shall be duly incorporated after the necessary approval by the Academic Council.

This Curriculum and Scheme of Examination of BBA has been implemented w.e.f. AY 2023-26.


This curriculum and Scheme of Examination of BBA will be implemented from 2nd year onwards of the previous batch i.e AY 2022- 2025.

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## Preamble

The BBA is a three year program that is designed to create detailed understanding and awareness of various business systems. In other words, the BBA program will cultivate desired business acumen amongst the students. Within the structure of the program, the design draws on the choice-based credit system, ensuring that students get ample opportunity and options to expand their horizons of learning. This programme is designed with specific objectives of developing various skills, aptitude and awareness amongst the students in tune with the prevailing business systems that govern different types of business organizations. Interdisciplinary learning broadens and diversifies the skill set, complementing the management-oriented domain knowledge. The course structure is divided into three parts that are interlinked in a systematic manner. This is to maintain consistency and a continuous flow in the teaching-learning process and method of evaluation for each topic. The present programme will enable the students to foster entrepreneurial attitude, ability to think independently and take rational decisions at various levels of management. It aims to develop a professional and managerial acumen and leadership qualities amongst the youth. sixth semester will comprise of industry training and the students have to prepare a Professional Company Internship Project.

At a time when India is attaining recognition as a world economic power and when the availability of demographic dividend is increasing, there are various facets of business administration which have been incorporated into the curriculum. The cornerstones of the curriculum structure incorporates various skills like time management skills, presentation skills, geo-political awareness and business awareness that are required for managerial effectiveness. This programme predominantly endeavours for holistic development of students by providing training in soft skills, computer skills, various Add on Courses and interdisciplinary subjects which are included under the Choice Based Credit System (CBCS).



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### **Program Focus on Regional, National and Global Needs**

In sync with the program outcomes The program emphasizes the development of core business knowledge in disciplines such as Business law, Computer for manager, Industrial relation and labour law, Corporate law, Business ethics and corporate social responsibility and Production and Operations management etc ,the BBA program seeks to prepare talent which makes an impact at a gradient of levels, viz., from the local level, to regional level, to national and the global level. A few such courses are Business Organisation & Management, Global marketing, International Supply Chain Management & Logistics, Emerging Business Sectors & Technologies, Business Law, Corporate law, Business Ethics and Corporate Social Responsibility etc to Base the Pyramid of Program.

### **Program Focus on Environment, Human Values and Diversity**

As a professional program, The BBA program aims at developing in the students a set of broad based competencies, an understanding of the social and human context and instil in them strong ethical values.

With increasing diversity at places of work, skills are required in order to uphold basic human values, as well as to respect our environment and the society. The curriculum includes a number of courses to address these requirements, a few of which are Business Organisation & Management, Business Communication, Organisational Behaviour, Industrial Relations & Labor Laws, Environment Science and Ecology, Human Resource Management, Project Management, Coaching, Counseling and Mentoring etc.

### **Program Focus on Ability Enhancement**

Focusing more on outcomes, the BBA program will moreover focus on ability enhancement and is designed to provide students with a well-rounded skill set that goes beyond traditional business knowledge. The program recognizes the importance of developing practical skills, critical thinking abilities, and personal attributes to thrive in the dynamic and competitive business world. The courses have been designed so as to enhance the ability for employability, entrepreneurship and/or skill development. The broad goal of the BBA program is to provide the students a general education curriculum that provides learning in multiple disciplines along with in-depth knowledge of the management discipline. In this way the students are prepared to deal with complexity, diversity and change. the program encourages entrepreneurship and innovation. Students are provided with opportunities to develop an entrepreneurial mindset, explore innovative ideas, and understand the process of starting and managing a business and the statements delineating the outcomes of various courses indicate the thrust of the course, towards the specific type of ability. A few of these courses are Principles of Economics, Business Organisation & Management, Business Communication, Holistic & Professional proficiency, Business Ethics and Corporate Social Responsibility Summer Internship Project,, Credit Evaluation, Monitoring etc.



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## References

1990-1991, 1992-1993, 1994-1995

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### **Vision of the Department**

To be a school committed to develop globally competent management professions who are responsible citizens and have respect for life and sensitivity towards the environment


### **Mission of the Department**

To be a centre of excellence for management education with an aim to: -

- To develop managers and leaders who have the right attitude and aptitude to serve the society
- To develop and maintain state-of-the-art infrastructure and research facilities to enable, create, apply and disseminate knowledge
- To foster linkages with all stakeholders for continuous improvement in academics in management.
- To develop human potential to its fullest extent so that intellectually capable and imaginatively gifted leaders can emerge who have deep respect for human life and value

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Sanjay Institute of Management Studies  
v/s 2 of UGC Act 1956



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### **About the Department**

The School of Commerce & Management stands out as a leading center of excellence for management studies. SOCM was established in 2004-2005 with a vision to create world-class managers, entrepreneurs, and change leaders who can create new benchmarks of professional excellence in the industry. The department offers six programs: BBA, B.Com (Hons), BMI (Integrated MBA+BBA), MBA, MBA Executive & Ph.D. In the dual specialization MBA program, we offer specializations in Human Resource Management, Marketing Management, Financial Management, Business Analytics and International Business, Operation & Management, Entrepreneurship & Small Business Management, Event & Media Management, Management Information System, Health Care Management. We will introduce more streams in the curriculum as per demand in the industry.

### **SOCM Pillars**

Our essential strong pillars include our intellectual capital, a robust industry-oriented curriculum and the innovative learning delivery that provides training by industry mentors, industry visits, case study workshops and graded evaluation, live projects, workshops, seminars, conferences and corporate guest lectures. We have a separate career development cell for our students, which is to impart knowledge and skills and meet the human resources requirements of the industry. Not surprisingly, we have exemplary students and an illustrious alumni network spread across the globe.

Our faculty members are seasoned professionals and come with a rich industrial and academic experience. We ensure that students are abreast with the latest trends and technologies through our regular teaching-learning process and additional enrichment programs.

We are dedicated to the advanced quality of education with a futuristic outlook and enhanced and embedded employability certifications in every specialization. We have an excellent departmental library and a central library at the University. Inventiveness and transformation are the main characteristics of the School of Commerce & Management. We have developed rigorous syllabi that aim to create future managers to become outstanding entrepreneurs and business professionals

of tomorrow with the right attitude and analytical and problem-solving skills through experiential pedagogy. Programs in Management are the flagship amongst all programs of Lingaya's.

The Board of Studies, which comprises experts from IIM and other prestigious institutions, through their insight, help in ensuring that the syllabi are tailor-made to impart the requisite knowledge. The department also has a strong research focus, evident from an increasing number of research scholars who enroll in our PhD program every year.

The broad vision of the School is to strive to achieve excellence in management education, research, training and consultancy. Accordingly, the Programs offered have a significant component of working in real-world situations under the careful guidance of mentors.

The major programs offered at SOCM are:

S.No	Programme	Duration
1	BBA	3 years
2	B.Com (Hons.)	3 years
3	BMI - (BBA MBA integrated)	4.5 years
4	MBA-Dual specialization	2 years
5	MBA (Executive)	1 year
6	Ph.D.in Management	3-5 years



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**Program Educational Objectives (PEO's) of the BBA Program** – These are broad statements that describe the career and professional accomplishments that the program is preparing graduates to achieve:

Program Educational Objectives	The graduating student is expected to.....
PEO1	Develop into socially responsible and value driven people who are committed to long term development.
PEO2	To make managerial decisions, develop a creative, imaginative and entrepreneur mentality
PEO3	Ability to adapt to a rapidly evolving, dynamic market climate and a desire to learn new skills.
PEO4	Provide advanced management skills for work and lifelong learning.

**Program Outcomes (PO's) of the BBA Program**– These are statements that describe what learners will know and be able to do when they graduate from the program. The intended outcomes are aligned with the educational objectives and are listed below

Program Outcomes	By the end of the program graduating students should
PO1	Business environment and domain knowledge: Accounting, Finance, Corporate Laws, Auditing and Taxation are all areas in which students should be well-versed.
PO2	Critical thinking, business analysis, Problem Solving and Innovative Solutions: Identify, formulate, and analyze business issues in order to draw long-term conclusions based on results.
PO3	Global Exposure and Cross-Cultural Understanding: Refresh students' awareness on how to adopt global business practices.
PO4	Social Responsiveness and Ethics: Incorporate social responsiveness and professional ethics into business management strategies and adhere to them.
PO5	Effective Communication: Communicate with all stakeholders effectively. Graduates should be able to communicate effectively both orally and in writing.
PO6	Lifelong Learning: Prepare for post-graduate and higher education, as well as professional success.

<b>PSO's:</b>	
<b>PSO1</b>	Achieve a solid foundation in the field of finance and accounting.
<b>PSO2</b>	Possess adequate knowledge skills and experiential learning in area of commerce education

### Mapping Program Educational Objectives to Program Outcomes

PEO's	Program Outcomes(PO's)						PS01	PSO2
	PO1	PO2	PO3	PO4	PO5	PO6		
<b>PEO1</b>	1	1	1	3	1	1	1	1
<b>PEO2</b>	3	3	2	1	1	2	3	2
<b>PEO3</b>	2	2	3	2	2	3	2	1
<b>PEO4</b>	3	2	2	1	2	2	2	2

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### **Semester System and Choice Based Credit System (CBCS)**

Credit based system of study and student's performance/progress is measured by the number of credits that he/she has earned, i.e. completed satisfactorily. Based on the course credits and grade obtained by the student, grade point average is calculated

#### **(a) Course credits assignment**

Each course has a certain number of credits assigned to it depending upon its duration in periods for lecture, tutorial and laboratory/clinical practice in a week. A few courses/activities are without credit (s) and are referred to as Audit Pass Courses (APC) but are mandatory to pass as a partial fulfillment of award of degree.

#### **(b) Earning of credits**

At the end of every course, a letter "Grade" shall be awarded in each course for which a student has registered. On obtaining a minimum Pass Grade, students shall accumulate the course credits as Earned Credits. A student's performance shall be measured by the number of credits that he/she has earned and by the weighted grade point average. Grades obtained in the audit courses shall not be counted for computation of grade point average, however shall be mandatory to pass as a partial fulfillment of award of degree.

For the Award of Degree of a program- BBA, he/she has to earn a minimum of 144 credits during the 3 year duration of the program in 6 semesters.

The total credits required to be earned have been further classified under three baskets of courses: "Programme Core Courses Basket", "Discipline Specific Elective Basket" and "Education Basket". The total 114 credits required to be earned under Programme Core Courses Basket, 12 credits under "Discipline Specific Elective Basket" and 24 Credit "Education Basket"

All courses under "Programme Core Courses Basket", "Discipline Specific Elective Basket" and "Education Basket" are required to be qualified and cleared/passed by each and every student

enrolled under the program and are semester-wise listed in the study scheme along with credits assigned to each course.

Under Education basket course , there will be 6 types of courses:

- Semester-wise courses offered by the department itself
- Open/Inter-disciplinary courses offered at the Institute/University level notified from the office of Dean-Academics.

Each course shall have credits assigned to it. Student shall be required to register courses every semester for as many courses/credits specified under depending upon his/her interest, capability/pace of learning and availability of time slot (without any clash in time table) so as to earn all required total credits under the “Discipline Specific Elective Basket” during the entire program duration.

However, for registration of courses including courses under “Discipline Specific Elective Basket”, “Programme Core Courses Basket” , and Education basket .Previous Semester Courses (wherein he/she was declared in-eligible on the basis of attendance or he/she could not clear the course within permissible given chances)].



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## Study Scheme

### Program: BBA Program

**Program brief-**The BBA program is spread over Six semesters of **22-24 weeks** each. The courses covered in the first two semesters are designed to give an insight into the various functional areas of management, enhance communication skills and decision making ability. At the end of the fourth Semester , the students go for Summer Internship training with an organization spanning 3 weeks and in the last semester students have to go for Industry Internship Programme of 6 months. In the 4th and 5th Semester , the students shall take Discipline specific electives to specialize in a maximum of two functional areas. All Discipline specific elective packages, however, may not be offered, as this would be determined by the number (s) of students showing interest in specializing in different areas.

All courses are guided by course outcomes (CO) statements, indicating the knowledge, skills and attitudes which students should develop through the course. Each CO statement is mapped to the attainment of the program outcomes (PO). The degree of mapping between CO and PO statements is symbolized by the following:

Strong Mapping	3
Medium Mapping	2
Weak Mapping	1

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**SCHEME OF STUDIES**

**Session: 2023-2026**

**School: School of Commerce and Management**

**Batch: 2023-2026**

**Department: Commerce and Management**

**Year: 1**

**Course: BBA**

**Semester: I**

S. N	Category	Course Code	Course Name	Periods			Credits	Evaluation Scheme					Subject Total Marks
				L	T	P		Theory			Practical		
								A B Q	M S E	M S E	E I P	E X P	
1	PCC	MG N 101	Principles of Economics	3	-	-	3	15	25	60	-	-	100
2		BBA N 101	Business Organisation & Management	3	-	-	3	15	25	60		-	100
2	PCC	BBA N 103	Accounting Fundamentals	3	-	-	3	15	25	60	-	-	100
4	PCC	BBA N 107	Business Law	3	-	-	3	15	25	60	-	-	100
5	SEC	BBA N CS 01	Computers for Managers	3	-	-	3	15	25	60	-	-	100
6	GE	BBA N GE 131	Principle of Marketing - I	3	-	-	3	15	25	60	-	-	100
7	AECC	HSS - 105	Business Communication	3	-	-	3	15	25	60	-	-	100
8	SEC	HPP - 171	Holistic & Professional proficiency	-	-	2	2	-	-	-	-	-	-
9	CC	CC - 191	Certification course	1	-	-	2	-	-	-	-	-	-
			Total				25						

*[Signature]*

*[Signature]*

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### ABBREVIATIONS

<b>BBA:</b>	Bachelors of Business administration	<b>ABQ:</b>	Assignment Based Quiz
<b>PCC:</b>	Programme Core Course	<b>MSE:</b>	Mid Semester Examination
<b>AECC</b>	Ability Enhancement Compulsory Course	<b>ESE:</b>	End Semester Examination
<b>GE</b>	General Elective	<b>L:</b>	Lecture
<b>HSS:</b>	Humanities & Social Science	<b>T:</b>	Tutorial
<b>CC:</b>	Certification Course	<b>P:</b>	Practical
<b>HPP:</b>	Holistic & Professional proficiency	<b>IP:</b>	Internal Practical
<b>SEC</b>	Skill Enhancement Course	<b>EXP:</b>	External Practical

School: School of Commerce and Management							Batch: 2023-2026						
Department: Commerce and Management							Year: 1						
Course: BBA							Semester: II						
S. N	Category	Course Code	Course Name	Periods			Credits	Evaluation Scheme					Subject Total Marks
				L	T	P		Theory			Practical		
								A B Q	M SE	E E	IP	E XP	
1	PCC	BBA N 102	Organisational Behaviour	3	-	-	3	15	25	60	-	-	100
2	PCC	BBA N 104	Industrial Relations & Labor Laws	3	-	-	3	15	25	60	-	-	100
3	PCC	BBA N 106	Corporate law	3	-	-	3	15	25	60	-	-	100
4	AEC C	HSS - 106	Business Mathematics	3	-	-	3	15	25	60	-	-	100
5	AEC C	CE-108	Environment Science and Ecology	2	-	-	2	15	25	60	-	-	100
6	GE	BBA N GE 132	Principle of Marketing - II	3	-	-	3	15	25	60	-	-	100
7	SEC	BBA N 108	Business Ethics and Corporate Social Responsibility	3	-	-	3	15	25	60	-	-	100
8	SEC	HPP - 172	Holistic & Professional proficiency	-	-	2	2	-	-	-	-	-	-
9	CC	CC -192	Certification course	1	-	-	2	-	-	-	-	-	-
			Total				24						

ABBREVIATIONS			
BBA:	Bachelors of Business administration	ABQ:	Assignment Based Quiz
PCC:	Programme Core Course	MSE:	Mid Semester Examination
GE:	General Elective	ESE:	End Semester Examination
SEC:	Skill Enhancement Course	L:	Lecture
CC:	Certification Course	T:	Tutorial
HSS:	Humanities & Social Science	P:	Practical
AECC:	Ability Enhancement Compulsory Course	IP:	Internal Practical
HPP:	Holistic & Professional proficiency	EXP:	External Practical

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School: School of Commerce and Management							Batch: 2023-2026						
Department: Commerce and Management							Year: 2						
Course: BBA							Semester: III						
S. N	Category	Course Code	Course Name	Periods			Credits	Evaluation Scheme					Subject Total Marks
				L	T	P		Theory			Practical		
								A B Q	M S E	E	I P	E X P	
1	PCC	MG N 201	Human Resource Management	3	-	-	3	15	25	60	-	-	100
2	PCC	MG N 203	Income Tax Law and Practice	3	-	-	3	15	25	60	-	-	100
3	PCC	BBA N 201	Production Operations Management	3	-	-	3	15	25	60	-	-	100
4	PCC	BBA N 203	E- Commerce	3	-	-	3	15	25	60	-	-	100
5	PCC	BBA N 205	Research Methodology	3	-	-	3	15	25	60	-	-	100
6	PCC	BBA N 207	International Marketing	3	1	-	4	15	25	60	-	-	100
7	AECC	HSS- 201	Advance Business Communication	3	-	-	3	15	25	60	-	-	100
8	LPROJ	BBA LP 161	Live Projects	-	1	1	2	-	-	-	100	-	100
9	SEC	HPP - 173	Holistic & Professional proficiency	-	-	2	2	-	-	-	-	-	-
			Total				26						

### ABBREVIATIONS

<b>BBA:</b>	<b>Bachelors of Business administration</b>	<b>ABQ:</b>	<b>Assignment Based Quiz</b>
<b>PCC:</b>	<b>Programme Core Course</b>	<b>MSE:</b>	<b>Mid Semester Examination</b>
<b>DSE</b>	<b>Discipline Specific Elective</b>	<b>ESE:</b>	<b>End Semester Examination</b>
<b>LPROJ</b>	<b>Live Project</b>	<b>L:</b>	<b>Lecture</b>
<b>AECC</b>	<b>HSS-201</b>	<b>T:</b>	<b>Tutorial</b>
<b>SEC</b>	<b>Skill Enhancement Category</b>	<b>P:</b>	<b>Practical</b>
		<b>IP:</b>	<b>Internal Practical</b>
		<b>EXP:</b>	<b>External Practical</b>

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School: School of Commerce and Management								Batch:2023-2026						
Department: Commerce and Management								Year: 2						
Course: BBA								Semester: IV						
S. N	Category		Course Name	Periods			Credits	Evaluation Scheme					Subject Total Marks	
				L	T	P		Theory			Practical			
								A B Q	M SE	E E	IP	E XP		
1	PCC	BBA N 202	Optimization Techniques for Managers	3	-	-	3	15	25	60	-	-	100	
2	PCC	BBA N 204	Project Management	3	-	-	3	15	25	60	-	-	100	
4	Pref 1	EB BBA202 A	Education basket	4	-	-	4	15	25	60	-	-	100	
5		EB BBA 202 B	Education basket	4	-	-	4	15	25	60	-	-	100	
6	Pref 2	EB BBA 204 A	Education basket	2	-	-	2	15	25	60	-	-	100	
7		EB BBA 204 B	Education basket	2	-	-	2	15	25	60	-	-	100	
8	CPROJ	BBA CP 162	Capstone Projects	-	1	1	2	-	-	-	100	-	100	
9	SEC	HPP - 174	Holistic & Professional proficiency	-	-	2	2	-	-	-	-	-		
Students can opt any one of the Discipline Specific Specilisation in IVth Semester with two subjects and the same Specialisation will continue in Vth Semester														
*Education basket will be offered. Subjective to student has to opt two subjects from the University Education basket. Once opted the same Education Basket will continue in IVth, Vth & VI Semester.														
Discipline Specific Elective - 1														
Banking and Finance														
5	DSE	BBA N 206 A	Project planning analysis and management	3	-	-	3	15	25	60	-	-	100	

		BBA N 206 B	Security Analysis & portfolio management	3	-	-	3	15	25	60	-	-	100
		BBA N 206 C	Mergers, acquisitions, and corporate finance	3	-	-	3	15	25	60	-	-	100
Discipline Specific Elective - 2													
Marketing													
6	DSE	BBA N 208 A	Advertising & Sales Promotion	3	-	-	3	15	25	60	-	-	100
		BBA N 208 B	Business marketing	3	-	-	3	15	25	60	-	-	100
		BBA N 208 C	Innovation & Creativity in Business	3	-	-	3	15	25	60	-	-	100
Discipline Specific Elective - 3													
Human Resource Management													
7	DSE	BBA N 210 A	Mergers & Acquisition	3	-	-	3	15	25	60	-	-	100
		BBA N 210 B	Public Relations & Corporate Image	3	-	-	3	15	25	60	-	-	100
		BBA N 210 C	Organisation change Development	3	-	-	3	15	25	60	-	-	100
Discipline Specific Elective - 4													
International Business													
8	DSE	BBA N 212 A	International Marketing	3	-	-	3	15	25	60	-	-	100
		BBA N 212 B	Foreign Trade	3	-	-	3	15	25	60	-	-	100
		BBA N 212 C	Global Strategic Management	3	-	-	3	15	25	60	-	-	100
Discipline Specific Elective - 5													
Entrepreneurship and small business management													
9	DSE	BBA N 214 A	New venture financing	3	-	-	3	15	25	60	-	-	100
		BBA N 214 B	Technology commercialization and product development	3	-	-	3	15	25	60	-	-	100
		BBA N 214 C	Emerging Business Sectors & Technologies	3	-	-	3	15	25	60	-	-	100

Discipline Specific Elective - 6												
Digital Marketing												
10	DSE	BBA N 216 A	Strategic Digital marketing	3	-	-	3	15	25	60	-	100
		BBA N 216 B	Emerging Business and Technologies	3	-	-	3	15	25	60	-	100
		BBA N 216 C	Marketing Insights & Analytics	3	-	-	3	15	25	60	-	100
Discipline Specific Elective - 7												
Business Analytics												
11	DSE	BBA N 218 A	Data Management	3	-	-	3	15	25	60	-	100
		BBA N 218 B	Advanced Business Analytics	3	-	-	3	15	25	60	-	100
		BBA N 218 C	Predictive Analytics	3	-	-	3	15	25	60	-	100
Discipline Specific Elective - 8												
Supply Chain Management												
12	DSE	BBA N 220 A	Supply Chain Strategy and Design	3	-	-	3	15	25	60	-	100
		BBA N 220 B	Operations Strategy	3	-	-	3	15	25	60	-	100
		BBA N 220 C	Supply Chain Risk Modeling & Management	3	-	-	3	15	25	60	-	100
			Total				28					

## ABBREVIATIONS

<b>BBA:</b>			
<b>PCC:</b>	Programme Core Course	<b>MSE:</b>	Mid Semester Examination
<b>DSE</b>	Discipline Specific Elective	<b>ESE:</b>	End Semester Examination
<b>CPROJ</b>	Capstone Project	<b>L:</b>	Lecture
<b>SEC</b>	Skill Enhancement Category	<b>T:</b>	Tutorial
		<b>P:</b>	Practical
		<b>IP:</b>	Internal Practical
		<b>EXP:</b>	External Practical
<b>STPR</b>			Summer Training Project Report

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School: School of Commerce and Management							Batch:2023-2026						
Department: Commerce and Management							Year: 3						
Course: BBA							Semester: V						
S. N	Cate gory	Course Code	Course Name	Periods			Credit s	Evaluation Scheme					Sub ject Tot al Mar ks
				L	T	P		Theory			Practic al		
								A B Q	M SE	ES E	IP	E XP	
1	PCC	BBA N 301	Business Policy and Strategic Management	3	-	-	3	15	25	60	-	-	100
2	Pref 1	EB BBA 301 A	Education basket	4	-	-	4	15	25	60	-	-	100
3		EB BBA 301 B	Education basket	4	-	-	4	15	25	60	-	-	100
4		EB BBA 303 A	Education basket	2	-	-	2	15	25	60	-	-	100
5	Pref 2	EB BBA 303 B	Education basket	2	-	-	2	15	25	60	-	-	100
6	SEC	HPP - 175	Holistic & Professional proficiency	-	-	2	2	-	-	-	-	-	
7	SPR OJ	BBA RP 01	Research Paper	-	-	8	4	-	-	-	40	60	100
*Students opted for one Discipline Specific Specialization in IVth Semester, the same Specialisation will continue in Vth & VI Semester.													
*Education basket will be offered. Subjective to student has to opt two subjects from the University Education basket. Once opted the same Education Basket will continue in IVth, Vth & VI Semester.													
Discipline Specific Elective - 1													
Banking and Finance													
6	DSE	BBA N 303 A	Business valuation	3	-	-	3	15	25	60	-	-	100
		BBA N 303 B	Financial Analytics	3	-	-	3	15	25	60	-	-	100
		BBA N 303 C	Financial Risk management	3	-	-	3	15	25	60	-	-	100
Discipline Specific Elective - 2													
Marketing													

7	DSE	BBA N 305 A	Sales force management	3	-	-	3	15	25	60	-	-	100
		BBA N 305 B	Marketing Research	3	-	-	3	15	25	60	-	-	100
		BBA N 305 C	Advanced Interactive Marketing and Measurement.	3	-	-	3	15	25	60	-	-	100
Discipline Specific Elective - 3													
Human Resource Management													
8	DSE	BBA N 307 A	Managing human resources In SMEs/Start-ups	3	-	-	3	15	25	60	-	-	100
		BBA N 307 B	Strategic Management in Social Enterprises	3	-	-	3	15	25	60	-	-	100
		BBA N 307 C	Strategic and global HRM	3	-	-	3	15	25	60	-	-	100
Discipline Specific Elective - 4													
International Business													
9	DSE	BBA N 309 A	Export Import Documentation and Logistics	3	-	-	3	15	25	60	-	-	100
		BBA N 309 B	Global marketing	3	-	-	3	15	25	60	-	-	100
		BBA N 309 C	International Supply Chain Management & Logistics	3	-	-	3	15	25	60	-	-	100
Discipline Specific Elective - 5													
Entrepreneurship and small business management													
10	DSE	BBA N 311 A	Entrepreneurship, Creativity & Innovation	3	-	-	3	15	25	60	-	-	100
		BBA N 311 B	Business Model Development & Strategic Planning	3	-	-	3	15	25	60	-	-	100
		BBA N 311 C	Social Entrepreneurship	3	-	-	3	15	25	60	-	-	100
Discipline Specific Elective - 6													
Digital Marketing													
11	DSE	BBA N 313 A	Emerging Business and Technologies	3	-	-	3	15	25	60	-	-	100
		BBA N 313 B	Entrepreneurship Development	3	-	-	3	15	25	60	-	-	100
		BBA N	Global Marketing Dynamics	3	-	-	3	15	25	60	-	-	100

## ABBREVIATIONS

ABBREVIATIONS			
BBA:			
PCC:	Programme Core Course	MSE:	Mid Semester Examination
DSE	Discipline Specific Elective	ESE:	End Semester Examination
SPROJ	Summer training project report	L:	Lecture
SEC	Skill Enhancement Category	T:	Tutorial
		P:	Practical
		IP:	Internal Practical
		EXP:	External Practical

School: School of Commerce and Management							Batch:2023-2026						
Department: Commerce and Management							Year: 3						
Course:BBA							Semester: VI						
S. N	Cate gory	Course Code	Course Name	Periods			Credit s	Evaluation Scheme					Su bje ct Total Marks
				L	T	P		Theory			Pract ical		
								A B Q	M SE	ES E	IP	E X P	
1	RPP ROJ	BBA - STPR 01	Summer Training Project Research	-	-	40	20	-	-	-	100		100
			Total				20						

**Summer Training Project Report** - Students have to go for 150 to 180 days of Summer Training Project (Internship Training immediately after completion of 5th Semester. The students who arrange their training by themselves are required to submit the details about company, contact person and corporate guide to the placement coordinator/SVT Mentor allotted

### ABBREVIATIONS

<b>BBA:</b>			
<b>PCC:</b>	Programme Core Course	<b>MSE:</b>	Mid Semester Examination
<b>DSE</b>	Discipline Specific Elective	<b>ESE:</b>	End Semester Examination
<b>SEC</b>	Skill Enhancement Category	<b>L:</b>	Lecture
<b>RPPROJ</b>	Research Paper Project	<b>T:</b>	Tutorial
		<b>P:</b>	Practical
		<b>IP:</b>	Internal Practical
		<b>EXP:</b>	External Practical

**Total Credits of BBA - 150**

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# Semester - I

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Approved by the University  
of the State of New York  
in 1994

CHOOSE TO KNOW

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<b>MG N 101</b>	<b>Principles of Economics</b>	<b>L-T-P:3-0-0</b>
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**Course Objective:**

1. Understand the basic principles and concepts of economics.
2. Analyze and evaluate individual economic decisions and their implications.
3. Explore the functioning of markets and factors influencing supply and demand.
4. Examine market structures and their impact on competition and pricing.
5. Discuss macroeconomic factors and policies affecting the overall economy.
6. Apply economic reasoning to real-world business situations.
7. Develop critical thinking and problem-solving skills through economic analysis.


**Prerequisites:**

A basic understanding of micro economics and macroeconomics and its related concepts would be beneficial.

**Course Learning Outcomes:** This course introduces students to the fundamental principles of economics and their applications in various business contexts. Students will gain an understanding of economic concepts, theories, and models that shape decision-making and resource allocation in a market economy. The course covers both microeconomics (the study of individual economic agents) and macroeconomics (the study of the economy as a whole). Through lectures, discussions, and real-world examples, students will develop a solid foundation in economic analysis and its relevance to business.

**Unit 1: General Economics (5 topics + assignments)**

- Definition and concept of Economics
- Nature of Economics
- Central Problems of Economy
- Economics Systems: Capitalism, Socialism
- Mixed economic system
- Assignment

  
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## **Unit 2: Micro Economics**

- Concept of Demand,
- Concept of Supply;
- Elasticity of Demand & Supply,
- Production; Production Functions,
- Factors of Production.
- Assignment

## **Unit 3: Markets & Price determination**

- Concept of Cost
- Revenue Functions,
- Market Structures
- Monopoly, oligopoly, and monopolistic competition
- Price determination and Equilibrium
- Assignment

## **Unit 4: Macro Economics**

- National Income Concept
- Determinants of National Income
- Measurement of National Income
- Role of Credit and Banking System in India,
- Rural Money Market
- Assignment

## **Unit 5: Money and Banking**

- Functions of money and the Federal Reserve System
- Monetary policy and its impact on interest rates and the economy
- Commercial banks
- Money creation, and the money supply
- Role of central banks in regulating the economy
- Assignment

## Text and References

- 1) Goodwin, P., & Wright, G. (2014). Decision Analysis for Management Judgment (5th ed.). Wiley.
- 2) Keeney, R. L., & Raiffa, H. (1993). Decisions with Multiple Objectives: Preferences and Value Trade-Offs. Cambridge University Press.
- 3) Bowerman, B. L., O'Connell, R. T., & Murphree, E. S. (2003). Business Statistics in Practice (8th ed.). McGraw-Hill Education.

CO1: Identify the determinants of supply and demand; demonstrate the impact of shifts in both market supply and demand curves on equilibrium price and output.

CO2: Determine the roles that prices and markets play in organizing and directing economic activity.

CO3: Calculate and graph the short-run and long-run costs of production, supply and demand elasticities.

CO4: Describe governmental efforts to address market failure such as monopoly power, externalities, and public goods.

CO5: Examine and interpret a nation's economic performance indicators such as economic growth, unemployment and inflation from a macroeconomic perspective.

POS COS	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	1	3	2	2	1	-	-	-
CO2	1	3	1	1	1	-	-	-
CO3	1	3	1	1	1	-	-	-
CO4	1	3	2	2	1	-	-	-
CO5	1	3	2	2	1	-	-	-



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<b>BBA-N-101</b>	<b>Business Organisation &amp; Management</b>	<b>L-T-P: 3-0-0</b>
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**Course Objective:**

The course in Business Organization Management aims to provide students with a comprehensive understanding of different types of business organizations, organizational structures, and managerial skills. It focuses on strategic management, organizational behavior, human resource management, ethics, and problem-solving. The course enhances students' ability to analyze and evaluate business scenarios and make informed decisions.

**Prerequisites:**

A basic knowledge of principles of management.

**Course Learning Outcomes:**

1. Analyze and evaluate organizational structures, strategies, and behavior to make informed management decisions.
2. Apply effective leadership and communication skills to enhance organizational performance and achieve strategic objectives.

**Unit 1: Concept and Forms of Business Organizations**

- Concepts of Business, Trade, Industry and Commerce- Objectives and functions of Business– Social
- Responsibility of a business, Responsible Business , Ethical Conduct & Human Values.
- Forms of Business Organization-Meaning, Characteristics, Advantages and Disadvantages of Sole Proprietorship – Meaning, Characteristics, Advantages and Disadvantages of Partnership - Kinds of Partners - Partnership Deed
- Concept of Limited liability partnership – Meaning.
- Characteristics, Advantages and Disadvantages of Hindu Undivided Family – Meaning, Advantages and Disadvantages of Cooperative Organization.
- Assignment



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## **Unit 2: Joint Stock Company**

- Joint Stock Company- Meaning, Definition, Characteristics - Advantages and Disadvantages
- Code Of Business Ethics. Kinds of Companies - Promotion - Stages of Promotion - Promoter - Characteristics - Kinds – Preparation of Important Documents
- Memorandum of Association - Clauses - Articles of Association -
- Contents –Prospectus - Contents – Red herring Prospectus
- Statement In lieu of Prospectus (as per Companies Act, 2013)
- Assignment

## **Unit 3: Principles and Functions of Management**

- Management - Meaning - Characteristics -
- Fayol's 14 Principles of Management. Functions of Management
- Levels of Management –
- Skills of Management
- Scientific Management - meaning, objectives, relevance and criticism.
- Assignment

## **Unit 4: Planning and Organizing**

- Meaning, Characteristics, Types of Plans, Advantages and Disadvantages – Approaches to Planning
- Management by Objectives (MBO) - Steps in MBO - Benefits –Weaknesses. Organizing - Process of Organizing
- Principles of Organization – Formal and Informal Organizations - Line, Staff Organizations, Line and Staff Conflicts
- Functional Organization, Span of Management -
- Meaning - Determining Span - Factors influencing the Span of Supervision.
- Assignment

### Unit 5: Authority, Coordination, and Control

- Meaning of Authority, Power, responsibility and accountability - Delegation of Authority
- Decentralization of Authority - Definition, importance, process, and principles of Coordination techniques of Effective Coordination.
- Control-Meaning, Relationship between planning and control,
- Steps in Control – Types (post, current, and precontrol)
- Requirements for effective control
- Assignment

### Suggested Readings:

- 1) Basu, C. R. (1998). Business Organization and Management. New Delhi: McGraw Hill
- 2) Chhabra, T. N. (2011). Business Organization and Management. New Delhi: Sun India Publications.
- 3) Gupta, C. B. (2011). Modern Business Organization. New Delhi: Mayur Paperbacks.
- 4) Kaul, V. K. (2012). Business Organization and Management, Text and Cases. New Delhi: Pearson Education.
- 5) Koontz, H., & Weihrich, H. (2008). Essentials of Management. New York: McGraw Hill Education.
- 6) Singh, B. P., & Singh, A. K. (2002). Essentials of Management. New Delhi: Excel Books.
- 7) Note: Learners are advised to use the latest edition of textbooks.

CO1: Summarize the nature and forms of business organization and management.

CO2: Discuss the process and types of planning and decision making.

CO3: Distinguish the concepts of authority, responsibility and accountability, and Organization structure. Explain the process of staffing.

CO4: Explain the significance of motivation citing the theories of Maslow, Herzberg, McGregor, Display different leadership style

CO5: Explain the strategies of effective managerial control systems. Propose a model to carry out the process of change management.

POS COS	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	3	-	2	-	3	-	1	-
CO2	3	-	-	3	3	-	-	3
CO3	2	3	3	-	3	3	3	-
CO4	3	2	2	3	3	2	2	3
CO5	3	3	3	2	3	3	3	2

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<b>BBA-N-103</b>	<b>Accounting Fundamentals</b>	<b>L-T-P:3-0-0</b>
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**Course Objective:**

The objective of the course 'Accounting Fundamentals' is to develop a foundational understanding of accounting principles, concepts, and techniques necessary for effective decision-making in a business environment. It will also help to develop proficiency in using accounting software and technology to enhance efficiency and accuracy in financial record-keeping and reporting processes.

**Prerequisites:**

A basic understanding of accounting terms and concepts would be beneficial.

**Course Learning Outcomes:**

1. Demonstrate a comprehensive understanding of fundamental accounting principles, concepts, and techniques to analyze and interpret financial information accurately.
2. Apply accounting principles and techniques to record and summarize financial transactions using appropriate accounting software and tools.
3. Analyze and interpret financial statements to assess the financial performance, position, and liquidity of a business organization.

**Unit 1: Introduction to Accounting**

- Understanding the meaning, nature
- Functions and usefulness of accounting,
- Branches of accounting,
- Accounting equation,
- Accounting concepts and Generally Accepted Accounting Principles.
- Assignment



## **Unit 2: Recording of Transactions**

- Concept of double entry
- Accounting cycle
- Underst Preparation of voucher, journal, ledger and trial balance.
- Preparation of subsidiary books including purchase book, sales book, purchase returns book and sales return books.
- Cash book, types of cash book and balancing of cash book.
- Assignment

## **Unit 3: Financial Statements**

- Preparation of trading account
- Manufacturing account,
- Profit and loss account
- Trial Balance
- Balance sheet along with adjustments
- Assignment

## **Unit 4: Financial Statement Analysis**

- Introduction and objectives of financial statement analysis
- Techniques-Ratio analysis, Comparative analysis with numerical on the same.
- Limitations of financial statement analysis.
- Purpose, use and structure of the Statement of Cash Flows
- Preparation of the statement of cash flows as per AS-3.
- Assignment

## **Unit 5: Company Accounts**

- Introduction to shares
- Characteristics and types of shares.
- Accounting for debentures: Classification of Debentures.
- Differentiate Debentures from shares.
- Practical (related to preparation of accounts)
- Assignment

## Text and References

- 1) J.R. Monga, Financial Accounting
- 2) Jain & Narang, Advanced Accountancy
- 3) M.C Shukla and T.S Grewal, Advanced Accounts
- 4) Mukherjee & Hanif, Modern Accountancy
- 5) P.C. Tulsian, Financial Accounting
- 6) R.L Gupta & M. Radhaswamy, Advanced Accountancy, Sultan Chand & Sons
- 7) S.N. Maheshwari, Advanced Accountancy

## Course Outcomes:

CO1: Develop a solid accounting foundation

CO2: Apply accounting principles

CO3: Analyze financial information

CO4: Understand managerial decision-making

CO5: Develop ethical and professional awareness

POS COS	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	3	-	3	-	3	-	3	-
CO2	3	-	-	3	3	-	-	3
CO3	3	3	3	-	3	3	3	-
CO4	3	2	2	3	3	2	2	3
CO5	3	3	3	2	3	3	3	2



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<b>BBA N 107</b>	<b>Business Law</b>	<b>L-T-P:3-0-0</b>
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**Course Objectives:**

- 1) To provide BBA students with a comprehensive understanding of the legal framework within which businesses operate.
- 2) To develop students' ability to identify and analyze legal issues and make informed business decisions.
- 3) To enhance students' knowledge of the legal environment and its impact on various business functions.
- 4) To foster an understanding of ethical considerations and social responsibilities in the business context.
- 5) To develop critical thinking and problem-solving skills through the analysis of legal cases and practical scenarios.

**Prerequisite: -**

Basic understanding of rules and regulations associated with any business at both company and individual levels. A business law attorney identifies laws related to business deals, administrative rights with the industry, and laws related to any organization's rights, order, and dispute settlement.

**Course Learning Outcome:**

The purpose of this course is to equip BBA students with a solid foundation in business law, enabling them to navigate legal complexities and make informed decisions in the business environment. By examining key legal concepts and their application to real-world scenarios, students will gain practical insights into the legal challenges faced by organizations. Additionally, the course will emphasize ethical considerations and social responsibilities that arise in business operations.

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### **Unit 1: Introduction to Business Law**

- Overview of legal systems and sources of law
- Understanding the role of law in business
- Contracts and commercial transactions
- Legal entities and business structures
- Introduction to tort law and product liability
- Assignment

### **Unit 2: Legal Environment of Business**

- Regulatory framework and compliance
- Intellectual property rights and protection
- Employment and labor laws
- Environmental laws and sustainability
- International business law and cross-border transactions
- Assignment

### **Unit 3: Business Contracts and Negotiations**

- Elements of a valid contract
- Offer and acceptance
- Consideration, capacity, and legality
- Contract interpretation and remedies
- Negotiation skills and strategies
- Assignment

### **Unit 4: Managing Legal Risks in Business**

- Legal issues in corporate governance
- Directors' and officers' liabilities
- Consumer protection laws
- Antitrust and competition law
- Risk management and dispute resolution
- Assignment

## Unit 5: Ethics and Social Responsibility in Business

- Ethical decision-making in business
- Corporate social responsibility (CSR)
- Legal and ethical aspects of marketing and advertising
- Privacy and data protection
- Business ethics in a global context
- Assignment

### Recommended Reference Books:

- 1) "Business Law: Text and Cases" by Kenneth W. Clarkson, Roger LeRoy Miller, and Frank B. Cross
- 2) "The Legal Environment of Business: Text and Cases" by Frank B. Cross and Roger LeRoy Miller
- 3) "Business Law Today: Comprehensive" by Roger LeRoy Miller and Gaylord A. Jentz
- 4) "Legal Environment of Business: Online Commerce, Ethics, and Global Issues" by Henry R. Cheeseman
- 5) "Principles of Business Law" by Tony McAdams and Jim Mason

CO1: Understand the fundamental principles of business law and its application in various business scenarios.

CO2: Apply critical thinking and legal analysis to identify and resolve business-related legal issues.

CO3: Recognize the legal implications of global business operations and cross-border transactions.

CO4: Demonstrate ethical decision-making in compliance with business laws and regulations.

CO5: Communicate legal concepts and advice clearly and effectively to stakeholders.



POS COS	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	3	1	1	1	1	1	1	1
CO2	1	3	1	1	1	1	1	1
CO3	1	1	3	1	1	1	1	1
CO4	1	1	1	3	1	1	1	1
CO5	1	1	1	1	3	1	1	1

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<b>BBA N CS 01</b>	<b>Computers for Managers</b>	<b>L-T-P:3-0-0</b>
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**Course Objective:**

The objective of the "Computer for Managers" course is to provide students with a comprehensive understanding of uses of computers and its applications in management. The course aims to develop the knowledge and skills necessary to effectively analyze and make informed decisions in complex and uncertain situations through the use of computer applications. Students will learn the fundamental concepts, tools, and techniques of computer applications and how to apply them in various management contexts.

**Prerequisites:**


A basic understanding of computer hardware and input output devices, basic computers would be beneficial.

**Course Learning Outcomes:**

- 1) Learning basic applications of computers which are used in managerial operations.
- 2) Becoming familiar with computer operating systems & database management systems and multiprogramming etc.
- 3) Learning computer networks, LAN, MAN, & WAN
- 4) Understanding and application of the Internet used in business and managerial operations.

**Unit 1: Introduction to Computer**

- Introduction to computers, Advantages, Disadvantages and Applications of computers, Block diagram and working,
- Evolution(Generations) and classification of computers( Mini, Micro etc),
- Common I/O devices and their characteristics.
- Primary and secondary memory: RAM and ROM, Hard Disk, Magnetic Tape, Optical devices, Flash memories.
- Computer software: Classification and Types, Generations of computer languages.
- Assignment

  
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## **Unit 2: Operating System & DBMS**

- Operating System : Functions, types - Multiprogramming,
- Multiprocessing, Timesharing, Real time, Online and Batch Systems, Booting process.
- Windows environment basics:- Desktop, Common Start menu options.
- DBMS Basic Concepts: Entity, Attributes, Keys, Relationship, Association, Database, DBMS, Data Independence,
- Three Level Architecture, Functions, Advantages and Disadvantages of DBMS.
- Assignment

## **Unit 3: Computer Networks**

- Computer and communication networks, Evolution of computer networks,
- LAN, MAN, WAN, Network topologies , Modes of Data communication
- Wired Media of Data communication: STP, UTP, Coaxial,
- Fiber optic wires.
- Wireless Medium Technologies: VSAT, Microwaves, Bluetooth, WIFI
- Assignment

## **Unit 4: Basics of Internet**

- Internet Basics: ISP, Web server, Web Browser, Domain names,
- Email, Mail server, search engine, web portal, other internet common terms
- Microsoft Word-File Handling, File Creation Retrieval,
- Saving & Printing, Edit Commands. Formatting- Paragraphs, Documents, Headers, Footers. Working with Tables.
- Inserting Graphics & Text Boxes, Advanced Functions- Mail Merge, Macro.
- Assignment

## Unit 5: Microsoft Excel & PowerPoint

- Microsoft Excel- Creation of Spreadsheet Applications Using Worksheets & Work Books.
- Data Entry-Formatting, Editing, In built Functions,
- Working with Graphics Designing Charts,
- Graphs using Spreadsheets.
- Introduction to Powerpoint
- Assignment

## Text and References

- 1) Introduction to Information Technology, ITL education solutions, Pearson.
- 2) Understanding Computers: Today and Tomorrow by Morley and Parker, Cengage
- 3) Introduction to Computer science, ITL education solutions, Pearson.
- 4) MS-Office 2007, step by step, Pearson.

CO1: Describe insights regarding computer fundamentals.

CO2: Discuss various fundamental concepts of internetworking techniques with their characteristics and understand the requirements for WWW techniques.

CO3: Assess application word processing concepts.

CO4: Develop understanding to prepare spreadsheet and its business applications

CO5: Practical application of computer in managerial functions

POS COS	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	3	-	1	-	1	3	1	1
CO2	2	1	1	3	-	2	1	1
CO3	1	-	1	-	-	1	1	1
CO4	1	2	1	2	2	1	1	1
CO5	2	-	1	-	1	2	1	1

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<b>BBA N GE 131</b>	<b>Principle of Marketing - I</b>	<b>L-T-P:3-0-0</b>
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**Course Objective:**

The objective of the “Principle of Marketing – I” is to equip students with the necessary skills and knowledge to effectively define, develop, and assess objectives in a variety of contexts. They will explore various methods and techniques for formulating objectives, establishing key performance indicators, and evaluating progress. By the end of the course, students will be able to critically analyze objectives, design actionable plans, and measure their achievement, thereby enhancing their ability to contribute to the success of organizations across different sectors.

**Prerequisites:**

A basic understanding of Marketing would be beneficial.

**Course Learning Outcomes:**

1. Understand key terms, topics, and concepts in marketing.
2. Understand and apply marketing concepts to real life situations from consumer and managerial perspectives.
3. Identify and analyze customer needs, wants, and preferences to create customer-centric marketing strategies.
4. Analyze consumer behavior and its impact on marketing decision-making.
5. Formulate effective marketing mix strategies, including product development, pricing, distribution, and promotion.



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## **Unit I: Introduction to Marketing**

- Basics of marketing: definition, scope and importance
- Marketing environment, Understanding customer needs and wants
- The marketing mix: product, price, place, and promotion
- Introduction to target markets and segmentation
- Marketing in daily life: examples and applications
- Assignment

## **UNIT II: Consumer Behavior**

- Factors influencing consumer behavior
- Consumer decision-making process
- Segmentation, targeting, and positioning
- Ethical considerations in marketing
- Cultural and social influences on consumer behavior
- Assignment

## **Unit III: Product**

- Product classifications
- Concept of product mix
- Branding, packaging and labelling
- Product life-cycle
- New Product Development Process
- Assignment

## **Unit IV: Pricing and Distribution Channels**

- Significance and Factors affecting price of a product
- Pricing strategies
- Price Skimming vs. Penetration Pricing
- Distribution Channels
- Channel Conflict
- Assignment

## Unit V: Promotion and Recent developments in marketing

- Promotion: Nature, importance and types of promotion
- Recent developments in marketing Social Marketing, online marketing, direct marketing, services marketing, Green marketing
- Communication channels: traditional and digital media
- Integrated marketing communications (IMC)
- Communication Channel
- Assignment

## Text and References

- 1) Principles of Marketing, Bajaj, Kaur, Kalyani Publishers, New Delhi.
- 2) Principles of Marketing , R.K. Mittal , A. Sharma, V .K. Global Pub. Pvt. Ltd, New Delhi.
- 3) Marketing Management & Human Resource Management: Verma et.al, Oxford University Press.
- 4) Lamb, C. W., Hair, J.F. and Sharma, D. MKTG, Cengage Learning
- 5) Principles of Marketing M K Nabi, K C Raut, Vrinda Publications (P) Ltd

CO1: Understand the fundamental principles and concepts of marketing, including the marketing mix and customer needs analysis.

CO2: Analyze market segmentation and target audience identification to develop effective marketing strategies.

CO3: Explore product development, branding, and positioning strategies for successful product launches.

CO4: Examine pricing strategies and distribution channels to maximize market reach and profitability.

CO5: Gain insights into marketing communication tools and techniques for effective promotion and advertising.



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POS COS	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	1	1	1	1	1	1	1	2
CO2	1	-	2	-	-	1	-	1
CO3	-	1	-	1	1	-	1	1
CO4	1	1	1	2	1	1	1	-
CO5	1	1	1	1	-	1	1	1

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<b>HSS - 105</b>	<b>Business Communication</b>	<b>L-T-P:3-0-0</b>
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**LINGAYA'S VIDYAPEETH**  
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<b>HPP - 171</b>	<b>Holistic &amp; Professional proficiency</b>	<b>L-T-P:0-0-2</b>
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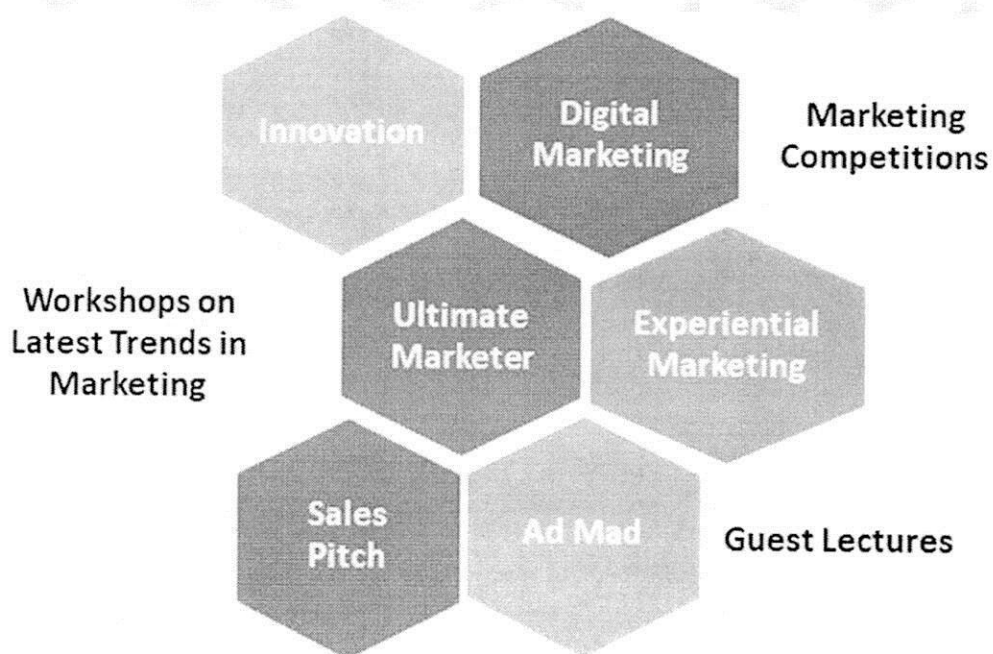
**List of different clubs**

**1) Markaizen Club of Lingayas (MCL)**

**"CONNECTING PEOPLE"**

**Introduction:**

As the name suggests, MCL is a step forward to make the students opt for Marketing as a specialization to excel in their creative learning and thinking abilities. The club is formed as a platform for the students to showcase their individual talents as well as their collaborative participation in groups. The club intends to mix and match different activities and workshops for the students, which will be helpful in giving finishing touches to their grooming and sharpening their marketing skills. The sole objective of the club is to make students industry-fit and equip them for the competitive times ahead.



  
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### Objectives of Club:

- To make students come up with creative thinking abilities in solving problems and marketing issues.
- To make students abreast of the current scenario and the happenings around the world in the marketing space.
- To groom the personality of the students and make them more self-confident in facing this world.
- To provide and teach them art and techniques related to marketing which would help them be industry ready
- To make students understand the importance of teamwork and make them realize their leadership qualities.

Vision: To represent and support an inclusive and vibrant student community in which members can expand their horizons with the new marketing trends, reach their full potential with the conceptual knowledge, and change the world around them with the help of marketing themselves in the hypercompetitive environment

Club Members- President, event coordinator, club coordinator

Faculty In charge:

ASSISTANT PROFESSOR

Email:

Contact:

### Activities

This club will bring students together through events, sponsorships, publicity, and awareness of LV hosted events providing opportunities for development and social interaction that are central to many students' college experience. This club can bring in promotion stalls for Fresher's Day. The club can also conduct events like Ad-Venture - Creating an Advertising Campaign, inquisitive- A quiz on Marketing, Market Encounter- A puzzle-based game the best managers would compete. Cracking Cliché-Designing a Marketing Plan given a company and unusual product, What's in a name? Controversy Suggesting a New name and Marketing Campaign (Controversial debates), role play, AD MAD Show

#### 1) War of Brands

It can be a three-stage competition which can be organized by the Club and it is nothing short of a battlefield, wherein participants engage in ambush marketing to not only design campaigns for various brands but also market their ideas through social media platforms.

#### 2) Ulta Pulta

It can be organized under the umbrella of "Jingstad" and as the name suggests, everything is in reverse. You think you know a brand, till we take it and completely change it to its polar opposite. This event is for the creative geniuses out there.

### 3) X-Marketer

The specialty of X-Marketer lies in its dynamism, as it changes its rules and formats every year. While its underlying principle is to test participants' acumen and creativity. X-Marketer presents itself with new twists for all Marketing experts on campus.

### 4) Touchstone

"Touchstone", can be a case study competition which can provide budding marketers across the country the stage to prove their marketing acumen by delving into the marketing and branding strategies for products and services. Past participants from other colleges can be included.

## 2) VAANIJYA: THE FINANCE CLUB

"LEARN TODAY EARN TOMORROW"

About the Club: Vaanijya - The Finance club is the fountainhead of knowledge and new ideas in the field of knowledge. The club fosters an environment of discovery of recent trends and developments in the field of finance and provides a comprehensive understanding of the finance industry.

### Objectives

- 1) It imparts the knowledge of finance to the students in a very interesting manner.
- 2) To provide a comprehensive understanding of finance & economics.
- 3) To foster an environment among the students that encourages the continuous learning and discovery of recent trends in the area of finance.
- 4) To provide a platform to the students to bring out their best and improvise upon their concepts with a practical understanding.

### Vision

To represent and support an inclusive and vibrant student community in which members can expand their horizons with the new trends in finance & economics, reach their full potential with the conceptual and practical knowledge to make them industry ready.

**Club Members- President, event coordinator, club coordinator**

**Faculty In-charge:**

**ASSISTANT PROFESSOR**

**Email:**



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**Contact:**

**Activities:**

Knowledge Sharing Sessions: Guest lecturers/ Webinars related to finance/economics/ commerce are organized by inviting speakers from academia & industry.

1) FinQ / BusinessQ

To equip students of various finance and economics concepts along with its relevant practices in the real world. This is the quiz series.

2) News Blast

A series to update students about the latest development in the finance and economics world. It comprises four sections, namely, Big Story, Economic, Market and Startup. Presentations about the latest developments in the economy & financial industry are given by students.

3) Budget Discussion

The Financial Budget of the country stands as one of the most important events of the entire year. It encloses the future ideas, plans and flow of the economy in the near future. The budget discussion focuses on a sector-wise presentation on key announcements & their impact on the sector, accompanied with an overall takeaway for various stakeholders of the economy.

4) Vaanijya Game

Puzzle games related to finance like Jumble Words & Newspaper Geek are there for students to check their knowledge in an interesting manner.

### 3) CONQUERORS-ENTREPRENEURSHIP CLUB

#### "PROFIT NINJAS"

The vision is to be acknowledged as a program of International renown, where students, faculty, alumni, industry and policy makers collaborate, learn, and innovate. The team comprises faculty from different functional areas and disciplines.

#### Objectives

Center for entrepreneurship aims to collaborate with faculty and fellows who have thesis topics on subjects related to entrepreneurship and innovation. The center will also collaborate with industry to develop research cases for further study. Main focus areas will be:

1. To Promote First Generation Businessman and Industrialists
2. To Create Awareness about Availability of Resources
3. To Promote Small, Cottage & Local Industries
4. To Encourage Self Employment Tendencies
5. To Provide Knowledge about Government Plans and Programmes
6. To Make a Successful Entrepreneur
7. To Provide Training to Operate Business

#### Vision

Center for entrepreneurship provides support to creation of new ventures opportunities, identifying resource requirements, assisting in resource acquisitions and managing new ventures in tie-up with Lingayas University.

**Club      Members-      President,      event      coordinator,      club      coordinator**

Faculty  
ASSISTANT  
Email:

**In-charge:  
PROFESSOR**

  
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**Contact:**

**Activities**

**Events:** As part of a new initiative, the Center for Entrepreneurship will organize events that will give experiences and insights to help young entrepreneurs make a smooth transition from the idea to implementation. An Annual Entrepreneurship Summit is planned to be held every year.

**Women Entrepreneurship Programmes**

Center for entrepreneurship will conduct free one on one management consulting sessions for women entrepreneurs of areas nearby Lingayas Vidyapeeth, Faridabad. It will provide implementable solutions faced by these entrepreneurs in their ventures through problem analysis, research and brainstorming

**4) VISVICT- HR CLUB**

**"PERFORM AND MAKE YOUR FUTURE"**

The purpose of "HR Club" is to bring together students interested in the field of Human Resources Management, help them develop interpersonal skills needed in the corporate world. Encourage them to meet professionals who work in the field of Human Resources Management. This club is designed to help students learn more about Human Resource and what Human Resource Professionals do.

The club promotes the active participation of the students. The HR students take the lead in arranging the events. This enables the students to plan and arrange for the events successfully. The club activities are organized on a regular basis to promote the team spirit and implement the HR concepts practically.

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**Faculty In charge:**

**ASSISTANT PROFESSOR**

**Email:**

**Contact:**

**Activities:**

**1. Recruitment and Selection Role Play**

Round 1 consists of Aptitude Test on various management fields and current affairs where 50 objective questions are given and 50 minutes are allotted. This was a pen paper round. All the students attempted the test out of which 12 students were picked for the 2nd round based on the marks awarded.

Second Round: Group Discussion will be conducted to the 8 students on any selected topic. From this GD round 3 students shall be selected for the final round of recruitment process based on their performance.

Third Round: In Final round or Personal interview selected students shall answer the interview panel consisting of student co-coordinators.

**2. Group Discussion Activity**

The class will be divided into 4 groups consisting of 6-8 members per group. Topics which will be given to groups such as

1. Reservation for woman would help the society
2. What is most helpful for being successful in life knowledge, power or wealth...?
3. Impact of social media.
4. Indian culture vs. western culture. It will be an interactive section and groups shall share their perception about the topics.

**3) Activity 3: 24**

The 24-hour event where the contestants shall be asked to capture an image and elucidate their vision with a small write-up. Any theme will be given to students for this. Activity 4: HR Conclave

The one-day long signature event where eminent speakers from various backgrounds share their thoughts and experiences to the students. It also involves a panel discussion with industry experts and HR managers from different sectors engaging in creative conversations among themselves and as well as the audience.

**4) Activity 5: HR Fest**

Quiz Regarding various aspects of HR, HR policies, laws etc.

HR Slat-Making a play incorporating various HR policies and other things. A team plays a corporate

scenario, which shows the best practices of HR Crisis-Giving some crisis scenarios and judging them based on the solution they give.

Preparing Recruitment advertisement-

**Outcome:**

The club will promote the active participation of the students. It will help them in attaining inter-personal skills required in the corporate field. The HR students shall make an active contribution in arranging the event. The club enhanced the knowledge on Recruitment and selection process. Participation in group discussion will enable them to express their views on the latest topics. It also helps promote team spirit, decision making, and motivation.

**5) ARPAN — THE CSR CLUB**

At the School of Commerce and Management we believe that a truly successful organization is one that looks beyond serving its own interests to serve society. As we shape the business professionals and leaders of tomorrow, it is important to not only equip them with knowledge and resources, but also the spirit of service and civic responsibility.

At Arpan, the CSR Club of SOCM, we educate students on the symbiotic relationship between society and businesses. We create awareness on the need for — and the importance of — corporate social responsibility, and emphasize the future role of students in the same.

The Club's activities are designed to help acquaint students with societal issues. Students are also taught to work in teams and develop social leadership to address the problems of the day. The aim is to help students work and lead businesses that play a strong social role.

Club Members- President, event coordinator, club coordinator

**Faculty In-charge:**

**ASSISTANT PROFESSOR**

**Email:**

**Contact:**

**6) Operations Management Club**



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## **“OPER8 in Action”**

OPER8 - Operations Management Club is an establishment under the mentorship of distinguished operations faculty members. The purpose of the club is to foster interest in the core aspects of operations as a whole henceforth capturing the essence of a business and remodeling those ideas into activities, games and learning experience.

The club endeavors to move learning beyond books and encourages students in brainstorming and creativity in real life problem solving and management games.

**Club Members- President, event coordinator, club coordinator**

**Faculty In-charge:**

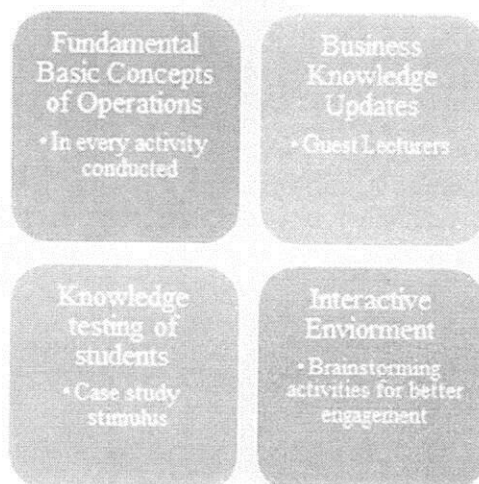
**ASSISTANT PROFESSOR**

**Email:**

**Contact:**

**Activities:**

Rush Hour, Board of Directors, Case-study competition, Decipher, Maze the Matrix and Beer Game etc.



# Semester –II

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choose to know



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<b>BBA N 102</b>	<b>Organisational Behaviour</b>	<b>L-T-P:3-0-0</b>
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**Course Objective:**

The objective of the course Organisational Behaviour is -

1. To familiarize the students with the basic concepts of individual behaviour and organizational behaviour
2. To enable the students to catch an idea about inter- personal and group behaviour

**Prerequisites:**

A basic understanding of Organisational Behaviour will help to acquire knowledge regarding the organizational change and organizational development and it would be beneficial.

**Course Learning Outcomes:**

1. Understand the different concepts of Organisational Behaviour
2. Analyse individual and group behaviour
3. Understand and deal with organisational change, development and stress

**Unit 1: Organizational Behaviour**

- Meaning and Features of OB
- Nature and Scope of OB
- The Basic Assumptions of OB
- Major Disciplines and their Contributions to OB
- Concepts of Strategic Organisational Behaviour and International Organisational Behaviour.
- Assignment

## **Unit 2: Individual Behaviour**

- Perceptual process, factors influencing perception, perception and individual decision making
- Learning – concept and significance of learning, factors influencing learning, major models of learning – classical conditioning,
- Operant conditioning, cognitive learning and social learning
- Behaviour modification
- Personality – concept, types, determinants, individual differences
- Assignment

## **Unit 3: Group**

- Concept of Group Dynamics
- Features of Group and Types of Group Behaviour
- Formal and Informal Group Behaviour—Group Norms-Group Cohesiveness.
- Teamwork- Types of Teams-Team and Building-Team Roles
- Team Norms- Team Cohesiveness.
- Assignment

## **Unit 4: Motivation and Leadership**

- Motivation- Concept, Theories-Maslow's
- Herzberg's and McGregor's, X and Y theories)
- Financial and Non Financial Motivation
- Leadership- Types—Theories (Trait theory
- Michigan Studies and Fiedler's Contingency Model)
- Assignment

## **Unit 5: Stress Management**

- Meaning, Types of Stress— Causes of Stress Consequences of Work Stress
- Conflict and Types of Conflicts
- Levels of Conflict, Conflict Resolution
- Organisational Development—Meaning, Need, Benefits and Limitations
- Steps in Organisational Development - Organizational Changes.
- Assignment



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## Text and References

1. Fred Luthans: Organisational behaviour, McGraw hill Education.
2. Danial C. Fieldman and Hugh Arnold: Managing individual and group behaviour in organization, McGraw hill.
3. Henry Mintzberg: The structure of organization, Prentice Hall
4. Edwin Gerlof: Organization Theory and Design, McGraw hill.
5. Robin. S. P: Organizational Behaviour, Pearson Education India.

CO1: Explain the determinants of behavior and the emerging concepts in organizational behaviour.

CO2: Understand the importance of organizational behavior in managerial functions

O3: Understand the definition and concepts of behavior, group and teams, organizational structure, employee motivation, organizational communication, leadership, conflict and stress, organizational change and development;

CO4: Form an appreciation of the complexities and uncertainties of organizational behaviour by examining managerial roles;

CO5: Demonstrate clear understanding of the concepts and established theories relating to organizational behavior

POS COS	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	3	3	2	1	2	2	2	1
CO2	2	1	2	2	3	2	2	1
CO3	2	2	2	3	2	3	3	2
CO4	1	3	2	3	2	1	2	2
CO5	3	2	2	3	2	3	1	2

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<b>BBA N 104</b>	<b>Industrial Relations &amp; Labor Laws</b>	<b>L-T-P:3-0-0</b>
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**Course Objective:**

The objective of the "Industrial relations and labor laws" course is to provide students with a comprehensive understanding of industrial relations and how to establish and maintain industrial peace along with safeguarding the interests of both workers and management. It helps to avoid industrial disputes

**Prerequisites:**

A basic understanding of Industrial relations and principles and Parties involved would be beneficial.

**Course Learning Outcomes:**

Be acquainted with the concepts, principles and issues connected with trade unions, collective bargaining, workers participation, grievance redressal, and employee discipline and dispute resolution. Understand the various processes and procedures of handling Employee Relations.

**Unit 1: Overview of Industrial Relations**

- Concept of Industrial Relations
- Nature of Industrial Relations
- Objective of Industrial Relations
- Importance of Industrial Relations
- Parties of Industrial Relations
- Assignment

**Unit 2: Trade Unionism**

- Origin and growth
- Unions after independence
- Concept, objectives and functions of Trade Union
- Role of Trade Union in collective bargaining
- Problems of Trade Union
- Assignment



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### **Unit 3: Workers Participation in Management**

- Meaning of Workers Participation in Management
- Collective Bargaining, meaning, nature
- Methods of collective Bargaining
- ILO and its role
- Tripartite approach in industrial relations
- Assignment

### **Unit 4: Labour legislations**

- Payment of Wage Act
- Workmen's Compensations Act
- Importance provisions of Employees' State Insurance Act
- Employees provident Fund Act
- Maternity Benefit Act
- Assignment

### **Unit 5: WELFARE OF SPECIAL CATEGORIES OF LABOUR 9 (5 topics + assignments)**

- Child Labour and Female Labour
- Contract Labour and Construction Labour
- Agricultural Labour and Differently abled Labour
- BPO & KPO Labour - Social Assistance
- Social Security and Implications.
- Assignment

### **Text and References**

1. Industrial Relations - Ramaswmy
2. Industrial Relations - T. V. Rao
3. Industrial Relations - Memoria
4. Industrial Relations – Sharma

CO1: Understand the concept of industrial relations

CO2: Comprehend the historical development and evolution of labor laws

CO3: Evaluate the legal framework governing labor relations

CO4: Analyze the role of labor unions and collective bargaining

CO5: Examine workplace health and safety regulations

POS COS	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	1	3	2	2	1	-	-	-
CO2	1	3	1	1	1	-	-	-
CO3	1	3	1	1	1	-	-	-
CO4	1	3	2	2	1	-	-	-
CO5	1	3	2	2	1	-	-	-



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<b>BBA N 106</b>	<b>Corporate law</b>	<b>L-T-P:3-0-0</b>
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**Course Objective:**

The course objective of Corporate Law in BBA is to provide students with a comprehensive understanding of legal principles and regulations governing corporate entities. It aims to equip students with the knowledge and skills necessary to navigate corporate legal issues, including corporate governance, contracts, mergers and acquisitions, and compliance. The course also focuses on developing critical thinking, analytical, and problem-solving abilities in the context of corporate law.

**Prerequisites:** A basic understanding of business principles and legal concepts would be beneficial.

**Course Learning Outcomes:**

1. Gain a comprehensive understanding of corporate legal frameworks, including corporate governance, business structures, and regulatory compliance.
2. Develop the ability to analyze and apply legal principles to real-world corporate scenarios, including contract negotiations, mergers and acquisitions, and dispute resolution. Additionally, students should acquire skills in legal research, critical thinking, and effective communication in the context of corporate law.

**Unit 1: INTRODUCTION TO COMPANY**

- Meaning and Definition – Features
- Kinds of Companies (Concept, Definition and Features) – One Person Company, Private Company, Public Company
- Company limited by Guarantee, Company limited by Shares, Holding Company, Subsidiary Company,
- Government Company, Associate Company
- Small Company, Foreign Company, Listed Company, Dormant company.
- Assignment

## **Unit 2: FORMATION OF A COMPANY**

- Steps in formation of a Company
- Meaning of Promoter, Position of Promoter & Functions of Promoter,
- Incorporation Stage – Meaning, Contents, Forms of Memorandum of Association & Articles of Association and its alteration
- Distinction between Memorandum of Association and Articles of Association
- Certificate of Incorporation and Subscription Stage – Meaning & contents of Prospectus, Types.
- Assignment

## **Unit 3: COMPANY ADMINISTRATION**

- Director (Concept and Definition)
- Qualification, Disqualification, Appointment, Position, Rights, Duties, Power
- Resignation, Liabilities, Removal and Resignation of director
- Managing Director, Whole time Directors,
- Companies Secretary, Chief Financial Officer, Resident Director, Independent Director, Women director.
- Assignment

## **Unit 4: SHARE CAPITAL & DEBENTURE**

- Share and Share Capital - Types and Definition
- Allotment and Forfeiture, Calls on Shares, Buyback, Sweat Equity, Bonus, Right, Capital Reduction
- Share Certificate, Demat System, Transfer and Transmission
- Redemption of Preference Shares
- Debenture –Definition, Types, Rules Regarding Issue of Debenture, Rules regarding Dividend and distribution of dividend.
- Assignment



## Unit 5: CORPORATE MEETINGS

- Corporate Meetings - Shareholder and Board
- Types of Meetings – Annual General Meeting Extraordinary General meeting
- Minutes of Proceedings of General Meeting, Meeting of BOD and other meetings
- Requisite of Valid Meeting- Notice, Agenda, Chairman, Quorum, Proxy, Resolutions, Minutes, Postal Ballot
- E- voting
- Assignment

### Text and References

- 1) Corporate Laws-Maheswari, Maheswari- Himalaya Publishing House
- 2) Corporate Law, Ashok Sharma, V.K. Global Publishing Pvt. Ltd., New Delhi
- 3) Corporate Law, Gupta,Garg,Dhingra, Kalyani Publication
- 4) Company Law: Roy & Das, Oxford University Press.

### Course Outcomes:

CO1: Knowledge and Understanding

CO2: Application of Legal Concepts

CO3: Legal Research and Communication Skills

CO4: Ethical and Professional Responsibility

CO5: Lifelong Learning

POS COS	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	3	-	3	-	3	-	3	-
CO2	3	-	-	3	3	-	-	3
CO3	3	3	3	-	3	3	3	-
CO4	3	2	2	3	3	2	2	3
CO5	3	3	3	2	3	3	3	2

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<b>HSS - 106</b>	<b>Business Mathematics</b>	<b>L-T-P:3-0-0</b>
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**Course Objective:**

The aim of the course is to build knowledge and understanding of Business Mathematics among the students. The course seeks to give detailed knowledge about the subject matter by instilling them with basic ideas about Business Mathematics. The outcome of the course will be as follows – To provide knowledge about Mathematics and its use in business. To make able about mathematical calculations. To learn about the use of set theory and calculus in business.

**Prerequisites:**

There is no specific prerequisite required however a basic understanding of mathematical operations, calculation ability would be beneficial.

**Course Learning Outcomes:**

1. Apply the knowledge of Mathematics (Algebra, Matrices, Calculus, Optimization) in solving business problems.
2. Demonstrate mathematical skills required in mathematically intensive areas in Commerce such as Finance and Economics.
3. Understand the important role Mathematics plays in all facets of the business world. Understand the use of equations, formulae, and mathematical expressions and relationships in a variety of contexts.
4. Demonstrate critical thinking, modelling, and problem-solving skills in a variety of contexts.



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## **UNIT – 1 : Average, Ratio and Proportion, Percentage**

- Percentage & Average,
- Ratio and Proportion,
- Mathematical Series Arithmetic,
- Geometric & Harmonic,
- Simple Interest & Compound Interest
- Assignment

## **UNIT - 2 : Simultaneous Equations**

- Meaning,
- Characteristics,
- Advantages & Disadvantages
- Types and Calculations,
- Preparation of Invoice
- Assignment

## **UNIT - 3 : Matrix**

- Matrix: Introduction : Square Matrix, Row Matrix,
- Column Matrix, Diagonal Matrix, Identity Matrix,
- Addition, Subtraction & Multiplication of Matrix,
- Use of Matrix in Business, Mathematical Induction.
- Inverse of Matrix, Rank of Matrix,
- Assignment

## **UNIT - 4 : Profit & Loss**

- Profit and Loss,
- Commission,
- Discount,
- Selling Price
- Loss
- Assignment

## UNIT - 5 : Set Theory

- Set theory: Notation of Sets : Singleton Set, Finite Set,
- Infinite Set, Equal Set Null Set, Subset,
- Proper Subset, Universal Set, Union of Sets,
- Intersection of Sets, Use of set theory in business,
- Permutation & Combination.
- Assignment

### Suggested Readings:

1. Mehta & Madnani, Mathematics for Economics
2. Mongia, Mathematics for Economics
3. Zamiruddin, Business Mathematics
4. Raghavachari, Mathematics for Management

CO1: Knowledge and Understanding


CO2: Application of Mathematical Applications

CO3: Calculation Skills

CO4: Knowledge of practical problems

CO5: Lifelong Learning

POS COS	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	3	-	3	-	3	-	3	-
CO2	3	-	-	3	3	-	-	3
CO3	3	3	3	-	3	3	3	-
CO4	3	2	2	3	3	2	2	3
CO5	3	3	3	2	3	3	3	2

  
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<b>CE-108</b>	<b>Environment Science and Ecology</b>	<b>L-T-P:2-0-0</b>
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**Course Objective:**

It aims to provide a comprehensive understanding of the intricate relationships between living organisms and their surroundings, equipping students with the knowledge to address pressing environmental challenges and promote sustainable practices for a harmonious coexistence between humans and nature.

**Prerequisites:**

Prior familiarity with basic biology and chemistry concepts is recommended for studying Environmental Science and Ecology, along with an eagerness to explore complex ecological systems and an interest in finding sustainable solutions to environmental issues.

**Course Learning Outcomes:**

1. **Comprehensive Understanding:** Develop a holistic perspective of environmental systems, enabling B.Com students to analyze and interpret ecological interactions, natural resource management, and environmental impact assessment.
2. **Sustainability Integration:** Equip students with the ability to integrate sustainable practices into business operations, demonstrating an awareness of environmental considerations and ethical responsibilities.
3. **Problem Solving:** Cultivate critical thinking skills to identify, assess, and propose effective solutions to contemporary environmental challenges, fostering informed decision-making within the business context.

## **UNIT – 1 : Introduction to environmental studies**

- Multidisciplinary nature of environmental studies
- Scope and importance
- The need for environmental education.
- Concept of sustainability
- sustainable development
- Assignment

## **UNIT - 2 : Ecosystems**

- What is an ecosystem?
- Structure: food chains, food webs and function of ecosystem:
- Energy flow in an ecosystem, nutrient cycle and ecological succession.
- Ecological Interactions.
- Case studies of the following ecosystems: a) Forest ecosystem b) Grassland ecosystem c) Desert ecosystem d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)
- Assignment

## **UNIT - 3 : Biodiversity and Conservation**

- Levels of biological diversity: genetic, species and ecosystem diversity;
- Biogeographic zones of India;
- Biodiversity patterns and global biodiversity hotspots
- India as a mega-biodiversity nation; Endangered and endemic species of India ,
- Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions;
- Assignment

## **UNIT - 4 : Biodiversity and Conservation**

- Nature reserves, tribal populations and rights (Niyamgiri-Vedanta, POSCO),
- Human wildlife conflicts in the Indian context (Sundarban-Human-Tiger encounters).
- Ecosystem and biodiversity services
- Ecological, economic, social, ethical, aesthetic and Informational value.
- Conservation of biodiversity : In-situ and Ex-situ conservation of biodiversity.
- Assignment

## **UNIT - 5 : Environmental Pollution and Global Environmental Issues**

- Environmental pollution: types, causes, effects and controls; Air, water, soil and noise pollution.
- Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture
- Nuclear hazards and human health risks (Chernobyl, 3 mile Island, Daiichi- Fukushima)
- Solid waste management: Control measures of urban and industrial waste, special reference e-waste, Biomedical waste.
- Pollution Tragedies: Love canal, Bhopal Gas, Endosulfan, Minamata and Flint water
- Assignment

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### Suggested Readings:

1. Carson, R. 2002. Silent Spring. Houghton Mifflin Harcourt.
2. Gadgil, M., & Guha, R. 1993. This Fissured Land: An Ecological History of India Univ. of California Press.
3. Odum, E.P., Odum, H.T. & Andrews, J. 1971. Fundamentals of Ecology. Philadelphia: Saunders.
4. Pepper, I.L., Gerba, C.P. & Brusseau, M.L. 2011. Environmental and Pollution Science. Academic Press.
5. Agrawal, KM, Sikdar, PK and Deb, SC, A Text book of Environment, Macmillan Publication, 2002.
6. Richard T Wright, Environmental Science: Towards a Sustainable Future, Prentice-Hall Inc., 2008.
7. Basu, M. and Xavier, S., Fundamentals of Environmental Studies, Cambridge University Press, 2016.
8. Mitra, A. K and Chakraborty, R., Introduction to Environmental Studies, Book Syndicate, 2016.

CO1: Environmental Impact Awareness:

CO2: Environmental Policies and Regulations

CO3: Environmental Problem Solving

CO4: Communication and Advocacy

CO5: Data Analysis and Interpretation

POS COS	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	3	1	1	1	1	1	1	1
CO2	3	3	3	1	1	1	3	1
CO3	3	3	1	1	1	1	3	1
CO4	1	1	1	3	1	1	1	1
CO5	1	1	1	1	3	1	1	1

**LINGAYA'S VIDYAPEETH**  
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<b>BBA N GE 132</b>	<b>Principle of Marketing - II</b>	<b>L-T-P:3-0-0</b>
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**Course Objective:**


The objective of the subject "Principle of Marketing – II" is to provide students with a deeper understanding of advanced marketing concepts and strategies. This course aims to equip students with the skills and knowledge necessary to develop effective marketing strategies and make informed marketing decisions. By delving into topics such as market segmentation, targeting, and positioning, product and brand management, pricing strategies, and integrated marketing communications, students will enhance their ability to analyze market dynamics, identify customer needs and preferences, and create value for target markets.

**Prerequisites:**

A basic understanding of pricing strategies and marketing communication is beneficial.

**Course Learning Outcomes:**

1. Apply advanced marketing concepts and techniques to develop effective marketing strategies for diverse target markets and business scenarios.
2. Analyze market dynamics, conduct market research, and evaluate market trends to make informed marketing decisions.
3. Apply product management principles to effectively manage product portfolios, develop new products, and build and maintain strong brands.
4. Utilize pricing methods and strategies to determine optimal pricing decisions based on market conditions and competitive factors.
5. Develop integrated marketing communication plans that incorporate advertising, public relations, sales promotion, and digital marketing techniques to effectively reach target audiences.

  
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## **Unit I: Marketing Strategy and Planning**

- Introduction to marketing strategy and its role in organizational success
- Strategic planning process and components
- Environmental analysis and market assessment
- Setting marketing objectives and strategies
- Marketing planning and implementation
- Assignment

## **Unit II: Market Segmentation and Targeting**

- Market segmentation: concepts and approaches
- Evaluating and selecting target markets
- Developing positioning strategies
- Target market identification and profiling
- Customizing marketing strategies for specific segments
- Assignment

## **UNIT III: Product and Brand Management**

- Product life cycle and product portfolio management
- New product development and innovation
- Branding strategies and brand equity management
- Managing product lines and product mix
- Product differentiation and positioning
- Assignment

## **UNIT IV: Pricing Strategies and Tactics**

- Pricing objectives and strategies
- Factors influencing pricing decisions
- Pricing methods and approaches
- Price adjustment strategies and tactics
- Pricing in different market structures
- Assignment

## UNIT V: Integrated Marketing Communications (IMC)

- Understanding the role of IMC in marketing
- Advertising strategies and creative development
- Sales promotion techniques and campaigns
- Public relations and media relations
- Digital marketing and social media strategies
- Assignment

### References:

1. Armstrong, G., & Kotler, P. (2021). Principles of Marketing (18th Global Edition). Pearson Education Limited.
2. Ferrell, O. C., & Hartline, M. D. (2021). Marketing Strategy (8th Edition). Cengage Learning.
3. Peter, J. P., & Donnelly Jr., J. H. (2020). A Preface to Marketing Management (15th Edition). McGraw-Hill Education.
4. Lamb, C. W., Hair, J. F., & McDaniel, C. (2021). Essentials of Marketing (10th Edition). Cengage Learning.

CO1: Understand advanced marketing concepts and theories, including consumer behavior and market research techniques.

CO2: Apply segmentation, targeting, and positioning strategies to develop effective marketing plans for different target markets.

CO3: Analyze and evaluate marketing mix elements such as product, price, promotion, and distribution to achieve marketing objectives.

CO4: Understand the role of digital marketing and social media in reaching and engaging target audiences.

CO5: Develop marketing strategies that align with ethical and sustainable practices, considering the social and environmental impacts of marketing activities.



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POS COS	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	1	-	1	-	1	-	1	-
CO2	1	-	-	1	1	-	-	1
CO3	2	2	1	-	2	3	1	-
CO4	1	2	2	1	2	2	2	1
CO5	1	1	1	2	1	3	1	2

**LINGAYA'S VIDYAPEETH**  
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<b>BBA-N-108</b>	<b>Business Ethics and Corporate Social Responsibility</b>	<b>L-T-P:3-0-0</b>
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**Course Objective:**

To familiarize the learners with the concept and relevance of Business Ethics in the modern era. To enable learners to understand the scope and complexity of Corporate Social responsibility in the global and Indian context.

**Prerequisites:**

A basic understanding of business ethics, social responsibility and principles would be beneficial.

**Course Learning Outcomes:**

1. Gain a clear understanding of the fundamental concepts and principles of business ethics and corporate social responsibility.
2. Develop the ability to identify and analyse ethical issues and dilemmas that arise in various business contexts.
3. Examine different approaches to corporate social responsibility, such as philanthropy, sustainability, social entrepreneurship, and ethical supply chain management.
4. Evaluate the benefits and challenges associated with implementing CSR initiatives and understand the role of CSR in enhancing business reputation and sustainability.
5. Evaluate the ethical responsibilities of multinational corporations and explore strategies for promoting ethical behaviour in a globalized world.

**Unit 1: Introduction to Business Ethics**

- Concept, Characteristics of Business Ethics
- Importance and need for business ethics
- Indian Ethos, Ethics and Values, Work Ethos
- Sources of Ethics, Concept of Corporate Ethics
- code of Ethics-Guidelines for developing code of ethics
- Assignment



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## **Unit 2: Approaches to Business Ethics**

- Theories of Ethics- Friedman's Economic theory
- Kant's Deontological theory, Mill & Bentham's Utilitarianism Theory
- Gandhian Approach in Management and Trusteeship
- Importance and relevance of trusteeship principle in Modern Business, Gandhi's Doctrine of Satya and Ahimsa
- Emergence of new values in Indian Industries after economic reforms of 1991 Concept of Demand,
- Assignment

## **Unit3: Indian Ethical Practices and Corporate Governance**

- Ethics in Marketing and Advertising, Human Resources Management, Finance and Accounting, Production, Information Technology, Copyrights and Patent
- Corporate Governance: Concept, Importance
- Evolution & Principles of Corporate Governance
- Elements of Good Corporate Governance
- Failure of Corporate Governance and its consequence
- Assignment

## **Unit 4: Introduction to Corporate Social Responsibility**

- Corporate Social Responsibility: Concept, Scope & Relevance
- Importance Of CSR in Contemporary Society
- Corporate philanthropy, Models for Implementation of CSR,
- Drivers of CSR, Prestigious awards for CSR in India
- Role of NGOs and International Agencies in CSR
- Assignment

## Unit 5: Areas of CSR and CSR Policy

- CSR towards Stakeholders -- Shareholders, Creditors and Financial Institutions,
- Government, Consumers, Employees and Workers, Local Community and Society.
- CSR and environmental concerns.
- Designing CSR Policy- Factors influencing CSR Policy
- Role of HRProfessionals in CSR
- Assignment

## Text and References

1. Agarwal, T. and Chandorkar, N., Indian Ethos in Management, Himalaya Publishing House.
2. Nandgopal, R. and Sankar, R.N.A., Indian Ethos and Values in Management, Tata McGraw Hill Education.
3. A.C Fernando, Business Ethics, Pearson Education.
4. Ganjre, A.K., Pawar, P. and Laxman R., Indian Ethos - Modern Management Mantra, Himalaya Publishing House.

CO1: To recollect concepts on ethical management practices in the business and appreciate the value system of ancient times and its applicability to modern business situations

CO2: To bring up a value system in an organization based on ethics and provide knowledge about ethical decision making.

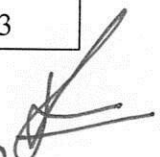
CO3: To know the role of ethics in corporate governance.

CO4: To create knowledge about ethics and its application in functional areas of business

CO5: To create knowledge about ethics and corporate social responsibility

POS COS	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	3	2	3	3	3	2	1	2
CO2	3	2	2	2	3	3	3	2
CO3	1	2	2	3	2	3	2	2
CO4	2	3	3	3	2	2	3	2
CO5	3	2	3	3	2	3	2	3

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<b>HPP - 172</b>	<b>Holistic &amp; Professional proficiency</b>	<b>L-T-P:0-0-2</b>
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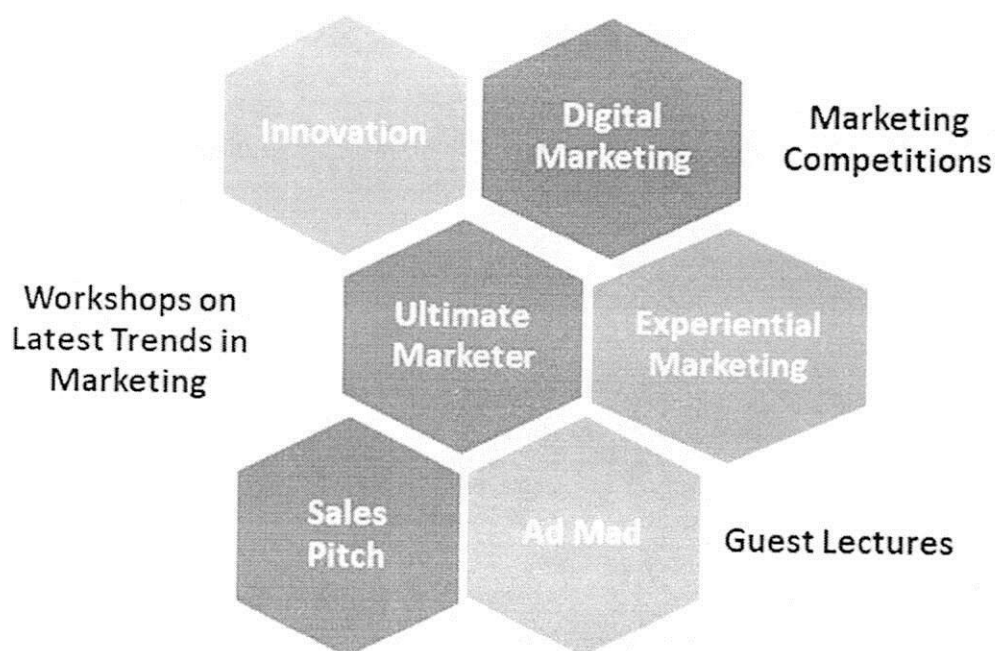
**List of different clubs**

**1) Markaizen Club of Lingayas (MCL)**

**"CONNECTING PEOPLE"**

**Introduction:**

As the name suggests, MCL is a step forward to make the students opt for Marketing as a specialization to excel in their creative learning and thinking abilities. The club is formed as a platform for the students to showcase their individual talents as well as their collaborative participation in groups. The club intends to mix and match different activities and workshops for the students, which will be helpful in giving finishing touches to their grooming and sharpening their marketing skills. The sole objective of the club is to make students industry-fit and equip them for the competitive times ahead.



**Objectives of Club:**

- To make students come up with creative thinking abilities in solving problems and marketing issues.

- To make students abreast of the current scenario and the happenings around the world in the marketing space.

- To groom the personality of the students and make them more self-confident in facing this world.

-To provide and teach them art and techniques related to marketing which would help them be industry ready

-To make students understand the importance of teamwork and make them realize their leadership qualities.

Vision: To represent and support an inclusive and vibrant student community in which members can expand their horizons with the new marketing trends, reach their full potential with the conceptual knowledge, and change the world around them with the help of marketing themselves in the hypercompetitive environment

Club Members- President, event coordinator, club coordinator

Faculty In charge:

ASSISTANT PROFESSOR

Email:

Contact:

### Activities

This club will bring students together through events, sponsorships, publicity, and awareness of LV hosted events providing opportunities for development and social interaction that are central to many students' college experience. This club can bring in promotion stalls for Fresher's Day. The club can also conduct events like Ad-Venture - Creating an Advertising Campaign, inquisitive- A quiz on Marketing, Market Encounter- A puzzle-based game the best managers would compete. Cracking Cliché-Designing a Marketing Plan given a company and unusual product, What's in a name? Controversy Suggesting a New name and Marketing Campaign (Controversial debates), role play, AD MAD Show

#### 1) War of Brands

It can be a three-stage competition which can be organized by the Club and it is nothing short of a battlefield, wherein participants engage in ambush marketing to not only design campaigns for various brands but also market their ideas through social media platforms.

#### 2) Ulta Pulta

It can be organized under the umbrella of "Jingstad" and as the name suggests, everything is in reverse. You think you know a brand, till we take it and completely change it to its polar opposite. This event is for the creative geniuses out there.

#### 3) X-Marketer

The specialty of X-Marketer lies in its dynamism, as it changes its rules and formats every year.

While its underlying principle is to test participants' acumen and creativity. X-Marketer presents itself with new twists for all Marketing experts on campus.

#### 4) Touchstone

"Touchstone", can be a case study competition which can provide budding marketers across the country the stage to prove their marketing acumen by delving into the marketing and branding strategies for products and services. Past participants from other colleges can be included.

#### 2) VAANIYA: THE FINANCE CLUB

"LEARN TODAY EARN TOMORROW"

About the Club: Vaanijya - The Finance club is the fountainhead of knowledge and new ideas in the field of knowledge. The club fosters an environment of discovery of recent trends and developments in the field of finance and provides a comprehensive understanding of the finance industry.

#### Objectives

- 1) It imparts the knowledge of finance to the students in a very interesting manner.
- 2) To provide a comprehensive understanding of finance & economics.
- 3) To foster an environment among the students that encourages the continuous learning and discovery of recent trends in the area of finance.
- 4) To provide a platform to the students to bring out their best and improvise upon their concepts with a practical understanding.

#### Vision

To represent and support an inclusive and vibrant student community in which members can expand their horizons with the new trends in finance & economics, reach their full potential with the conceptual and practical knowledge to make them industry ready.

**Club Members- President, event coordinator, club coordinator**

**Faculty In-charge:**

**ASSISTANT PROFESSOR**

**Email:**

**Contact:**

### **Activities:**

Knowledge Sharing Sessions: Guest lecturers/ Webinars related to finance/economics/ commerce are organized by inviting speakers from academia & industry.

#### **1) FinQ / BusinessQ**

To equip students of various finance and economics concepts along with its relevant practices in the real world. This is the quiz series.

#### **2) News Blast**

A series to update students about the latest development in the finance and economics world. It comprises four sections, namely, Big Story, Economic. Market and Startup. Presentations about the latest developments in the economy & financial industry are given by students.

#### **3) Budget Discussion**

The Financial Budget of the country stands as one of the most important events of the entire year. It encloses the future ideas, plans and flow of the economy in the near future. The budget discussion focuses on a sector-wise presentation on key announcements & their impact on the sector, accompanied with an overall takeaway for various stakeholders of the economy.

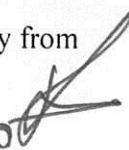
#### **4) Vaanijya Game**

Puzzle games related to finance like Jumble Words & Newspaper Geek are there for students to check their knowledge in an interesting manner.

### **3) CONQUERORS-ENTREPRENEURSHIP CLUB**

#### **"PROFIT NINJAS"**

The vision is to be acknowledged as a program of International renown, where students, faculty, alumni, industry and policy makers collaborate, learn, and innovate. The team comprises faculty from

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different functional areas and disciplines.

### Objectives

Center for entrepreneurship aims to collaborate with faculty and fellows who have thesis topics on subjects related to entrepreneurship and innovation. The center will also collaborate with industry to develop research cases for further study. Main focus areas will be:

1. To Promote First Generation Businessman and Industrialists
2. To Create Awareness about Availability of Resources
3. To Promote Small, Cottage & Local Industries
4. To Encourage Self Employment Tendencies
5. To Provide Knowledge about Government Plans and Programmes
6. To Make a Successful Entrepreneur
7. To Provide Training to Operate Business

### Vision

Center for entrepreneurship provides support to creation of new ventures opportunities, identifying resource requirements, assisting in resource acquisitions and managing new ventures in tie-up with Lingayas University.

**Club      Members-      President,      event      coordinator,      club      coordinator**

**Faculty**

**ASSISTANT**

**Email:**

**Contact:**

**In-charge:  
PROFESSOR**

### Activities

Events: As part of a new initiative, the Center for Entrepreneurship will organize events that will give experiences and insights to help young entrepreneurs make a smooth transition from the idea to implementation. An Annual Entrepreneurship Summit is planned to be held every year.

### Women Entrepreneurship Programmes

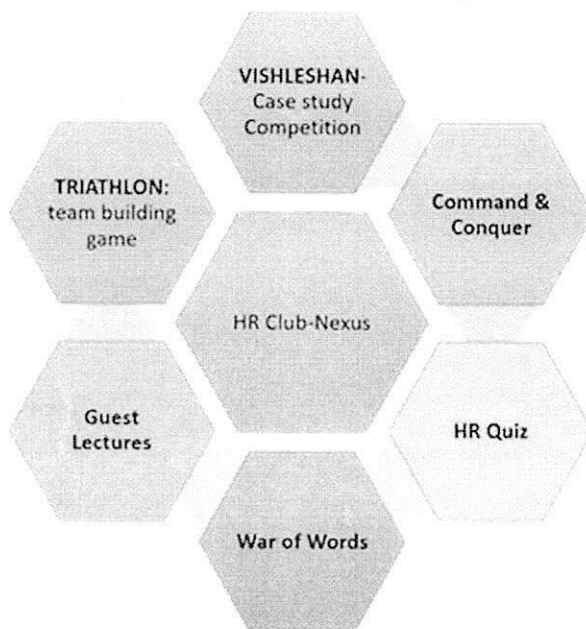
Center for entrepreneurship will conduct free one on one management consulting sessions for women entrepreneurs of areas nearby Lingayas Vidyapeeth, Faridabad. It will provide implementable solutions faced by these entrepreneurs in their ventures through problem analysis, research and brain-

#### 4) VISVICT- HR CLUB

##### "PERFORM AND MAKE YOUR FUTURE"

The purpose of "HR Club" is to bring together students interested in the field of Human Resources Management, help them develop interpersonal skills needed in the corporate world. Encourage them to meet professionals who work in the field of Human Resources Management. This club is designed to help students learn more about Human Resource and what Human Resource Professionals do.

The club promotes the active participation of the students. The HR students take the lead in arranging the events. This enables the students to plan and arrange for the events successfully. The club activities are organized on a regular basis to promote the team spirit and implement the HR concepts practically.



##### Vision:

To foster highly proficient future Human Resource professionals with a humanitarian approach.

##### Objectives:

1. To enhance the skills and competencies of the members through sharing and learning.
2. To provide a forum for discussion and interaction and a platform for enhancing skills.

3. To make students understand what is expected in a real job interview and to improve the student's self-presentation.
4. Establishing contacts between HR managers in order to share the information and experience organizing and conducting the seminars.
5. To provide accurate instruction and realistic activities intended to stimulate discussion and provide the knowledge, skills and abilities necessary to perform HR roles and further an individual's career.
6. To continuously strive for academic and professional excellence in the field of HRM

**Club Members- President, event coordinator, club coordinator**

**Faculty In charge:**

**ASSISTANT PROFESSOR**

**Email:**

**Contact:**

**Activities:**

I. Recruitment and Selection Role Play  
Round 1 consists of Aptitude Test on various management fields and current affairs where 50 objective questions are given and 50 minutes are allotted. This was a pen paper round. All the students attempted the test out of which 12 students were picked for the 2nd round based on the marks awarded.

Second Round: Group Discussion will be conducted to the 8 students on any selected topic. From this GD round 3 students shall be selected for the final round of recruitment process based on their performance.

Third Round: In Final round or Personal interview selected students shall answer the interview panel consisting of student co-coordinators.

## 2. Group Discussion Activity

The class will be divided into 4 groups consisting of 6-8 members per group. Topics which will be given to groups such as

1. Reservation for woman would help the society
2. What is most helpful for being successful in life knowledge, power or wealth...?
3. Impact of social media.
4. Indian culture vs. western culture. It will be an interactive section and groups shall share their perception about the topics.

## 3) Activity 3: 24

The 24-hour event where the contestants shall be asked to capture an image and elucidate their vision with a small write-up. Any theme will be given to students for this. Activity 4: HR Conclave

The one-day long signature event where eminent speakers from various backgrounds share their thoughts and experiences to the students. It also involves a panel discussion with industry experts and HR managers from different sectors engaging in creative conversations among themselves and as well as the audience.

## 4) Activity 5: HR Fest

Quiz Regarding various aspects of HR, HR policies, laws etc.

HR Slat-Making a play incorporating various HR policies and other things. A team plays a corporate scenario, which shows the best practices of HR Crisis-Giving some crisis scenarios and judging them based on the solution they give.

Preparing Recruitment advertisement-

### **Outcome:**

The club will promote the active participation of the students. It will help them in attaining interpersonal skills required in the corporate field. The HR students shall make an active contribution in arranging the event. The club enhanced the knowledge on Recruitment and selection process. Participation in group discussion will enable them to express their views on the latest topics. It also helps promote team spirit, decision making, and motivation.

## 5) ARPAN — THE CSR CLUB

At the School of Commerce and Management we believe that a truly successful organization is one that looks beyond serving its own interests to serve society. As we shape the business professionals and leaders of tomorrow, it is important to not only equip them with knowledge and resources, but also the spirit of service and civic responsibility.



At Arpan, the CSR Club of SOCM, we educate students on the symbiotic relationship between society and businesses. We create awareness on the need for — and the importance of — corporate social responsibility, and emphasize the future role of students in the same.

The Club's activities are designed to help acquaint students with societal issues. Students are also taught to work in teams and develop social leadership to address the problems of the day. The aim is to help students work and lead businesses that play a strong social role.

Club Members- President, event coordinator, club coordinator

**Faculty In-charge:**

**ASSISTANT PROFESSOR**

**Email:**

**Contact:**

#### **6) Operations Management Club**

##### **“OPER8 in Action”**

OPER8 - Operations Management Club is an establishment under the mentorship of distinguished operations faculty members. The purpose of the club is to foster interest in the core aspects of operations as a whole henceforth capturing the essence of a business and remodeling those ideas into activities, games and learning experience.

The club endeavors to move learning beyond books and encourages students in brainstorming and creativity in real life problem solving and management games.

Club Members- President, event coordinator, club coordinator

**Faculty In-charge:**

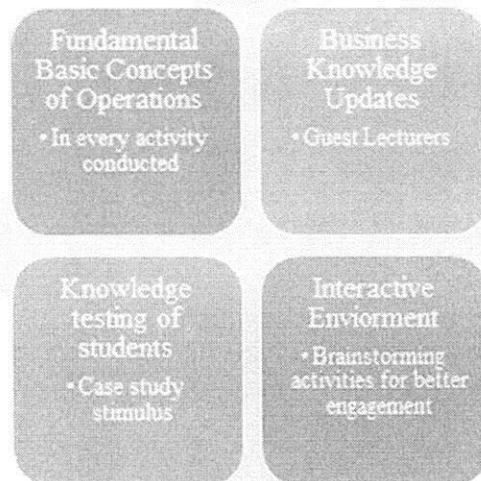
**ASSISTANT PROFESSOR**

**Email:**

**Contact:**

**Activities:**

Rush Hour, Board of Directors, Case-study competition, Decipher, Maze the Matrix and Beer Game etc.



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# Semester – III

LINGAYA'S VIDYAPEETH  
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MG N 201	Human Resource Management	L-T-P:3-0-0
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**Course Objective:**

To acquaint the learners with the techniques and principles to manage human resources of an organization.

**Prerequisites:**

A basic understanding of Human Resource Management Would be beneficial.

**Course Learning Outcomes:**

1. To teach relevant, practical and applicable human resource management skills to equip the student with the foundation competencies for working as HR practitioners in business.
2. To highlight the important challenges facing managers and employees in today's business climate.
3. To introduce contemporary theory and practice in modern human resource management and the range of tools and methods available to address HR challenges and problems.
4. Gain a comprehensive understanding of the strategic role of HRM in achieving organizational goals and the impact of effective human resource management on overall organizational success.
5. Gain knowledge of different compensation systems and benefit packages. Learn to design and administer compensation plans that attract and motivate employees.

**Unit 1: Introduction to HRM**

- Nature and Scope of Human Resource Management
- HRM objectives and functions
- Approaches to HRM- Personnel management Vs Human Resource Management,
- HRM and competitive advantage.
- HR department- organizational composition, role, functions
- Assignment



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## **Unit 2: Acquisition of Human Resource Planning**

- Job analysis – Job description and job specification;
- Recruitment – concept and sources;
- Selection – concept and process;
- Difference between recruitment and selection
- Test and interview; Placement, induction and socialization;
- Assignment

## **Unit 3: Training and Development**

- Concepts;importance;
- Training and development methods – Apprenticeship, understudy, job rotation, vestibule training, case study, role playing, sensitivity training
- In-basket, management games, conferences and seminars, coaching and mentoring;
- Management Development Programs;
- Training process outsourcing.
- Assignment

## **Unit 4:Performance Appraisal, and Compensation:**

- Performance appraisal -need and Importance,
- Objectives, process and methods.
- Compensation- Objective, Principles
- Classification of Compensation
- Factors Influencing Employee Compensation
- Assignment

## **Unit 5: Overview of HRM Trends and Challenges**

- Strategic HRM,
- Electronic HRM,
- Green HRM, Human ResourceInformation System,
- HR Audit, workforce diversity, downsizing,

- work life balance, Labour localisation.
- Assignment

### Text and References

1. Dessler, Human Resource Management, Prentice Hall of India.
2. D.A.DeCenzo and S. P. Robbins, S.L Verhulst, Human Resource Management, Wiley.
3. Gray Desler, Biju Varkkey, Human Resource Management, Pearson Education.
4. K.Aswathappa, Human Resource Management Text and Cases, McGraw Hill Education
5. VSP Rao, Human Resource Management, Excel Books.

CO1: Explain the importance of human resources in an organization.

CO2: Outline the dimensions; job analysis and job description and procedure for recruitment and selection.

CO3: Describe identifying the training need, implementation, monitoring and assessment procedures of training.

CO4: Understanding the importance of Performance appraisal systems.

CO5: State the HRM trends and challenges of the working environment.

POS COS	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	3	3	3	2	1	1	3	3
CO2	3	3	2	3	1	1	2	2
CO3	3	2	3	3	2	1	2	2
CO4	2	3	2	2	1	1	2	2
CO5	3	2	3	3	2	2	3	3

  
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<b>MG N 203</b>	<b>Income Tax Law and Practice</b>	<b>L-T-P:3-1-0</b>
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**Course Objective:**

The objective of the course Income Tax Law and Practice is to provide students with a comprehensive understanding of income tax laws, regulations, and procedures and to develop their ability to analyze and apply tax principles in real-world scenarios.

**Prerequisites:**

A basic understanding of accounting principles and taxation concepts. would be beneficial.

**Course Learning Outcomes:**

1. Develop a comprehensive understanding of income tax laws, regulations, and procedures for individuals and businesses.
2. Apply tax principles to analyze and solve real-world tax-related scenarios, including tax planning, compliance, and optimization strategies.
3. Demonstrate proficiency in preparing and filing accurate tax returns, ensuring compliance with tax laws and regulations, and effectively communicating tax-related information.

**Unit 1: INTRODUCTION TO INCOME TAX**

- Brief history of Income Tax and Legal Frame Work
- Canons of Taxation
- Definition: Assessee, Person, Assessment Year, Previous Year, Income, Gross Total Income, Total Income
- Residential Status: Resident – Ordinary & Not ordinary Resident – Non-Resident of individual with incidence of tax.
- Agricultural Income
- Assignment

## **Unit 2: INCOME FROM SALARY AND INCOME FROM HOUSE PROPERTY**

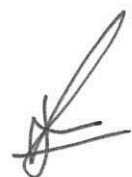
- Income from Salary
- Basic Salary Allowance
- Perquisites – Types Sec.89 (1) – Tax Rebate u/s.88
- Annual value under different situations (self occupied – Let out – Partly self occupied Partly Let out – Portion wise and time wise) Deductions (u/s. 24)
- Practical Problems.
- Assignment

## **Unit 3: INCOME FROM BUSINESS AND PROFESSION**

- Concept and meaning
- Permissible deductions – Disallowable Expenses
- Income and Expenses of Illegal Business – Computation of Business Income (simple problems)
- Profession Computation of Doctors, Lawyers, Chartered Accountants, Civil Engineers
- Practical Problems.
- Assignment

## **Unit 4: INCOME FROM CAPITAL GAINS AND INCOME FROM OTHER SOURCES**

- Meaning and Types of Capital Asset
- Cost of Acquisition and Cost of Improvement
- Specific Income from other sources
- Calculation of income
- Practical Problems.
- Assignment



## **Unit 5: DEDUCTION FROM GROSS TOTAL INCOME AND COMPUTATION OF TOTAL INCOME & TAX PAYABLE**

- Deduction Liabile to Individual only u/s. 80 C, 80 CCC, 80 CCD, 80 CCG, 80 DD, 80 D, 80 DDB, 80 E, 80 EE, 80 G, 80 GG, 80 TTA, 80 U
- Concept of penalties
- Penalties for individuals
- Computation of Total Income & Tax Payable
- Practical Problems.
- Assignment

### **Text and References**

1. Singhanian, Vinod K. and Monica Singhanian. Students' Guide to Income Tax, University Edition. Taxmann Publications Pvt. Ltd., New Delhi.
2. Ahuja, Girish and Ravi Gupta. Systematic Approach to Income Tax. Bharat Law House, Delhi
3. "Income Tax Fundamentals" by Gerald E. Whittenburg, Martha Altus-Buller, and Steven Gill
4. "Federal Income Taxation: Principles and Policies" by Michael J. Graetz and Deborah H. Schen
5. "South-Western Federal Taxation: Individual Income Taxes" by William H. Hoffman, James C. Young, William A. Raabe, and David M. Maloney
6. "Principles of Taxation for Business and Investment Planning" by Sally M. Jones, Shelley C. Rhoades-Catanach, and Sandra R. Callaghan

### Course Outcomes:

CO1: Knowledge of Income Tax Laws

CO2: Tax Planning and Analysis Skills

CO3: Compliance and Reporting Competence

CO4: Application of Tax Laws

CO5: Ethical and Professional Conduct

POS COS	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	3	-	3	-	3	-	3	-
CO2	3	-	-	3	3	-	-	3
CO3	3	3	3	-	3	3	3	-
CO4	3	2	2	3	3	2	2	3
CO5	3	3	3	2	3	3	3	2



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<b>BBA N 201</b>	<b>Production Operations Management</b>	<b>L-T-P:3-0-0</b>
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**Course Objective:**

The course aims at developing knowledge about various steps of product, design, development, plant location, storage, production planning and control.

**Prerequisites:**

A basic understanding of this course would be beneficial and students should possess analytical skills, communication abilities, and a keen interest in optimizing production processes within the business context.

**Course Learning Outcomes:**

After studying this the students will be able to -

1. Describe the concept of operations and production management
2. Understand various levels of production management
3. Appreciate the role of production manager.

**Unit 1: Introduction**

- Nature and Scope of Production/Operations Management
- POM Relationship with other Systems in the Organisation,
- Factors that affect System and Concept of Production and Operation Management.
- Types of Manufacturing Systems,
- Lean Manufacturing, Facility Location,
- Assignment

## **Unit 2: Production System and Related Concepts**

- Functions of Production and Material Management
- Types of Production Systems and Productivity Variables, and Productivity Measurement,
- Production Planning and Control in Mass Production, Batch Production, Job Order Production,
- Determination of Material Required and Procedure for Purchasing,
- Stocking and Distribution of Materials
- Assignment

## **Unit 3: Scheduling and measuring Production Activities**

- Scheduling and Maintenance Management Concepts
- TPM and Work-Study
- Method Study and Work Measurement
- Work Sampling and Work Environment & Safety
- Material Management
- Assignment

## **Unit 4: Material and Inventory Management**

- An overview of Material Management
- Material Planning and Inventory Control,
- Inventory Models, (Classical EOQ, Model with Shortages ), JIT,
- Budgeting and Material Planning
- Purchase Management , Store Management, Safety Management
- Assignment



## Unit 5: Quality in Prod. & Ops Management

- Quality Assurance
- Accepting Sampling
- Statistical Process Control
- Total Quality Management
- QMS and ISO Standards.
- Assignment

## Text and References

1. Everett E. Adam and Ronald J Ebert, Production and Operation Management: Concepts, Models & Behaviour, PHI New Delhi
2. Chary SN, Production, and Operations Management- Concepts, Methods and Strategy, PHI New Delhi 2005
3. Buffa. ES, Modern Production Management; John Willey, New York 1993
4. Ajay Garg, Production and Operations Management, TMH, Delhi
5. Richard B Chase, Ravi Shankar, F.R. Jacobs, N.J. Aquilano, Operations and Supply Management TMH, Delhi
6. R Panneerselvam Book, Production and Operations Management, PHI New Delhi

CO1: Understand the ever growing importance of Production and Operations management in an uncertain business environment.

CO2: Gain an in-depth understanding of resource utilization of an organization.

CO3: Appreciate the unique challenges faced by firms in services and manufacturing

CO4: Understand the subject as a crucial part of functional management.

CO5: Develop skills to operate competitively in the current business scenario.

POS COS	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	3	2	1	3	2	1	1	2
CO2	2	1	2	2	2	2	2	-
CO3	2	1	1	-	1	2	2	2
CO4	2	3	2	2	1	3	1	1
CO5	1	-	2	2	1	2	-	1

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<b>BBA N 203</b>	<b>E-Commerce</b>	<b>L-T-P:3-0-0</b>
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**Course Objective:**

After the successful completion of the course the student must be aware of Techniques in Application of e-commerce. This course is designed to provide knowledge about Electronic Commerce.

**Prerequisites:**

A basic understanding of business management principles and quantitative analysis would be beneficial.

**Course Learning Outcomes:**

1. Define E-Marketplaces and list their components
2. List the Major types of Electronic Markets and describe their features.
3. Describe electronic Catalogs, Shopping carts, and search Engines.

**Unit 1: Welcome to E-Commerce**

- Overview of developments in Information Technology and Defining E-Commerce:
- The scope of E commerce, Electronic Market, Electronic Data Interchange,
- Internet Commerce, Benefits and limitations of E-Commerce
- Produce a generic framework for E-Commerce,
- Architectural framework of Electronic Commerce,
- Assignment

## **Unit 2: ISP**

- National, Regional-level, Local-level and Abroad Level - Network Interconnection Points and Options
- Logistics of Being an Internet Service Provider - Consumer Oriented Applications
- Mercantile Process Models – Consumer's Perspective – Merchant's Perspective
- Electronic Payment Systems (EPS) – Types - Designing EPS -
- Smart Cards and EPS – Credit Cards and EPS.
- Assignment

## **Unit 3: Electronic Data Interchange**

- (EDI) : Applications – Security and Privacy Issues
- Software Implementations – Value Added Networks
- Internal Information System – Work
- flow Automation and Coordination – Customization
- Supply Chain Management
- Assignment

## **Unit 4: Marketing on the Internet**

- Advertising on the Internet
- Charting the On-Line Marketing Process
- E-Commerce Catalogs or Directories
- Information Filtering
- Consumer Data Interface: Emerging Tools.
- Assignment



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## Unit 5: EDI Implementation, MIME, and Value-Added Networks

- Standardization and EDI - EDI Software Implementation
- EDI Envelope for Message Transport - VAN - Software Agents Introduction
- Characteristics and Properties - Technology Behind Software Agents
- Telescript Agent Language - Safe TCL
- Applets, Browsers and Software Agents - Software Agents in Action.
- Assignment

### Text and References

1. Peter Cunningham, Friedrich Fröschl, Electronic Business Revolution, Springer
2. R2. Dayl M. Smith, The E-business Book, Bloomberg Press.
3. Bharat Bhasker- Electronic Commerce- Framework, Technologies & Applications McGraw Hill, 6th Edition
4. Daniel Amor , The E-Business Revolution, Hewlett-Packard Professional Book
5. F.Gerard Adams, The E-Business Revolution & The New Economy: Published By South-Western Educational Pub, 2004

CO1: Gain an understanding of basic concepts, theories, and business models underlying ecommerce.

CO2: Apply e-commerce theory and concepts to what e-marketers are doing in "the real world."

CO3: Improve familiarity with current challenges and issues in e-commerce.

CO4: Identify advantages and disadvantages of technology choices such as merchant server software and electronic payment options.

CO5: Discuss the issues facing businesses that are considering worldwide marketing of their products and services.

POS COS	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	1	2	2	2	2	1	3	1
CO2	2	3	1	3	2	3	2	2
CO3	3	-	2	1	2	2	2	2
CO4	2	2	2	2	2	-	-	1
CO	2	3	1	2	1	2	-	2

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<b>BBA N 205</b>	<b>Research Methodology</b>	<b>L-T-P:3-0-0</b>
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**Course Objective:**

The course aims to acquaint the student with a basic and elementary knowledge of the research.

**Prerequisites:**

A basic understanding of Research Methodology would be beneficial.

**Course Learning Outcomes:**

1. Gain a comprehensive understanding of the research process, including the steps involved in formulating research questions, developing hypotheses, designing studies, and interpreting results.
2. Learn to identify research problems and research questions that are relevant, significant, and feasible to investigate.
3. Evaluate the strengths and limitations of each design and select the most appropriate one for a given research question.
4. Familiarize yourself with various sampling methods and learn how to select appropriate samples for research studies.
5. Acquire knowledge of data collection methods, such as surveys, interviews, observations, and experiments.
6. Develop skills in interpreting research findings and drawing meaningful conclusions from empirical data.



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### **Unit 1: Introduction to meaning of Research**

- Meaning & Objectives of research;
- Significance of research, types of research
- Theory and Research –components, concept, constructs,
- Definition variables, proposition and hypothesis,
- Deductive and Inductive theory;
- Assignment

### **Unit 2: Problem Definition & Research Proposal**

- Nature and importance of problem definition,
- Process of problem definition
- Meaning and importance of research proposal,
- Types of research proposal
- Ingredients of research proposal
- Assignment

### **Unit3: Research Design**

- Research Design – Meaning of research design,
- Need for research design, features of research design,
- Different types of research design
- Concept of Scales
- Measurement of Scales
- Assignment

### **Unit 4: Data Collection Sampling**

- Methods of data collection: primary data & secondary data
- Sources of primary & secondary data,
- Questionnaire, designing of Questionnaire
- Issues in construction of questionnaire
- Sample design and Sampling procedure
- Assignment

## Unit 5: Interpretation and Report Writing

- Interpretation Of research reports,
- Types of research reports,
- Guidelines for writing a report,
- Writing a report format,
- Evaluation of research report.
- Assignment

### Text and References

1. Sekaran Uma, Business Research Methods, (John Wiley Publications, Latest Ed.)
2. Zikmund, Business Research Methods, (Cengage Publications, Latest Ed)
3. Copper, Business Research Methods, (Tata McGraw Hill, Latest Ed.)

CO1: Discuss the significance and process of research.

CO2: Knowledge about the research design and scaling techniques.

CO3: Gather the required data using appropriate sampling.

CO4: Analyse and interpret data collected for the problem.

CO5: Understand the format of writing the report.

POS COS	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	2	3	2	3	2	1	2	2
CO2	3	2	2	2	1	2	2	1
CO3	3	2	2	1	2	3	3	2
CO4	3	2	3	3	2	1	2	2
CO5	3	3	2	3	1	1	2	2



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<b>BBA N 207</b>	<b>International Marketing</b>	<b>L-T-P:3-1-0</b>
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**Course Objective:**

The objective of the course "International Marketing" is to provide students with a comprehensive understanding of the principles, strategies, and challenges involved in conducting marketing activities on a global scale. The course aims to familiarize students with the complexities of international markets, including cultural differences, legal and regulatory considerations, and market entry strategies. By the end of the course, students will be able to critically analyze global marketing environments, develop international marketing plans, adapt marketing strategies to different cultural contexts, and address the unique challenges and opportunities of expanding businesses internationally.

**Prerequisites:**

A solid foundation in the principles of marketing is essential, as it provides the fundamental understanding of marketing concepts and strategies that will be applied in an international context.

**Course Learning Outcomes:**

1. Understand the factors influencing international markets, including cultural, economic, political, and legal aspects.
2. Assess various market entry methods and select appropriate strategies for expanding businesses into international markets.
3. Create comprehensive marketing plans tailored to global markets, considering cultural nuances, market dynamics, and competitive landscapes.
4. Modify marketing strategies to align with diverse cultural values, customs, and consumer behavior in different international markets.
5. Apply market research methods to gather relevant data and insights for identifying global market opportunities and understanding consumer preferences.
6. Determine and adapt product, pricing, distribution, and promotion strategies to meet the unique demands of international markets.

## **UNIT 1: Introduction to International Marketing**

- Basics of international marketing and its significance
- Differences between domestic and international marketing
- Cultural, economic, and political factors affecting international marketing
- Modes of market entry: exporting, licensing, and joint ventures
- Market selection and analysis in international markets
- Assignment

## **Unit 2 – International Marketing Environment**

- Geographic, demographic, economic, politic, legal, Socio-cultural environments
- Tariff and Non-Tariff barriers
- WTO, UNCTAD, regional economic groupings European Union(EU), NAFTA, ASEAN,
- Mergers and Acquisitions
- FDI
- Assignment

## **Unit 3 : Product and Brand Management in International Markets**

- International product life cycle and branding strategies
- Global brand management and brand equity
- Market Entry Strategies
- Branding Challenges in Emerging Markets
- Intellectual property rights
- Assignment

## **Unit 4: Pricing and Distribution Strategies in International Markets**

- Skimming Pricing strategy Vs. Penetration Pricing Strategy
- Factors influencing pricing decisions in international marketing
- International pricing strategies
- Distribution channels and logistics in global markets
- Managing global supply chains
- Assignment



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### **Unit 5: International Marketing Communication**

- Integrated marketing communication in international markets
- Cultural considerations in global advertising and promotion
- Public relations and international communications
- Types of Digital marketing
- Communication barrier in international marketing communication
- Assignment

### **Text and References**

1. Czinkota, M. R., & Ronkainen, I. A. (2019). International Marketing (11th Edition). Cengage Learning.
2. Keegan, W. J., & Green, M. C. (2017). Global Marketing (9th Edition). Pearson Education Limited.
3. Hollensen, S. (2019). Global Marketing: A Decision-Oriented Approach (8th Edition). Pearson Education Limited
4. Keegan, W. J., & Green, M. C. (2017). Global Marketing (9th Edition). Pearson Education Limited
5. Hollensen, S. (2019). Global Marketing: A Decision-Oriented Approach (8th Edition). Pearson Education Limited.

CO1: Understand the fundamentals of international marketing, including global market analysis and entry strategies.

CO2: Analyze cultural, economic, and political factors that influence international marketing decisions.

CO3: Develop effective international marketing strategies to target diverse global audiences.

CO4: Evaluate international market research techniques for informed decision-making in global markets.

CO5: Demonstrate knowledge of international marketing practices, including product adaptation, pricing, and distribution in various countries.

POS COS	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	3	-	1	-	1	3	1	-
CO2	2	-	-	-	1	-	1	-
CO3	-	2	3	-	1	-	1	-
CO4	-	-	-	-	1	1	1	1
CO5	-	-	2	-	1	-	1	1





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<b>HSS-201</b>	<b>Advance Business Communication</b>	<b>L-T-P:3-0-0</b>
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<b>BBA LP 161</b>	<b>Live Projects</b>	<b>L-T-P:0-1-1</b>
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<b>HPP - 173</b>	<b>Holistic &amp; Professional proficiency</b>	<b>L-T-P:0-0-2</b>
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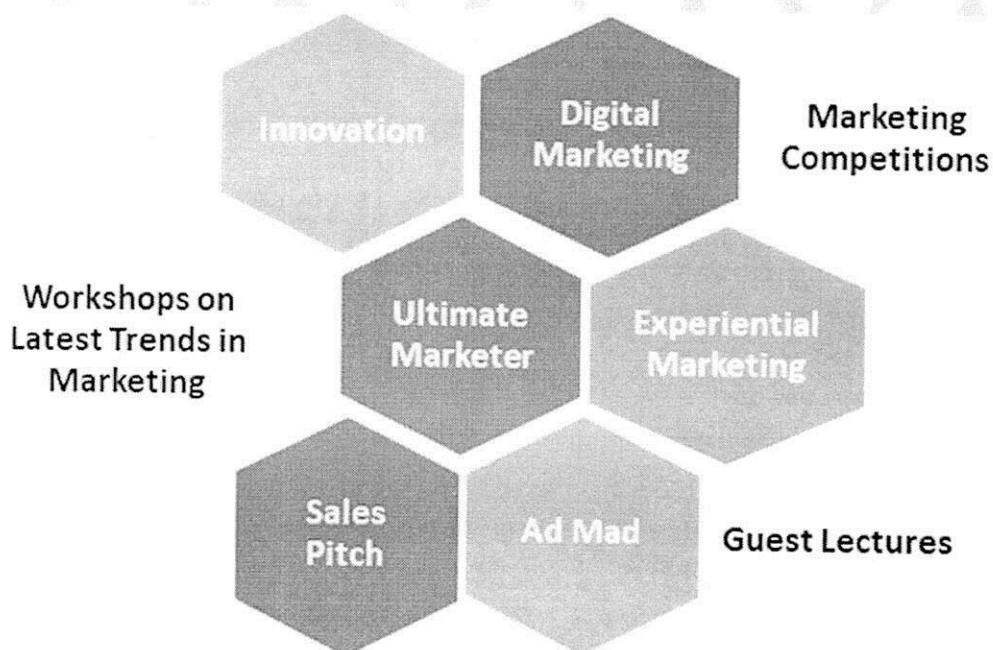
**List of different clubs**

**1) Markaizen Club of Lingayas (MCL)**

**"CONNECTING PEOPLE"**

**Introduction:**

As the name suggests, MCL is a step forward to make the students opt for Marketing as a specialization to excel in their creative learning and thinking abilities. The club is formed as a platform for the students to showcase their individual talents as well as their collaborative participation in groups. The club intends to mix and match different activities and workshops for the students, which will be helpful in giving finishing touches to their grooming and sharpening their marketing skills. The sole objective of the club is to make students industry-fit and equip them for the competitive times ahead.



  
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### Objectives of Club:

- To make students come up with creative thinking abilities in solving problems and marketing issues.
- To make students abreast of the current scenario and the happenings around the world in the marketing space.
- To groom the personality of the students and make them more self-confident in facing this world.
- To provide and teach them art and techniques related to marketing which would help them be industry ready
- To make students understand the importance of teamwork and make them realize their leadership qualities.

Vision: To represent and support an inclusive and vibrant student community in which members can expand their horizons with the new marketing trends, reach their full potential with the conceptual knowledge, and change the world around them with the help of marketing themselves in the hypercompetitive environment

Club Members- President, event coordinator, club coordinator

Faculty Incharge:

ASSISTANT PROFESSOR

Email:

Contact:

### Activities

This club will bring students together through events, sponsorships, publicity, and awareness of LV hosted events providing opportunities for development and social interaction that are central to many students' college experience. This club can bring in promotion stalls for Fresher's Day. The club can also conduct events like Ad-Venture - Creating an Advertising Campaign, inquisitive- A quiz on Marketing, Market Encounter- A puzzle-based game the best managers would compete. Cracking Cliché-Designing a Marketing Plan given a company and unusual product, What's in a name? Controversy Suggesting a New name and Marketing Campaign (Controversial debates), role play, AD MAD Show

#### 1) War of Brands

It can be a three-stage competition which can be organized by the Club and it is nothing short of a battlefield, wherein participants engage in ambush marketing to not only design campaigns for various brands but also market their ideas through social media platforms.

#### 2) Ulta Pulta

It can be organized under the umbrella of "Jingstad" and as the name suggests, everything is in reverse. You think you know a brand, till we take it and completely change it to its polar opposite. This event is for the creative geniuses out there.

### 3) X-Marketer

The specialty of X-Marketer lies in its dynamism, as it changes its rules and formats every year. While its underlying principle is to test participants' acumen and creativity. X-Marketer presents itself with new twists for all Marketing experts on campus.

### 4) Touchstone

"Touchstone", can be a case study competition which can provide budding marketers across the country the stage to prove their marketing acumen by delving into the marketing and branding strategies for products and services. Past participants from other colleges can be included.

## 2) VAANIJYA: THE FINANCE CLUB

"LEARN TODAY EARN TOMORROW"

About the Club: Vaanijya - The Finance club is the fountainhead of knowledge and new ideas in the field of knowledge. The club fosters an environment of discovery of recent trends and developments in the field of finance and provides a comprehensive understanding of the finance industry.

### Objectives

- 1) It imparts the knowledge of finance to the students in a very interesting manner.
- 2) To provide a comprehensive understanding of finance & economics.
- 3) To foster an environment among the students that encourages the continuous learning and discovery of recent trends in the area of finance.
- 4) To provide a platform to the students to bring out their best and improvise upon their concepts with a practical understanding.

### Vision

To represent and support an inclusive and vibrant student community in which members can expand their horizons with the new trends in finance & economics, reach their full potential with the conceptual and practical knowledge to make them industry ready.

**Club Members- President, event coordinator, club coordinator**

**Faculty In-charge:**

**ASSISTANT PROFESSOR**

**Email:**



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**Contact:**

**Activities:**

Knowledge Sharing Sessions: Guest lecturers/ Webinars related to finance/economics/ commerce are organized by inviting speakers from academia & industry.

1) FinQ / BusinessQ

To equip students of various finance and economics concepts along with its relevant practices in the real world. This is the quiz series.

2) News Blast

A series to update students about the latest development in the finance and economics world. It comprises four sections, namely, Big Story, Economic, Market and Startup. Presentations about the latest developments in the economy & financial industry are given by students.

3) Budget Discussion

The Financial Budget of the country stands as one of the most important events of the entire year. It encloses the future ideas, plans and flow of the economy in the near future. The budget discussion focuses on a sector-wise presentation on key announcements & their impact on the sector, accompanied with an overall takeaway for various stakeholders of the economy.

4) Vaanijya Game

Puzzle games related to finance like Jumble Words & Newspaper Geek are there for students to check their knowledge in an interesting manner.

### 3) CONQUERORS-ENTREPRENEURSHIP CLUB

#### "PROFIT NINJAS"

The vision is to be acknowledged as a program of International renown, where students, faculty, alumni, industry and policy makers collaborate, learn, and innovate. The team comprises faculty from different functional areas and disciplines.

#### Objectives

Center for entrepreneurship aims to collaborate with faculty and fellows who have thesis topics on subjects related to entrepreneurship and innovation. The center will also collaborate with industry to develop research cases for further study. Main focus areas will be:

1. To Promote First Generation Businessman and Industrialists
2. To Create Awareness about Availability of Resources
3. To Promote Small, Cottage & Local Industries
4. To Encourage Self Employment Tendencies
5. To Provide Knowledge about Government Plans and Programmes
6. To Make a Successful Entrepreneur
7. To Provide Training to Operate Business


#### Vision

Center for entrepreneurship provides support to creation of new ventures opportunities, identifying resource requirements, assisting in resource acquisitions and managing new ventures in tie-up with Lingayas University.

**Club      Members-      President,      event      coordinator,      club      coordinator**

Faculty  
ASSISTANT  
Email:

**In-charge:  
PROFESSOR**



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**Contact:**

**Activities**

**Events:** As part of a new initiative, the Center for Entrepreneurship will organize events that will give experiences and insights to help young entrepreneurs make a smooth transition from the idea to implementation. An Annual Entrepreneurship Summit is planned to be held every year.

**Women Entrepreneurship Programmes**

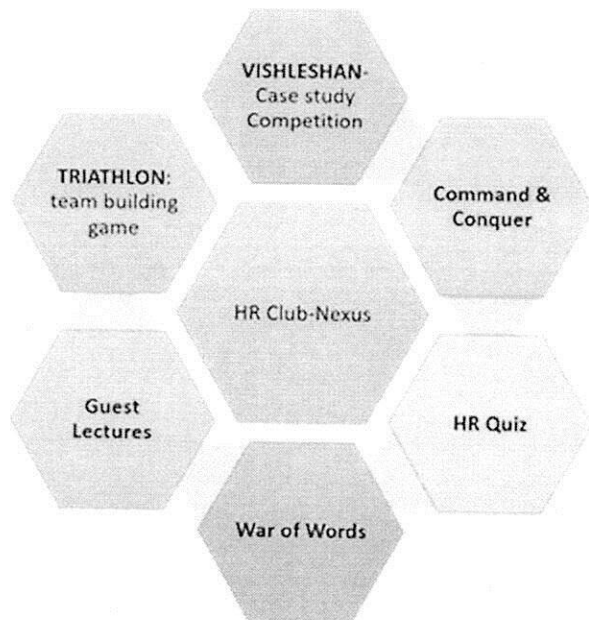
Center for entrepreneurship will conduct free one on one management consulting sessions for women entrepreneurs of areas nearby Lingayas Vidyapeeth, Faridabad. It will provide implementable solutions faced by these entrepreneurs in their ventures through problem analysis, research and brainstorming

**4) VISVICT- HR CLUB**

**"PERFORM AND MAKE YOUR FUTURE"**

The purpose of "HR Club" is to bring together students interested in the field of Human Resources Management, help them develop interpersonal skills needed in the corporate world. Encourage them to meet professionals who work in the field of Human Resources Management. This club is designed to help students learn more about Human Resource and what Human Resource Professionals do.

The club promotes the active participation of the students. The HR students take the lead in arranging the events. This enables the students to plan and arrange for the events successfully. The club activities are organized on a regular basis to promote the team spirit and implement the HR concepts practically.



#### **Vision:**

To foster highly proficient future Human Resource professionals with a humanitarian approach.

#### **Objectives:**

1. To enhance the skills and competencies of the members through sharing and learning.
2. To provide a forum for discussion and interaction and a platform for enhancing skills.
3. To make students understand what is expected in a real job interview and to improve the student's self-presentation.
4. Establishing contacts between HR managers in order to share the information and experience organizing and conducting the seminars.
5. To provide accurate instruction and realistic activities intended to stimulate discussion and provide the knowledge, skills and abilities necessary to perform HR roles and further an individual's career.
6. To continuously strive for academic and professional excellence in the field of HRM

**Club Members- President, event coordinator, club coordinator**



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**Faculty In charge:**

**ASSISTANT PROFESSOR**

**Email:**

**Contact:**

**Activities:**

**1. Recruitment and Selection Role Play**

Round 1 consists of Aptitude Test on various management fields and current affairs where 50 objective questions are given and 50 minutes are allotted. This was a pen paper round. All the students attempted the test out of which 12 students were picked for the 2nd round based on the marks awarded.

Second Round: Group Discussion will be conducted to the 8 students on any selected topic. From this GD round 3 students shall be selected for the final round of recruitment process based on their performance.

Third Round: In Final round or Personal interview selected students shall answer the interview panel consisting of student co-coordinators.

**2. Group Discussion Activity**

The class will be divided into 4 groups consisting of 6-8 members per group. Topics which will be given to groups such as

1. Reservation for woman would help the society
2. What is most helpful for being successful in life knowledge, power or wealth...?
3. Impact of social media.
4. Indian culture vs. western culture. It will be an interactive section and groups shall share their perception about the topics.

**3) Activity 3: 24**

The 24-hour event where the contestants shall be asked to capture an image and elucidate their vision with a small write-up. Any theme will be given to students for this. Activity 4: HR Conclave

The one-day long signature event where eminent speakers from various backgrounds share their thoughts and experiences to the students. It also involves a panel discussion with industry experts and HR managers from different sectors engaging in creative conversations among themselves and as well as the audience.

**4) Activity 5: HR Fest**

Quiz Regarding various aspects of HR, HR policies, laws etc.

HR Slat-Making a play incorporating various HR policies and other things. A team plays a corporate

scenario, which shows the best practices of HR Crisis-Giving some crisis scenarios and judging them based on the solution they give.

Preparing Recruitment advertisement-

**Outcome:**

The club will promote the active participation of the students. It will help them in attaining interpersonal skills required in the corporate field. The HR students shall make an active contribution in arranging the event. The club enhanced the knowledge on Recruitment and selection process. Participation in group discussion will enable them to express their views on the latest topics. It also helps promote team spirit, decision making, and motivation.

**5) ARPAN — THE CSR CLUB**

At the School of Commerce and Management we believe that a truly successful organization is one that looks beyond serving its own interests to serve society. As we shape the business professionals and leaders of tomorrow, it is important to not only equip them with knowledge and resources, but also the spirit of service and civic responsibility.

At Arpan, the CSR Club of SOCM, we educate students on the symbiotic relationship between society and businesses. We create awareness on the need for—and the importance of—corporate social responsibility, and emphasize the future role of students in the same.

The Club's activities are designed to help acquaint students with societal issues. Students are also taught to work in teams and develop social leadership to address the problems of the day. The aim is to help students work and lead businesses that play a strong social role.

Club Members- President, event coordinator, club coordinator

**Faculty In-charge:**

**ASSISTANT PROFESSOR**

**Email:**

**Contact:**



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## 6) Operations Management Club

### “OPER8 in Action”

OPER8 - Operations Management Club is an establishment under the mentorship of distinguished operations faculty members. The purpose of the club is to foster interest in the core aspects of operations as a whole henceforth capturing the essence of a business and re modelling those ideas into activities, games and learning experience.

The club endeavors to move learning beyond books and encourages students in brainstorming and creativity in real life problem solving and management games.

**Club Members- President, event coordinator, club coordinator**

**Faculty In-charge:**

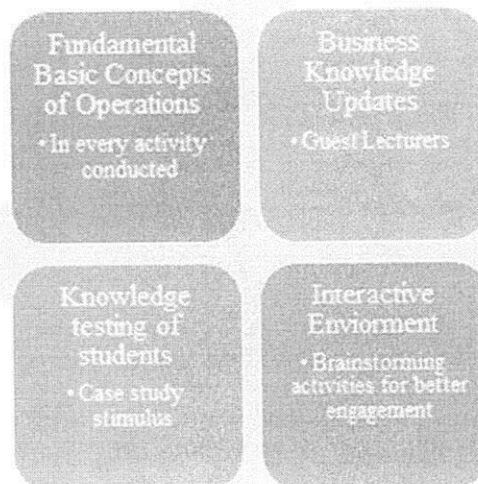
**ASSISTANT PROFESSOR**

**Email:**

**Contact:**

**Activities:**

Rush Hour, Board of Directors, Case-study competition, Decipher, Maze the Matrix and Beer Game



etc.

# Semester: IV



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**LINGAYA'S VIDYAPEETH**  
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<b>BBA N 202</b>	<b>Optimization Techniques for Managers</b>	<b>L-T-P:3-0-0</b>
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**Course Objective:**

1. The objective of the "Optimization Techniques for Managers " course is to provide students with a comprehensive understanding of Optimization Techniques for Managers in Supply Chain management.
2. To acquaint the student with the applications of Statistics and Optimization Techniques for Managers to business and industry
3. To help them to grasp the significance of analytical techniques in decision making.
4. To test on the application of Optimization Techniques for Managers to business related problems

**Prerequisites:**

There are no specific prerequisites for this course. However, a basic understanding of Optimization Techniques for Managers would be beneficial.

**Course Learning Outcomes:**

1. Formulation of a Linear programming problem.
2. Solve the formulation of Linear programming.
3. Evaluate the initial solution for the Transportation Model.
4. Evaluate the solution for the Assignment Problem.
5. Minimize the waiting hours of simultaneous projects undertaken.
6. Explain the different network models

### **Unit - 1 : Introduction to Optimization Techniques for Managers:**

- Definition of operations research
- Models of operations research
- Scientific methodology of operations research
- Scope of operations research, importance of operations research in decision making
- Role of operations management, limitations of OR.
- Assignment.

### **Unit - 2 : Linear Programming Problems & Transportation Problem**

- Linear Programming: Introduction – Mathematical formulation of a problem
- Graphical solutions, standard forms the simplex method for maximization and minimization problems.
- Transportation problem – Introduction – Initial basic feasible solution -
- NWC method – Least cost method – Vogel's method
- MODI – moving towards optimality – solution procedure without degeneracy
- Assignment

### **Unit - 3: Assignment Problem**

- Assignment problem
- Objective and Importance
- Algorithm
- Hungarian method
- simple problems.
- Assignment



#### **Unit - 4: Job Sequencing & Replacement Models**

- Sequencing problem – processing through 2 machines, 3 machine
- S jobs and K machines
- Traveling salesman problem
- Replacement of items that deteriorate gradually – with time, without time, that fails completely
- Individual replacement – group replacement
- Assignment

#### **Unit - 5 : Network Models**

- Network models and simulation
- Network models for project analysis
- CPM; Network construction and time analysis;
- Cost time trade off,
- PERT – problems
- Assignment

#### **Text and References**

1. Tulsian, P. C., Vishal Pandey, Quantitative Techniques – Theory and Problems, Pearson Publications, 2006.
2. Sankar P. Iyer, Operations Research, Tata McGraw-Hill Education, 2008
3. Hamdy A. Taha, Operations Research-An introduction, Pearson Education, 8th Edition / Prentice Hall of India, 2007.
4. Ravindren, Don T. Phillips and James J. Solberg, Operations Research Principles and Practice, John Wiley and Sons, 2nd edition, 2000.

CO1: Discuss about operations research, history and application

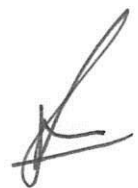
CO2: Discuss linear programming Problems and its applications

CO3: Practical Solution of Assignment Problems & Transportation Problems through various methods

CO4: Practical Problems and solution of job sequencing problems & Replacement Models

CO5: Knowledge of network diagram, CPM & Pert (Project Evaluation Techniques)

POS COS	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	3	-	1	-	1	3	1	-
CO2	2	-	-	-	1	-	1	-
CO3	-	2	3	-	1	-	1	-
CO4	-	-	-	-	1	1	1	1
CO5	-	-	2	-	1	-	1	1





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<b>EB BBA 202 B</b>	<b>Education Basket</b>	<b>L-T-P:4-0-0</b>
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המחלקה לבריאות הציבור  
המחלקה לבריאות הציבור

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<b>EB BBA 204 A</b>	<b>Education Basket</b>	<b>L-T-P: 2-0-0</b>
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<b>EB BBA 204 B</b>	<b>Education Basket</b>	<b>L-T-P:2-0-0</b>
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<b>BBA CP 162</b>	<b>Capstone Projects</b>	<b>L-T-P:0-1-1</b>
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<b>HPP-174</b>	<b>Holistic &amp; Professional Proficiency</b>	<b>L-T-P:0-0-2</b>
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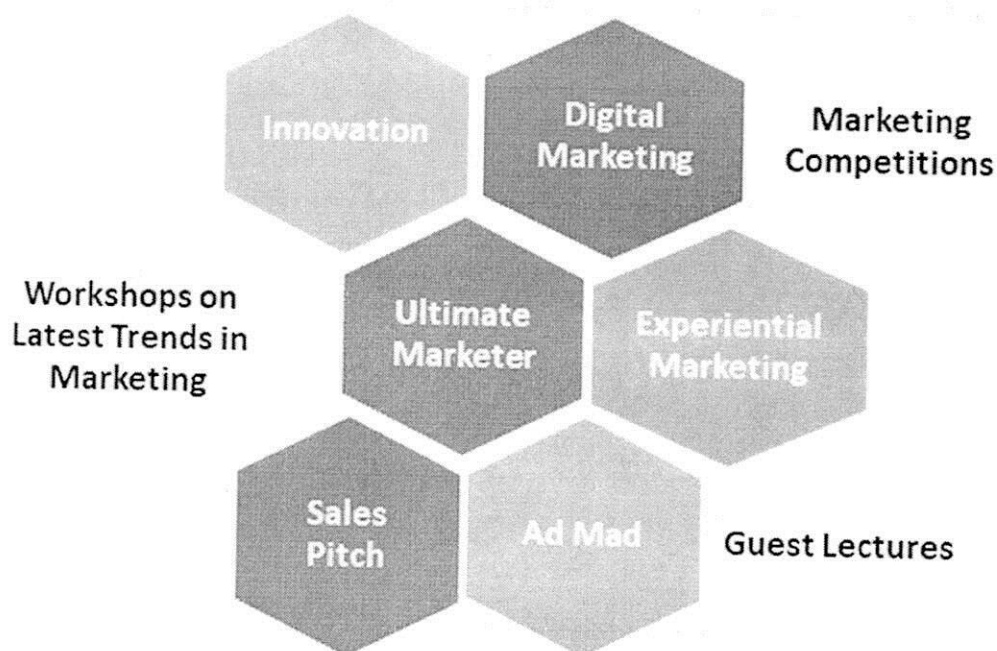
**List of different clubs**

**1) Markaizen Club of Lingayas (MCL)**


**"CONNECTING PEOPLE"**

**Introduction:**

As the name suggests, MCL is a step forward to make the students opt for Marketing as a specialization to excel in their creative learning and thinking abilities. The club is formed as a platform for the students to showcase their individual talents as well as their collaborative participation in groups. The club intends to mix and match different activities and workshops for the students, which will be helpful in giving finishing touches to their grooming and sharpening their marketing skills. The sole objective of the club is to make students industry-fit and equip them for the competitive times ahead.



Objectives of Club:

  
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- To make students come up with creative thinking abilities in solving problems and marketing issues.
- To make students abreast of the current scenario and the happenings around the world in the marketing space.
- To groom the personality of the students and make them more self-confident in facing this world.
- To provide and teach them art and techniques related to marketing which would help them be industry ready
- To make students understand the importance of teamwork and make them realize their leadership qualities.

Vision: To represent and support an inclusive and vibrant student community in which members can expand their horizons with the new marketing trends, reach their full potential with the conceptual knowledge, and change the world around them with the help of marketing themselves in the hypercompetitive environment

Club Members- President, event coordinator, club coordinator

Faculty In charge:

ASSISTANT PROFESSOR

Email:

Contact:

### Activities

This club will bring students together through events, sponsorships, publicity, and awareness of LV hosted events providing opportunities for development and social interaction that are central to many students' college experience. This club can bring in promotion stalls for Fresher's Day. The club can also conduct events like Ad-Venture - Creating an Advertising Campaign, inquisitive- A quiz on Marketing, Market Encounter- A puzzle-based game the best managers would compete. Cracking Cliché-Designing a Marketing Plan given a company and unusual product, What's in a name? Controversy Suggesting a New name and Marketing Campaign (Controversial debates), role play, AD MAD Show

#### 1) War of Brands

It can be a three-stage competition which can be organized by the Club and it is nothing short of a battlefield, wherein participants engage in ambush marketing to not only design campaigns for various brands but also market their ideas through social media platforms.

#### 2) Ulta Pulta

It can be organized under the umbrella of "Jingstad" and as the name suggests, everything is in reverse. You think you know a brand, till we take it and completely change it to its polar opposite. This event is for the creative geniuses out there.

#### 3) X-Marketer

The specialty of X-Marketer lies in its dynamism, as it changes its rules and formats every year.

While its underlying principle is to test participants' acumen and creativity. X-Marketer presents itself with new twists for all Marketing experts on campus.

#### 4) Touchstone

"Touchstone", can be a case study competition which can provide budding marketers across the country the stage to prove their marketing acumen by delving into the marketing and branding strategies for products and services. Past participants from other colleges can be included.

#### 2) VAANIJYA: THE FINANCE CLUB

"LEARN TODAY EARN TOMORROW"

About the Club: Vaanijsya - The Finance club is the fountainhead of knowledge and new ideas in the field of knowledge. The club fosters an environment of discovery of recent trends and developments in the field of finance and provides a comprehensive understanding of the finance industry.

#### Objectives

- 1) It imparts the knowledge of finance to the students in a very interesting manner.
- 2) To provide a comprehensive understanding of finance & economics.
- 3) To foster an environment among the students that encourages the continuous learning and discovery of recent trends in the area of finance.
- 4) To provide a platform to the students to bring out their best and improvise upon their concepts with a practical understanding.

#### Vision

To represent and support an inclusive and vibrant student community in which members can expand their horizons with the new trends in finance & economics, reach their full potential with the conceptual and practical knowledge to make them industry ready.

**Club Members- President, event coordinator, club coordinator**

**Faculty In-charge:**

**ASSISTANT PROFESSOR**

**Email:**

**Contact:**



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### **Activities:**

Knowledge Sharing Sessions: Guest lecturers/ Webinars related to finance/economics/ commerce are organized by inviting speakers from academia & industry.

#### **1) FinQ / BusinessQ**

To equip students of various finance and economics concepts along with its relevant practices in the real world. This is the quiz series.

#### **2) News Blast**

A series to update students about the latest development in the finance and economics world. It comprises four sections, namely, Big Story, Economic. Market and Startup. Presentations about the latest developments in the economy & financial industry are given by students.

#### **3) Budget Discussion**

The Financial Budget of the country stands as one of the most important events of the entire year. It encloses the future ideas, plans and flow of the economy in the near future. The budget discussion focuses on a sector-wise presentation on key announcements & their impact on the sector, accompanied with an overall takeaway for various stakeholders of the economy.

#### **4) Vaanijya Game**

Puzzle games related to finance like Jumble Words & Newspaper Geek are there for students to check their knowledge in an interesting manner.

### **3) CONQUERORS-ENTREPRENEURSHIP CLUB**

#### **"PROFIT NINJAS"**

The vision is to be acknowledged as a program of International renown, where students, faculty, alumni, industry and policy makers collaborate, learn, and innovate. The team comprises faculty from different functional areas and disciplines.

## Objectives

Centre for entrepreneurship aims to collaborate with faculty and fellows who have thesis topics on subjects related to entrepreneurship and innovation. The center will also collaborate with industry to develop research cases for further study. Main focus areas will be:

1. To Promote First Generation Businessman and Industrialists
2. To Create Awareness about Availability of Resources
3. To Promote Small, Cottage & Local Industries
4. To Encourage Self Employment Tendencies
5. To Provide Knowledge about Government Plans and Programmes
6. To Make a Successful Entrepreneur
7. To Provide Training to Operate Business

## Vision

Center for entrepreneurship provides support to creation of new ventures opportunities, identifying resource requirements, assisting in resource acquisitions and managing new ventures in tie-up with Lingayas University.

Club	Members-	President,	event	coordinator,	club	coordinator
Faculty						In-charge:
ASSISTANT						PROFESSOR
Email:						
Contact:						

## Activities

Events: As part of a new initiative, the Center for Entrepreneurship will organize events that will give experiences and insights to help young entrepreneurs make a smooth transition from the idea to implementation. An Annual Entrepreneurship Summit is planned to be held every year.

## Women Entrepreneurship Programmes

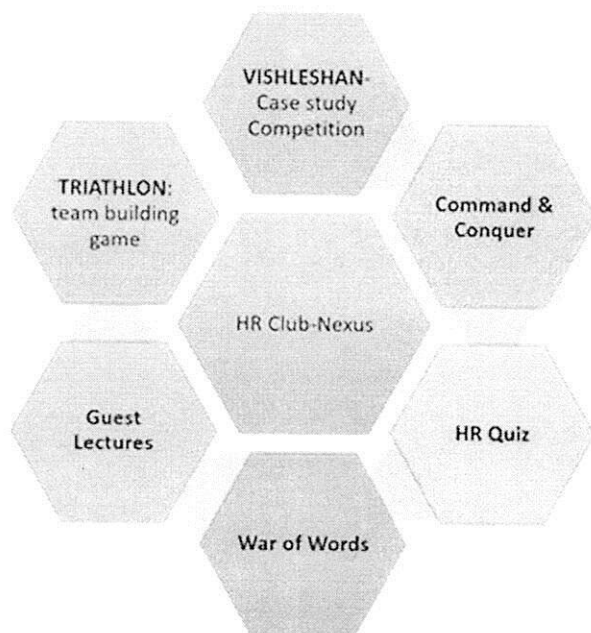
Center for entrepreneurship will conduct free one on one management consulting sessions for women entrepreneurs of areas nearby Lingayas Vidyapeeth, Faridabad. It will provide implementable solutions faced by these entrepreneurs in their ventures through problem analysis, research and brainstorming

#### 4) VISVICT- HR CLUB

##### "PERFORM AND MAKE YOUR FUTURE"

The purpose of "HR Club" is to bring together students interested in the field of Human Resources Management, help them develop interpersonal skills needed in the corporate world. Encourage them to meet professionals who work in the field of Human Resources Management. This club is designed to help students learn more about Human Resource and what Human Resource Professionals do.

The club promotes the active participation of the students. The HR students take the lead in arranging the events. This enables the students to plan and arrange for the events successfully. The club activities are organized on a regular basis to promote the team spirit and implement the HR concepts practically.



##### **Vision:**

To foster highly proficient future Human Resource professionals with a humanitarian approach.

##### **Objectives:**

1. To enhance the skills and competencies of the members through sharing and learning.
2. To provide a forum for discussion and interaction and a platform for enhancing skills.

3. To make students understand what is expected in a real job interview and to improve the student's self-presentation.
4. Establishing contacts between HR managers in order to share the information and experience organizing and conducting the seminars.
5. To provide accurate instruction and realistic activities intended to stimulate discussion and provide the knowledge, skills and abilities necessary to perform HR roles and further an individual's career.
6. To continuously strive for academic and professional excellence in the field of HRM

**Club Members- President, event coordinator, club coordinator**

**Faculty Incharge:**

**ASSISTANT PROFESSOR**

**Email:**

**Contact:**

**Activities:**

**1. Recruitment and Selection Role Play**

Round 1 consists of Aptitude Test on various management fields and current affairs where 50 objective questions are given and 50 minutes are allotted. This was a pen paper round. All the students attempted the test out of which 12 students were picked for the 2nd round based on the marks awarded.

Second Round: Group Discussion will be conducted to the 8 students on any selected topic. From this GD round 3 students shall be selected for the final round of recruitment process based on their performance.

Third Round: In Final round or Personal interview selected students shall answer the interview panel consisting of student co-coordinators.

**2. Group Discussion Activity**

The class will be divided into 4 groups consisting of 6-8 members per group. Topics which will be given to groups such as

1. Reservation for woman would help the society
2. What is most helpful for being successful in life knowledge, power or wealth...?
3. Impact of social media.



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4. Indian culture vs. western culture. It will be an interactive section and groups shall share their perception about the topics.

### 3) Activity 3: 24

The 24-hour event where the contestants shall be asked to capture an image and elucidate their vision with a small write-up. Any theme will be given to students for this. Activity 4: HR Conclave

The one-day long signature event where eminent speakers from various backgrounds share their thoughts and experiences to the students. It also involves a panel discussion with industry experts and HR managers from different sectors engaging in creative conversations among themselves and as well as the audience.

### 4) Activity 5: HR Fest

Quiz Regarding various aspects of HR, HR policies, laws etc.

HR Slat-Making a play incorporating various HR policies and other things. A team plays a corporate scenario, which shows the best practices of HR Crisis-Giving some crisis scenarios and judging them based on the solution they give.

Preparing Recruitment advertisement-

#### **Outcome:**

The club will promote the active participation of the students. It will help them in attaining interpersonal skills required in the corporate field. The HR students shall make an active contribution in arranging the event. The club enhanced the knowledge on Recruitment and selection process. Participation in group discussion will enable them to express their views on the latest topics. It also helps promote team spirit, decision making, and motivation.

### 5) ARPAN — THE CSR CLUB

At the School of Commerce and Management we believe that a truly successful organization is one that looks beyond serving its own interests to serve society. As we shape the business professionals and leaders of tomorrow, it is important to not only equip them with knowledge and resources, but also the spirit of service and civic responsibility.

At Arpan, the CSR Club of SOCM, we educate students on the symbiotic relationship between society and businesses. We create awareness on the need for—and the importance of—corporate social responsibility, and emphasize the future role of students in the same.

The Club's activities are designed to help acquaint students with societal issues. Students are also taught to work in teams and develop social leadership to address the problems of the day. The aim is to help students work and lead businesses that play a strong social role.

Club Members- President, event coordinator, club coordinator

**Faculty In-charge:**

**ASSISTANT PROFESSOR**

**Email:**

**Contact:**

### **6) Operations Management Club**

**"OPER8 in Action"**

OPER8 - Operations Management Club is an establishment under the mentorship of distinguished operations faculty members. The purpose of the club is to foster interest in the core aspects of operations as a whole henceforth capturing the essence of a business and remodeling those ideas into activities, games and learning experience.

The club endeavors to move learning beyond books and encourages students in brainstorming and creativity in real life problem solving and management games.

Club Members- President, event coordinator, club coordinator

**Faculty In-charge:**

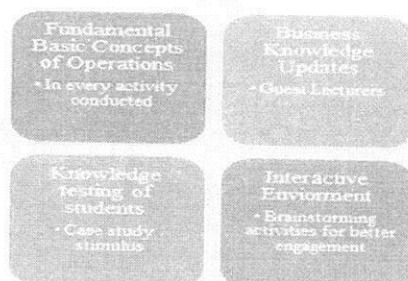
**ASSISTANT PROFESSOR**

**Email:**

**Contact:**

**Activities:**

Rush Hour, Board of Directors, Case-study competition, Decipher, Maze the Matrix and Beer Game etc.



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## **Discipline Specific Elective - 1** **Banking and Finance**

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<b>BBA N 206 A</b>	<b>Project planning analysis and management</b>	<b>L-T-P:3-0-0</b>
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**Course Objectives:**

1. To develop a comprehensive understanding of project management principles and practices
2. To equip BBA students with the skills necessary to plan, analyze, and manage projects effectively.
3. To provide students with practical tools and techniques for project planning, scheduling, and control
4. To enhance students' ability to manage project risks, resources, and stakeholders.
5. To foster critical thinking and problem-solving skills in project management scenarios.

**Prerequisites:**

Basic understanding of project management planning is the foundation and most important stage of the project management life-cycle. The project planning activity sets the project foundations by baselining the project scope, schedule, quality standards, objectives, and goals. Planning typically involves creating a document with all project information.

**Course Learning Outcome:**

The purpose of this course is to provide BBA students with a solid foundation in project planning, analysis, and management. By exploring key project management concepts, tools, and techniques, students will gain practical insights into project lifecycle phases, planning methodologies, risk assessment, resource allocation, and stakeholder management. The course aims to develop the skills required to successfully initiate, plan, execute, monitor, and close projects in various business settings.

### **Unit 1: Introduction to Project Management**

- Overview of project management principles
- Project lifecycle and process groups
- Project selection and strategic alignment
- Project stakeholders and their roles
- Ethical considerations in project management
- Assignment

### **Unit 2: Project Planning and Scope Management**

- Defining project objectives and scope
- Work breakdown structure (WBS) development
- Activity sequencing and network diagramming
- Resource estimation and allocation
- Scope verification and change control
- Assignment

### **Unit 3: Project Time and Cost Management**

- Activity duration estimation and schedule development
- Critical path method (CPM) and schedule compression techniques
- Cost estimation and budgeting
- Earned value management (EVM)
- Project cost control and monitoring
- Assignment

### **Unit 4: Project Risk and Quality Management**

- Risk identification, assessment, and prioritization
- Risk response planning and mitigation strategies
- Quality planning and assurance
- Quality control and process improvement
- Project procurement and vendor management
- Assignment



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## Unit 5: Project Communication and Stakeholder Management

- Communication planning and information distribution
- Stakeholder identification and analysis
- Managing stakeholder expectations and engagement
- Conflict resolution and negotiation skills
- Project closure and lessons learned
- Assignment

### References:

- 1) "A Guide to the Project Management Body of Knowledge (PMBOK® Guide)" by Project Management Institute (PMI)
- 2) "Project Management: A Systems Approach to Planning, Scheduling, and Controlling" by Harold Kerzner
- 3) "Project Management: The Managerial Process" by Erik W. Larson and Clifford F. Gray
- 4) "Effective Project Management: Traditional, Agile, Extreme" by Robert K. Wysocki
- 5) "Project Management: A Managerial Approach" by Jack R. Meredith and Samuel J. Mantel Jr.

CO1: Understand the principles and methodologies of project planning and management.

CO2: Apply critical thinking and business analysis skills to identify project requirements and objectives.

CO3: Analyze project risks and develop risk management strategies for successful project execution.

CO4: Demonstrate effective communication with project stakeholders to ensure project success.

CO5: Plan and allocate project resources efficiently to achieve project goals.

POS COS	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	3	1	1	1	1	1	1	1
CO2	1	3	1	1	1	1	1	1
CO3	1	3	1	3	1	1	1	1
CO4	1	1	1	3	1	1	1	1
CO5	1	3	1	1	3	1	1	1

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<b>BBA N 206 B</b>	<b>Security analysis and portfolio management</b>	<b>L-T-P: 3-0-0</b>
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**Course Objective:**

This course aims at developing an understanding of the changing domestic and global investment scenario in general and Indian capital market in particular with reference to availability of various financial products and operations of stock exchanges. It aims at providing an in-depth knowledge of the theory and practice of portfolio management. Important theories, techniques, regulations and certain advancements in theory of investment will be covered with an aim of helping the participants make sound investment decisions in the context of portfolio investment.

**Prerequisites:**

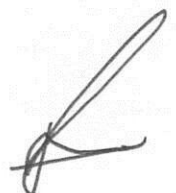
There are no specific prerequisites for this course. However, a basic understanding of the global investment scenario and Indian capital market is desired.

**Course Learning Outcomes:**

1. To provide a theoretical and practical background in the field of investments.
2. Designing and managing the bond as well as equity portfolios in the real world
3. Valuing equity and debt instruments
4. Measuring the portfolio performance
5. To explore different avenues of investment.
6. To be equipped with the knowledge of security analysis
7. To apply the concept of portfolio management for the better investment.

**Unit 1: Introduction**

- Nature and Scope of Investment Management and Portfolio Analysis
- Investment Alternatives and Their Evaluation
- Financial Markets
- Portfolio Management Process
- Approaches to Investment Decision Making
- Assignment



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## **Unit 2: Risk and Return**

- Basic Concepts and Methods Risk and Return
- Fundamental Analysis
- Technical Analysis
- Dow Theory – Behavior of Stock Price
- Elliott Wave Theory, Efficient market theory
- Assignment

## **Unit 3: Portfolio Theory**

- Modern Portfolio Theory Portfolio Theory
- Diversification and Portfolio Risk, Portfolio Return and Risk
- Calculation of Portfolio Risk
- Capital Asset Pricing Model
- The Capital Market Line
- Assignment

## **Unit 4: Equity and Cash Flow**

- Equity Valuation: Balance Sheet Techniques.
- Discounted Cash Flow Techniques
- Relative Valuation Techniques: Price-earnings ratio,
- Pricebook value ratio, Price-sales ratio.
- earnings multiplier approach
- Assignment

## **Unit 5: Portfolio Management**

- Portfolio Management
- Formulation of Portfolio Strategy,
- Portfolio Revision, Performance Evaluation.
- Latest Developments, Trends and Practice.
- Structure of Forward and Future Markets. Interpretation of Future and Option Price Quotations
- Assignment

## Text & References

1. Investment Analysis and Portfolio Management, Chandra, P (Tata McGraw Hill Publishing Co. Ltd.)
2. Security Analysis and Portfolio Management, S. Kevin (PHI Publications)
3. Investment Analysis and Portfolio Management, 6e, Frank K. Reilly and Keith C. Brown (Dryden Press)
4. Modern Investments and Security Analysis, Fuller R J; Farrel JL (McGraw Hill)
5. Security Analysis and Portfolio Management, 6e, Fischer DE & Jordan R J (Prentice Hall).

CO1 : Identify the investment opportunities and the nature of investment decisions.

CO2 : Interpret the investment environment and assess the procedural issues of the security markets.

CO3 : Choose from a framework of risk and return for enabling an understanding of the theoretical tenets of investment analysis.

CO4 : Discuss and explore the relational and exploratory methods and influences considered by technical analysts.

CO5 : Organize the various instruments and their regulatory systems on the portfolio analysis.

POS COS	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	3	-	3	-	3	-	3	3
CO2	3	-	-	3	3	-	1	3
CO3	3	3	3	-	3	3	3	3
CO4	3	2	2	3	3	2	2	3
CO5	3	3	3	2	3	3	3	2

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<b>BBA N 206 C</b>	<b>Mergers, acquisitions, and corporate finance</b>	<b>L-T-P:3-0-0</b>
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**Course Objective:**

This course will help students appreciate the importance of merger and acquisitions (M&A) in the present corporate world. The student will be able to understand the entire process of mergers and acquisitions i.e. starting from searching acquisition targets to post acquisition integration process. The course will help students learn valuation from mergers and acquisitions point of view

**Prerequisites:**

A basic understanding with a view to provide a comprehensive and in-depth knowledge about the financing of mergers and acquisitions in corporations.

**Course Learning Outcomes:**

1. Gain a comprehensive understanding of the concepts, types, and motivations behind mergers and acquisition.
2. Apply financial analysis techniques to evaluate the financial feasibility and value creation potential of mergers and acquisitions
3. Understanding of corporate capital structure; calculating the need for external financing of the corporation; estimation of elements of capital; investment decision-taking; business valuation.
4. Conduct effective due diligence to evaluate the target company's financial and operational aspects before entering into a merger or acquisition.
5. Explore advanced financial concept like corporate valuation to lead organisational decisions
6. Assess the strategic rationale and potential synergies driving mergers and acquisitions.

**Unit 1: Mergers and Acquisitions: (5 topics + assignments)**

- Concept, Classification of Mergers
- Motives behind M & A
- Process of M & A
- Reasons for Failure
- Recent Examples of M & A in India
- Assignment

**Unit 2: Merger and Acquisition Valuation (5 topics + assignments)**

- Concept of Merger and Acquisition Valuation
- Importance of Valuation in Merger and Acquisition
- Cash Flow based method
- Earning/income-based method
- Asset based valuation
- Assignment

**Unit 3: Accounting for mergers (5 topics + assignments)**

- Pooling of Interest Method
- Purchase Method
- Treatment of Goodwill
- Tax Implications of M&A transactions
- Practical Problems
- Assignment

**Unit 4: Capital Budgeting (5 topics + assignments)**

- Capital Budgeting concept, importance and limitation
- Capital Budgeting Process
- Capital budgeting methods
- Capital budgeting decision rules
- Factor affecting Capital Budgeting Decision
- Assignment

**Unit 5: Capital Structure (5 topics + assignments)**

- Concept of Capital Structure
- Types and Importance of Capital Structure
- Factor Determining Capital Structure
- Operational and financial leverage
- EBIT and EPS analysis
- Assignment

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## Text and References

1. Mergers, Acquisitions, and Corporate Restructuring, Gaughan, John Wiley and Sons.
2. Takeovers, Restructuring, and Corporate Governance, Weston, Mitchell & Mulherin, Pearson Education.
3. Applied Mergers and Acquisitions, Bruner, John Wiley Publication
4. Valuation – Measuring and Managing the Value of Companies, Copeland et al, John Wiley Publication.
5. Damodaran on Valuation, Damodaran, John Wiley Publication
6. Prasanna Chandra; Financial Management Theory and Practice; Tata McGraw Hill; 7th Edition
7. Damodaran, Corporate Finance – John Wiley & Co., 2/e, 2004
8. I.M. Pandey – Financial Management (Vikas), 9/e,

CO1: To assess and evaluate financial health

CO2: To analyse capital structure decisions

CO3: Estimating financial requirements

CO4: To imbibe basic concepts which enable the financial decision making

CO5: To analyse investment decisions

POS COS	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	1	1	1	-	1	1	1	-
CO2	1	1	-	1	-	-	1	2
CO3	1	1	-	1	2	1		1
CO4	3	1	1	3	-	2	2	-
CO5	1	2	-	1	1	3	1	-

## **Discipline Specific Elective - 2**

### **Marketing**

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(A Deemed to be University u/s 3 of UGC Act, 1956)

<b>BBA N 208A</b>	<b>Advertising &amp; Sales Promotion</b>	<b>L-T-P:3-0-0</b>
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**Course Objective:**

The objective of the course "Advertising and Sales Promotion" is to equip students with the knowledge and skills necessary to understand and implement effective advertising and sales promotion strategies. Throughout the course, students will learn about the principles of advertising, including the creative process, target audience analysis, media planning, and campaign evaluation. They will also explore various sales promotion techniques, such as discounts, contests, and loyalty programs.

**Perquisites:**

Basic knowledge of marketing and advertising.

**Course Learning Outcome:**

Develop a comprehensive understanding of advertising principles and strategies, including target audience analysis, creative message development, media selection, and campaign planning.

**Unit I: Introduction to Public Relations–**

- Concept and definitions of public relations
- Process of public relations,
- Need and scope of public relations
- Growth and development of PR with special reference to India
- Public relations- advertising-propaganda publicity
- Assignment

## Unit II: P.R. Tools


- PR agency- structure and functions
- Tools of public relations, House journal
- writing for Press release,
- Press Conferences
- Press Brief
- Assignment

## Unit III: Corporate Reputation in Global Society

- Assessing Strategic Communication in Current Reputation Management Practices
- Corporate Identity, Corporate Image,
- Corporate Reputation,
- Professional Ethical Standards in Reputation Management
- Corporate Social Responsibility.
- Assignment

## Unit IV: Corporate Strategic Philanthropy –

- Reputation Management Through Internal Relations,
- Reputation Management Through
- External Relations, When Business Mixes with Politics, Religion, & Social Justice,
- Issues Management, Managing Reputation During Crisis,
- Corporate Engagement in the Digital Era.
- Assignment



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### Text Books:-

1. "The New Rules of Marketing and PR" by David Meerman Scott
2. "The Business of Persuasion" by Harold Burson
3. Keeping the Corporate Image: Public Relations and Business by Richard S. Tedlow

CO1: Studying the characteristics, types & impact of non products ADs.

CO2: Learning the types of media, advantages & disadvantages of ads medias.

CO3: Analysing media selection, planning & factors influencing media planning.

CO4: Understanding the techniques of sales promotion and knowing about the online sales promotions to create awareness among the students regarding the sale.

POS COS	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	2	-	3	-	3	-	3	1
CO2	3	-	-	3	3	-	1	3
CO3	1	3	3	-	3	3	3	3
CO4	3	2	2	3	3	2	2	3

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<b>BBA N 208B</b>	<b>Business Marketing</b>	<b>L-T-P:3-0-0</b>
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**Course Objective:**

1. To outline key marketing concepts and its application to different markets
2. To identify factors and processes essential for designing marketing strategy
3. To analyze and examine the implementation of marketing concepts and strategy to firms

**Prerequisites:**

A basic understanding of business marketing will give basic understanding of marketing principles, consumer behavior, and market research to students and it will be beneficial.


**Course Learning Outcomes:**

After studying this the students will be able to -

1. Assess market opportunities by analyzing customers, competitors, collaborators, context, and the strengths and weaknesses of a company.
2. Develop effective marketing strategies to achieve organizational objectives.
3. Design a strategy implementation program to maximize its chance of success.

**Unit 1: Introduction to Marketing**

- Overview of Marketing: Definition, scope, and importance in business.
- Marketing Concepts: Understanding the marketing mix (4Ps) and its evolution.
- Market Research: Techniques for gathering and analyzing market data.
- Consumer Behavior: Factors influencing buying decisions and consumer segmentation.
- Marketing Environment: Analyzing macro and micro environmental factors.
- Assignment

  
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## **Unit 2: Marketing Strategy**

- Market Segmentation: Identifying target markets and positioning products/services.
- Product Development and Management: Stages of product development and lifecycle strategies.
- Pricing Strategies: Determining pricing objectives and setting appropriate pricing policies.
- Distribution Channels: Understanding channel design, selection, and management.
- Integrated Marketing Communication (IMC): Utilizing various promotional tools and creating IMC plans.
- Assignment

## **Unit 3: Digital Marketing**

- Digital Marketing Fundamentals: Introduction to online marketing channels and trends.
- Social Media Marketing: Leveraging social platforms for brand building and engagement.
- Search Engine Optimization (SEO): Techniques to improve website visibility in search engines.
- Pay-Per-Click Advertising (PPC): Understanding and managing PPC campaigns effectively.
- Email Marketing: Designing and executing successful email marketing campaigns
- Assignment

## **Unit 4: Marketing Analytics**

- Marketing Metrics: Identifying and measuring key performance indicators (KPIs).
- Data Analysis: Analyzing marketing data to gain insights and make informed decisions.
- Customer Relationship Management (CRM): Using data to enhance customer relationships and loyalty.
- Marketing Automation: Implementing automated marketing processes for efficiency.
- A/B Testing: Conducting experiments to optimize marketing strategies and campaigns.
- Assignment

### Unit 5: International Marketing

- Global Market Entry Strategies: Assessing various methods to enter foreign markets.
- Cultural Factors in International Marketing: Understanding cultural nuances and adapting marketing approaches.
- International Market Research: Analyzing foreign markets and identifying opportunities.
- Export and Import Management: Navigating international trade regulations and logistics.
- Ethical and Legal Issues in International Marketing: Addressing challenges related to ethics and compliance.
- Assignment

### Text and References

1. K.S. Chandrasekar, MARKETING MANAGEMENT TEXT AND CASES, Tata McGraw-Hill Publication, New Delhi.2010
2. Govindarajan, MARKETING MANAGEMENT CONCEPTS, CASES, CHALLENGES AND TRENDS, Prentice Hall of India, New Delhi. 2009
3. Philip Kotler, MARKETING MANAGEMENT- ANALYSIS PLANNING AND CONTROL, Prentice Hall of India, New Delhi
4. Ramaswamy. V S & Namakumari. S, MARKETING MANAGEMENT-PLANNING IMPLEMENTATION AND CONTROL, Macmillan Business Books, New Delhi, 2002,



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CO1: Students will be able to identify the scope and significance of Marketing In Domain Industry

CO2: Students will be able to examine marketing concepts and phenomena to current business events In the Industry.

CO3: Students will be able to coordinate the various marketing environment variables and interpret them for designing marketing strategy for business firms

CO4: Students will be able to illustrate market research skills for designing innovative marketing strategies for business firms

CO5: Students will be able to practice marketing communication skills relevant to the corporate world.

POS COS	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	3	2	2	1	2	-	2	1
CO2	2	2	2	1	2	2	3	1
CO3	3	2	3	2	2	2	1	2
CO4	2	3	1	2	1	3	2	2
CO5	1	2	2	2	-	1	-	1

**LINGAYA'S VIDYAPEETH**  
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<b>BBA N 208C</b>	<b>Innovation and Creativity in business</b>	<b>L-T-P:3-0-0</b>
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**Course Objectives:**

1. To introduce BBA students to the concepts and importance of innovation and creativity in the business environment.
2. To explore the role of innovation in driving organizational success and competitiveness.
3. To develop students' ability to think creatively and generate innovative ideas for business solutions.
4. To understand the process of fostering a culture of innovation within organizations.
5. To equip students with practical tools and strategies to implement and manage innovation projects.

**Prerequisite:**

Basic understanding of the pathways to success, growth, and differentiation. Creativity is the ability to produce new and unique ideas, while innovation is the implementation of those ideas. Both require looking at things from a different perspective and exploring new concepts. Creativity and innovation can benefit businesses by increasing productivity, improving problem-solving skills, and gaining an edge on the competition. To foster creativity and innovation, businesses need to motivate employees, give them time and resources, and use diverse and cross-functional teams.

**Course Learning Outcomes:**

- 1) Understand the importance of innovation and creativity in the business world.
- 2) Analyze the factors that drive innovation and their impact on organizational success.
- 3) Generate creative ideas and innovative solutions to business challenges.
- 4) Develop strategies to foster a culture of innovation within organizations.
- 5) Implement and manage innovation projects effectively.

  
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## **Unit 1: Introduction to Innovation and Creativity**

- Understanding innovation and its role in business success
- Types of innovation: Product, process, and business model innovation
- Creativity and its importance in problem-solving
- Barriers to creativity and how to overcome them
- Ethical considerations in innovation
- Assignment

## **Unit 2: Drivers of Innovation in Business**

- Economic, social, and technological drivers of innovation
- Innovation ecosystems and clusters
- Disruptive innovation and its impact on industries
- Intellectual property protection and innovation
- Innovation and sustainability
- Assignment

## **Unit 3: Fostering a Culture of Innovation**

- Characteristics of an innovative organizational culture
- Leadership and its role in driving innovation
- Building and managing diverse and creative teams
- Managing risk and failure in innovation projects
- Innovation metrics and performance evaluation
- Assignment

## **Unit 4: Tools and Techniques for Business Innovation**

- Design thinking and human-centered innovation
- Ideation techniques for generating creative ideas
- Prototyping and testing innovative solutions
- Lean startup methodology and innovation
- Open innovation and collaboration
- Assignment

## **Unit 5: Implementing and Managing Innovation Projects**

- Innovation strategy and planning
- Resource allocation and budgeting for innovation
- Project management for innovation initiatives
- Scaling and commercializing innovations
- Measuring the success of innovation projects
- Assignment

### Recommended Reference Books:

- 1) "The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail" by Clayton M. Christensen
- 2) "Creative Confidence: Unleashing the Creative Potential Within Us All" by Tom Kelley and David Kelley
- 3) "Design a Better Business: New Tools, Skills, and Mindset for Strategy and Innovation" by Patrick Van Der Pijl, Justin Lokitz, and Maarten van Lieshout
- 4) "The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses" by Eric Ries
- 5) "Innovator's DNA: Mastering the Five Skills of Disruptive Innovators" by Jeff Dyer, Hal Gregersen, and Clayton M. Christensen

CO1: Understand the importance of innovation and creativity in driving business success.

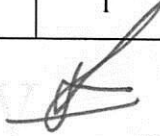
CO2: Apply critical thinking and analytical skills to identify opportunities for innovation in a business context.

CO3: Foster a culture of creativity within organizations to encourage innovative solutions.

CO4: Recognize the impact of global trends and cross-cultural interactions on business innovation.

CO5: Integrate social responsiveness and ethical considerations into innovative business practice

POS COS	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	3	1	1	1	1	1	-	1
CO2	1	3	1	1	1	-	1	1
CO3	1	3	3	1	1	1	1	1
CO4	1	1	-	3	1	1	-	1
CO5	1	-	1	1	3	1	1	1

  
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## **Discipline Specific Elective - 3 Human Resource Management**

**LINGAYA'S VIDYAPEETH**  
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<b>BBA N 210A</b>	<b>Mergers &amp; Acquisitions</b>	<b>L-T-P:3-0-0</b>
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**Course Objective:**


The fundamental aim of the course is to prepare students to take advantage of the current scenario and understand how corporate restructuring is implemented. At the end of the course, the students should be able to focus on the process of restructuring, identify issues post transaction, their implications and determine the managerial actions for decision making. The course should be complemented with the use of analytical tools.

**Prerequisites:**

A basic understanding of legal and regulatory aspects related to mergers and acquisitions is beneficial. This includes knowledge of antitrust laws, securities regulations, and corporate governance principles.

**Course Learning Outcomes:**

1. Gain a comprehensive understanding of the concepts, types, and motivations behind mergers and acquisitions.
2. Assess the strategic rationale and potential synergies driving mergers and acquisitions.
3. Apply financial analysis techniques to evaluate the financial feasibility and value creation potential of mergers and acquisitions.
4. Understand the legal and regulatory frameworks governing mergers and acquisitions, including antitrust laws, securities regulations, and corporate governance principles.
5. Conduct effective due diligence to evaluate the target company's financial, operational, and legal aspects before entering into a merger or acquisition.
6. Understand the challenges of integrating merged entities and develop strategies to manage organizational and cultural change during the post-merger integration process.

  
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### **Unit-I: Corporate Restructuring**

- Concept of Corporate Restructuring
- Reasons for Restructuring
- Barriers to Restructuring
- Types of Corporate Restructuring
- The Company Restructuring Process
- Assignment

### **Unit II: Mergers**

- Mergers- types of merger
- Theories of mergers
- Operating, financial and managerial synergy of mergers
- Value creation in horizontal, vertical and conglomerate mergers
- Internal and external change forces contributing to M & A activities, Impact of M & A on stakeholders
- Assignment

### **Unit III: Legal aspects of Mergers/amalgamations and acquisitions/takeovers**

- The Competition Act, 2002
- Role of Competition Commission of India
- The SEBI Substantial Acquisition of Shares and Takeover code
- The Contract Labour (Regulation and Abolition) Act 1970
- Monopolies and Restrictive Trade Practices Act, 1969
- Assignment

### **Unit IV: Takeovers**

- Takeovers, types, takeover strategies, -
- Takeover defenses – financial defensive measures
- Methods of resistance –
- Anti-takeover amendments – poison pills
- Benefits and disadvantages of Takeover
- Assignment

### **Unit V: Cross-Border M&A**

- Cross-Border M&A
- Activity Drivers and returns from cross-border M&A
- Valuation of cross-border firm
- Foreign and National Merger
- Evaluation of cross border Mergers and Acquisition
- Assignment

## Text and References

1. Value Creation from Mergers And Acquisitions, SudiSudarsanam – 1/e, Pearson Education, 2003.
2. Merger Acquisitions & Corporate Restructuring – Chandrashekar Krishna Murthy & Vishwanath. S.R – Sage Publication.
3. Mergers, acquisitions and Corporate Restructuring, NishikantJha, Himalaya Publishing House, 2011.
4. Corporate Restructuring, Bhagaban Das, DebdaRaskhit and SathyaSwaroopDebasish, Himalaya Publishing, 2009.

CO1: Understand the fundamentals of mergers and acquisitions, including types, motives, and benefits.

CO2: Analyze the legal, financial, and regulatory aspects of mergers and acquisitions.

CO3: Evaluate the process of due diligence and risk assessment in mergers and acquisitions.

CO4: Explore different valuation methods and financial modelling techniques for M&A transactions.

CO5: Develop strategies for post-merger integration and managing cultural and organizational changes.

POS COS	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	2	2	1	1	1	1	1	1
CO2	2	3	-	1	2	1	2	1
CO3	1	3	1	1	1	-	1	1
CO4	1	1	1	3	1	1	1	1
CO5	1	2	1	1	3	1	1	-

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**LINGAYA'S VIDYAPEETH**  
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<b>BBA N 210B</b>	<b>Public relations and Corporate Image</b>	<b>L-T-P:3-0-0</b>
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**Course Objective:**

The course objective is to make the students understand, appreciate and expose them to the concepts of Public Relations philosophies, essentially and principles with an aim to managing, controlling and improving corporate image and related aspects for any organisation. In addition to empower the students with basic knowledge and skill to implement crisis and issue management techniques in any organisation. These concepts will assist in better understanding of the Corporate World and its functioning.

**Prerequisites:**

Basic Understanding of marketing as a concept and the Tools and techniques required for Marketing.

**Course Learning Outcomes:**

Upon completion of course, the student should be able to

1. Achieve clear understanding of Corporate Image.
2. Understanding the essence of the creation of Corporate Image.
3. Understanding the concept of Public Relations and the tools of Public Relations applicable in today's business scenario.
4. Understanding the ways to build reputation with different entities using Public Relations tools and effective media handling.
5. Understanding the benefits of strong Public Relations.
6. Understanding the concepts of CSR and corporate image.

### **Unit 1: Corporate Image & its implications in Society**

- Understanding Corporate Image, Corporate Image Building
- A Marketing Exercise, an overview to Marketing,
- Understanding the Marketing Mix- Product, Price, Place, Promotion.
- Ways to build corporate image and sustainable reputation
- Concept of CSR and building corporate image through its relationship between identity image and reputation
- Assignment

### **Unit 2: Marketing Communication & its role in Corporate Image Building**

- Introduction to the tools used for marketing communication- Advertising,
- Visual Corporate Identity, Public Relations, Sales Promotion,
- Direct Marketing, Sales Management, Sponsorships,
- Exhibitions, Packaging, Merchandising and Point-of-purchase materials,
- E-Marketing and Customer Service
- Assignment

### **Unit3: Public Relations**

- Understanding Public Relations, Role & Scope of PR,
- Corporate Image & PR, PR as part of Marketing Communications
- In-house PR, PR Agencies, Modes of PR & Media Handling,
- PR Events, Crisis Management in Public Relations,
- Interchangeable nature of Issue & Crisis Management.
- Assignment

### **Unit 4: Public Relations & Publications**

- Concept of Publication in Public Relation
- Its importance for sustained Corporate Image
- In-house Journals, Ghost Writing,
- Media Writing, Press releases
- Brochures & Leaflets
- Assignment

### **Unit 5: Research in Public Relations**

- Building Information Resources
- Areas of PR research: Public Opinion Research, Media Tracking,
- Content Analysis
- Campaign Examination, Benchmark Studies
- PR Audit
- Assignment



## Text and References

1. Public relations for your business, Frank Jefkins, Jaico Publishing House
2. Hand Book of Public Relations and Communications, Philip Lesly, Jaico Publishing House
3. Public Relation: the Profession and the Practice, Baskin Oits, Aronoff Craig, Lattimore Dan, McGraw Hill
4. This is PR- The Realities of Public Relations, Newson, Turk, Kruckeberg, Wadsworth – Thomson Learning

CO1: Understand the Growth and development of PR with special reference to India

CO2: Learn about the various P.R. Tools

CO3: Helpful in Corporate Reputation in Global Society

CO4: To know the Publications of PR in the Digital Era.

CO5: To know about the information resources regarding PR.

POS COS	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	3	3	2	3	3	2	2	2
CO2	3	2	2	3	3	2	2	3
CO3	3	2	2	3	2	3	2	3
CO4	1	2	2	3	2	3	2	2
CO5	2	3	3	3	2	3	3	2

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<b>BBA N 210C</b>	<b>Organisation Change and development</b>	<b>L-T-P:3-0-0</b>
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**Course Objective:**

Through this course, students will develop the knowledge and skills necessary to analyze and evaluate the dynamics of organizational change, assess the need for change, and design and implement effective change strategies. Additionally, the syllabus aims to cultivate critical thinking and problem-solving abilities, as students will learn to anticipate and address challenges that arise during the change process. By the end of the course, students will be equipped with the tools to navigate organizational change successfully, fostering adaptability and innovation within their respective organizations.

**Perquisites:**

Students must have knowledge of Organizational Structure and management concepts.

**Course Learning Outcome:**

1. Utilize data-driven approaches and change management methodologies to plan, implement, and evaluate organizational change initiatives effectively.
2. Cultivate skills in facilitating organizational alignment, teamwork, and cultural transformation to foster a positive change culture within the organization.

**UNIT – 1 Concept of organizational change management**

- Organizational Change: Concept and Significance; Managing Change
- Concept of Analyzing the Environment
- Perspectives on Change: Contingency;
- Resource Dependence; Population Ecology
- Implications of Change
- Assignment



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## **UNIT – 2 Types and Levels of Organization Change**

- Types of Change: Continuous or Incremental Change
- Discontinuous or Radial Change;
- Participate Change and Directive Change
- Change Levers; Levels of Change: Knowledge Changes; Attitudinal Changes
- Individual Behaviour Changes and Organizational Performance Changes
- Assignment

## **UNIT – 3 Implementation of change**

- Implementing Change : Steps-Assembling a Change;
- Management in Establishing a New Direction for the Organization
- Setting up of Change Teams;
- Aligning Structure; Systems and Resources
- Removing roadBlocks; Absorbing Changes into Organization
- Assignment

## **UNIT – 4 Various Types of Change**

- HR and Technological change: Introduction special features of new technology
- Organizational implications of technological change;
- Emerging profile HR
- Employee Empowerment, Emotional Intelligence and employee productivity
- Managing work stress
- Assignment

## **UNIT - 5 Organization Development**

- Organizational Development (OD): Concept and Evolution;
- OD Interventions: Diagnostic Activities; Team Building
- Sensitivity Training; Third Party and Inter Group Interventions;
- Educational and Structural Interventions
- Indian Experiences of OD in Public and Private Enterprises
- Assignment

## Text and References

1. Nilakant, V. and Ramnaryan, S., Managing Organisational Change, Response Books, New Delhi .
2. Beckhard, Richard and Harris, Reuben T., Organisational Transitions : Managing Complex Change, Addison, - Wesley, Mass
3. Kanter, R.M., Stein, B.A and Jick, T.D., The Challenge of Organisational Change, Free Press, New York .
4. Hammer, Michael and Champy, James, Reengineering the Corporation : A Manifesto for Business Revolution, Harper Business, New York .
5. Hurst , David K., Crisis and Renewal : Meeting the Challenge of Organisational Change, Harvard University Press, Mass
6. Pattanayak, Biswajeet and Kumar Pravash, Change for Growth, Wheeler Publications, New Delhi .
7. Morgan, Gareth, Imagination, Response Books, New Delhi .

CO1: Understand the theories and models of organizational change and development, and apply them to real-world situations.

CO2: Analyze the factors that drive organizational change, including technological advancements, market dynamics, and internal and external environmental factors.

CO3: Develop strategies and interventions to facilitate successful organizational change, including managing resistance, fostering employee engagement, and promoting organizational learning.

CO4: Apply diagnostic tools and techniques to assess organizational readiness for change and identify areas for improvement.

CO5: Demonstrate effective leadership skills to lead and manage organizational change initiatives, including communication, collaboration, and stakeholder management.

POS COS	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	3	3	2	3	3	2	2	2
CO2	3	2	2	3	3	2	2	3
CO3	3	2	2	3	2	3	2	3
CO4	1	2	2	3	2	3	2	2
CO5	2	3	3	3	2	3	3	2

## **Discipline Specific Elective - 4**

### **International Business**

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<b>BBA N 212A</b>	<b>International Marketing</b>	<b>L-T-P:3-0-0</b>
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**Course Objective:**

The objective of the course "International Marketing" is to provide students with a comprehensive understanding of the principles, strategies, and challenges involved in conducting marketing activities on a global scale. By the end of the course, students will be able to critically analyze global marketing environments, develop international marketing plans, adapt marketing strategies to different cultural contexts, and address the unique challenges and opportunities of expanding businesses internationally.

**Prerequisites:**

An appreciation for cultural diversity and understanding of cross-cultural communication are critical in international marketing. Familiarity with cultural norms, values, customs, and consumer behavior in different markets helps in developing effective marketing strategies.

**Course Learning Outcomes:**

1. Create comprehensive marketing plans tailored to global markets, considering cultural nuances, market dynamics, and competitive landscapes.
2. Determine and adapt product, pricing, distribution, and promotion strategies to meet the unique demands of international markets.
3. Modify marketing strategies to align with diverse cultural values, customs, and consumer behavior in different international markets.
4. Apply market research methods to gather relevant data and insights for identifying global market opportunities and understanding consumer preferences.
5. Understand the factors influencing international markets, including cultural, economic, political, and legal aspects.
6. Assess various market entry methods and select appropriate strategies for expanding businesses into international markets.

  
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## **UNIT 1: Overview of International Marketing**

- Need, Scope, Contrast in domestic and international marketing,
- EPRG Framework,
- Socio cultural environment
- Embargoes & sanctions,
- Political risk, legal factors, legal differences
- Assignment

## **UNIT II: Cross-Border M&A**

- Cross-Border M&A
- Activity Drivers and returns from cross-border M&A
- Valuation of cross-border firm
- Foreign and National Merger
- Evaluation of cross border Mergers and Acquisition
- Assignment

## **UNIT III: Environment and Global Marketing**

- Globalisation,
- Function of WTO,
- Regional Economic groups (EEU, NAFTA, etc.),
- World Bank
- FDI
- Assignment

## **UNIT IV: Global Market Analysis**

- Conducting market research in international markets
- Assessing market potential and opportunity
- Analysing cultural and consumer behaviour differences
- Understanding global market segmentation and targeting
- Evaluating competitive forces in international markets
- Assignment

## **UNIT 5: International Marketing Communication**

- Public relations and international communications
- Digital marketing and social media strategies in international contexts
- Measuring the effectiveness of international marketing communication efforts
- Integrated marketing communication in international markets
- Cultural considerations in global advertising and promotion
- Assignment

## Text and References

1. Czinkota, M. R., & Ronkainen, I. A. (2019). International Marketing (11th Edition). Cengage Learning.
2. Keegan, W. J., & Green, M. C. (2017). Global Marketing (9th Edition). Pearson Education Limited.
3. Keegan, W. J., & Green, M. C. (2017). Global Marketing (9th Edition). Pearson Education Limited.
4. Hollensen, S. (2019). Global Marketing: A Decision-Oriented Approach (8th Edition). Pearson Education Limited.

CO1: Understand the key concepts and theories of international marketing, including global market analysis and entry strategies.

CO2: Analyze the impact of cultural, economic, and political factors on international marketing decisions.

CO3: Develop effective international marketing strategies to target diverse global audiences and expand market reach.

CO4: Evaluate international market research techniques to make informed decisions and adapt marketing approaches.

CO5: Demonstrate knowledge of international marketing practices, including product adaptation, pricing, and distribution in different countries.

POS COS	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	2	1	1	1	1	1	1	1
CO2	1	3	1	1	1	1	1	1
CO3	1	3	1	1	1	1	1	1
CO4	1	1	1	3	1	1	1	1
CO5	1	1	1	1	3	1	1	1

**LINGAYA'S VIDYAPEETH**

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<b>BBA N 212B</b>	<b>Foreign Trade</b>	<b>L-T-P:3-0-0</b>
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**Course Objective:**

To familiarize the students with the various methods and procedures of foreign trade, foreign exchange and various institutions involved in foreign trade.

**Prerequisites:**

In this course having a foundational knowledge in economics & international relations can be beneficial for a better understanding of the concepts and principles of foreign trade.

**Course Learning Outcomes:**

1. Develop a comprehensive understanding of the fundamental concepts, theories, and principles of international trade, including the factors influencing global trade patterns and the economic, social, and political implications of international trade.
2. To identify international market opportunities and assess market potential for export or import activities.
3. Recognize the ethical challenges and sustainability issues in international trade. Develop an understanding of responsible business practices, corporate social responsibility, and sustainable trade strategies.
4. To understand the functioning of various international institutes in foreign trade.
5. Develop analytical and critical thinking skills to analyze complex trade-related issues

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<b>BBA N 212C</b>	<b>Global strategic management</b>	<b>L-T-P:3-0-0</b>
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**Course Objective:**

This course introduces students to the fundamental concepts, analytical tools, and frameworks related to the challenges of globalization and international strategy. Gain insight and perspective about globalization and its consequences for national economies, politics, and international business. Explore and analyze elements of the international political economy that impact international business design and adaptively configure a firm's international strategy in a dynamic global environment

**Prerequisites:**

A basic understanding of Global Strategic management would be beneficial for students. Students will have knowledge of marketing, finance, and organizational behavior to effectively analyze and strategize in a global context.

**Course Learning Outcomes:**

After studying this the students will be able to -

1. Learn the fundamental concepts associated with conducting business at the global level.
2. Distinct from a purely 'international' perspective, 'global' resonates with globalization
3. Practice case building for various subject matter areas.



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## Text and References

1. Rao, S. (2002), International Business, Text and Cases, Himalayas Publishing House, Mumbai.
2. Rathore, B.S. and Rathore, J.S. (1997), Export Marketing, Himalaya Publishing House, New Delhi.
3. Sack Onkvisit and John J. Shaw (1998), International Marketing Analysis and Strategies, PHI, New Delhi.
4. Keegan, W.J. (2002), Global Marketing Management, Seventh, Edition. Pearson Education, New Delhi.

CO1: Understand the premise of Foreign Trade issues and challenges and identify the Foreign Trade goals

CO2: Apply economic theories and models to understand and predict trade patterns and outcomes.

CO3: Understand importance of globalisation for domestic industries, market access, and

CO4: Examine Current Trends and Issues in International Trade

CO5: Evaluate the advantages, disadvantages, and suitability of different strategies in different market contexts.

POS COS	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	-	2	1	1	-	-	1	-
CO2	1	-	1	-	1	2	-	1
CO3	-	1	-	1	2	-	2	2
CO4	1	3	1	2	-	1	2	1
CO5	1	1	2	2	1	-	1	-

#### **Unit 4: Strategic Issues and Alternatives in Globally Competitive Markets**


- International entry options; Multi-country and global strategies;
- Concepts of critical markets, global market dominance and global competitiveness,
- Corporate turnaround, retrenchment and portfolio restructuring strategies;
- Multinational diversification strategies;
- Outsourcing strategies; Techniques for analyzing diversified companies.
- Assignment

#### **Unit 5: Corporate Diversification Strategies:**

- Building shareholder value
- Roles of cost sharing and skills transfer in creating competitive advantage via diversification;
- Competitive advantages to diversified multinational corporations in a globally competitive business world.
- Strategic Issues in Managing Technology and Innovation:
- Social responsibility and ethics management.
- Assignment

#### **Text and References**

1. Strategic Planning Formulation of Corporate Strategy, Text and cases – V.S. Ramaswamy and S. Namakumari, Macmillan Publication
2. Strategic Management – S. Reddy
3. Business Policy & Strategic Management – P. Rao
4. Managing Policy & Strategic Management – R. M. Shrivastav
5. Strategic Management & Business Policy – A. Kazmi

  
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### **Unit 1: Introduction**

- Business Strategy and Strategic Management Process
- Strategy and Tactics, Role Of strategists in development of Corporate,
- Business and functional level strategies; Developing strategic vision and mission;
- Setting objectives and forming a strategy; Globalization and strategic management;
- Strategic flexibility and learning organization.
- Assignment

### **Unit 2: Environment**

- General and Competitive environment;
- Process of Scanning and analyzing internal Environment
- Process of Scanning and analyzing external environment
- competitive strategy in global market
- competitive advantage in global market
- Assignment

### **Unit 3: Situation Specific Strategies**

- Strategies for situations like competing in emerging industries,
- Maturing or declining industries,
- fragmented industries, hyper –competitive industries and turbulent industries
- Strategies for industry leaders
- Runner -up firms and weak businesses.
- Assignment

## **Discipline Specific Elective - 5** **Entrepreneurship and small business management**

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CO1: To develop your capacity to think strategically about a company, its present business position, its long term direction, its resources and competitive capabilities, the caliber of its strategy, and its opportunities for gaining sustainable competitive advantage.

CO2: To build your skills in conducting strategic analysis in a variety of industries and competitive situations and, especially, to provide you with a stronger understanding of the competitive challenges of a global market environment.

CO3: To give you hands-on experience in crafting business strategy, reasoning carefully about strategic options, using what-if analysis to evaluate action alternatives, and making sound strategic decisions

CO4: To heighten your awareness of how and why ethical principles, core values, and socially responsible management practices matter greatly in the conduct of a company's business.

CO5: To develop your powers of managerial judgment, help you learn how to assess business risk, and improve your ability to make sound business decisions and achieve effective outcomes

POS COS	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	3	2	1	3	2	1	1	2
CO2	2	1	2	2	2	2	2	-
CO3	2	1	1	-	1	2	2	2
CO4	2	3	2	2	1	3	1	1
CO5	1	-	2	2	1	2	-	1

### **UNIT III SOURCES OF DEBT FINANCING**

- Fund for Capital Assets - Term Loans And Advance
- Leasing and Hire-Purchase System
- Money Market instruments – Bonds And Corporate Papers
- Sources of debt finance; Preference Capital- Working Capital Management
- Fund based Credit Facilities - Cash Credit - Overdraft.
- Assignments

### **UNIT IV SOURCES OF EQUITY FINANCING**

- Own Capital, Unsecured Loan
- Government Subsidies , Margin Money
- Equity Funding - Private Equity Fund and Angel Funding
- Schemes of Commercial banks
- Crowdfunding- Venture Capital.
- Assignment

### **UNIT V METHODS OF FUND RAISING FOR NEW VENTURES**

- Investor Decision Process - Identifying the appropriate investors- Targeting investors-
- Developing Relationships with investors
- Investor Selection Criteria
- Company Creation- Raising Funds - Seed Funding- VC Selection Criteria – Process- Methods-
- Recent Trends
- Assignment

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<b>BBA N 214 A</b>	<b>New Venture Financing</b>	<b>L-T-P:3-0-0</b>
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**Course Objectives:**

1. To develop the basics of business venture financing.
2. To impart the knowledge essential for entrepreneurs for financing new ventures.
3. To acquaint the learners with the sources of debt and equity financing.
4. To empower the learners towards fundraising for new ventures effectively

**Prerequisites:**

There are no specific prerequisites for this course. However, a basic understanding of global investment scenario, new venture financing and Indian capital market is desired

**Course Learning Outcome:**

Upon completion of this course, the students should be able to:

1. To learn the basics of starting a new business venture.
2. To understand the basics of venture financing.

**UNIT I ESSENTIALS OF NEW BUSINESS VENTURE**

- Setting up new Business Ventures – Need - Scope -
- Franchising - Location Strategy,
- Registration Process - State Directorate of Industries- Financing for New Ventures -
- Central and State Government Agencies - Types of loans –
- Financial Institutions - SFC, IDBI, NSIC and SIDCO.
- Assignments

**UNIT II INTRODUCTION TO VENTURE FINANCING**

- Venture Finance – Definition – Historic Background
- Funding New Ventures- Need, Scope and– Types
- Cost of Project - Means of Financing - Estimation of WorkingCapital
- Requirement of funds – Mix of Debt and Equity -
- VENTURE FINANCING ;Challenges and Opportunities
- Assignments

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<b>BBA N 214 B</b>	<b>Technology Commercialization and product development</b>	<b>L-T-P:3-0-0</b>
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**Course Objectives:**


- 1) To develop a deep understanding of the process of technology commercialization and new product development.
- 2) To equip MBA students with the skills necessary to identify, evaluate, and exploit market opportunities for technological innovations.
- 3) To provide students with practical tools and frameworks for assessing the commercial potential of technologies and managing the product development process.
- 4) To enhance students' ability to develop effective marketing strategies and go-to-market plans for technology-based products.
- 5) To foster critical thinking and problem-solving skills in the context of technology commercialization and product development.

**Prerequisites:**

Basic understanding of Science, Law, and Business activities that lead to the development of products beneficial to public health. Focuses on stages in the technology transfer/commercialization process: Invention Disclosure Protection Marketing Licensing.

**Course Learning Outcomes:**

The purpose of this course is to provide BBA students with a comprehensive understanding of the challenges and opportunities in technology commercialization and product development. By exploring key concepts and frameworks, students will gain practical insights into the process of transforming technological innovations into successful market offerings. The course aims to develop the skills required to assess market potential, develop effective commercialization strategies, manage product development projects, and create sustainable competitive advantage through innovation.

  
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## REFERENCES:

- 1) Principles of Corporate Finance by Brealey and Myers et al., 12TH ed, McGraw Hill Education (India) Private Limited, 2018
- 2) Prasanna Chandra, Projects : Planning ,Analysis,Selection ,Financing,Implementation and Review, McGraw Hill Education India Pvt Ltd ,New Delhi , 2019.
- 3) Introduction to Project Finance. Andrew Fight, Butterworth-Heinemann, 2006.
- 4) Metrick, Andrew; Yasuda, Ayako. Venture Capital And The Finance Of Innovation. Venture Capital And The Finance Of Innovation, 2nd Edition, Andrew Metrick And Ayako Yasuda, Eds., John Wiley And Sons, Inc, 2010.
- 5) Feld, Brad; Mendelson, Jason. Venture Deals. Wiley, 2011.
- 6) May, John; Simons, Cal. Every Business Needs An Angel: Getting The Money You Need To Make Your Business Grow. Crown Business, 2001.
- 7) Gompers, Paul Alan; Lerner, Joshua. The Money Of Invention: How Venture Capital Creates New Wealth. Harvard Business Press, 2001.

CO1: Understand Operations Strategy, Fundamental Investor Decision Process

CO2: Analyze Operations Processes ,Schemes of Commercial banks

CO3: Develop Operations Improvement Strategies ,Money Market instruments

CO4: Address Sustainability and Ethical Issues in Operations, Fund based Credit Facilities

CO5: Formulate Fund Management and Business Continuity plan , Recent Trends

POS COS	POn1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	1	2	-	1	2	-	2	2
CO2	3	2	2	2	2	-	1	-
CO3	1	2	2	2	1	2	2	-
CO4	2	2	1	-	2	1	2	2
CO5	1	2	1	1	2	2	1	1

### Recommended Reference Books:

- 1) "From Science to Startup: The Inside Track of Technology Entrepreneurship" by Federico Frattini
- 2) "The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses" by Eric Ries
- 3) "Managing Technology Entrepreneurship and Innovation" by Robert D. Hisrich and Claudine Kearney
- 4) "Product Management for Dummies" by Brian Lawley and Pamela Schure
- 5) "Crossing the Chasm: Marketing and Selling Disruptive Products to Mainstream Customers" by Geoffrey A. Moore

CO1: Understand the process of technology commercialization and its significance in the business landscape.

CO2: Apply critical thinking and analytical skills to assess the feasibility and market potential of technological innovations.

CO3: Develop strategies for successful product development and commercialization, considering global market dynamics.

CO4: Demonstrate ethical and socially responsible practices in technology commercialization endeavors.

CO5: Communicate product development plans and commercialization strategies convincingly to diverse stakeholders.

POS COS	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	3	1	1	1	1	1	1	1
CO2	1	3	1	1	1	1	1	1
CO3	1	3	3	1	1	1	1	1
CO4	1	1	1	3	1	1	1	1
CO5	1	1	1	1	3	1	1	1

### **Unit 1: Introduction to Technology Commercialization**

- Understanding technology commercialization and its importance
- Technology readiness levels (TRLs)
- Technology transfer
- Intellectual property (IP) protection and management
- Identifying market opportunities for technology-based products
- Evaluating the commercial potential of technologies

### **Unit 2: Market Analysis and Product Planning**

- Conducting market research and customer analysis
- Segmentation, targeting, and positioning (STP) strategies
- Developing value propositions for technology-based products
- Product lifecycle management (PLM)
- Product roadmapping
- New product development (NPD) process and methodologies

### **Unit 3: Technology Entrepreneurship and Innovation**

- Entrepreneurial mindset and opportunity identification
- Managing innovation in technology-intensive industries
- Technology scouting and
- Open innovation approaches
- Building a culture of innovation within organizations
- Financing technology startups and venture capital

### **Unit 4: Marketing Strategies for Technology-Based Products**

- Developing marketing strategies for technology products
- Pricing, distribution,
- Channel strategies
- Marketing communication and branding for technology products
- Creating customer value through product differentiation
- Digital marketing and online sales strategies

### **Unit 5: Launching and Scaling Technology-Based Products**

- Go-to-market planning and execution
- Sales and customer relationship management (CRM)
- Managing product launches and market entry strategies
- Scaling up production
- Supply chain management
- Managing product life cycle challenges

### **Unit 1: Industry 4.0 and Digital Transformation**

- Meaning and Nature of Industry 4.0 and Latest Trends
- Economic, Socio-Cultural, Technological Factors that are driving change in International Business Management, the changing nature of Globalization,
- The changing nature of regulatory environment, natural environment,
- new age ethics
- Overview of Digital Transformation.
- Assignment

### **Unit 2: Emerging Technologies as Drivers of Global Business**

- Artificial Intelligence- Machine Learning, Deep Learning Singularity – Time Lines and Implication.
- Augmented Reality, Virtual Reality and Mixed Reality and Applications.
- Block chain – Concepts and Industrial Applications, Challenges in adopting Block chain.
- Additive Manufacturing: Advantages and Disadvantages, new applications of additive manufacturing, impact of additive manufacturing on supply chain management, mass customization and the customer experience
- Introduction of Neuroscience in Business. Internet of Things (IoT).
- Assignment

### **Unit 3: New Age Economies**

- Circular Economy- Concept of Circular Economy, difference between Linear and Circular Economy, Role of Circular Economy in Sustainable Business and Innovation.
- Behavioural Economics- Core Concepts of Behavioural Economics, Nudging and Choice Architecture, Ethical Concerns of Behavioural Economics
- Economic Nationalism -Nature of Economic Nationalism, Contemporary Cases in Economic Nationalism, Future of Economic Integration
- Sharing Economy – New Business Models , Characteristics , Difference Between Platforms and Traditional Business Models,
- Different Types of Platforms , implications on future of work
- Assignment



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**LINGAYA'S VIDYAPEETH**  
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<b>BBA N 214 C</b>	<b>Emerging Business Sectors &amp; Technologies</b>	<b>L-T-P:3-0-0</b>
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**Course Objective:**

1. To give students an exposure to the VUCA environment of International Business
2. To provide in-depth understanding of digital transformation on business processes
3. To understand the impact of Industry 4.0 has on the context of International Business
4. To understand in detail the shifts taking place in the Political, Economic, Social and Technological environments that are shaping business realities

**Prerequisites:**

The prerequisites include a strong foundation in business fundamentals, such as marketing, finance, and management. Additionally, staying updated with industry trends, technological advancements, and market demands through continuous learning and research is crucial. Developing critical thinking, problem-solving, and adaptability skills will also prepare students to navigate the rapidly changing landscape of emerging sectors and technologies.

**Course Learning Outcomes:**

Upon successful completion of this course, the student will be able to:

1. Explain in your own words and evaluate the role of state-of-the-art digital technology on changing society
2. Examine and evaluate emerging technologies, such as advanced broadband, nanotechnology, visualization, internet of things, mobile communications, data mining, analytics, social media, robotics, wearables, and online education
3. Understand the effects of design on development of emerging technologies

CO1: To get an overview of the changing context of International Business in the wake of Industry 4.0

CO2: Conceptual understanding of the new technologies that are driving change in business operations and strategy

CO3: Understand shifts in economic thought and its impact on business decisions.

CO4: Understand changing geo politics and analyses its impact on international Business

CO5: Critically think about issues and challenges in the Global World and find sustainable solutions

POS COS	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	3	2	2	3	2	1	2	1
CO2	1	3	2	2	1	3	3	2
CO3	2	2	3	1	1	3	2	3
CO4	2	1	1	2	3	2	2	2
CO5	3	2	2	2	2	2	2	1



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#### **Unit 4: Changing Natures of Global Politics**

- Identity Politics – Issues & Challenges,
- The Rise of Authoritarianism and what that means for geopolitics,
- Reviving Democratic Ideals,
- The Rise of China and its impact on global trade
- Case Study
- Assignment

#### **Unit 5: : Social, Cultural and Global Challenges**

- Diversity of different generations in the workplace, issue of inter-generational equity.
- Migration – Political, Economic and Human Rights Perspective, the Migrant Crisis in the EU
- Climate Change – Political Dimensions of Climate Change, Plight and Issue of Climate Refugees, Sustainable Development Goals.
- Rising Inequality: Historical Context of Inequality and Social Unrest, Global Inequality, Social and Economic Reforms.
- Privacy in the Digital World – Complexity of Privacy Issues, Basics of GDPR (General Data Protection Regulation) , Importance of Personal Data
- Assignment

#### **Text and References**

1. Kapoor, Mansi – Global Business Environment: Shifting Paradigms in the Fourth Industrial Revolution, SAGE Publishing India
2. Narendra Jadhav, New Age technology an Industrial Revolution 4.0(Konark Publisher)
3. Pranjal Sharma, India Automated (McMillan)
4. Kapoor, M – Global Business Environment: Shifting Paradigms in the Fourth Industrial Revolution, SAGE India
- 5.

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<b>BBA N 216 A</b>	<b>Strategic Digital marketing</b>	<b>L-T-P:3-0-0</b>
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**Course Objectives:**

- 1) To develop a comprehensive understanding of digital marketing strategies and tactics.
- 2) To equip BBA students with the skills necessary to develop effective digital marketing campaigns.
- 3) To provide students with practical tools and frameworks for analyzing digital marketing data and metrics.
- 4) To enhance students' ability to integrate digital marketing into broader marketing and business strategies.
- 5) To foster critical thinking and problem-solving skills in the context of digital marketing challenges and opportunities.

**Prerequisites:**

Basic understanding of how to achieve marketing goals using online channels. It involves an assessment of specific goals and the current state of owned, paid, and earned media. It also requires frequent collaboration and detailed analytics to ensure positive outcomes. Some examples of online channels and tactics are social media, content marketing, growth marketing, sponsored content, influencer marketing, digital advertising, email campaign etc.

**Course Learning Outcomes:**

The purpose of this course is to provide BBA students with a solid foundation in strategic digital marketing. By exploring key concepts, frameworks, and techniques, students will gain practical insights into the planning, execution, and measurement of digital marketing campaigns. The course aims to develop the skills required to create effective online marketing strategies, leverage digital channels, analyze customer data, and drive business growth in the digital era.



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## **Discipline Specific Elective - 6**

### **Digital Marketing**

### Recommended Reference Books:

- 1) "Digital Marketing: Strategy, Implementation and Practice" by Dave Chaffey and Fiona Ellis-Chadwick
- 2) "Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World" by Chuck Hemann and Ken Burbary
- 3) "Influence: The Psychology of Persuasion" by Robert Cialdini
- 4) "Content Marketing: Think Like a Publisher" by Rebecca Lieb
- 5) "The Art of SEO: Mastering Search Engine Optimization" by Eric Enge, Jessie Stricchiola, and Rand Fishkin

CO1: Understand the fundamental principles of digital marketing and its role in the business ecosystem.

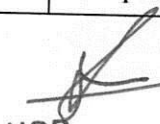
CO2: Analyze and evaluate digital marketing strategies to identify their effectiveness in achieving business objectives.

CO3: Design and implement data-driven digital marketing campaigns across various online platforms.

CO4: Evaluate the ethical implications of digital marketing practices and promote socially responsible marketing approaches.

CO5: Communicate strategic digital marketing plans clearly and persuasively to stakeholders.

POS COS	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	2	1	1	1	1	1	1	1
CO2	1	3	1	1	1	1	1	1
CO3	1	3	1	1	1	1	1	1
CO4	1	1	1	3	1	1	1	1
CO5	1	1	1	1	3	1	1	1

  
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## **Unit 1: Introduction to Digital Marketing**

- Overview of digital marketing landscape and trends
- Understanding consumer behaviour in the digital age
- Digital marketing strategy and planning
- Customer journey mapping in the digital context
- Ethical considerations in digital marketing
- Assignment

## **Unit 2: Website and Content Strategy**

- Designing and optimizing user-centric websites
- Content creation and storytelling for digital channels
- Search engine optimization (SEO) fundamentals
- User experience (UX) design and usability testing
- Mobile marketing and responsive design
- Assignment

## **Unit 3: Social Media and Influencer Marketing**

- Leveraging social media platforms for marketing purposes
- Social media listening and sentiment analysis
- Creating engaging social media content
- Influencer marketing strategies and relationship management
- Social media advertising and analytics
- Assignment

## **Unit 4: Digital Advertising and Paid Media**

- Fundamentals of digital advertising and media planning
- Search engine marketing (SEM) and pay-per-click (PPC) advertising
- Display advertising and programmatic buying
- Video advertising and YouTube marketing
- Performance tracking and optimization of digital ads
- Assignment

## **Unit 5: Analytics, Metrics, and Performance Measurement**

- Introduction to digital marketing analytics
- Key performance indicators (KPIs) and metrics
- Data-driven decision making in digital marketing
- A/B testing and conversion rate optimization (CRO)
- Marketing automation and customer relationship management (CRM)
- Assignment

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<b>BBA N 216 B</b>	<b>Emerging Business and Technologies</b>	<b>L-T-P:3-0-0</b>
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**Course Objective:**

The objective of the "Emerging Business & Technologies" course is to provide students with a comprehensive understanding of technologies and its emergence in business. The course aims to develop the knowledge and skills necessary to effectively analyze and make informed decisions in complex and uncertain situations. Students will learn the fundamental concepts, tools, and techniques to apply them in various management contexts.

**Prerequisites:**

A basic understanding of technologies and business trends would be beneficial.

**Course Learning Outcomes:**

1. Students will gain knowledge about the latest trends and developments in the business world, particularly focusing on emerging technologies and their impact on various industries.
2. They will explore the opportunities and challenges presented by these technologies and their potential implications for different sectors.
3. The course aims to help students identify potential business opportunities that arise from the adoption of emerging technologies.
4. As emerging technologies often raise ethical and societal concerns, the course may focus on discussing these implications.
5. To develop strategic plans that incorporate emerging technologies to drive business growth and competitiveness.



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### **Unit 1: Introduction to Emerging Technologies and Business Landscape**

- Definition and overview of emerging technologies
- Current business landscape and the role of emerging technologies
- Trends and drivers of technological change
- E-commerce and Omni channel Retailing
- Business Model Innovation
- Assignment

### **Unit 2: Impact of Emerging Technologies on Industries**

- Emerging technologies in various sectors
- Disruption and transformation of traditional business models
- Opportunities and challenges for established and emerging industries
- Edge Computing
- Blockchain for Supply Chain Management
- Assignment

### **Unit 3: Business Strategy in the Age of Emerging Technologies**

- Aligning technology initiatives with business goals and objectives
- Creating competitive advantage through technology adoption
- Developing strategic plans for leveraging emerging technologies
- Data Privacy and Ethic
- Corporate Innovation Strategies
- Assignment

### **Unit 4: Innovation and Entrepreneurship in the Digital Age**

- Understanding the role of innovation in business success
- Identifying and evaluating new business opportunities
- Strategies for fostering an innovative culture
- Augmented Intelligence
- Smart Cities and Urban Technologies
- Assignment

## Unit 5: Technologies Shaping the Future of Business

- Decision analysis in project management
- Strategic decision making and business planning
- Resource allocation and optimization
- Risk management and decision under uncertainty
- Real-world case studies and examples
- Assignment

### Text and References

1. "Management Information Systems: Managing the Digital Firm" by Kenneth C. Laudon and Jane P. Laudon.
2. "The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail" by Clayton M. Christensen.
3. "Business Driven Technology" by Paige Baltzan and Amy Phillips.
4. "Digital Business & E-Commerce Management" by Dave Chaffey and Tanya Hemphill.
- 5.

CO1: To provide students with a solid foundation in emerging technologies and their applications in the business world.

CO2: To develop effective communication skills and learn to work in multidisciplinary teams, reflecting the real-world dynamics of emerging business environments.

CO3: To evaluate and analyze the effects of emerging technologies on business models, operations, and strategies.

CO4: To identify potential business opportunities created by emerging technologies.

CO5: To assess the risks, challenges, and ethical considerations associated with adopting and implementing emerging technologies in a business context.

POS COS	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	2	-	2	1	1	-	2	-
CO2	-	-	-	-	1	-	-	-
CO3	1	-	1	1	1	1	1	-
CO4	1	-	1	-	-	-	1	-
CO5	2	-	-	-	1	-	2	-

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**LINGAYA'S VIDYAPEETH**  
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<b>BBA N 216 C</b>	<b>Marketing Insights &amp; Analytics</b>	<b>L-T-P:3-0-0</b>
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**Course Objectives:**

- 1) To develop a comprehensive understanding of marketing research methods and data analysis techniques.
- 2) To equip MBA students with the skills necessary to collect, analyze, and interpret marketing data for strategic decision-making.
- 3) To provide students with practical tools and frameworks for identifying consumer insights and market trends.
- 4) To enhance students' ability to develop data-driven marketing strategies and evaluate marketing performance.
- 5) To foster critical thinking and problem-solving skills in the context of marketing analytics and insights.

**Prerequisites:**

Basic Understanding of tracking and analyzing data from marketing efforts, often to reach a quantitative goal. Insights gleaned from marketing analytics can enable organizations to improve their experiences, increase the return on investment (ROI) of marketing efforts, and craft future marketing strategies.

**Course Learning Outcomes:**

The purpose of this course is to provide BBA students with a solid foundation in marketing insights and analytics. By exploring key concepts, methods, and techniques, students will gain practical insights into the process of gathering, analyzing, and interpreting marketing data. The course aims to develop the skills required to make data-driven marketing decisions, identify consumer behavior patterns, evaluate market opportunities, and measure marketing effectiveness.

### **Unit 1: Introduction to Marketing Insights and Analytics**

- Overview of marketing research and analytics
- Types of data and data sources in marketing
- Research design and sampling techniques
- Primary and secondary data collection methods
- Ethical considerations in marketing research
- Assignment

### **Unit 2: Consumer Insights and Segmentation Analysis**

- Consumer behaviour and decision-making process
- Market segmentation and targeting strategies
- Demographic, psychographic, and behavioural segmentation
- Customer profiling and persona development
- Analysing consumer attitudes and preferences
- Assignment

### **Unit 3: Quantitative Analysis in Marketing**

- Introduction to statistical analysis for marketing
- Descriptive statistics and data visualization
- Hypothesis testing and significance analysis
- Regression analysis and predictive modelling
- Customer lifetime value (CLV) analysis
- Assignment

### **Unit 4: Marketing Metrics and Performance Measurement**

- Key marketing metrics and performance indicators
- Return on investment (ROI) analysis
- Customer satisfaction and loyalty measurement
- Brand equity measurement and analysis
- Marketing dashboards and reporting
- Assignment

### **Unit 5: Marketing Analytics for Strategic Decision-Making**

- Marketing mix modeling and optimization
- Pricing analysis and revenue management
- Market trend analysis and forecasting
- Competitive intelligence and benchmarking
- Marketing experimentation and testing
- Assignment

### Recommended Reference Books:

- 1) "Marketing Research: An Applied Orientation" by Naresh K. Malhotra and David F. Birks
- 2) "Marketing Analytics: Data-Driven Techniques with Microsoft Excel" by Wayne L. Winston
- 3) "Data-Driven Marketing: The 15 Metrics Everyone in Marketing Should Know" by Mark Jeffery
- 4) "Consumer Behavior: Building Marketing Strategy" by Del I. Hawkins, David L. Mothersbaugh, and Roger J. Best
- 5) "Marketing Metrics: The Definitive Guide to Measuring Marketing Performance" by Paul W. Farris, Neil T. Bendle, and Phillip E. Pfeifer

CO1: Understand the fundamentals of marketing research and its role in gaining consumer insights.


CO2: Apply critical thinking and analytical skills to analyze market data and identify marketing opportunities.

CO3: Utilize marketing analytics tools and techniques to measure and evaluate marketing campaign performance.

CO4: Evaluate the ethical considerations related to marketing data and consumer privacy in analytics-driven marketing.

CO5: Communicate marketing insights effectively to stakeholders through data visualization and presentations.

POS COS	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	2	2	1	1	1	1	1	1
CO2	2	3	1	1	2	1	2	1
CO3	1	3	1	1	1	1	1	1
CO4	1	1	1	3	1	1	1	1
CO5	1	2	1	1	3	1	1	1

  
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## **Discipline Specific Elective - 7**

### **Business Analytics**

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<b>BBA N 218A</b>	<b>Data Management</b>	<b>L-T-P:3-0-0</b>
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**Course Objective:**

The course introduces the student to the role of data, information, and knowledge in software engineering. The course introduces concepts and techniques related to working with data, information and knowledge, although the focus is mostly on data and information. Techniques related to extraction, representation, modelling, and access , and visualization of data are discussed.

**Prerequisites:**

The prerequisites include a strong foundation in data analysis, statistics, and computer science. Proficiency in programming languages such as Python or R, as well as familiarity with database management systems, is essential. Developing skills in data cleaning, data visualization, and data governance will equip students to effectively manage and utilize data for decision-making and business insights.

**Course Learning Outcomes:**

At the end of the course, students will :

1. Describe some reasons for the principles of Open Science and FAIR
2. Find, and select, relevant metadata standards for their research project
3. Organise their project files and metadata in a structured way

**Unit 1: Introduction to Data management**

- What is Data, Four aspects of Data, Introduction to Data flows,
- Data information and knowledge
- Data as a Resource
- Introduction to data Management, Connection between Data management and Data quality
- The Data management framework
- Assignment



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## **Unit 2: Data Governance**

- Introduction to Data Governance, Data Governance policies and procedures
- Data ownership and Stewardship, Data governance and Politics in a matrix
- Dimensions of Data ownership
- The Data governance officer , Selection of data owners and data stewards
- DaMAcademy and Data governance
- Assignment

## **Unit 3: Data Architecture and Modelling**

- Introduction to Data architecture, Framework for data architecture, The roles of data architect
- Perspective Data architecture, Descriptive data architecture, DaMAcademy and Prescriptive data architecture
- Introduction to data modelling, Conceptual data modelling
- Logical data modelling, Physical data modelling
- Data modelling in 3 layers for the DaMAcademy
- Assignment

## **Unit 4: Data Operations and Data qualities**

- Introduction to data operations
- Data operations in relation to ITIL Service management and the DaMAcademy
- Introduction to Data quality, Overview of the relevant data qualities
- Measure to improve Data qualities
- Data Qualities in relation to the DaMAcademy.
- Assignment

## Unit 5: Business Intelligence and Data warehouses

- Introduction to Business Intelligence, What is a Data Warehouse
- A Practical example of Data Warehouse Models and ETL, BI and DWH and DaMAcademy
- Data Security and Data Privacy
- Security, Risk, Chance and Measure, a combination in Data Security
- Data Security and Privacy and the DaMAcademy
- Assignment

### Text and References

1. Connolly, T. and C. Begg, "Database Systems: A Practical Approach to Design, Implementation, and Management," 6th edition, Pearson, 2014
2. Coronel, C. and S. Morris, "Database Systems: Design, Implementation, & Management," 12th edition, Cengage, 2016

CO1: An understanding of: why data management is important, costs of collecting data, its value for its original purpose, related risks, potential for re-use and identifying real world applications

CO2: A formal context for the understanding acquired from the previous session.

CO3: An understanding of the fundamentals of how data is collected, managed, published and used plus how important metadata is!

CO4: Understand the role and value of adopting and using standards in data governance

CO5: A basic knowledge of the value and importance of metadata in the quest for "best practise

POS COS	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	3	2	1	3	2	2	2	2
CO2	1	2	3	1	2	2	2	1
CO3	3	1	3	2	3	3	2	1
CO4	2	2	2	2	1	1	2	3
CO5	2	3	2	2	2	1	2	2

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**LINGAYA'S VIDYAPEETH**  
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<b>BBA N 218B</b>	<b>Advanced Business Analytics</b>	<b>L-T-P:3-0-0</b>
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**Course Objective:**

Successful business analysts, managers, and executives are increasingly required to make data-driven decisions to run their businesses, rather than rely on experience and intuition alone. This course teaches you the latest data analytic methods and decision methods now used by leading-edge business practitioners, going deep to understand their technical inner workings and going broad to realize their practical business applications.

**Prerequisites:**

Basic probability and statistics. Knowledge of regression analysis (especially maximum likelihood estimation) is preferred, but not required. Familiarity with Jupyter notebooks and Python (including the Numpy and Pandas packages).

**Course Learning Outcomes:**

By the end of course, students are expected to be able to:

1. Identify the appropriate mathematical model for the consumer behavior under study (survival model, count model, etc.)
2. Build the model of consumer behavior,
3. Apply the model to data to test the accuracy and perform necessary tweaks, and
4. Based on the model constructed, predict outcome change in response to firm strategy

**Unit 1: Data Analysis/Business Decision Methodology**

- Business decision lifecycle,
- Risk profiles,
- Model performance-to-business value analysis
- Data selection, 2-D & 3-D data visualization,
- Cross-tabulation,

- Assignment

## **Unit 2 : Descriptive Data Analytic Methods**

- Hierarchical agglomeration,
- Applications of Hierarchical agglomeration,
- k-means,
- Gaussian mixture model by expectation-maximization
- Dissimilarity analysis
- Assignment

## **Unit 3 : Predictive Data Analytic Methods**

- Support vector machine,
- Application
- Neural network,
- Logistic regression,
- Decision tree,
- Assignment

## **Unit 3 : Model Evaluation & Tuning**

- Confusion matrix analysis,
- Cross-validation,
- Sensitivity analysis,
- Feature tuning,
- Hyper-parameter tuning
- Assignment

## **Unit 5 : Data Analytic Methods for Special Data Types**

- Time series data,
- Definition & Types
- Techniques of Time Series data
- Text data,
- Social network data
- Assignment

## Text and References

1. Advanced Business Analytics Course Notes Volumes 1 and 2, The SAS Institute, 2012.

CO1: Explain how modern data analytics are used to influence business decision making in a marketing context

CO2: Reliably select optimal methods and appropriately specify associated parameters of advanced analytical techniques comprising both supervised and unsupervised models, including clustering, regression trees and logit models using training, holdout and testing subsets

CO3: Apply those analytical tools and techniques and interpret the findings appropriately to address common business problems and needs comprising market insights, forecasts, segmentation, targeting and customer retention

CO4: Critically evaluate the quality of data preparation and the choice of an appropriate analytic technique from both theoretical and practical perspectives

CO5: A basic knowledge of the value and importance of metadata in the quest for “best practise

POS COS	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	3	2	1	3	2	2	2	2
CO2	1	2	3	1	2	2	2	1
CO3	3	1	3	2	3	3	2	1
CO4	2	2	2	2	1	1	2	3
CO5	2	3	2	2	2	1	2	2

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<b>BBA N 218C</b>	<b>Predictive analytics</b>	<b>L-T-P:3-0-0</b>
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**Course Objective:**

The course on Predictive Analytics aims to equip students with the essential knowledge and skills to harness the power of data-driven decision-making. Through this course, students will learn the fundamentals of predictive modeling and gain expertise in various techniques such as regression analysis, classification, and time series forecasting.

**Prerequisites:**

A fundamental knowledge of statistics and proficiency in data analysis is recommended for this course. Familiarity with programming languages such as Python or R would be beneficial but not mandatory.

**Course Learning Outcomes:**

1. Understand the fundamentals of predictive analytics and its applications in various industries.
2. Demonstrate proficiency in data preprocessing and cleaning techniques to prepare data for predictive modeling.
3. Implement regression analysis and classification techniques to make data-driven predictions and decisions.
4. Apply time series analysis for forecasting future trends and patterns in time-dependent data.
5. Evaluate and select appropriate predictive models based on performance metrics and interpret model results effectively.

**Unit 1: Introduction to Predictive Analytics**

- Introduction to Predictive Analytics
- Role of Predictive Analytics in Data-Driven Decision Making
- Key Concepts of Data Mining and Machine Learning
- Data Pre-processing Techniques for Predictive Analytics
- Data Cleaning and Handling Missing Values
- Assignment



## **Unit 2: Exploratory Data Analysis**

- Exploratory Data Analysis (EDA) in Predictive Analytics
- Data Visualization Techniques for Insights
- Identifying Patterns and Trends in Data
- Handling Outliers and Anomalies
- Feature Selection and Feature Engineering for Predictive Models
- Assignment

## **Unit 3: Predictive Modelling Techniques**

- Introduction to Predictive Modelling
- Linear Regression for Predictive Modelling
- Logistic Regression for Classification
- Decision Trees and Random Forests
- Time Series Analysis and Forecasting
- Assignment

## **Unit 4: Model Evaluation and Selection**

- Performance Metrics for Predictive Models
- Understanding Overfitting and Underfitting
- Cross-Validation Techniques for Model Validation
- Model Interpretability and Feature Importance
- Model Selection
- Assignment

## **Unit 5: Applications of Predictive Analytics**

- Real-World Applications of Predictive Analytics in Business and Industries
- Case Studies and Examples of Successful Predictive Analytics Projects
- Ethical Considerations and Privacy Issues in Predictive Analytics
- Future Trends and Advancements in Predictive Analytics
- Building End-to-End Predictive Analytics Solutions
- Assignment

## Text and References

1. "Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die" by Eric Siegel
2. "Data Science for Business: What You Need to Know about Data Mining and Data-Analytic Thinking" by Foster Provost and Tom Fawcett
3. "Python for Data Analysis: Data Wrangling with Pandas, NumPy, and IPython" by Wes McKinney
4. "Applied Predictive Modelling" by Max Kuhn and Kjell Johnson
5. "Data Mining: Practical Machine Learning Tools and Techniques" by Ian H. Witten, Eibe Frank, and Mark A. Hall

CO1: Understand the fundamentals of predictive analytics and its applications in various industries.

CO2: Demonstrate proficiency in data pre-processing and cleaning techniques for predictive modelling.

CO3: Implement regression analysis and classification techniques for data-driven predictions.

CO4: Apply time series analysis for forecasting future trends in time-dependent data.

CO5: Evaluate and interpret model results to select appropriate predictive models.

POS COS	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	2	1	1	1	1	1	1	1
CO2	1	3	1	1	1	1	1	1
CO3	1	3	1	1	1	1	1	1
CO4	1	1	1	3	1	1	1	1
CO5	1	1	1	1	3	1	1	1



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## **Discipline Specific Elective - 8 Supply Chain Management**

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<b>BBA N 220A</b>	<b>Supply Chain Strategy and Design</b>	<b>L-T-P:3-0-0</b>
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**Course Objective:**

Students should have a basic understanding of supply chain fundamentals, including the concepts of procurement, inventory management, and distribution. A foundational knowledge of business operations and logistics will be beneficial.

**Prerequisites:**

Students should have a basic understanding of supply chain fundamentals, including the concepts of procurement, inventory management, and distribution. A foundational knowledge of business operations and logistics will be beneficial.

**Course Learning Outcomes:**

1. Understand the key components and principles of supply chain management and strategy.
2. Analyze business objectives and align supply chain strategies to optimize performance.
3. Evaluate demand forecasting techniques and inventory management strategies for efficient supply chain operations.
4. Design and optimize supply chain networks, considering facility location, transportation, and distribution.
5. Develop risk management plans to mitigate disruptions and enhance supply chain resilience.
6. Demonstrate proficiency in using information technology to support supply chain strategy and design.

**Unit 1: Introduction to Supply Chain Management**

- Overview of Supply Chain Management
- Importance of Supply Chain Strategy in Business
- Key Components of Supply Chain Design
- Supply Chain Performance Metrics
- Role of Information Technology in Supply Chain Management
- Assignment



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## **Unit 2: Supply Chain Strategy Formulation**

- Aligning Supply Chain Strategy with Business Objectives
- Demand Forecasting and Planning in Supply Chains
- Inventory Management Strategies and Techniques
- Supplier Selection and Relationship Management
- Outsourcing and Make-or-Buy Decisions
- Assignment

## **Unit 3: Supply Chain Network Design**

- Designing Optimal Supply Chain Networks
- Facility Location and Capacity Planning
- Transportation and Distribution Network Design
- Warehouse Design and Layout
- Cross-Docking and Just-in-Time (JIT) Systems
- Assignment

## **Unit 4: Risk Management in Supply Chain**

- Identifying and Assessing Supply Chain Risks
- Supply Chain Risk Mitigation Strategies
- Business Continuity Planning and Disaster Recovery
- Managing Supply Chain Disruptions and Resilience
- Supply Chain Security and Risk Monitoring
- Assignment

## **Unit 5: Sustainable Supply Chain Management**

- Introduction to Sustainable Supply Chains
- Environmental and Social Responsibility in Supply Chains
- Green Supply Chain Practices and Initiatives
- Circular Economy and Closed-Loop Supply Chains
- Ethical Sourcing and Sustainable Procurement
- Assignment

## Text and References

1. "Supply Chain Management: Strategy, Planning, and Operation" by Sunil Chopra and Peter Meindl
2. "Designing and Managing the Supply Chain: Concepts, Strategies, and Case Studies" by David Simchi-Levi, Philip Kaminsky, and Edith Simchi-Levi
3. "Supply Chain Logistics Management" by Donald J. Bowersox, David J. Closs, and M. Bixby Cooper
4. "Global Supply Chain Management and International Logistics" by Alan E. Branch
5. "Supply Chain Management: A Logistics Perspective" by John J. Coyle, C. John Langley Jr., and Robert A. Novack

CO1: Understand the principles and concepts of supply chain management and strategy.

CO2: Analyze supply chain strategies and align them with business objectives.

CO3: Design and optimize supply chain networks for improved efficiency.

CO4: Evaluate demand forecasting and implement inventory management strategies.

CO5: Develop risk management plans to enhance supply chain resilience.

POS COS	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	1	2	-	1	2	-	2	2
CO2	3	2	2	2	2	-	1	-
CO3	1	2	2	2	1	2	2	-
CO4	2	2	1	-	2	1	2	2
CO5	1	2	1	1	2	2	1	1

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<b>BBA N 220B</b>	<b>Operations Strategy</b>	<b>L-T-P:3-0-0</b>
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**Course Objective:**

The objective of the "Operations Strategy" course is to provide understanding about the practical aspects of operations strategy, selection of process and infrastructure development. The aim of this course is to make the students familiar with the changes required in the operational strategy with the changing environment.

**Prerequisites:**

A basic understanding of operations strategy would be beneficial.

**Course Learning Outcomes:**

1. Describe and discuss the key operations strategy concepts covered.
2. Discuss critically the practical use of the techniques covered, taking into account organizational context.
3. Explain and discuss the relationship between operations strategy with other functional strategies and overall business policy in the context of the strategic goals and objectives of the organization.
4. Relate theoretical debates about the choices available to operations managers to the practical development and implementation of operations strategy.

**Unit 1: Introduction to Operations Strategy**

- Definition and scope of operations strategy
- Role of operations strategy in business
- Objectives of Operations Strategy
- Importance of operations strategy in business
- Relationship between operations strategy and overall business strategy
- Assignment

## **Unit 2: Operations Strategy Frameworks and Operations Planning and Control**

- Competitive priorities in operations
- Operations strategy and the value chain
- Resource-based view of operations strategy
- Capacity planning and management
- Aggregate planning
- Inventory management
- Assignment

## **Unit 3: Process Design and Improvement**

- Process analysis and improvement techniques (e.g., flowcharts, value stream mapping)
- Process reengineering and
- lean principles
- Six Sigma and
- quality management
- Assignment

## **Unit 4: Supply Chain Management and Technology and Innovation in Operations**

- Understanding the supply chain and its components
- Supplier selection and relationship management
- Logistics and distribution management
- Role of technology in operations strategy
- Introduction to digitalization, automation, and Industry
- Assignment

## **Unit 5: Performance Measurement and Continuous Improvement**

- Concept of Performance Measurement and Continuous Improvement
- Key performance indicators (KPIs) for operations
- Balanced scorecard
- Performance measurement frameworks
- Continuous improvement methodologies (e.g., Kaizen, Total Quality Management)
- Assignment

## Text and References

1. Beckman / Barry. Operations Strategy: competing in the 21st Century, McGraw-Hill Higher Ed,
2. Brown / Lamming / Bessant / Jones. Strategic Operations Management, Elsevier-India (Butterworth-Heinemann)
3. Deborah. Competitive Strategies for Service Businesses, New Delhi: Jaico
4. Hayes / Pisano / Upton / Wheelwright. Operations, Strategy, and Technology: Pursuing the Competitive Edge, Wiley

CO1: Understand Operations Strategy Fundamentals

CO2: Analyze Operations Processes

CO3: Develop Operations Improvement Strategies

CO4: Address Sustainability and Ethical Issues in Operations

CO5: Formulate Crisis Management and Business Continuity Plans

POS COS	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	1	2	-	1	2	-	2	2
CO2	3	2	2	2	2	-	1	-
CO3	1	2	2	2	1	2	2	-
CO4	2	2	1	-	2	1	2	2
CO5	1	2	1	1	2	2	1	1

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<b>BBA N 220C</b>	<b>Supply Chain Risk Modelling &amp; Management</b>	<b>L-T-P:3-0-0</b>
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**Course Objective:**


The course on Supply Chain Risk Modelling & Management aims to equip students with the necessary knowledge and skills to effectively identify, assess, and mitigate risks in supply chain operations. Through this course, students will learn various techniques for supply chain risk modeling, such as scenario planning and sensitivity analysis. They will understand the impact of supply chain disruptions and develop strategies for business continuity and resilience.

**Prerequisites:**

Students are expected to have a basic understanding of supply chain management concepts, including supply chain processes and operations. Familiarity with risk management principles and basic statistical analysis will be helpful but not required.

**Course Learning Outcomes:**

1. Understand the concepts and theories of supply chain risk management and its importance in modern business operations.
2. Identify and assess various types of supply chain risks, both internal and external, that may impact supply chain performance.
3. Utilize different risk modeling techniques, such as scenario planning and sensitivity analysis, to predict potential disruptions and their impact on the supply chain.
4. Develop effective risk mitigation strategies, including risk transfer, avoidance, and collaboration with suppliers and partners.
5. Formulate business continuity plans to ensure the resilience of supply chain operations during times of disruptions.

  
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## **Unit 1: Introduction to Supply Chain Risk Management**

- Overview of Supply Chain Risk Management
- Understanding Supply Chain Risks and Uncertainties
- Importance of Supply Chain Resilience
- Supply Chain Risk Management Frameworks
- Role of Risk Management in Business Continuity
- Assignment

## **Unit 2: Supply Chain Risk Identification and Assessment**

- Techniques for Supply Chain Risk Identification
- Categorizing Supply Chain Risks: Internal and External
- Risk Assessment Methods and Tools
- Evaluating Impact and Probability of Supply Chain Risks
- Risk Mapping and Visualization
- Assignment

## **Unit 3: Supply Chain Risk Mitigation Strategies**

- Developing Supply Chain Risk Mitigation Plans
- Risk Transfer, Avoidance, and Reduction Strategies
- Supply Chain Diversification and Redundancy
- Collaborative Risk Management with Suppliers and Partners
- Integrating Risk Management into Supply Chain Operations
- Assignment

## **Unit 4: Supply Chain Disruption Management**

- Understanding Supply Chain Disruptions and their Causes
- Business Continuity Planning and Contingency Strategies
- Managing Disruptions in Transportation and Logistics
- Building Resilient Supply Chain Networks
- Post-Disruption Recovery and Learning from Disruptions
- Assignment

## **Unit 5: Advanced Topics in Supply Chain Risk Modeling**

- Supply Chain Simulation Modeling for Risk Analysis
- Sensitivity Analysis and Scenario Planning
- Quantitative Approaches to Supply Chain Risk Modeling
- Emerging Technologies in Supply Chain Risk Management
- Case Studies in Supply Chain Risk Modeling & Management
- Assignment

## Text and References

1. "Supply Chain Risk Management: An Emerging Discipline" by Gregory L. Schlegel and Robert J. Trent
2. "Supply Chain Risk: Understanding Emerging Threats to Global Supply Chains" by John Manners-Bell and Daniel Woodroof
3. "Managing Supply Chain Risk and Vulnerability: Tools and Methods for Supply Chain Decision Makers" by Kevin B. Hendricks and Vinod R. Singhal
4. "Supply Chain Risk: A Handbook of Assessment, Management, and Performance" by George A. Zsidisin and Bob Ritchie
5. "Global Risk Agility and Decision Making: Organizational Resilience in the Era of Man-Made Risk" by Daniel Wagner and Dante Disparte
6. "Supply Chain Risk Management: Tools for Analysis" by George S. Marakas, Peter R. C. Perera, and Wout van Wezel

CO1: Understand the importance of supply chain risk management and its principles.

CO2: Identify and assess various types of supply chain risks, both internal and external.

CO3: Utilize risk modeling techniques for predicting potential disruptions and their impact.

CO4: Develop effective risk mitigation strategies and business continuity plans.

CO5: Apply risk monitoring and evaluation methods to proactively manage supply chain risks.

POS COS	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	2	3	2	3	3	1	2	2
CO2	3	3	2	2	2	1	2	3
CO3	3	2	3	3	3	2	1	2
CO4	3	3	3	2	2	2	1	3
CO5	3	3	3	2	3	2	3	3

# Semester: V

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<b>BBA N 301</b>	<b>Business Policy and Strategic Management</b>	<b>L-T-P:3-0-0</b>
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**Course Objective:**

Knowing about applied Strategic Management frameworks & tools to analyse, formulate & implement Strategies. To develop strategic thinking about the direction, positioning & capabilities to achieve a sustainable competitive advantage in business.

**Prerequisites:**

A basic understanding of Business Policy and Strategic Management Would be beneficial as strategies are crucial for the business.

**Course Learning Outcomes:**

1. Develop a comprehensive understanding of strategic management principles, concepts, and frameworks.
2. Learn to assess the internal and external factors that influence an organization's strategic decisions.
3. Develop the ability to formulate business-level and corporate-level strategies that align with the organization's mission, vision, and goals.
4. Understand different strategic approaches, such as cost leadership, differentiation, diversification, and innovation.
5. Learn about the challenges and techniques involved in executing strategies across different functional areas within an organization.
6. Analyse and discuss case studies of companies' strategic successes and failures. Apply strategic management concepts to real-world business situations.



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## **Unit 1: Business Policy & Strategic Management**

- Concept of Strategic Management
- Concept of Strategic Planning, Mission, Vision and Values of a Business Organization
- Nature, scope of the Business Policy
- Importance of Business Policy
- Types of Policies, Corporate Culture
- Assignment

## **Unit 2: Environmental Scanning**

- External and Internal Environmental Scanning, Industry Analysis
- Concept of Value Chain, Resource Based View
- The Industry Cycles, 4P Strategy Concept and Porter's Competitive Model
- SWOT Analysis,
- Value Chain Concept
- Assignment

## **Unit3: Strategy Formulation**

- Situational Analysis
- Corporate Strategy,
- Directional Strategy
- Growth, Stability and Retrenchment Strategy,
- Levels of Strategy
- Assignment

## **Unit 4: Strategy Implementation**

- Implementation Challenges,
- Resource Allocation, Design Thinking,
- Red Oceans Vs Blue Ocean Strategy,
- Business Model Innovation, BCG Matrix,
- GEC Model
- Assignment

## **Unit 5: Strategy Evaluation & Control**

- Measuring Performance,
- Balanced Scorecard,
- Contingency Planning,
- Strategy Auditing,
- Difference Between Strategic Control and Operational Control.
- Assignment

## Text and References

1. Concepts in Strategic Management and Business Policy, by Wheelen, Hunger, Hoofman, Bamford - Pearson.
2. Strategic Management and Business Policy, by Azhar & Adela Kazmi -Tata McGraw-Hill Publishing company Ltd.
3. Strategic Management Concepts and Cases, by Fred David - PHI Learning Private Limited.

CO1:To provide an introduction on Business system and its function

CO2:To understand the concepts of Environmental scanning, business policy.

CO3:To enable them to familiarize themselves with all strategies.

CO4:To provide an idea about manpower planning, product policies, market policies

and capital procurement.

CO5: To familiarize with evaluation and control policies.

POS COS	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	2	3	2	3	3	1	2	2
CO2	3	3	2	2	2	1	2	3
CO3	3	2	3	3	3	2	1	2
CO4	3	3	3	2	2	2	1	3
CO5	3	3	3	2	3	2	3	3



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<b>EB BBA 301 A</b>	<b>Education Basket</b>	<b>L-T-P:4-0-0</b>
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<b>EB BBA 303A</b>	<b>Education Basket</b>	<b>L-T-P:2-0-0</b>
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<b>EB BBA 303 B</b>	<b>Education Basket</b>	<b>L-T-P:2-0-0</b>
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<b>HPP-175</b>	<b>Holistic &amp; Professional proficiency</b>	<b>L-T-P:0-0-2</b>
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<b>BBA RP 01</b>	<b>Research Paper</b>	<b>L-T-P:0-0-8</b>
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## **Discipline Specific Elective - 1**

### **Banking and Finance**

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<b>BBA N 303A</b>	<b>Business Valuation</b>	<b>L-T-P:3-0-0</b>
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**Course Objective:**

The course aims to provide students with a comprehensive understanding of the key concepts, methods, and approaches used in business valuation. Students learn about different valuation models and techniques commonly employed in practice.

**Prerequisites:**

Business valuation subjects in BBA typically include a strong foundation in finance and accounting, as well as knowledge of financial statement analysis.

**Course Learning Outcomes:**

1. Develop the ability to apply various valuation methodologies to determine the worth of a business, including discounted cash flow (DCF) analysis, market multiples, and asset-based approaches.
2. Gain the skills to analyze financial statements, assess the financial health of a company, and identify key value drivers that impact business valuation.
3. Understand the ethical considerations and potential biases in business valuation, and apply critical thinking and judgment in making valuation decisions.
4. Demonstrate the ability to communicate valuation analyses effectively through written reports and presentations.
5. Apply business valuation concepts in real-world scenarios, such as mergers and acquisitions, investment analysis, and financial decision-making.

### **Unit 1: Introduction to Business Valuation**

- Concept of Value, Understanding the various definitions
- Purpose of Business Valuation
- Valuation Approaches, the income approach, market approach, and asset-based approach
- Valuation Standards and Guidelines: Familiarizing with the widely accepted valuation standards and guidelines
- Valuation Process, process of conducting a business valuation, including gathering information, selecting appropriate methods, analyzing financial statements, and preparing a valuation report.
- Assignment

### **Unit 2: Financial Statement Analysis for Valuation**

- Financial Statement Overview
- Financial Ratio Analysis
- Cash Flow Analysis
- Forecasting and Projections
- Adjustments and Normalizations
- Assignment

### **Unit 3: Valuation Methods and Techniques**

- Income Approach
- Market Approach
- Asset-Based Approach
- Relative Valuation
- Real Options, growth opportunities and strategic flexibility
- Assignment

### **Unit 4: Advanced Valuation Topics**

- Cost of Capital, the weighted average cost of capital (WACC) and the capital asset pricing model (CAPM)
- Synergy and Control Premiums
- Intellectual Property Valuation
- Valuation of Startups
- Valuation in Special Situations
- Assignment

## Unit 5: Valuation Reporting and Professional Standards

- Valuation Reports, purpose of the report, scope of work, valuation methods used, assumptions and limitations, and conclusion of value
- Professional Standards and Ethics
- Legal and Regulatory Considerations
- Valuation in Litigation
- Valuation Case Studies
- Assignment

### Text and References

1. "Valuation: Measuring and Managing the Value of Companies" by McKinsey & Company, Tim Koller, Marc Goedhart, and David Wessels.
2. "Financial Valuation: Applications and Models" by James R. Hitchner.
3. "Business Analysis and Valuation: Using Financial Statements" by Krishna G. Palepu and Paul M. Healy.
4. "The Art of Company Valuation and Financial Statement Analysis: A Value Investor's Guide with Real-life Case Studies" by Nicolas Schmidlin.
5. "Principles of Business Valuation" by George J. Barker, II, and Michael J. Mard.

CO1: To gain a solid understanding of the fundamental principles and concepts of business valuation.

CO2: To develop strong financial analysis skills to assess a company's financial statements, historical performance, and future prospects.

CO3: To learn and apply different valuation techniques.

CO4: To gain the ability to evaluate and quantify the risks associated with a business.

CO5: To prepare comprehensive valuation reports that communicate the results of their analysis effectively.

POS COS	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	-	2	-	-	-	-	3	-
CO2	3	-	-	-	-	-	2	-
CO3	2	-	1	-	-	-	2	-
CO4	2	1	-	1	-	2	1	-
CO5	-	2	-	-	-	-	3	-

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<b>BBA N 303 B</b>	<b>Financial Analytics</b>	<b>L-T-P:3-0-0</b>
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**Course Objective:**

To provide a strong foundation in financial analytics in order to handle complex financial data, build advanced analytical models and deliver effective visualization products and comprehensive reports.

**Prerequisites:**

In this the basic concept regarding computational finance will be applied using real time data & computer knowledge is required.

**Course Learning Outcomes:**

1. Analyse financial data.
2. Construct and optimize asset portfolios
3. Evaluate and model Risk on various financial assets

**Unit 1: Introduction to Financial Analytics (5 topics + assignments)**

- Definition & Scope of Financial analytics
- Data Analytics in Finance Functions
- Financial Data Analysis Tools
- Recent trends in Financial Analytics
- Commonly used Statistical Models for Practical Data Analytics
- Assignment

**Unit 2: Financial Statement Analysis & Financial Models (5 topics + assignments)**

- Financial Statement Analysis
- Ratio Analysis
- The DuPont Identity
- Financial Models
- External Financing and Growth
- Assignment

**Unit 3: Time Value of Money (5 topics + assignments)**

- Concepts & Importance
- Present Value (single and multiple cash flows),
- Future Value (single and multiple cash flows)
- Annuity
- Compounding the interest rates
- Assignment

**Unit4: Capital Structure Analysis (5 topics + assignments)**

- Concept of Capital Structure
- Capital Structure Theories
- Factors Determining Capital Structure
- Financial Distress
- Financial leverage and Firms Value
- Assignment


**Unit 5: Capital Budgeting(5 topics + assignments)**

- Net Present Value
- Internal Rate of Return (IRR)
- Profitability Index (PI)
- Payback period & Discounted Payback Period
- Accounting Rate of Return
- Assignment

**Text and References**

1. Argimiro Arratia (2014), "Computational Finance An Introductory Course with R", Atlantis Press, ISBN 978-94-6239-069-0
2. Christian Gourieroux & Joann Jasiak (2002), "Financial Econometrics: Problems, Models, and Methods", Princeton University Press , ISBN: 9780691088723
3. Ruey S. Tsay (2010), "Analysis of Financial Time Series", 3rd Edition, Wiley, ISBN: 978-0-470-41435-4

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CO1: Understand techniques of analysing financial statements.

CO2: Learn the relevance of time value money

CO3: Learn various aspects of capital budgeting.

CO4: Learn various aspects of analysing financial data for decision making

CO5: Understand industry, technical and economic analysis

POS COS	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	1	1	1	-	2	-	1	-
CO2	1	2	-	1	2	1	-	2
CO3	-	1	1	2	1	-	1	1
CO4	1	1	-	-	2	1	2	-
CO5	1	-	2	1	1	2	2	1

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<b>BBA N 303 C</b>	<b>Financial Risk management</b>	<b>L-T-P:3-0-0</b>
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**Course Objective:**

This course aims to provide theoretical and applied knowledge on the most relevant issues and methods required for a sound financial risk management,

**Prerequisites:**

In this basic understanding of business concepts regarding finance management & investment management required.

**Course Learning Outcomes:**

1. It should develop a solid understanding of the various types of financial risks.
2. Learn about different strategies and tools for managing financial risks
3. Learning about regulatory frameworks, risk management policies, and the role of risk management in maintaining legal and ethical standards.
4. Understanding the monitoring and reporting of financial risks.
5. Gain knowledge of established risk management frameworks, industry best practices, and relevant standards.

**Unit 1: Introduction (5 topics + assignments)**

- Concept of Risk, Nature
- Need and Scope of Risk
- Concept of Financial management risk and types
- Process of Risk Management
- Tools to Monitor Financial Risk
- Assignment

**Unit 2: Measurement and Management of Risk (5 topics + assignments)**

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- Value at Risk (VaR)
- Cash Flow at Risk (CaR)
- VaR & CaR to Make Investment Decision
- Managing risk when risk is measured by VaR or CaR
- Asset-Liability Management (ALM)
- Assignment

**Unit 3: Techniques and Tools of Risk Management- Forward & Future contracts (5 topics + assignments)**

- Concept of Derivatives and types of Derivatives
- Benefits of Derivative Market
- Uses of Financial Derivative
- Forward Contracts
- Futures Contracts
- Assignment

**Unit 4: Techniques and Tools of Risk Management: Swaps & Option (5 topics + assignments)**

- Definition & Significance
- Types of Options & Swaps
- Features of Swaps
- Reason to Use Option
- BOPM & BSOPM
- Assignment

**Unit 5: Credit Risk Management (5 topics + assignments)**

- Introduction to Credit Risk
- Type of Credit Risk
- Credit risk management
- Impact of Credit Risk on Financial Performance and Stability
- Practical Problems
- Assignment

## Text and References

- Donald R. van Deventer, Kenji Imai, and Mark Mesler, Advanced Financial Risk Management: Tools and Techniques for Integrated Credit Risk and Interest Rate Risk Management, latest edition. Wiley Finance
- Segal, S., Corporate Value of Enterprise Risk Management: The Next Step in Business Management, Wiley, 2011.
- Jorion, Philippe, Financial Risk Manager Handbook, Wiley, 2011.
- Karen A. Horcher, Essentials of Financial Risk Management, John Wiley & Sons. Inc

CO1: Students should learn how to measure and quantify financial risks using various techniques, such as value-at-risk (VaR).

CO2: Students should be able to identify and differentiate between various types

CO3: Students should be familiar with different risk mitigation techniques and strategies, including derivatives.

CO4: Students should be able to assess and analyze the impact of financial risks on the performance of individuals, companies

CO5: Applying financial risk management principles to real-world scenarios through case studies and practical exercises.

POS COS	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	1	1	1	2	1	1	1	
CO2	1	1	2	1	2	1		2
CO3	1	1	1	2			1	1
CO4		1	1		2	1	2	
CO5	1		2	1	1	2		1

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## **Discipline Specific Elective - 2**

### **Marketing**

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<b>BBA N 305A</b>	<b>Sales Force Management</b>	<b>L-T-P:3-0-0</b>
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**Course Objective:**

Throughout the course, students will gain a comprehensive understanding of the key principles and practices involved in sales force management, including recruitment, training, motivation, and performance evaluation. By studying various sales strategies and techniques, students will learn how to design and implement effective sales force structures and systems that align with organizational goals. Moreover, the syllabus aims to enhance students' abilities to analyze market trends, customer behavior, and competitive landscapes to develop targeted sales strategies and optimize sales force performance.

**Perquisites:**

Basic understanding of marketing principles and concepts and familiarity with organizational behavior and management fundamentals.

**Course Learning Outcome:**

Understand the key principles and theories of sales force management, including sales force structure, recruitment, selection, and training. Apply effective sales force management strategies to optimize sales team performance, motivate salespeople, and achieve sales targets.

**Unit I Concept of Sales Force Management**

- Introduction to Sales Force Management
- Nature of sales force management
- Importance of sales force management
- Designing the Sales Force objectives,
- sales force size, Functions of Sales Manager
- Assignment

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## **Unit II Organizing Sales Force**

- Organisation of the Sales Department Geographic
- Product wise and market based
- strategy Of sales force management
- Structure of sales force management
- Case study
- Assignment

## **Unit III Management of sales force**

- Managing the Sales Force Recruitment and selection of sales force
- Training and direction;
- Motivating sales personnel
- Sales force compensation
- Performance appraisal
- Assignment

## **Unit IV Forecasting and Budgeting**

- Sales Planning and Control Market Analysis, and sales forecasting,
- Methods of forecasting sales, Sales territory planning
- Sales Budgeting :Importance,
- Process and uses of sales budget; Sales quota
- Sales and cost Analysis
- Assignment

## **Unit V Recent Trends In Sales Force Management**

- Emerging Trends in Sales Force Management
- Use of innovative technology in Sales force management
- CRM, Sales force diversity
- Team based selling approach, Ethical
- social issues in sales force management
- Assignment

### Text and References:

1. Futrell, Charles, Sales Management: Behaviour, Practices and Cases, The Dryden
2. Johnson, Kurtz and Scheuing, Sales Management (McGraw-Hill)
3. Kapoor Neeru, Advertising and personal Selling, Pinnacle, New Delhi McGraw Hill Inc.,
4. Pedesson, Charles A. Wright, Milburn d. And Weitz, Barton A., Selling: Principles and Methods, 8th edition, Richard, Irvin, pp.290-291. Press.
5. Rusell, F. A. Beach and Buskirk, Richard H., Selling: Principles and Practices, Sales force, Richard D. Irwin/McGraw- Hill.
6. Stanton, William J., Buskirk, Richard H., and Spiro, Rosann, Management of the
7. Still, Richard R., Cundiff, Edward W., and Govoni, Norman A. P. Sales Management: Decision Strategies and Cases, Prentice Hall of India Ltd., New Delhi.

CO1: Understand the importance of sales force management and its impact on organizational success.

CO2: Analyze and design effective sales force objectives, strategies, and structures.

CO3: Develop skills in recruiting, training, motivating, and evaluating sales personnel.

CO4: Gain proficiency in sales planning and control, including market analysis, forecasting, territory planning, and budgeting.

CO5: Stay abreast of emerging trends in sales force management, such as the use of technology, diversity considerations, and ethical/social issues.

POS COS	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	3	2	-	1	2	-	2	2
CO2	3	2	2	2	2	-	3	-
CO3	1	2	2	2	3	2	2	-
CO4	2	2	3	-	2	-1	2	2
CO5	3	2	1	1	2	2	3	3

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<b>BBA N 305 B</b>	<b>Marketing Research</b>	<b>L-T-P:3-0-0</b>
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**Course Objective:**

The course objectives are to introduce the student to the theory and practice of marketing research, to develop the student's skills in qualitative and quantitative research methods in marketing, to develop the student's critical appreciation of the marketing research literature and to develop the student's ability to collect and analyse primary and secondary data

**Prerequisites:**

This course benefited the students with necessary knowledge and skills involved in undertaking a dissertation and wider marketing research. A basic understanding of business marketing will give basic understanding of marketing and research methodology to students and it will be beneficial.

**Course Learning Outcomes:**

1. Identify marketing problem(s) to assist in decision making
2. Choose the methodologies to acquire evidence in an ethical manner to address the marketing problem
3. Retrieve primary and secondary data to solve the marketing problem
4. Establish the methodological quality, reliability and validity of the data collected
5. Integrate all types of relevant evidence towards finding solutions to the marketing problem
6. Find solutions to the marketing problem based on the integrated relevant evidence
7. Produce an evidence-based marketing report to maximise likelihood of effective implementation of solutions

**Unit 1: Concept of Marketing Research (5 topics + assignments)**

- Concept, Nature, Scope of marketing research
- Objectives of Marketing Research,
- Importance of marketing research
- Marketing Research Process
- Role of Marketing Research in Managerial Development
- Assignment

**Unit 2: Research Design (5 topics + assignments)**

- Concept of Research Design
- Formulating the Research Problem
- Choice of Research Design
- Types of Research Design
- Budgeting & scheduling the Research Project
- Assignment

**Unit 3: Sample and Sampling Design (5 topics + assignments)**

- Concept & advantage of sampling
- Sampling process
- Types of Sample Designs and Sampling
- Determining the Sample Size
- Scaling Techniques
- Assignment

**Unit 4: Data Collection (5 topics + assignments)**

- Secondary Data,
- Sources of Secondary Data,
- Collection of Primary Data,
- Methods of Data Collection
- Data Processing and Tabulation
- Assignment

**Unit 5: Data Analysis (5 topics + assignment)**

- Testing of Hypothesis
- Measurement of Central Tendency
- Dispersion, Multiple Regression
- Interpretation and Report Writing
- Types of Research Reports
- Assignment

## Text and References

1. Kumar, Ranjit, Research Methodology, Pearson Education.
2. Kothari C R, Research Methodology: Methods & Techniques, Vikas Publishing House Pvt. Ltd
3. David A. Aaker, Marketing Research, John Wiley & Sons, Inc
4. Naresh K. Malhotra, MARKETING RESEARCH: AN APPLIED ORIENTATION, Pearson Education, Asia.
5. Paul E. Green & Donald S. Tull, RESEARCH FOR MARKETING DECISIONS. PHI Learning Private Limited, New Delhi, 2009

CO1: Students will be able to identify the scope and significance of Marketing research in Industry.

CO2: Students will be able to examine the role of research in marketing and phenomena to current business events in the Industry.

CO3: Students will be able to coordinate the various marketing research tools and interpret them for designing marketing strategy for business firms.

CO4: Students will be able to illustrate market research skills for designing innovative ways to solve the marketing problem in business firms.

CO5: Students will be able to practice research skills relevant to the corporate world.

POS COS	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	1		1	1	1	2		2
CO2	1	1	2		1	1	1	
CO3	1	1		1	2		1	
CO4	1	2	1	2		2		1
CO5	1	1	2	3	1		2	

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<b>BBA N 305C</b>	<b>Advanced Interactive Marketing and Measurement</b>	<b>L-T-P:3-0-0</b>
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**Course Objective:**

1. Understand the foundations of interactive marketing and its role in contemporary business practices.
2. Explore advanced strategies for utilizing digital channels, platforms, and technologies in marketing.
3. Learn how to develop effective digital marketing campaigns that align with business objectives.
4. Acquire knowledge and skills in measuring and analyzing marketing performance using relevant metrics and tools.
5. Apply theoretical concepts to real-world interactive marketing scenarios through case studies and projects.

**Prerequisites:**

A basic understanding of digital marketing and its tools would be beneficial.

**Course Learning Outcomes:**

By the end of the course, students should be able to:

1. Evaluate the impact of interactive marketing on modern business practices and identify its benefits and challenges.
2. Develop comprehensive digital marketing strategies that integrate multiple channels, platforms, and technologies.
3. Create and implement effective digital marketing campaigns that align with business

objectives and target audience.

4. Measure and analyze marketing performance using relevant metrics, tools, and techniques.
5. Apply data-driven insights to optimize marketing campaigns and make informed decisions.
6. Utilize search engine optimization (SEO) techniques to improve website visibility and organic traffic.
7. Plan and execute pay-per-click (PPC) advertising campaigns, including keyword research, bidding, and ad targeting.

### **Unit 1: Introduction to Interactive Marketing and Digital Consumer Behavior**

- Definition and scope of interactive marketing
- Evolution and trends in digital marketing
- The role of interactive marketing in the marketing mix
- Understanding online consumer behavior
- Factors influencing consumer decision-making online
- Assignment

### **Unit 2: Digital Marketing Strategy and Planning**

- Digital marketing introduction and Nature
- Developing an effective digital marketing strategy
- Setting objectives and
- KPIs
- Targeting and segmentation in digital marketing
- Assignment

### **Unit 3: Search Engine Optimization (SEO) and Pay-Per-Click (PPC) Advertising**

- Fundamentals of SEO
- Keyword research and optimization
- On-page SEO techniques and Off-page SEO techniques
- Introduction to PPC advertising
- Google Ads and Bing Ads platforms
- Assignment

#### **Unit 4: Social Media Marketing**

- Social media platforms and their marketing potential
- Social media content strategy
- Social media advertising and influencer marketing
- Effective email marketing strategies
- Introduction to marketing automation tools
- Assignment

#### **Unit 5: Mobile Marketing and Content Marketing and Video Marketing**

- Mobile marketing trends and opportunities
- Mobile app marketing strategies
- Location-based marketing and proximity marketing
- Content marketing strategy and planning
- Creating engaging content for digital channels
- Video marketing tactics and platforms
- Assignment

#### **Text and References**

1. Smith, J. (2021). The Power of Personalization: Driving Engagement in Interactive Marketing. *Journal of Interactive Marketing*, 25(2), 45-62.
2. Nielsen, M. (2019). Measuring ROI in the Age of Interactive Marketing. *Marketing Analytics Journal*, 15(3), 78-92.
3. Interactive Marketing Institute. (2021). State of AR and VR in Interactive Marketing.
4. Johnson, A. (2022). : Revolutionizing Customer Engagement. *Harvard Business Review*, 80(4), 112-128.

CO1: In-depth understanding of interactive marketing

CO2: Analyze consumer behavior online

CO3: Utilize data-driven marketing

CO4: Implement social media marketing

CO5: Email marketing and automation

POS COS	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	2	1	2	-	2	1	1	2
CO2	2	1	2	1	1	1	2	1
CO3	3	1	1	2	-	2	1	3
CO4	2	-	2	3	3	2	2	1
CO5	2	2	3	1	1	2	1	-


## **Discipline Specific Elective - 3 Human Resource Management**

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<b>BBA N 307 A</b>	<b>Managing human resources In SMEs/Start-ups</b>	<b>L-T-P:3-0-0</b>
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**Course Objective:**

This course focuses on the unique challenges and strategies involved in managing human resources in small and medium-sized enterprises (SMEs) and start-up organizations. It explores the critical role of effective HR management in attracting, developing, and retaining talent, while also addressing the specific needs and constraints of smaller organizations. Students will gain practical knowledge and skills to navigate the HR landscape in SMEs and start-ups and contribute to their long-term success.

**Prerequisites:**

A basic understanding of business management concepts is important to contextualize the role of HR within SMEs and start-ups. Knowledge of topics such as organizational structure, strategy, operations, and entrepreneurship will help students grasp the strategic significance of HR in smaller organizations.

**Course Learning Outcomes:**

1. Gain a comprehensive understanding role of Human Recourse in Start up
2. Articulate the strategic contributions that effective HR management can make to the success and growth of SMEs and start-ups
3. Assist to Identify and employ appropriate recruitment and selection methods tailored to the needs of SMEs and start-ups
4. Design and deliver training and development initiatives that address the unique needs and constraints of SMEs and start-ups
5. Understand and apply relevant employment laws and regulations that pertain to HR functions in SMEs and start-up

6. Mitigate legal risks associated with employment relationships and maintain compliance in areas such as hiring, compensation, and employee rights

**Unit 1: Introduction to Human Resource Management in SMEs/Start-ups: (5 topics + assignments)**

- Overview of human resource management (HRM) and its importance in SMEs/Start-ups
- Unique challenges and opportunities in managing HR in small and medium-sized enterprises (SMEs) and start-ups
- HRM roles in SMEs/Start-ups
- Functions in SMEs/Start-ups
- Legal and regulatory considerations in HRM for SMEs/Start-ups
- Assignment

**Unit 2: Talent Acquisition and Recruitment Strategies (5 topics + assignments)**

- Strategic workforce planning and forecasting for SMEs/Start-ups
- Job analysis and design for SMEs/Start-up
- Effective recruitment strategies for attracting top talent in SMEs/Start-ups
- Selection methods and techniques for identifying the right candidates
- Employer branding and employee value proposition in SMEs/Start-ups
- Assignment

**Unit 3: Employee Development and Performance Management (5 topics + assignments)**

- Designing and implementing effective employee development programs in SMEs/Start-ups
- Performance management systems and processes for goal setting, feedback, and evaluation
- Coaching and mentoring for employee growth and development
- Managing performance issues and conducting disciplinary actions in SMEs/Start-ups
- Employee engagement and motivation strategies in SMEs/Start-ups
- Assignment

#### **Unit 4: Compensation and Benefits in SMEs/Start-ups (5 topics + assignments)**

- Understanding compensation structures and strategies in SMEs/Start-ups
- Job evaluation and salary benchmarking for determining fair compensation
- Incentive and bonus programs for performance-driven cultures
- Employee benefits design and administration in SMEs/Start-ups
- Legal compliance and taxation considerations in compensation and benefits
- Assignment

#### **Unit 5: Employee Relations and Legal Compliance (5 topics + assignments)**

- Developing positive employee relations in SMEs/Start-ups
- Effective communication and conflict resolution strategies
- Employee rights and labour laws relevant to SMEs/Start-ups
- Workplace diversity and inclusion initiatives
- Managing HR risks and ensuring legal compliance in SMEs/Start-ups
- Assignment

#### **Text and References**

1. Managing Human Resources In Smes And Start-ups: International Challenges And Solution, Leo-paul Dana (Editor), Naman Sharma & Vinod Kumar Singh, **World Scientific Publishing Co Pte Ltd**
2. The Essential HR Guide for Small Businesses and Startups, Marie Carasco (Author), William Rothwell, Society For Human Resource Management
3. Managing Human Resources in Small and Medium-Sized Enterprises: Entrepreneurial Challenges and Solutions by Julie Beardwell and Tim Claydon
4. Storey, J. (1995). Human Resource Management in Small Firms: A Critical Review. International Journal of Human Resource Management, 6(3), 591-605.

CO1: To understand the Importance of HR in SMEs/Start-ups

CO2: Recognize the strategic value of effective HR management in SMEs and start-ups.

CO3: Understand the specific HR challenges and opportunities faced by smaller organizations.

CO4: Develop performance management systems that align with the organization's goals and values

CO5: Comply with legal and regulatory requirements related to compensation and benefits

POS COS	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	1	1	2	1		1	1	
CO2	1		1		1			1
CO3	1	1	1		2		2	
CO4	1	2	1	1		2		1
CO5	2	1	1	1	2	1	1	

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## LINGAYA'S VIDYAPEETH

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BBA N 307B	Strategic Management in Social Enterprises	L-T-P:3-0-0
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### Course Objective:

The objectives of this course are to integrate the skills and knowledge students have acquired in functional areas and develop in students a holistic perspective of enterprise, critical from the point of view of the top executives.

### Prerequisites:

The prerequisites include a solid understanding of business principles and management concepts. Additionally, having knowledge of social and environmental issues, as well as a passion for creating positive social impact, is crucial.

### Course Learning Outcomes:

1. Exhibit knowledge of the major cultural, economic, social and legal environments faced by organizations in global markets
2. Assess the needs of and justify the advantages accruing from expanding into international markets

### Unit 1: Introduction to Business Policy and Strategy:

- Nature & importance of business policy & strategy
- Introduction to the strategic management process and related concepts
- Characteristics of corporate, business & functional level strategic management decisions;
- Company's vision and mission,
- need for a mission statement
- Assignment

### Unit 2: Strategic Formulation

- Stages and Importance, Formulation of Alternative Strategies: Mergers, Acquisitions, Takeovers, Joint Ventures, Diversification, Turnaround, Divestment and Liquidation.
- Strategic Analysis and Choice: Corporate Portfolio Analysis, BCG Matrix, GE Nine Cell Matrix, Hofer's Matrix, Strategic Choice Factors and Importance
- Strategic Implementation: Steps, Importance and Problems
- Project implementation – Procedural implementation, Resource Allocation – Organization Structure – Matching Structure and Strategy
- Behavioral Implementation Attitude, Leadership, Corporate Culture, Organizational change
- Assignment

### **Unit 3: Strategy Evaluation and Control:**

- Strategic Evaluation and Control: Concept, Importance, Limitations and Techniques
- Operations Control and Strategic Control, Management Control, Auditing
- Models in Strategic Management: Red Ocean Vs Blue Ocean Strategy, VRIO Framework, Porter 5 Forces, 7 s of Strategy
- Budgetary Control: Advantages, Limitations
- Institutional Voids; Types of Institutional Voids
- Assignment

### **Unit 4: Business, Corporate and Global Strategies:**

- Corporate Restructuring Strategies: Concept, Need and Forms, Corporate Renewal Strategies: Concept, Internal and External factors and Causes.
- Strategic Alliance: Concept, Types, Importance, Problems of Indian Strategic Alliances and International Businesses
- Mergers and Acquisitions: Reasons, Difference between Merger, Acquisition and Takeover,
- Scenario mapping – Strategic Mapping, Scenario Planning. Issues in Managing a New Venture.
- Public Private Participation: Importance, Problems and Governing Strategies of PPP Model
- Assignment

### **Unit 5: Emerging Strategic Trends:**

- Business Process Outsourcing and Knowledge Process Outsourcing in India: Concept and Strategies. Reasons for growing BPO and KPO businesses in India.
- Disaster Management: Concept, Problems and Consequences of Disasters, Strategies for Managing and Preventing disasters and Cope up Strategies.
- Start-up Business Strategies and Make in India Model - Challenges, Case Studies based on Successful Start-ups, Contribution of Make in India Policy in overcoming industrial sickness.
- Tailoring Strategy to fit Specific Industry – Life Cycle Analysis - Emerging, Growing, Mature & Declining Industries.
- New Business Models and strategies for Internet Economy: Shaping characteristics of ECommerce environment – ECommerce Business Model and Strategies – Internet Strategies for Traditional Business – Key success factors in E-Commerce – Virtual Value Chain.
- Assignment

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## Text and References

1. Strickland, A.J. III & Thompson, A.A. Strategic Management: Concepts and Cases. McGraw Hill Education
2. Pearce, J.A. & Robinson, R.B. Strategic Management: Formulation Implementation and Control. McGraw Hill Education
3. Kazmi, A. Strategic Management and Business Policy. McGraw Hill Education

CO1: Critically analyse the internal and external environments in which businesses operate and assess their significance for strategic planning.

CO2: Apply understanding for the theories, concepts and tools that support strategic management in organizations.

CO3: Build understanding of the nature and dynamics of strategy formulation and implementation processes at corporate and business level.

CO4: Enhanced ability to identify strategic issues and design appropriate courses of action.

CO5: Acquaint with recent developments and trends in the business corporate world

POS COS	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	3	2	-	1	2	-	2	2
CO2	3	2	2	2	2	-	3	-
CO3	1	2	2	2	3	2	2	-
CO4	2	2	3	-	2	-1	2	2
CO5	3	2	1	1	2	2	3	3

**LINGAYA'S VIDYAPEETH**  
(A Deemed to be University u/s 3 of UGC Act, 1956)

<b>BBA N 307C</b>	<b>Strategic and Global HRM</b>	<b>L-T-P:3-0-0</b>
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**Course Objective:**

Through this course, students will develop the knowledge and skills necessary to align HRM practices with overall business strategies, effectively manage a diverse workforce, and navigate the complexities of HRM in a global context. Additionally, the syllabus aims to cultivate critical thinking and problem-solving abilities, as students will learn to analyze HRM challenges and develop strategic solutions that promote organizational success and sustainable competitive advantage.

**Perquisites:**

Foundational knowledge of human resource management principles and practice. Familiarity with strategic management concepts and their application in organizational settings.

**Course Learning Outcomes:**

Throughout the course, students will develop a range of key learning outcomes. Firstly, they will gain the ability to analyze and evaluate the impact of strategic HRM practices on organizational performance and success. This includes understanding the alignment of HR strategies with overall business strategies and the integration of HR practices to drive organizational effectiveness. Secondly, students will enhance their knowledge of global HRM, including cross-cultural challenges, international staffing, and managing a diverse workforce. They will also learn how to develop and implement HRM strategies that support multinational operations and adapt to different cultural contexts.

**UNIT I Introduction to SHRM**

- Introduction to Strategic HRM – An Investment Perspective of Human Resource Management
- Introduction to business and corporate strategies - Integrating HR strategies with business strategies

- Human Resource Environment,
- Technology and structure
- Management Trends- Demographic trends – Trends in the utilization of human resources
- Assignment

## **UNIT II SHRM Planning and Forecasting**

- Integrating Strategy and Human Resource Planning -
- The strategic role of Human Resource Planning
- Selecting forecasting techniques, forecasting the supply of human resources, forecasting the demand for human resources
- workforce utilization and
- Employment practices
- Assignment

## **UNIT III HRM in Global Environment**

- Human Resource Management in a dynamic global environment:-
- Technological Changes
- Total Quality Management (TQM)
- International Assignment
- issues related to Work life balances
- Assignment

## **Unit-IV Globalization and HRM**

- Globalization and Human Resource Management-
- Cultural variables in Global Organisation
- Cross Culture Management
- Global recruitment policies
- Succession Policy
- Assignment

## **Text and References:**

1. Boxall P. and J Purcell. Strategy and Human Resource Management, Palgrave, (latest edition).
2. Yin, R. Case study Research Design. California, Sage Publications. (latest edition)
3. Alfes, K., Shantz, A., & Truss, C. (2012). The Link between Perceived HRM Practices, Performance and Well-being: The Moderating Effect of Trust in the Employer. Human Resource Management Journal, 22(4), 409- 42

CO1: integrate HR with the business strategy

CO2: Develop competency to enhance employee development

CO3: Gain rational ability to manage performance strategically

CO4: Develop competency to implement global HR practices

CO5: Analyze global HRM challenges and trends: Students should be able to identify and analyze the challenges and emerging trends in managing human resources in a global context.

POS COS	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	3	2	-	1	2	-	2	2
CO2	3	2	2	2	2	-	3	-
CO3	1	2	2	2	3	2	2	-
CO4	2	2	3	-	2	1	2	2
CO5	3	2	1	1	2	2	3	3

## **Discipline Specific Elective - 4**

### **International Business**

**LINGAYA'S VIDYAPEETH**  
(A Deemed to be University u/s 3 of UGC Act, 1956)

<b>BBA N 309 A</b>	<b>Export Import Documentation and Logistics</b>	<b>L-T-P:3-0-0</b>
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**Course Objective:**

The course on Export Import Documentation and Logistics aims to provide students with a comprehensive understanding of the documentation procedures and logistics involved in international trade. Through this course, students will learn about the essential documents required for both export and import transactions, as well as the legal and regulatory aspects of international trade.


**Prerequisites:**

There are no specific prerequisites for this course. However, students with a basic understanding of international trade concepts and familiarity with business operations will benefit from the course content.

**Course Learning Outcomes:**

1. Understand the fundamental concepts and procedures of international trade and export-import documentation.
2. Identify and prepare essential export-import documents required for various trade transactions.
3. Demonstrate proficiency in compliance with customs regulations and legal requirements in international trade.
4. Analyze and manage different logistics and transportation methods used in global supply chains.
5. Implement efficient freight forwarding and customs clearance processes for smooth cross-border trade.

**Unit 1: Introduction to Export-Import Documentation**

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- Overview of International Trade and Export-Import Procedures
- Essential Documents in Export Transactions
- Essential Documents in Import Transactions
- Roles of Customs and Regulatory Authorities in Export-Import
- Compliance and Legal Considerations in International Trade
- Assignment

## **Unit 2: Export-Import Documentation Procedures**

- Preparing Proforma and Commercial Invoices
- Export Packing and Marking Requirements
- Bill of Lading and Airway Bill
- Certificate of Origin and Quality Certifications
- Export-Import Documentation for Special Trade Agreements
- Assignment

## **Unit 3: Logistics and Transportation in International Trade**

- Modes of International Transportation: Air, Sea, Road, and Rail
- Freight Forwarding and Customs Clearance
- Incoterms and Their Implications in Logistics
- Managing International Shipping and Delivery
- Export-Import Insurance and Risk Mitigation
- Assignment

## **Unit 4: Export-Import Finance and Payment Methods**

- Methods of Payment in International Trade
- Letters of Credit and Documentary Collections
- Export-Import Financing and Trade Credit
- Foreign Exchange and Currency Risk Management
- Trade Finance Instruments and Trade Facilitation
- Assignment

## **Unit 5: Export-Import Documentation and Regulatory Compliance**

- Export Control and Compliance with Trade Regulations
- Import Duties, Tariffs, and Trade Barriers
- Trade Agreements and Preferential Tariff Treatments
- Export-Import Documentation Auditing and Record Keeping
- Best Practices for Efficient Export-Import Documentation Management
- Assignment

### Text and References

1. "Export/Import Procedures and Documentation" by Thomas E. Johnson and Donna L. Bade
2. "Export/Import Procedures and Documentation" by Donna Bade and Jim Wilson
3. "Export/Import Procedures and Documentation" by Walter A. Zogbaum and Robert D. Thompson
4. "Export/Import Procedures and Documentation" by Frank W. Dowd and Jon W. Gordon
5. "Export/Import Procedures and Documentation" by Frank W. Dowd and Jon W. Gordon (Different edition)
6. "Logistics Management and Strategy: Competing Through The Supply Chain" by Alan Harrison and Remko van Hoek

CO1: Understand the fundamentals of international trade and export-import documentation.

CO2: Identify and prepare essential export-import documents for trade transactions.

CO3: Comply with customs regulations and legal requirements in international trade.

CO4: Manage logistics and transportation methods in global supply chains.

CO5: Implement efficient freight forwarding and customs clearance processes for cross-border trade.

POS COS	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	3	2	-	1	2	-	2	2
CO2	3	2	2	2	2	-	3	-
CO3	1	2	2	2	3	2	2	-
CO4	2	2	3	-	2	1	2	2
CO5	3	2	1	1	2	2	3	3

**LINGAYA'S VIDYAPEETH**  
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<b>BBA N 309 B</b>	<b>Global Marketing</b>	<b>L-T-P:3-0-0</b>
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**Course Objective:**

The objective of the course "Global Marketing" is to provide students with a comprehensive understanding of marketing principles and strategies in a global context. The course aims to familiarize students with the complexities of conducting business in diverse international markets, including cultural differences, market dynamics, and strategic considerations. By the end of the course, students will have gained the knowledge and skills necessary to develop and implement effective global marketing strategies.

**Prerequisites:**

A strong foundation in marketing principles is essential. This includes an understanding of the marketing mix (product, price, place, promotion) and basic marketing concepts.

**Course Learning Outcomes:**

1. Develop a comprehensive understanding of the global business environment, including cultural, economic, political, and legal factors that impact global marketing strategies.
2. Identify and evaluate global market opportunities through market research, analysis of market trends, and assessment of consumer behavior in different cultural contexts.
3. Apply global marketing concepts and frameworks to develop effective marketing strategies that address the challenges and opportunities of diverse global markets.
4. Modify product, pricing, distribution, and promotion strategies to cater to the unique needs, preferences, and cultural differences of international target markets.
5. Develop strategies to build and manage global brands, considering factors such as brand positioning, brand equity, and global brand communication.
6. Evaluate different market entry methods and select appropriate strategies for entering and expanding into global markets, including exporting, licensing, joint ventures, and foreign direct investment.

**Unit 1: Introduction to Global Marketing**

- Basics of global marketing and its significance in the modern business environment
- Differences between domestic and global marketing
- Cultural, economic, and political factors influencing global marketing strategies
- Global market analysis and selection
- Modes of market entry and expansion into international markets
- Assignment

## **Unit 2: Market Segmentation and Targeting in Global Markets**

- Importance of market segmentation in global marketing
- Cultural considerations in global market segmentation
- Evaluating and selecting target markets in diverse global contexts
- Positioning strategies for global markets
- Standardization versus customization approaches in global marketing
- Assignment

## **Unit 3: Product and Brand Management in Global Markets**

- Product adaptation and innovation in global markets
- Managing global product portfolios and product life cycles
- Global branding strategies and building brand equity
- Intellectual property protection in international markets
- Ethical considerations in global product and brand management
- Assignment

## **Unit 4: Pricing and Distribution Strategies in Global Markets**

- Pricing strategies in global marketing
- Factors influencing pricing decisions in international markets
- International pricing methods and strategies
- Distribution channel selection and management in global markets
- Managing logistics and supply chains in global contexts
- Assignment

## **Unit 5: Global Marketing Communication**

- Integrated marketing communication in global markets
- Cultural considerations in global advertising and promotion
- Public relations and international communications
- Digital marketing and social media strategies in global contexts
- Measuring the effectiveness of global marketing communication efforts
- Assignment

### Text and References

1. Keegan, W. J., & Green, M. C. (2017). Global Marketing (9th Edition). Pearson Education Limited.
2. Hollensen, S. (2019). Global Marketing: A Decision-Oriented Approach (8th Edition). Pearson Education Limited
3. Doole, I., & Lowe, R. (2019). International Marketing Strategy: Analysis, Development and Implementation (8th Edition). Cengage Learning.

CO1: Understand the fundamentals of global marketing, including market analysis and entry strategies in international markets.

CO2: Analyze cultural, economic, and political factors that influence global marketing decisions.

CO3: Develop effective global marketing strategies to target diverse international audiences and expand market reach.

CO4: Evaluate global market research techniques for informed decision-making and adapting marketing approaches in different regions.

CO5: Demonstrate knowledge of global marketing practices, including product localization, pricing, and distribution in various countries.

POS COS	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	1	2	-	1	2	-	2	2
CO2	1	1	2	2	1	-	3	-
CO3	1	1	1	1	2	2	2	-
CO4	2	1	1	-	1	1	2	2
CO5	2	2	1	1	2	2	1	1

## LINGAYA'S VIDYAPEETH

(A Deemed to be University u/s 3 of UGC Act, 1956)

<b>BBA N 309 C</b>	<b>International Supply Chain Management &amp; Logistics</b>	<b>L-T-P:3-0-0</b>
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### Course Objective:


The objective of the course "International Supply Chain Management & Logistics" is to provide students with a comprehensive understanding of the key principles, strategies, and challenges involved in managing global supply chains and logistics operations. The course aims to equip students with the knowledge and skills necessary to analyze, design, and optimize international supply chains, considering factors such as global sourcing, transportation, inventory management, and distribution.

### Prerequisites:

To effectively engage with the subject of International Supply Chain Management & Logistics, certain prerequisites are recommended. Firstly, a foundational understanding of basic supply chain management concepts and principles is essential. This includes knowledge of procurement, inventory management, transportation, and warehousing. Additionally, a solid grasp of logistics fundamentals, such as transportation modes, routing, and distribution, is beneficial.

### Course Learning Outcomes:

1. A comprehensive understanding of global supply chain management concepts, including procurement, inventory management, transportation, and warehousing, within an international context.
2. Analyze and evaluate global supply chain networks, considering factors such as sourcing, distribution, and logistics infrastructure, to identify areas for optimization and efficiency improvement.
3. Understand the impact of international trade regulations, customs procedures, and compliance requirements on global supply chain operations, and apply this knowledge to ensure smooth cross-border movement of goods.

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4. Develop skills to effectively manage inventory levels, forecast demand, and implement strategies to minimize stockouts and excess inventory in international supply chains.
5. Design and optimize transportation strategies for international supply chains, considering factors such as transportation modes, routing, and cost-efficiency, to ensure timely and cost-effective delivery of goods.
6. Utilize supply chain technologies, such as warehouse management systems, transportation management systems, and data analytics, to improve visibility, tracking, and performance monitoring in global supply chains.
7. Identify and mitigate risks within international supply chains, such as disruptions, supplier dependencies, and geopolitical challenges, while building resilience to adapt to changing market conditions.

### **Unit 1: Introduction to International Supply Chain Management**

- Overview of supply chain management principles and concepts
- Introduction to global supply chain management and its significance
- Key components of international supply chains
- Cross-border trade and its impact on supply chain operations
- Ethical and sustainability considerations in international supply chain management
- Assignment

### **Unit 2: Global Sourcing and Procurement**

- Sourcing strategies in global supply chains
- Supplier selection and evaluation
- International procurement processes and practices
- Managing supplier relationships and negotiations
- Risk management in global sourcing
- Assignment

### **Unit 3: International Transportation and Logistics**

- Modes of transportation in international logistics
- Freight forwarding and customs procedures
- International logistics network design and optimization
- Transportation cost management and route planning
- Technology and innovation in international transportation
- Assignment

#### **Unit 4: Inventory Management in Global Supply Chains**

- Inventory control methods and techniques
- Global inventory planning and optimization
- Demand forecasting in international contexts
- Just-in-time (JIT) and lean principles in global supply chains
- Inventory risk management and mitigation strategies
- Assignment

#### **Unit 5: Supply Chain Performance Measurement and Optimization**

- Key performance indicators (KPIs) for global supply chains
- Supply chain analytics and data-driven decision making
- Continuous improvement and optimization strategies
- Sustainability and green supply chain practices
- Supply chain resilience and risk management in international contexts
- Assignment

#### **Text and References**

1. Bowersox, D. J., Closs, D. J., & Cooper, M. B. (2019). Supply Chain Logistics Management (5th Edition). McGraw-Hill Education.
- References:
2. Chopra, S., & Meindl, P. (2021). Supply Chain Management: Strategy, Planning, and Operation (8th Edition). Pearson.
  3. Simchi-Levi, D., Kaminsky, P., & Simchi-Levi, E. (2020). Designing and Managing the Supply Chain: Concepts, Strategies, and Case Studies (4th Edition). McGraw-Hill Education.
  4. Coyle, J. J., Langley Jr., C. J., Gibson, B. J., Novack, R. A., & Bardi, E. J. (2019). Supply Chain Management: A Logistics Perspective (10th Edition). Cengage Learning.
  - Hugos, M. H. (2018). Essentials of Supply Chain Management (5th Edition). Wiley.

CO1: Understand the principles and concepts of international supply chain management and logistics.

CO2: Analyze the complexities and challenges of managing global supply chains, including cross-border transportation and customs regulations.

CO3: Develop strategies for efficient international sourcing, procurement, and inventory management.

CO4: Evaluate different modes of international transportation and logistics networks to optimize supply chain operations.

CO5: Demonstrate knowledge of global trade compliance, risk management, and sustainability practices in international supply chain management.

POS COS	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	1	2	1	1	2	1	1	2
CO2	2	1	2	2	1	2	2	-
CO3	2	1	1	-	1	2	1	2
CO4	2	1	2	2	1	1	1	1
CO5	1	-	2	2	1	2	-	1

# **Discipline Specific Elective - 5**

## **Entrepreneurship and small business management**

**LINGAYA'S VIDYAPEETH**  
(A Deemed to be University u/s 3 of UGC Act, 1956)

<b>BBA N 311 A</b>	<b>Entrepreneurship, Creativity &amp; Innovation</b>	<b>L-T-P:3-0-0</b>
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**Course Objective:**

To Understand the creativity and innovations management aspects in an enterprise.

**Prerequisites:**

A basic understanding of Entrepreneurship, Creativity & Innovation Would be beneficial.

**Course Learning Outcomes:**

1. Gain a comprehensive understanding of the definitions, theories, and frameworks related to creativity, innovation, and entrepreneurship.
2. Develop skills to think creatively, generate new ideas, and explore alternative solutions to problems and challenges.
3. Learn to recognize market gaps, customer needs, and emerging trends that present opportunities for innovation and entrepreneurial ventures.
4. Learn to assess and manage the risks associated with innovation and entrepreneurship, including financial, market, and operational risks.
5. Explore techniques for generating and validating business ideas and concepts to determine their viability and potential impact.
6. Understand the design thinking approach and various innovation processes used to develop and implement creative ideas and solutions.

**Unit 1: Introduction to Entrepreneurship:**

- Concept, theories, process
- Factors impacting emergence of entrepreneurship,
- Growth of entrepreneurship environment in India,
- Role of entrepreneurship in economic development, Traits of successful entrepreneur
- Managerial vs. entrepreneurial approach, Entrepreneurial promotion in India.
- Assignment

## **Unit 2: Starting the venture:**

- Creative thinking, Business idea generation (Business cases on entrepreneurship),
- Environmental scanning pertaining to business idea
- Feasibility study: Market feasibility,
- Technical/ Feasibility operations, financial feasibility
- Project Report
- Assignment

## **Unit3: Introduction to Creativity:**

- Importance of innovation in modern society, Components of Creativity
- Creativity Process and Techniques for improving creativity process.
- Mechanism of Thinking. Barriers to creativity.
- Organization and personal factors to promote creativity Identification of needs and opportunities.
- Creative thinking, evaluation of ideas. Demonstration of the novelty. Myths surrounding creativity.
- Assignment

## **Unit 4: Creativity Tools and Techniques:**

- Lateral Thinking, Enablers and Barriers to Creativity
- Creative Personality, Brainstorming, Entrepreneurial Creativity.
- Characteristics of Creative Groups, Three Components of Individual Creativity.
- Time Pressure and Creativity.
- Analyse various methods that enhance creative ability.
- Assignment

## **Unit 5: Introduction to Innovation:**

- Meaning, Characteristics, Purpose/goals of innovation,
- Sources of innovation, Types of innovation.
- Differences between invention and innovation.
- Factors that Favor Incremental Innovation. Sustainability and Innovation. Innovation Management Strategies.
- Incubation and Innovation: How Business Incubators Work
- Assignment

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## Text and References

1. Khandwalla, N. Pradip (2009). Lifelong Creativity – An Unending Quest, New Delhi: Tata McGraw Hill
2. Drucker, F. Peter (2015). Innovation and Entrepreneurship, UK: Elsevier, John Wiley
3. Christensen, M. Clayton, Raynor, E. Michael (2003). The Innovator's Solution, Harvard Business School Press Boston
4. De Bono, Edward (2008). Creativity Workout: Exercises to unlock Your Most Creative Ideas, 2/e; Amorata Press
5. De Bono, Edward (2015). Lateral Thinking: Creativity Step by Step, International Edition; Harper Perennial Publishers.
6. Business Innovation in the 21st Century, Praveen Gupta, S Chand.

CO1: Develop entrepreneurship as a field of study and as a profession.

CO2: Understand the creative process of opportunity identification and screening.

CO3: Understand challenges managers face today in managing innovation; from recognizing the need and desire to be creative and innovative, using imagination to add value, developing structures, systems and incentives that encourage and implement innovation.

CO4: Understand and evaluate the relationships among individual, group and organizational creativity and learn about the techniques for ideation.

CO5: Recognize the role of leadership in managing and championing creativity and innovation in companies

POS COS	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	3	2	2	1	2	2	3	3
CO2	3	3	2	2	3	2	2	3
CO3	3	2	1	3	2	3	3	3
CO4	3	2	2	3	3	2	3	3
CO5	3	3	3	3	2	1	3	2

## LINGAYA'S VIDYAPEETH

(A Deemed to be University u/s 3 of UGC Act, 1956)

<b>BBA N 311 B</b>	<b>Business Model Development &amp; Strategic Planning</b>	<b>L-T-P:3-0-0</b>
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### Course Objective:

The course aims to acquaint the learners with fundamental economic theories and their impact on pricing, demand, supply, production, and cost concepts.

### Prerequisites:

For learning about business model development and strategic planning, having a foundational understanding of business principles can be beneficial.

### Course Learning Outcomes:

1. Students will demonstrate an understanding of the key components of a business model and how they contribute to value creation and competitive advantage.
2. To be able to analyze market trends, customer behavior, and competitive forces to identify opportunities and threats for business model development and strategic planning.
3. To learn how to identify and articulate unique value propositions that align with customer needs and differentiate a business from competitors.
4. Students will gain proficiency in the strategic planning process, including setting goals, conducting environmental scans, formulating strategies, implementing action plans, and evaluating performance.
5. To recognize the potential for business model innovation and disruption, and understand strategies to leverage emerging technologies and market shifts.

### Unit 1: Introduction to Business Model Development and Strategic Planning

- Business Model Canvas
- Value Proposition
- Market Analysis
- SWOT Analysis
- Strategic Planning Process
- Assignment

## **Unit 2: Business Model Innovation and Disruption**

- Disruptive Innovation
- Business Model Innovation
- Blue Ocean Strategy
- Platform Business Models
- Open Innovation
- Assignment

## **Unit 3: Financial Analysis and Resource Allocation**

- Financial Statements Analysis
- Key Performance Indicators
- Cost Structure Analysis
- Resource Allocation
- Capital Budgeting
- Assignment

## **Unit 4: Market Entry Strategies and Competitive Advantage**

- Market Segmentation
- Differentiation Strategies
- Cost Leadership
- Market Entry Modes
- Competitive Analysis
- Assignment

## **Unit 5: Execution and Performance Measurement**

- Strategy Execution
- Balanced Scorecard
- Key Result Areas (KRAs)
- Performance Measurement and Monitoring
- Continuous Improvement
- Assignment

## Text and References

1. "Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers" by Alexander Osterwalder and Yves Pigneur
2. "Value Proposition Design: How to Create Products and Services Customers Want" by Alexander Osterwalder, Yves Pigneur, Gregory Bernarda, and Alan Smith
3. "Blue Ocean Strategy: How to Create Uncontested Market Space and Make the Competition Irrelevant" by W. Chan Kim and Renée Mauborgne
4. "Platform Revolution: How Networked Markets Are Transforming the Economy and How to Make Them Work for You" by Geoffrey G. Parker, Marshall W. Van Alstyne, and Sangeet Paul Choudary
5. "Open Innovation: The New Imperative for Creating and Profiting from Technology" by Henry Chesbrough

CO1: To develop the skills to assess the financial viability of business models and strategic plans.

CO2: To learn how to conduct competitive analysis, evaluate industry dynamics, and develop strategies.

CO3: To understand the importance of strategy execution, develop skills for aligning organizational resources and systems with strategic objectives.

CO4: To explore the ethical implications of business model development and strategic planning.

CO5: To effectively communicate business models, strategic plans, and recommendations through oral and written presentations, demonstrating the ability to convey complex ideas.

POS COS	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	-	2	-	-	-	-	3	-
CO2	3	-	-	-	-	-	2	-
CO3	2	-	1	-	-	-	2	-
CO4	2	1	-	1	-	2	1	-
CO5	-	2	-	-	-	-	3	-

## LINGAYA'S VIDYAPEETH

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BBA N 311 C	SOCIAL ENTREPRENEURSHIP	L-T-P:3-0-0
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### Course Objective:

The main objective of this course is to impart students with the fundamental knowledge of social entrepreneurship and the skills required for launching, managing and achieving growth of social enterprise as a career option.

### Prerequisites:

A basic understanding of social entrepreneurship and social entrepreneurs, social entrepreneurship ideas and opportunities would be beneficial.

### Course Learning Outcomes:

By the end of this course, students should be able to:

1. Understand the fundamentals of social entrepreneurship;
2. Know social entrepreneurs;
3. Recognize opportunities and generate ideas of social enterprises;
4. Develop social enterprise concepts and models;
5. Identify and analyze entrepreneurial opportunities;
6. Write social venture plans;
7. Measure social value; and
8. Launch social enterprise and prepare for its growth

### Unit 1: Introduction to Social Enterprise

- Overview of social entrepreneurship
- Individual as a social entrepreneur
- Challenges and future prospects of social entrepreneurship
- Type of social enterprises
- Models of social enterprises, Support of corporate social responsibility activities for social enterprise.
- Assignment

### Unit 2: Understanding environment and creating social enterprise

- Idea generation for social enterprise
- social innovation and inclusion
- Need identification of product/service of social enterprise
- Appraising the idea formation through feasibility analysis
- Achieving social objectives with commercial ventures
- Assignment

### **Unit 3: Mobilizing resource and Networking for Social Enterprise**

- Society and social problem as resource
- Creating Business model
- writing business plan
- Source of capital for social enterprise
- Different fundraising strategies and models
- Assignment

### **Unit 4: Managing growth and performance**

- Strategic framework analysis of social enterprise
- crafting alliances between non profit business & government organizations ,Different growth models
- Social enterprise management and sustainability of social enterprise, social audits.
- Skill development and enhancement
- Market research for product/service of social enterprise
- Assignment

### **Unit 5: Socio-Economic Impact of social enterprise**

- Profiling the Social Entrepreneur and
- Their Social ventures.
- Benefits of social enterprise
- Rewards of social enterprise
- Impact of social enterprise on community and stakeholders
- Assignment

### **Text and References**

1. K.G. Karmakar (2008). Microfinance in India, Sage Publications India, First Edition
2. S.B Verma& Y.T Pawar (2005). Rural Empowerment through SHGs, NGOs and PRIs, Deep and Deep Publications Pvt Ltd.
3. C.B Gupta & N.P Srinivasan (2009). Entrepreneurship Development in India

CO1: Understand the concept of social entrepreneurship

CO2: Identify social and environmental problems

CO3: Develop a social enterprise model

CO4: Learn about funding and resource management


CO5: Create innovative solutions

POS COS	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	2	1	2	1	-	1	2	2
CO2	2	3	1	2	2	1	1	1
CO3	1	2	1	2	2	1	-	-
CO4	2	2	2	1	1	2	1	
CO5	3	1	-	2	-	1	2	2

## **Discipline Specific Elective - 6**

### **Digital Marketing**

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**LINGAYA'S VIDYAPEETH**  
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<b>BBA N 313 A</b>	<b>Emerging business and technologies</b>	<b>L-T-P:3-0-0</b>
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**Course Objective:**

1. Understand the concept of emerging technologies and their significance in the business context.
2. Identify and analyze the potential impact of emerging technologies on different industries.
3. Explore innovative business models and strategies that leverage emerging technologies.
4. Evaluate the ethical, legal, and societal implications of adopting emerging technologies in business.
5. Develop critical thinking and problem-solving skills through case studies and real-world examples.
6. Gain hands-on experience with emerging technologies through practical exercises and projects.
7. Stay updated with the latest trends and developments in the field of emerging business and technologies.

**Prerequisites:**

A basic understanding of emerging technologies would be beneficial.

**Course Learning Outcomes:**

This course provides an overview of the latest trends and technologies shaping the business landscape. Students will explore emerging technologies and their potential impact on various industries. The course will also cover innovative business models and strategies that leverage these technologies for competitive advantage. Through case studies, discussions, and practical exercises, students will develop a deeper understanding of the opportunities and challenges presented by emerging business and technologies.

### **Unit 1: Introduction to Emerging Technologies**

- Definition and scope of emerging technologies
- Importance and relevance of emerging technologies in business
- Current trends and examples of emerging technologies
- Analysis of the potential impact of emerging technologies on various industries
- Opportunities and challenges for businesses in adopting emerging technologies
- Assignment

### **Unit 2: Innovative Business Models and Strategies**

- Introduction of Innovative Business Models
- Examination of innovative business models that leverage emerging technologies
- Strategies for creating competitive advantage through the adoption of emerging technologies
- Disruptive technologies and
- Their implications for traditional business models
- Assignment

### **Unit 3: Ethical, Legal, and Societal Considerations**

- Ethical implications of emerging technologies in business decision-making
- Legal and regulatory challenges associated with the adoption of emerging technologies
- Societal impact of businesses in using emerging technologies
- Responsibilities of businesses in using emerging technologies
- Corporate social responsibility and ethical frameworks for responsible technology use
- Assignment

### **Unit 4: Key Emerging Technologies**

- Overview and analysis of prominent emerging technologies:
- Artificial Intelligence (AI) and Machine Learning (ML)
- Internet of Things (IoT) and connected devices
- Block chain and decentralized systems
- Robotics and automation
- Assignment

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## **Unit 2: Data Collection and Pre-processing**

- Data collection methods and sources
- Data quality and data cleaning techniques
- Data integration and data transformation
- Exploratory data analysis (EDA)
- Data visualization and storytelling
- Assignment

## **Unit 3: Predictive Analytics and Machine Learning**

- Introduction to predictive analytics
- Supervised and unsupervised machine learning algorithms
- Classification and regression techniques
- Clustering and association rule mining
- Model evaluation and validation
- Assignment

## **Unit 4: Big Data Analytics for Business Applications**

- Customer analytics and segmentation
- Market basket analysis and recommendation systems
- Sentiment analysis and opinion mining
- Fraud detection and risk analytics
- Social network analysis
- Assignment

## **Unit 5: Big Data Governance and Business Strategy**

- Privacy and security considerations in big data analytics
- Data governance and compliance
- Developing a big data strategy for businesses
- Data-driven decision-making and strategic planning
- Ethical implications and social responsibility in big data
- Assignment

## **Recommended Reference Books:**

- 1) "Big Data Analytics: Turning Big Data into Big Money" by Frank J. Ohlhorst
- 2) "Data Science for Business: What You Need to Know about Data Mining and Data-Analytic Thinking" by Foster Provost and Tom Fawcett
- 3) "Big Data: A Revolution That Will Transform How We Live, Work, and Think" by Viktor Mayer-Schönberger and Kenneth Cukier
- 4) "Python for Data Analysis: Data Wrangling with Pandas, NumPy, and IPython" by Wes McKinney
- 5) "Hadoop: The Definitive Guide" by Tom White

**LINGAYA'S VIDYAPEETH**  
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<b>BBA N 313 B</b>	<b>Entrepreneurship Development</b>	<b>L-T-P:3-0-0</b>
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**Course Objective:** The course aims to equip the learners with entrepreneurship so that they are inspired to look at entrepreneurship as a viable, lucrative, and preferred option of professional life.

**Prerequisites:**


A strong passion for innovation and risk-taking, as well as a solid foundation of business knowledge and skills are required. Additionally, an entrepreneurial mindset that embraces adaptability, resilience, and perseverance is crucial.

**Course Learning Outcomes:**

1. Examine how different economic systems function and evaluate implications of various economic decisions;
2. Examine how consumers try to maximize their satisfaction by spending on different goods;
3. Analyze the relationship between inputs used in production and the resulting outputs and costs;
4. Analyze and interpret market mechanism and behaviour of firms and response of firms to different market situations;
5. Examine various facets of pricing under different market situations.

**Unit 1: Introduction**

- Meaning, elements entrepreneurship
- Determinants and importance of entrepreneurship and creative Behaviour
- Entrepreneurship and creative response to the society' problems and at work
- Dimensions of entrepreneurship: entrepreneurship, technopreneurship, cultural entrepreneurship, international entrepreneurship,
- Netpreneurship, ecopreneurship, and social entrepreneurship
- Assignment

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**LINGAYA'S VIDYAPEETH**  
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<b>BBA N 315B</b>	<b>Data visualization and Dashboard Design</b>	<b>L-T-P:2-1-0</b>
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**Course Objective:**

This course will give students the fundamental concepts for data visualization with focus on how to build business related dashboards that can be applied to any software. It will focus on how to select the best way to visualize a data set in order to effectively and objectively communicate the business insights to our students.

**Prerequisites:**

This course provides the necessary inputs required on various techniques and methodology of Data Visualizations. Further this courses provides inputs into how reports can be developed using the help of EXCEL

**Course Learning Outcomes:**

1. Apply visualization techniques for various data analysis tasks.
2. Presenting data through charts and maps
3. Design information dashboard

**Unit 1: Introduction to Data Visualization**

- Stages in visualizing data, types of visualization
- Find data, evaluate, extract, clean, correct and merge data
- forming the right questions, forming connections and correlations,
- Making successful data visualizations, publishing and disseminating data visualizations.
- Tools for creating visualizations, Google Spreadsheet, Google Fusion Tables, Tableau etc
- Assignment

## Text and References

1. Desai, V. (2009). Dynamics of Entrepreneurial Development and Management. Mumbai: Himalaya Publishing House.
2. Dollinger, M. J. (2008). Entrepreneurship: Strategies and Resources. New Jersey: Prentice Hall.
3. Hisrich, R., Peters, M., & Shepherd, D. (2017). Entrepreneurship. New York: McGraw Hill Education.
4. Rao, T. V., & Kuratko, D. F. (2012). Entrepreneurship: A South Asian Perspective. Boston: Cengage Learning.
5. Yadav, V., & Goyal, P. (2015). User innovation and entrepreneurship: case studies from rural India.. Journal of Entrepreneurship & Innovation, 4(5).

CO1: Explain factors stimulating entrepreneurship and obstacles in entrepreneurial growth.

CO2: Explain contemporary role models in Indian business

CO3: Explain role of Public and Private system of stimulation.

CO4: Understand the significance of writing the business plan/project proposal.

CO5: Describe the possibilities of mobilizing resources for startup.

POS COS	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	2	-	2	1	1	-	2	-
CO2	-	-	-	-	1	-	-	-
CO3	1	-	1	-	-	-	1	-
CO4	1	-	1	1	1	1	1	-
CO5	-	1	-	-	-	-	-	-

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## Text and References

1. Microsoft Business Intelligence Tools for Excel Analysts (WILEY) , by Michael Alexander, Jared Decker & Bernard Wehbe , 2016
2. Camm Cochran, Fry, Ohlmann, Anderson, Sweeney, Williams; Essentials of Business Analytics; Cengage Learning, 2015
3. Tristan Guillevin, Getting Started with Tableau 2019.2: Effective data visualization and business intelligence, Packt Publishing, 2019, 2 nd Edition.
4. Claus O. Wilke ,Fundamentals of Data Visualization , O'Reilly Media, 2019.
5. Cole Nussbaumer Knaflie, Storytelling with Data: A Data Visualization Guide for Business Professionals, Wiley, 2015, 1st Edition
6. Stephanie D.H. Evergreen ,Effective Data Visualization: The Right Chart for the Right Data, SAGE Publications, 2019.
7. Kieran Healy, Data Visualization A Practical Introduction, Princeton University Press, 2019

CO1: Employ best practices in data visualization to develop charts, maps, tables, and other visual representations of data.

CO2: Use Tableau's visualization tools to conduct data analysis, especially exploration of an unfamiliar dataset.

CO3: Create compelling, interactive dashboards to combine several visualizations into a cohesive and functional whole

CO4: Utilize advanced Tableau features including parameters, data blending, custom SQL, very large datasets, custom date hierarchies, and others.

CO5: Use data visualizations, dashboards, and Tableau Stories to support relevant communication for diverse audiences.

POS COS	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	2	2	3	2	1	3	2	2
CO2	3	3	2	3	2	2	2	1
CO3	2	2	2	3	2	3	2	1
CO4	3	1	3	2	2	1	2	1
CO5	2	3	2	1	3	1	1	2

3. Apply a dynamic and agile approach to develop marketing strategies that can adapt to evolving market conditions, consumer preferences, and competitive landscapes in global markets.
4. Understand and leverage digital marketing platforms, social media, and technology-driven trends to engage with global audiences, enhance brand presence, and drive marketing performance.
5. Develop cross-cultural marketing strategies that consider cultural nuances, values, and communication preferences to effectively reach and engage diverse international target markets.

### **Unit 1: Introduction to Global Marketing Dynamics**

- Overview of global marketing dynamics and its significance in the modern business environment
- Understanding the impact of globalization on marketing strategies and practices
- Analysis of global market trends, including technological advancements, consumer behavior shifts, and regulatory changes
- Cultural dynamics and their influence on global marketing strategies
- Ethical considerations in global marketing dynamics
- Assignment

### **Unit 2: Market Research**

- Market Research Methods and Techniques
- Understanding Market Segmentation
- Market Entry Strategies
- PESTEL Analysis (Political, Economic, Social, Technological, Environmental, Legal)
- Pricing Strategies and Pricing Analysis
- Assignment

### **Unit 1: Introduction to Business Intelligence**

- Overview of business intelligence and its importance in decision-making
- Key components of BI: Data warehousing, data mining, and data integration
- Data-driven decision-making and
- its role in business strategy
- Ethical considerations in data usage and BI
- Assignment

### **Unit 2: Data Collection and Preparation**

- Data collection methods and sources
- Data cleaning and
- data transformation
- Data aggregation and data storage
- Data quality and data governance
- Assignment

### **Unit 3: Data Analysis and Interpretation**

- Descriptive data analysis techniques
- Diagnostic data analysis techniques
- Data visualization principles and best practices
- Using BI tools for data analysis
- Identifying business trends and patterns from data
- Assignment

### **Unit 4: Data Visualization Techniques**

- Selecting appropriate data visualization types
- Creating effective charts,
- graphs, and dashboards
- Visual storytelling and conveying insights through data visualization
- Designing interactive and engaging data visualizations
- Assignment

4. Fletcher, R., & Crawford, H. (2019). International Marketing: An Asia-Pacific Perspective (7th Edition). Pearson Education Australia.
5. Cateora, P. R., Gilly, M. C., & Graham, J. L. (2021). International Marketing (18th Global Edition). McGraw-Hill Education.

CO1: Understand the dynamic nature of global markets and their impact on businesses.

CO2: Analyze market trends and consumer behavior in diverse international markets.

CO3: Develop effective global marketing strategies to target diverse audiences.

CO4: Evaluate challenges and opportunities of operating in different global markets.

CO5: Demonstrate knowledge of global marketing practices, including digital marketing and market entry strategies.

POS COS	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	-	2	1	1	2	1	1	2
CO2	2	1	2	2	1	2	1	-
CO3	2	1	1	-	1	-	-	2
CO4	2	-	2	2	1	-	1	1
CO5	1	-	2	-	1	2	-	1

## **Discipline Specific Elective - 8 Supply Chain Management**

**LINGAYA'S VIDYAPEETH**  
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<b>BBA N 315A</b>	<b>Big Data Analytics</b>	<b>L-T-P:2-1-0</b>
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**Course Objectives:**

1. To develop a comprehensive understanding of big data analytics concepts and techniques.
2. To equip BBA students with the skills necessary to analyze and interpret large-scale data sets.
3. To provide students with practical tools and frameworks for leveraging big data to gain business insights.
4. To enhance students' ability to make data-driven decisions and solve complex business problems.
5. To foster critical thinking and problem-solving skills in the context of big data analytics.

**Prerequisites:**


A basic understanding of uncovering trends, patterns, and correlations in large amounts of raw data.

**Course Learning Outcomes:**

The purpose of this course is to provide BBA students with a solid foundation in big data analytics. By exploring key concepts, methodologies, and tools, students will gain practical insights into the process of collecting, analysing, and interpreting large-scale data sets. The course aims to develop the skills required to uncover valuable business insights, make data-driven decisions, and drive business growth in the era of big data.

**Unit 1: Introduction to Big Data Analytics**

- Overview of big data concepts and characteristics
- Understanding the challenges and opportunities of big data
- Introduction to data mining and machine learning
- Big data analytics tools and technologies
- Ethical considerations in big data analytics
- Assignment

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## **Unit 2: Data Collection and Pre-processing**

- Data collection methods and sources
- Data quality and data cleaning techniques
- Data integration and data transformation
- Exploratory data analysis (EDA)
- Data visualization and storytelling
- Assignment

## **Unit 3: Predictive Analytics and Machine Learning**

- Introduction to predictive analytics
- Supervised and unsupervised machine learning algorithms
- Classification and regression techniques
- Clustering and association rule mining
- Model evaluation and validation
- Assignment

## **Unit 4: Big Data Analytics for Business Applications**

- Customer analytics and segmentation
- Market basket analysis and recommendation systems
- Sentiment analysis and opinion mining
- Fraud detection and risk analytics
- Social network analysis
- Assignment

## **Unit 5: Big Data Governance and Business Strategy**

- Privacy and security considerations in big data analytics
- Data governance and compliance
- Developing a big data strategy for businesses
- Data-driven decision-making and strategic planning
- Ethical implications and social responsibility in big data
- Assignment

## **Recommended Reference Books:**

- 1) "Big Data Analytics: Turning Big Data into Big Money" by Frank J. Ohlhorst
- 2) "Data Science for Business: What You Need to Know about Data Mining and Data-Analytic Thinking" by Foster Provost and Tom Fawcett
- 3) "Big Data: A Revolution That Will Transform How We Live, Work, and Think" by Viktor Mayer-Schönberger and Kenneth Cukier
- 4) "Python for Data Analysis: Data Wrangling with Pandas, NumPy, and IPython" by Wes McKinney
- 5) "Hadoop: The Definitive Guide" by Tom White

CO1: Understand the principles and technologies of big data analytics and their applications in solving business challenges.

CO2: Apply critical thinking and analytical skills to identify business data sources, collection methods, and preprocessing techniques for big data analytics.

CO3: Design and implement big data analytics solutions using appropriate tools and technologies.

CO4: Evaluate the ethical considerations and legal implications of handling big data for business insights.


CO5: Communicate complex data analytics findings effectively to both technical and non-technical stakeholders.

POS COS	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	3	1	1	1	1	1	1	1
CO2	3	3	1	1	1	1	3	1
CO3	1	3	1	1	1	1	1	1
CO4	1	1	1	3	1	1	1	1
CO5	1	1	1	1	3	1	1	1

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<b>BBA N 315B</b>	<b>Data visualization and Dashboard Design</b>	<b>L-T-P:2-1-0</b>
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**Course Objective:**

This course will give students the fundamental concepts for data visualization with focus on how to build business related dashboards that can be applied to any software. It will focus on how to select the best way to visualize a data set in order to effectively and objectively communicate the business insights to our students.

**Prerequisites:**

This course provides the necessary inputs required on various techniques and methodology of Data Visualizations. Further this courses provides inputs into how reports can be developed using the help of EXCEL

**Course Learning Outcomes:**

1. Apply visualization techniques for various data analysis tasks.
2. Presenting data through charts and maps
3. Design information dashboard

**Unit 1:Introduction to Data Visualization**

- Stages in visualizing data, types of visualization
- Find data, evaluate, extract, clean, correct and merge data
- forming the right questions, forming connections and correlations,
- Making successful data visualizations, publishing and disseminating data visualizations.
- Tools for creating visualizations, Google Spreadsheet, Google Fusion Tables,Tableau etc
- Assignment

## **Unit 2: Setting the Context of Data Visualization**

- Setting the Purpose and Identifying Key Factor
- Demonstrating Editorial Focus and Learning About Your Data
- Conceiving and Reasoning Visualization Design Options
- Taxonomy of Data Visualization Methods
- Constructing and Evaluating Your Design Solution
- Assignment

## **Unit 3 : Introduction to Data Handling**

- Overview of Data Analysis,
- Working with Logical and financial functions
- Data Validation & data models, Power Map for visualizing data,
- Power BI-Business Intelligence, D
- Dashboard designing
- Assignment

## **Unit 4 : Introduction to Data Manipulation**

- Smart Chart, Column Chart, Line Chart , Pi, Bar, Scatter Chart, Data Series
- Sparklines, Combination Chart, Gauge, Thermometer Chart etc
- Frequency Distribution, Pivot Chart, Slicers, Tables: Structured References, Table Styles,
- What-If Analysis: Data Tables, Goal Seek, Sensitivity Analysis, Histogram, Descriptive, Statistics,
- Anova, F-Test, t-Test, Moving, Average, Exponential Smoothing,.
- Assignment

## **Unit 5: Data Strategy**

- Understanding Product & Category, Competitive Analysis
- Market Share understanding- Market potential Index, Seasonality Sales Trending
- Consumer behavior Analytics-MIND AND MARKET FACTORS,
- Budget planning & Execution
- Forecasting method with predictive investment modelling, Cohort Analysis, Google Analytics (GA)
- Assignment

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## Text and References

1. Microsoft Business Intelligence Tools for Excel Analysts (WILEY) , by Michael Alexander, Jared Decker & Bernard Wehbe , 2016
2. Camm Cochran, Fry, Ohlmann, Anderson, Sweeney, Williams; Essentials of Business Analytics; Cengage Learning, 2015
3. Tristan Guillevin, Getting Started with Tableau 2019.2: Effective data visualization and business intelligence, Packt Publishing,2019, 2 nd Edition.
4. Claus O. Wilke ,Fundamentals of Data Visualization , O'Reilly Media,2019.
5. Cole Nussbaumer Knaflie, Storytelling with Data: A Data Visualization Guide for Business Professionals, Wiley, 2015, 1st Edition
6. Stephanie D.H. Evergreen ,Effective Data Visualization: The Right Chart for the Right Data, SAGE Publications,2019.
7. Kieran Healy, Data Visualization A Practical Introduction, Princeton University Press,2019

CO1: Employ best practices in data visualization to develop charts, maps, tables, and other visual representations of data.

CO2:Use Tableau's visualization tools to conduct data analysis, especially exploration of an unfamiliar dataset.

CO3:Create compelling, interactive dashboards to combine several visualizations into a cohesive and functional whole

CO4:Utilize advanced Tableau features including parameters, data blending, custom SQL, very large datasets, custom date hierarchies, and others.

CO5:Use data visualizations, dashboards, and Tableau Stories to support relevant communication for diverse audiences.

POS COS	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	2	2	3	2	1	3	2	2
CO2	3	3	2	3	2	2	2	1
CO3	2	2	2	3	2	3	2	1
CO4	3	1	3	2	2	1	2	1
CO5	2	3	2	1	3	1	1	2

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<b>BBA N 315 C</b>	<b>Business Intelligence and Data Visualization</b>	<b>L-T-P:2-1-0</b>
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**Course Objectives:**

- 1) To introduce BBA students to the concepts and techniques of business intelligence (BI) and data visualization.
- 2) To explore the role of BI in supporting decision-making and strategic planning in organizations.
- 3) To develop students' ability to gather, analyze, and interpret data for business insights.
- 4) To equip students with practical skills in data visualization and effective communication of data-driven insights.
- 5) To foster critical thinking and problem-solving skills in the context of BI and data visualization.

**Prerequisite:**

Basic understanding of representing information in graphical form, such as charts, graphs, dashboards, or reports. It helps users make sense of the data and develop powerful business insights. Data visualization can be applied to structured data and historical data, and can be used for reporting and future prediction.

**Course Learning Outcomes:**

- 1) Understand the concepts and applications of business intelligence in organizations.
- 2) Analyze and interpret data to identify business trends and opportunities.
- 3) Apply data visualization techniques to present complex data effectively.
- 4) Develop data-driven insights to support decision-making and strategic planning.
- 5) Communicate data-driven insights to diverse stakeholders in a clear and compelling manner.

## **Unit 1: Introduction to Business Intelligence**

- Overview of business intelligence and its importance in decision-making
- Key components of BI: Data warehousing, data mining, and data integration
- Data-driven decision-making and
- its role in business strategy
- Ethical considerations in data usage and BI
- Assignment

## **Unit 2: Data Collection and Preparation**

- Data collection methods and sources
- Data cleaning and
- data transformation
- Data aggregation and data storage
- Data quality and data governance
- Assignment

## **Unit 3: Data Analysis and Interpretation**

- Descriptive data analysis techniques
- Diagnostic data analysis techniques
- Data visualization principles and best practices
- Using BI tools for data analysis
- Identifying business trends and patterns from data
- Assignment

## **Unit 4: Data Visualization Techniques**

- Selecting appropriate data visualization types
- Creating effective charts,
- graphs, and dashboards
- Visual storytelling and conveying insights through data visualization
- Designing interactive and engaging data visualizations
- Assignment

## Unit 5: BI Implementation and Application

- Integrating BI into business processes
- BI for strategic planning and performance management
- BI for marketing,
- sales, and customer analytics
- Emerging trends in business intelligence and data visualization
- Assignment

### Recommended Reference Books:

- 1) "Data Science for Business: What You Need to Know about Data Mining and Data-Analytic Thinking" by Foster Provost and Tom Fawcett
- 2) "Data Visualization: A Practical Introduction" by Kieran Healy
- 3) "Storytelling with Data: A Data Visualization Guide for Business Professionals" by Cole Nussbaumer Knaflic
- 4) "Business Intelligence Guidebook: From Data Integration to Analytics" by Rick Sherman
- 5) "The Big Book of Dashboards: Visualizing Your Data Using Real-World Business Scenarios" by Steve Wexler, Jeffrey Shaffer, and Andy Cotgreave

CO1 - Understand the principles and concepts of business intelligence and data visualization.  
 CO2 - Apply critical thinking to analyze business data and identify insights for decision-making.  
 CO3 - Develop data visualization techniques to effectively present complex business information.  
 CO4 - Utilize business intelligence tools and technologies for data analysis and reporting.  
 CO5 - Recognize the ethical considerations related to handling and visualizing business data.

	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	3	1	1	1	1	1	1	1
CO2	1	3	1	1	1	1	1	1
CO3	1	1	1	1	3	1	1	1
CO4	1	3	1	1	1	1	1	1
CO5	1	1	1	3	1	1	1	1

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## **Discipline Specific Elective - 8 Supply Chain Management**

**LINGAYA'S VIDYAPEETH**  
(A Deemed to be University u/s 3 of UGC Act, 1956)

<b>BBA N 317 A</b>	<b>Business Process Improvement</b>	<b>L-T-P:3-0-0</b>
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**Course Objective:**

The objective of this Business Process Improvement Certification Course is to empower the organization as follows:

1. Have an in-depth understanding of BPI
2. Understand and apply BPI framework in your organisation
3. Identify processes that need improvement
4. Understand how to create engagement with the stakeholders

**Prerequisites:**

A basic understanding of Basic Business Knowledge and Understanding of Operations and Supply Chain Management would be beneficial.

**Course Learning Outcomes:**

This course focuses on the principles, methodologies, and tools used to analyze and improve business processes. Students will learn how to identify process inefficiencies, streamline workflows, and optimize performance to enhance productivity, quality, and customer satisfaction. The course will cover various process improvement approaches, such as Lean Six Sigma and Business Process Reengineering, and provide hands-on experience with process mapping, data analysis, and continuous improvement techniques

**Unit 1: INTRODUCTION**

- Business Process Improvement and its evolution
- What is Business Process Re-engineering?
- Understand how to drive innovation with BPI
- List the Personal Skills required for BPI
- Defining a framework for Business Process Improvement
- Assignment

## **Unit 2: THE PROCESS IMPROVEMENT OUTLINE**

- Creating a Process Inventory and Creating Process formats
- Defining methods of documentation
- Determining processes required for business operations
- Enhancing your modelling skills via a cross-functional activity diagram
- Assessing and evaluating modelling techniques and key principles
- Assignment

## **Unit 3: PROCESS EFFICIENCY**

- Designing appropriate success criteria for the processes
- Understand the difference between Optimizing vs. enhancing your business process
- Addressing customer needs via processes
- Assessing process performance
- Deriving KPIs from business drivers
- Assignment

## **Unit 4: PROCESS COMMUNICATION**

- Identifying key stakeholders
- Identifying the style of communication with the stakeholders
- Determining Barriers to change
- Identifying positive and negative forces for change
- Understanding the force field analysis approach
- Assignment

## **Unit 5: CONTINUOUS IMPROVEMENT**

- What is continuous improvement?
- Understand tools for continuous improvement
- Six Sigma and TQM
- 5S
- Planning for continuous improvement
- Assignment

## **Text and References**

1. Davenport, T. H. (1993). Process Innovation: Reengineering Work Through Information Technology. Harvard Business Press.
2. Rummler, G. A., & Brache, A. P. (2012). Improving Performance: How to Manage the White Space on the Organization Chart. Jossey-Bass.
3. Rother, M., & Shook, J. (1999). Learning to See: Value Stream Mapping to Create Value and Eliminate Muda. Lean Enterprise Institute.
4. Liker, J. K. (2004). The Toyota Way: 14 Management Principles from the World's Greatest Manufacturer. McGraw-Hill Education.

CO1: Understand business processes

CO2: Identify process inefficiencies

CO3: Apply process improvement methodologies

CO4: Analyze process flow

CO5: Implement process mapping tools

POS COS	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	-	2	1	1	2	1	1	2
CO2	2	1	2	2	1	2	1	-
CO3	2	1	1	-	1	-	-	2
CO4	2	-	2	2	1	-	1	1
CO5	1	-	2	-	1	2	-	1

**LINGAYA'S VIDYAPEETH**  
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<b>BBA N 317 B</b>	<b>Operations Research</b>	<b>L-T-P:2-1-0</b>
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**Course Objective:**

1. The objective of the "Operations Research " course is to provide students with a comprehensive understanding of Operations Research in Supply Chain management.
2. To acquaint the student with the applications of Statistics and Operations Research To business and industry
3. To help them to grasp the significance of analytical techniques in decision making.
4. To test on the application of Operations Research to business related problems

**Prerequisites:**

There are no specific prerequisites for this course. However, a basic understanding of Operations Research would be beneficial.

**Course Learning Outcomes:**

1. Formulation of a Linear programming problem.
2. Solve the formulation of Linear programming.
3. Evaluate the initial solution for the Transportation Model.
4. Evaluate the solution for the Assignment Problem.
5. Minimize the waiting hours of simultaneous projects undertaken.
6. Explain the different network models.
7. Evaluate the solution for game theory.
8. Solve the game theory using dominance.
9. Understand the descriptive statistics and probability.
10. Apply the statistical techniques in reality to market scenario.

### **Unit - 1 : Introduction to Operations Research:**

- Definition of operations research
- Models of operations research
- Scientific methodology of operations research
- Scope of operations research, importance of operations research in decision making
- Role of operations management, limitations of OR.
- Assignment.

### **Unit - 2 : Linear Programing Problems & Transportation Problem**

- Linear Programming: Introduction – Mathematical formulation of a problem
- Graphical solutions, standard forms the simplex method for maximization and minimization problems.
- Transportation problem – Introduction – Initial basic feasible solution
- NWC method – Least cost method – Vogel's method
- MODI – moving towards optimality – solution procedure without degeneracy
- Assignment

### **Unit - 3 : Assignment Problem**

- Assignment problem meaning
- Definition and Steps of Assignment problem
- Algorithm
- Hungarian method
- simple problems.
- Assignment

### **Unit - 4 : Job Sequencing & Replacement Models**

- Sequencing problem – processing through 2 machines, 3 machine
- S jobs and K machines and
- Traveling salesman problem
- Replacement of items that deteriorate gradually – with time, without time, that fails completely
- Individual replacement – group replacement
- Assignment

### **Unit - 5 : Network Models**

- Network models and simulation
- Network models for project analysis
- CPM; Network construction and time analysis;
- Cost time trade off,
- PERT – problems
- Assignment

## Text and References

1. Tulsian, P. C., Vishal Pandey, Quantitative Techniques – Theory and Problems, Pearson Publications, 2006.
2. Sankar P. Iyer, Operations Research, Tata McGraw-Hill Education, 2008
3. Hamdy A. Taha, Operations Research-An introduction, Pearson Education, 8th Edition / Prentice Hall of India, 2007.
4. Ravindren, Don T. Phillips and James J. Solberg, Operations Research Principles and Practice, John Wiley and Sons, 2nd edition, 2000.

CO1: Discuss about operations research, history and applications

CO2: Discuss linear programming Problems and its applications

CO3: Practical Solution of Assignment Problems & Transportation Problems through various methods

CO4: Practical Problems and solution of job sequencing problems & Replacement Models

CO5: Knowledge of network diagram, CPM & Pert (Project Evaluation Techniques)

POS COS	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	3	-	1	-	1	3	1	-
CO2	2	-	-	-	1	-	1	-
CO3	-	2	3	-	1	-	1	-
CO4	-	-	-	-	1	1	1	1
CO5	-	-	2	-	1	-	1	1

**LINGAYA'S VIDYAPEETH**  
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<b>BBA N 317 C</b>	<b>Supply Chain Strategy and Design</b>	<b>L-T-P:3-0-0</b>
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**Course Objective:**

The course aims to provide students with a comprehensive understanding of supply chain management principles and strategic design. Students will learn to align supply chain strategies with business objectives, optimize supply chain networks, and enhance resilience to potential disruptions.

**Prerequisites:**

Students should have a fundamental understanding of supply chain management principles and concepts. Familiarity with logistics and transportation fundamentals will be beneficial but not mandatory.

**Course Learning Outcomes:**

1. Understand the fundamental principles and concepts of supply chain management.
2. Analyze supply chain strategies and align them with overall business objectives.
3. Design and optimize supply chain networks to improve efficiency and reduce costs.
4. Evaluate demand forecasting techniques and implement inventory management strategies.
5. Develop risk management plans to address potential disruptions and enhance supply chain resilience.
6. Apply logistics and transportation management techniques to streamline supply chain operations.

**Unit 1: Introduction to Supply Chain Management**

- Overview of Supply Chain Management
- Importance of Supply Chain Strategy in Business
- Key Components of Supply Chain Design
- Supply Chain Performance Metrics
- Role of Information Technology in Supply Chain Management
- Assignment

## **Unit 2: Supply Chain Strategy Formulation**

- Aligning Supply Chain Strategy with Business Objectives
- Demand Forecasting and Planning in Supply Chains
- Inventory Management Strategies and Techniques
- Supplier Selection and Relationship Management
- Outsourcing and Make-or-Buy Decisions
- Assignment

## **Unit 3: Supply Chain Network Design**

- Designing Optimal Supply Chain Networks
- Facility Location and Capacity Planning
- Transportation and Distribution Network Design
- Warehouse Design and Layout
- Cross-Docking and Just-in-Time (JIT) Systems
- Assignment

## **Unit 4: Risk Management in Supply Chain**

- Identifying and Assessing Supply Chain Risks
- Supply Chain Risk Mitigation Strategies
- Business Continuity Planning and Disaster Recovery
- Managing Supply Chain Disruptions and Resilience
- Supply Chain Security and Risk Monitoring
- Assignment

## **Unit 5: Sustainable Supply Chain Management**

- Introduction to Sustainable Supply Chains
- Environmental and Social Responsibility in Supply Chains
- Green Supply Chain Practices and Initiatives
- Circular Economy and Closed-Loop Supply Chains
- Ethical Sourcing and Sustainable Procurement
- Assignment

## **Text and References**

1. "Global Supply Chain Management and International Logistics" by Alan E. Branch
2. "Supply Chain Management: A Logistics Perspective" by John J. Coyle, C. John Langley Jr., and Robert A. Novack
3. "Operations and Supply Chain Management: The Core" by F. Robert Jacobs and Richard B. Chase
4. "Supply Chain Management: Strategy, Planning, and Operation" by Sunil Chopra and Peter Meindl (Different edition)

CO1: Grasp the foundational principles and concepts of supply chain management and strategy.

CO2: Analyze and align supply chain strategies with overall business objectives.

CO3: Design and optimize supply chain networks to enhance efficiency and performance.

CO4: Evaluate demand forecasting techniques and implement effective inventory management strategies.

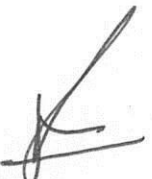
CO5: Develop risk management plans to address disruptions and improve supply chain resilience.

POS COS	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CO1	3	1	1	1	1	1	1	1
CO2	3	3	1	1	1	1	3	1
CO3	1	3	1	1	1	1	1	1
CO4	1	1	1	3	1	1	1	1
CO5	1	1	1	1	3	1	1	1

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# Semester: VI

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**LINGAYA'S VIDYAPEETH**  
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<b>BBA-STPR 01</b>	<b>Professional Company Internship Project</b>	<b>L-T-P:0-0-4</b>
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### Introduction

There are certain phases of every student's professional development that cannot be effectively taught in the academic environment. These facets can only be learned through direct, on-the-job experience working as a protégé under professional mentors and experts from the corporate.

### Definition


Summer Internship / Industry Internship programme is an integral part of the academic curriculum of MBA/BBA/B.COM(HONS)/BMI programmes. It aims at widening the student's perspective by providing an exposure to real life organizational and environmental situations. This enables the students to explore an industry/organization, build a relationship with a prospective employer, or simply enhance their skills in a familiar field. The internship also provides invaluable knowledge and networking experience to the students. The duration of the Industry Internship for BBA/B.COM(HONS)/BMI/MBA students will be 6 Months in their last Semester, as for BBA/B.COM(HONS) in 6<sup>th</sup> semester, BMI in 8<sup>th</sup> semester and MBA in 4<sup>th</sup> semester.

### Course Objective:

This course is designed to help students explore their career concerns and opportunities for choosing their career path, develop industry specific skills and knowledge, and increase professional network. It also helps students to capture their work experiences & learning in a research format.

### The objectives of the Summer Internship Program are –

- To provide an opportunity for the Students to apply the concepts learnt to real-life situations.
- To create awareness among Students about their strengths and weaknesses in the work environment.

  
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- To provide students the opportunity to develop attitudes conducive to effective interpersonal relationships.
- To give the opportunity to build a knowledge base and test one's skills by doing an internship.
- The students will have the opportunity to be exposed to the work of others within the organization and find out about additional job possibilities.
- Grow personally: a good summer internship experience can have a significant impact on personal growth by developing intellectual, interpersonal, and leadership qualities.
- Gain valuable contacts and references- Networking is an essential part of the job search process and who better to ask for a reference or contact than someone who knows your work style and habits. Getting to know people working in the career field you're interested in is easier when you're working side-by-side with them.

#### **Prerequisites:**

The prerequisite for this course is basic understanding of the research methodology and quantitative techniques.

#### **Student Learning Outcomes:**

- To gain in-depth understanding of a particular industry with exposure to various core functions
- To make them aware of the corporate culture by assigning and accomplishing time-bound projects in a company.
- To logically organize ideas and learned experiences with research insights, analysis and making conclusive business decisions
- To increase their appeal to future employers by developing skills, competencies, attitude and corporate etiquettes

#### **The Summer Internship Process begins with:**

##### **Briefing Sessions for students**

This briefing is done by the Summer Internship Departmental Committee to introduce Summer Internship and explain the process and way to work in it. It is mandatory for the students to attend the same as per the institution's schedule.

### **Allocation of Guides**

The student closely works with three guides, Faculty guide, Industry Guide and a DRC Coordinator.

- a) Each student shall be assigned a faculty guide and a DRC coordinator for the Summer Internship by the STPR departmental committee.
- b) The student must be assigned an Industry guide by the concerned Industry wherein he/she is doing his/her Internship and the same be informed by the student within the first week of joining to his/her Faculty guide and DRC coordinator.
- c) The Student, Industry guide and faculty guide must closely interact among themselves to ensure an internship with a meaningful outcome.

### **Finalization and approval of area/topic of Summer Internship and schedule of activities**

Summer Internship Topic may be selected from any domain/sector or any business issue relevant in the current scenario or specialization or as suggested by the company where the student is appointed as an intern. The student may have discretion in the choice of topic for the Summer Internship and the approach to be adopted.

Student will finalize the broad area/topic; synopsis and work schedule of his/her Summer Internship in consultation with the industry guide. Further, the same to be communicated to the faculty guide who shall approve it after ensuring academic requirements as laid by the Institute/University.

### **Progress monitoring**

The progress of Summer Internship would be done weekly by faculty guide through the submitted WPR's. The WPR's to be submitted by the student every Monday for the previous week.

  
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<b>Weekly Progress Report</b>	<b>Every Monday</b>
Synopsis Approval	Schedule to be notified
First draft submission to faculty guide	Schedule to be notified
Second draft submission for plagiarism check	Schedule to be notified
Final Submission of SI Report (Hard Copy)	Schedule to be notified
Final Viva Voce	Schedule to be notified

#### **Role and expectations of students**

- To commit to all the scheduled meetings and maintain 100% attendance, in order to ensure that the objective of the course is achieved.
- To create a timeline of meetings with faculty and company interactions
- To submit weekly progress reports (WPR's) to the faculty guides and report regularly
- To maintain a Project Diary that shall be attached with the final submission of the document
- To act responsibly and professionally during any kind of interaction with the organization/any employees/institutions under the study
- To represent the highest standards of professional behavior consistent with the values of the setting, including dress, punctuality, client contacts and interpersonal relationships
- To read and follow LV guidance and documentation to plan and monitor progress of the STPR, to maximize the benefit of tutorial support, and to implement the feedback and approved action plan for developing the competency for report writing
- To recognize ethical responsibilities and understand the regulations with regard to plagiarism

### **Role and expectations of Faculty Guides .**

- To help students in choosing the topic and finalize with synopsis for the summer internship
- To help students with understanding the problem/ issue, its methodology and gain clarity with the availability of resources
- To approve the weekly progress reports( WPR's) online and provide feedback on the work progress
- To advise on the framework for the final report and brief students on the inherent ethical issues while writing a report
- To verify the credentials of the originality of the data collected for the report
- To interact with the host organization and strengthen relationships with the industry guides, if any
- To facilitate industry guides in monitoring the performance and progress of the student

### **Role and expectations of Industry guides**

- To help students in choosing the right area to work in for the summer internship
- To help students with understanding the problem/ issue, pertaining to the subject area faced by the organization.
- To train the students in creating a record of meetings and do the follow up where ever required.
- To approve the weekly progress reports( WPR's) and provide feedback on the work progress to faculty guide.
- To explain the students about the ethical conduct while working for the organization
- To advise on the framework for the writing the reports and presentations.
- To verify the credentials and the originality of the data collected for the report
- To interact with the institution through Faculty guides and DRC coordinators to ensure the development of students.
- To facilitate Faculty guides in monitoring the performance and progress of the student

**Faculty guide must try to strengthen the relationship with the host organization of the student for future training or consulting projects in that organization.**

### **Structure for report**

All students must follow the following rules in submitting their Summer Internship.

- Front page should provide Lingaya's Vidyapeeth Name, University Logo, Title, Department of Management, School of Commerce and Management, Candidate name, Supervisor, Name of the Program, Roll No. and the year of submission.
- Second Page Undertaking by the student that it is his original work
- Third Page should be the Summer Internship completion certificate from the company.
- Fourth Page would be Faculty guide certificate for guidance provided.
- Next is the 'acknowledgements'.
- Which should be followed by the table of contents giving page references for each chapter and section?
- The next page should be the table of appendices, graphs and tables giving titles and page references.
- Next to follow should be an abstract of the Summer Internship (approximately 500 words) titled: Executive Summary
- Chapter I should be a general introduction, giving the background to the Summer Internship, the objectives of the Summer Internship, the rationale for the Summer Internship, the plan, methodological issues and problems. The limitations of the Summer Internship should also be hinted in this chapter.
- Other chapters will constitute the body of the report. The number of chapters and their sequence will usually vary depending on, among others, on a critical review of the previous relevant work relating to your major findings, a discussion of their implications, and conclusions, possibly with a suggestion of the direction of future research on the area.
- After this concluding chapter, you should give a list of all the references you have used. These should be cross - references with your text. For articles from journals, the following details are required e.g. Draper P and Pandya K. 1991, The Investment Trust Discount Revisited, Journal of Business Finance and Accounting, Vol18, No6, Nov, pp 791-832.

For books, the following details are required:

Levi, M. 1996, International Financial Management, Prentice Hall, New York, 3rd Ed, 1996

- Finally, you should give any appendices. These should only include relevant statistical data or material that cannot be fitted into the above categories.
- Abstract should be of approximately 200 word. It should summarize the contents and convince the reviewers that the topic is important, relevant, and innovative.
- Body will be of approximately 5000- 7000 words. It should be divided into sub section and each section should be coherent: i.e., have a clear beginning and end and a logical connection between the content elements is must.
- Conclude by summarizing the results of your argument and their significance for the relevant issues.
- References section should list down all the citations in APA Style.

### Arrangement of contents

Every report has three parts: the preliminary pages, the text, and the reference material. Each part has several sections, which are normally arranged in the order they are discussed below.

Elements of the report will be arranged in the following manner:

1. Preliminary Pages
  - a. Title page
  - b. Declaration
  - c. Faculty Guide Approval page
  - d. SI completion Certificate by Industry Certificate
  - e. Acknowledgement(s)
  - f. Table of Contents
  - g. List of Tables
  - h. List of Figures

i. Abstract

2. Text (usually divided into chapters and sections)

3. Reference Material

a. References

b. Appendix

**Formatting of the report**

- All reports should be printed double-spaced, Times New Roman and 12 Font size.
- Although papers are evaluated chiefly on their philosophical merits, grammar, spelling, and language will also be evaluated. You are expected to express your thoughts in clear, grammatical, English sentences.
- Content is the purpose of a paper; style and packaging can facilitate comprehension of that content, but should never distract the reader from the content.

**Disciplines, Ethical issues and Plagiarism**

The STPR report must be written in students own words. However, if required to cite the words of others, all the debts (for words, data, arguments and ideas) have to be appropriately acknowledged. It is mandatory that each project report shall be checked for plagiarism through Urukund or similar software before submission. The content which is based on existing published work must come from properly quoted material and from the references cited section. After checking the accuracy of the citations and references of such content the plagiarism report should not return similarity index of more than 15% in any circumstance. However, if the matching text is one continuous block, the index of 15% could still be considered plagiarism. Any report with higher than this percentage matching must be explained by the student. The details of copyrights, professional ethics are given in Plagiarism Prevention Policy of the University.

**Submission of final report**

The most important aspect of the courses is the final report. Therefore the following must be ensured for producing quality report.

- A. The student will start the project report / Summer Internship while doing his/her STPR course as per the prescribed guidelines.
- B. The students will submit the 1st draft of the report to the guide for guidance.
- C. The final report shall be submitted after checking plagiarism through Urkund or any other software subscribed by University.
- D. Following will be submitted along with final report:
  - WPR
  - STPR Dairy
  - Plagiarism Report
  - SI completion Certificate by Industry Certificate

### Final assessment

- a) The final assessment of STPR need to be done only of those students who have qualified on the basis of Conduct and progress monitoring guidelines & Submission of report/thesis guidelines as stated above.
- b) The Final assessment will be treated as end semester examination. It is mandatory for the students to appear for final assessment as per scheduled date and time. If fail to appear in the students final assessment as per schedule, he/she will treated as absent. For such cases same rules will be applicable as those for theory examination.

### Assessment criteria


A student will be eligible to submit his report and final assessment provided he/she meets following conditions:

- a. Online Registration for the STPR course
- b. Approval of Topic, Synopsis or Project Plan by the guide
- c. 90 % of WPR were submitted
- d. 80% of the WPR were satisfactory
- e. Similarity index not more than 15 % as per Plagiarism Prevention Policy.

Students not meeting the eligibility criteria would be governed by the following regulation given as per university guidelines/ regulation.

Assessment/ Examination Scheme:

Internal Assessment	30%
Final Assessment	70%

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**The breaks up (components and their weightage) of continuous internal assessment are given as under:**

S.No.	Parameter	Marks (CIA) (30%)
1	Timely Registration	5
2	WPRs (No of WPRs submitted) (Satisfactory WPRs) (2*5)	10
3	Final Report (Plagiarism Report with <10% Plagiarism) Plagiarism Report with 11 to 12 % Plagiarism Report with 13 to 15 %	5 3 2
4	Observation of supervisor	5
5	Synopsis approval / Industry Interaction evaluation	5

### Weekly schedule for Summer Internship

Target for the week	Week / Weeks	Date
Introduction and Understanding of the company and job profile		
Problem Definition & Literature Review, Research Methodology progress		
Literature Review to progress, Conceptual Framework, Questionnaire Design		
Data Collection Progress		
Data Collection & Data Analysis Progress		
Data Analysis & Findings		
Report writing and finalization in consultation with Faculty guide submission of draft report		
Submission of Final report for Plagiarism Check		

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HOB : Management

Sch : (1990 & 2000)