

DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY,

LUCKNOW



Evaluation Scheme & Syllabus

Bachelor of Business Administration

(BBA)

Second Year

AS PER AICTE MODEL CURRICULUM & NEP 2020

(Effective from the Session: 2025-26)

BBA

Bachelor of Business Administration (II Year)

PREAMBLE:

Three-Year Full-Time BBA Degree Course is full time Bachelor's Degree Program in Business Administration (BBA). The duration of the course shall be three years (i.e. three academic sessions). Each year will be divided into two semesters (July-December, Jan-June). There will be about 90 teaching days in a semester, the examinations will be held in around November or December for the first/third/fifth and second/fourth/sixth semesters respectively on April or May or as convenient to the University.

PROGRAM EDUCATIONAL OBJECTIVES (PEOs):

PEO1: To provide a holistic learning environment for developing better understanding of various business strategies.

PEO2: To be able to develop entrepreneurial passion to establish and manage business ventures successfully.

PEO3: To be able explore the area of Research in the different fields to help businesses to grow and innovate.

PEO4: To develop managerial competence in various functional areas like HR, Marketing, Finance, Analytics etc.

PEO5: To ensure employability and career growth of the students.

PROGRAMME OUTCOMES (POs):

On successful completion of the program, Graduates will be able

PO1. To apply the domain knowledge, people skills and technical skills to different scenarios of the Business to achieve desired result.

PO2. To analyse, understand and apply various research tools and techniques in innovate and sustaining Business activities and grow.

PO3. To reduce the gap between industry and academia, with the right blend of theory and practice.

PO4. To nurture their talent for becoming good leaders to be an assets for an organization and operate with entrepreneurial mind-set.

PO5. To become a good citizen who is socially responsible, steeped in ethical values.

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DEFINITIONS:

Course code	Definitions
L	Lecture
T	Tutorial
P	Practical
CC	Core Courses
AEC	Ability Enhancement Courses
MDE	Multi-Disciplinary Elective course
VAC	Value added Courses
SEC	Skill Enhancement courses
DSE	Discipline Specific Elective
OE	Open Elective

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HUMAN RESOURCE MANAGEMENT

Credit 3

Contact Hours 40 L

SEM	CODE	Type	SUBJECT	PERIODS			INTERNAL EVALUATION SCHEME			END SEMESTER EVALUATION		TOTAL	CREDIT
				L	T	P	CT	TA	TOTAL	TE	PE		
III	BBA301	CC	Human Resource Management	3	0	0	20	10	30	70	0	100	3

Course Objectives:

1. To Understand and explain the core concepts, scope, and strategic importance of Human Resource Management in organizational success;
2. To Identify and apply methods for job analysis, job design, and human resource planning, including preparation of job descriptions and interviews;
3. To Analyze and evaluate recruitment and selection processes using appropriate tools and techniques to address real-world HR challenges;
4. To Design and implement effective training, development, and performance appraisal systems aligned with organizational needs;
5. To Differentiate and justify potential appraisal, career development strategies, and succession planning practices;
6. To Develop skills like self-awareness, career goal-setting, and time management to enhance personal and professional effectiveness in HR roles.

Unit- I (Hours 06)

Human Resource Management – Introduction: Meaning, concept and Scope of HRM, Objectives of HRM, HR functions: welfare & Strategic HRM, HR roles and responsibilities, Strategic role of HR in employee well-being and organizational success.

Case Study: Role of HRM in a growing startup

Life Skill: Self-awareness and career goal-setting

Unit- II (Hours 10)

Job Analysis & Human Resource Planning (HRP) - Definition, purposes, process and limiting factors; Job Analysis & Design – Steps of Job Analysis, Method of Job Analysis; Job Description, Job Specification, Job Design: Factors affecting Job design, Techniques for designing Job. Job evaluation.

Human Resource Planning (HRP) - Meaning & Definition ,Importance of HRP ,Factors affecting HRP, Planning Process, requirements for successful HRP ,Barriers to HRP Employer branding and modern hiring trends, Selection tools: Tests, interviews, reference checks.

Activity: Prepare a JD and conduct a mock interview

Case Study: Recruitment failure and its business impact

Unit -III (Hours 06)

Recruitment & Selection - Sources of Recruitment, Recruitment Process, Constraints and Challenges in the Recruitment Process, Factors Governing/ Affecting Recruitment, **Selection:** Role of Selection, Selection Process, Selection Test-Type: Advantages & Problems, Interview Types; Induction-Orientation

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Unit -IV (Hours 10)

Training, Development & Performance Management - Concept, Objective, Factors influencing training and development, The Training and Development Process, Methods, purpose & practices, Four stages of training: Training Need Assessment, designing implementation and Training Evaluation, Concept & Rationale for Performance Appraisal, Procedures and Methods of Performance Management.

Case Study: Challenges in training remote employees

Life Skill: Time management and growth mindset

Unit -V (Hours 08)

Potential Appraisal, Career system and Succession Planning - Introduction, potential appraisal vs performance, categories, indicators of potential appraisal report, career system, career stages, career path, career anchors career development strategies, succession planning.

References:

1. Dessler Gary, *“Human Resource Management”*, Prentice Hall of India, New Delhi.
2. Ashwathapa K, *“Human Resource & Personnel Management Text & Cases”*, Tata McGraw Hill.
3. Rao V S P, *“Human Resource Management Text & Cases”*, Excel Books.
4. Pandesharon & Basak Swapnalekha, *“Human Resource Management – Text & Cases”*, Vikas Publishing House Pvt. Ltd.
5. Halder K. Uday & Sarkar Juthika, *“Human Resource Management”*, Oxford University Press, New Delhi.
6. Saiyadain S.Mirza, *“Human Resource Management”*, Tata McGraw Hill.

Course Outcome: After successful completion of this course, students will be able to:

CO No.	Course Outcome	Bloom's Taxonomy Level	Domain
CO1	Synthesize the role of human resources management as it supports the success of the organization including the effective development of human capital as an agent for organizational change.	K6	Synthesizing
CO2	Demonstrate knowledge of HR planning process, Job analysis that impact behaviour in relationships between employers and employees that ultimately impact the goals and strategies of the organization.	K2	Knowledge
CO3	Demonstrate knowledge of practical application of training and employee development as it impacts organizational strategy and competitive advantage.	K2, K4	Knowledge, Applying
CO4	Understand the role of employee benefits and compensation as a critical component of employee performance, productivity and organizational effectiveness.	K3	Comprehending
CO5	Demonstrate and evidence the knowledge of laws of the ability to analyze, manage and problem solve to deal with the challenges and complexities of the practice of collective bargaining.	K5	Analyzing

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FINANCIAL MANAGEMENT

Credit 3

Contact Hours: 40 L

SEM	CODE	Type	SUBJECT	PERIODS			INTERNAL EVALUATION SCHEME			END SEMESTER EVALUATION		TOTAL	CREDIT
				L	T	P	CT	TA	TOTAL	TE	PE		
III	BBA302	CC	Financial Management	3	0	0	20	10	30	70	0	100	3

Course Objectives:

1. To apply and analyze capital budgeting techniques, leverage, and risk-return frameworks to make informed investment decisions.
2. To identify, evaluate, and compute optimal capital structure and cost of capital using theories and practical models like WACC and EBIT-EPS analysis.
3. To differentiate and justify various dividend policies and theories, and assess factors influencing dividend decisions and earnings retention.
4. To describe, solve, and plan effective working capital management strategies including cash, inventory, and receivables control using appropriate financing sources.
5. To select, relate, and validate financial strategies for decision-making, demonstrating critical thinking and problem-solving in real-world business contexts.

Unit- I (Hours 08)

Concept of Finance, Scope and Objectives of Finance, Profit Maximization vs. Wealth Maximization, Functions of Finance Manager in Modern Age, Financial Decision Areas, Time Value of Money, Risk and Return Analysis.

Unit- II (Hours 08)

Investment Decisions: Appraisal of Project; Concept, Process & Techniques of Capital Budgeting and its Applications; Risk and Uncertainty in Capital Budgeting; Leverage Analysis – Financial, Operating and Combined Leverage along with implications.

Unit- III (Hours 10)

Financial Decision: :Meaning, Capital Structure and Financials structure, Patterns of Capital Structure, Optimum Capital Structure, Capital Structure Theories, Factors Influencing Capital Structure – Optimum Capital Structure; EBIT- EPS Analysis. Various long term sources of finance. **Cost of Capital:** Cost of Equity, Preference Shares, Debentures and Retained Earnings, Weighted Average Cost of Capital and its implications.

Unit- IV (Hours 06)

Dividend Decisions: Concept of Retained Earnings, Relevance and Irrelevance of Dividends, Ploughing Back of Profits, Forms of Dividends, Factors affecting Dividend Policy, Dividend Payout Decisions. Theories of Dividend Decision: Walter’s Model, Gordon’s Model & Modigliani-Miller Model; Factors affecting Dividend Decision.

Unit –V (Hours 08)

Working Capital Decisions: Concept, Components, Factors affecting Working Capital Requirement;

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Management of Cash, Inventory and Receivables; Sources Working Capital Financing, Sources of short term finance.

References:

1. Pandey I M, “*Financial Management*”, Vikas Publishing House Pvt. Ltd.
2. Van Horne, “*Financial Management and Policy*”, Prentice Hall.
3. Sheeba kapil, “*Fundamental of Financial Management*”, Pearson Education.
4. Khan and Jain, “*Financial Management*”, Tata McGraw Hill.
5. Prasanna Chandra, “*Fundamentals of Financial Management*”, Tata McGraw Hill.
6. Lawrence J.Gitman, “*Principles of Managerial Finance*”, Pearson Education

Course Outcome: After successful completion of this course, students will be able to:

CO No.	Course Outcome	Bloom’s Taxonomy Level	Domain
CO1	Understand the different basic concepts of financial management. Functions of finance manager in 21st century.	K1, K2	Remembering, Knowledge
CO2	Understand the practical application of the time value of money and evaluating long-term investment decisions.	K5, K7	Analyzing, Evaluating
CO3	Develop analytical skills to select the best source of capital structure and leverage.	K5, K6	Analyzing, Synthesizing
CO4	To familiarize students with cost of capital, capital structure techniques and working capital management to support managerial decisions.	K3, K4 (x2)	Comprehending, Applying
CO5	Understand the various sources of working capital and estimating working capital needs. To have an understanding of various dividend models and their applicability.	K3, K6	Comprehending, Synthesizing

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MARKETING MANAGEMENT

Credit 3

Contact Hours: 40 L

SEM	CODE	Type	SUBJECT	PERIODS			INTERNAL EVALUATION SCHEME			END SEMESTER EVALUATION		TOTAL	CREDIT
				L	T	P	CT	TA	TOTAL	TE	PE		
III	BBA303	CC	Marketing Management - I	3	0	0	20	10	30	70	0	100	3

Course Objective:

1. To define, describe, and explain foundational marketing concepts including scope, objectives, evolution, customer value, and marketing planning;
2. To identify, analyze, and evaluate environmental factors and marketing information systems for strategic decision-making;
3. To interpret, differentiate, and predict consumer and business buying behaviors, including decision-making processes and influencing factors;
4. To apply, compare, and justify market segmentation, targeting, and positioning strategies across consumer and business markets;
5. To analyze, illustrate, and formulate product differentiation and positioning strategies for effective market impact;
6. To discuss, relate, and propose responses to current marketing realities, consumer capabilities, and the challenges of the Great Indian Market.

Unit- I (Hours 10)

Introduction: Meaning, Objectives, Nature, Scope and Importance of Marketing; Evolution of Marketing and various Company Marketing Orientations; Core Concepts of Marketing, Marketing vs. Selling & Marketing Myopia; Concept of Market and Types of Market; Customer Value, Value Delivery Process & Value Chain; Marketing Plan & Marketing Planning.

Unit- II (Hours 06)

Marketing Environment: Environmental Scanning- Controllable & Uncontrollable Factors, Marketing Environment- Micro & Macro Environmental Factors; Marketing Information System (MkIS)- Concept, Need & Importance, Components of MkIS, Marketing Information System vs. Marketing Research.

Unit- III (Hours 08)

Understanding Consumer Behavior: Meaning of Consumer Behaviour, Personal vs. Organisational Consumer, Need & Importance of studying Consumer Behaviour, Buying Motives, Factors influencing Consumer Behavior, Consumer Buying Decision Process, Buying Roles, Types of Buying Behaviour. Business Market vs. Consumer Market, Business Buying Situations, Participants in Business Buying Process, Factors influencing Business Buying Behaviour, Stages in Business Buying Process.

Unit- IV (Hours 10)

Market Segmentation: Meaning and Concept of Market Segmentation, Benefits and Limitations of Market

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Segmentation, Bases & Types of Market Segmentation, Procedure of Market Segmentation, Criteria for Effective Segmentation, Bases for Segmenting Business Markets.

Unit- V (Hours 06)

Current Marketing Realities: Major Societal Forces, Current Consumer Capabilities, Current Company Capabilities.

The Great Indian Market: Characteristics, Issues and Challenges.

References:

1. Kotler, P. & Keller, K.L., *“Marketing Management”*, Pearson Education.
2. Kotler, P. & Armstrong, G., *“Marketing Management”*, Pearson Education.
3. Perreault, W.D. & McCarthy, *“Basic Marketing”*, Tata McGraw Hill.
4. Saxena, Rajan, *“Marketing Management”*, Tata McGraw Hill.
5. Sontakki, C.N., *“Marketing Management”*, Kalyani Publishers.
6. Gupta, C.B. & Nair, N.R., *“Marketing Management”*, Sultan Chand & Sons.
7. Bose, B.S., *“Marketing Management”*, Himalaya Publishing House.UDH Publishers

Course Outcome: After successful completion of this course, students will be able to:

CO No.	Course Outcome Summary	Bloom's Taxonomy Level	Domain
CO1	Understand core marketing concepts including objectives, scope, evolution, customer value, and marketing planning; differentiate between marketing and selling.	K1, K2	Remembering, Understanding
CO2	Analyze marketing environment (micro & macro), evaluate controllable and uncontrollable factors, and understand MkIS vs. marketing research.	K2, K3, K4	Understanding, Comprehending, Analyzing
CO3	Evaluate consumer and business buyer behavior, including roles, motives, influences, and decision processes.	K2, K3, K4, K5	Understanding, Comprehending, Analyzing, Evaluating
CO4	Apply market segmentation concepts, bases, and procedures; evaluate effective segmentation criteria for consumer and business markets.	K2, K3, K4, K5	Understanding, Comprehending, Applying, Evaluating
CO5	Assess current marketing trends, societal forces, consumer/company capabilities, and evaluate the dynamics of the Indian market.	K2, K4, K5	Understanding, Analyzing, Evaluating

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QUANTITATIVE TECHNIQUES

Credit 3

Contact Hours: 40 L

SEM	CODE	Type	SUBJECT	PERIODS			INTERNAL EVALUATION SCHEME			END SEMESTER EVALUATION		TOTAL	CREDIT
				L	T	P	CT	TA	TOTAL	TE	PE		
III	BBA304	AEC	Quantitative Techniques	3	0	0	20	10	30	70	0	100	3

Course Objectives:

1. To define, describe, and explain the fundamentals of Operations Research, including its scope, applications, and various decision-making environments;
2. To apply, compare, and solve linear programming and replacement problems using structured models and graphical methods;
3. To construct, compute, and evaluate solutions for transportation and assignment problems, including special cases and optimality tests;
4. To analyze, differentiate, and simulate strategies in game theory and sequencing problems using appropriate mathematical techniques;
5. To design, interpret, and perform queuing models and project management techniques like CPM and PERT for effective operational planning.

Unit I: (6 Hrs) - Operations Research & Decision Theory

Origin and Development of Operations Research, Nature and Definition of Operations Research, Objectives of Operations Research, Areas of Applications of Operations Research; Decision-Making Environments: Decision-making under Certainty, Uncertainty and Risk situations, Decision Tree Approach and its Applications.

Unit II: (8 Hrs) -Linear Programming Problem & Replacement Problem

Linear Programming Problem: Introduction, Structure of Linear Programming Model, Advantages of Linear Programming Techniques, Limitations of Linear Programming, Model Formulation, The Graphical Method

Unit III: (9 Hrs) - Transportation Problem & Assignment Problem

Transportation Problem: Introduction, General Mathematical Model of Transportation Problem; Methods of Finding Initial Solution: North-West Corner Method, Least Cost Method, Vogel's Approximation Method; Test for Optimality: Modified Distribution Method; Variations in Transportation Problem: Unbalanced Supply and Demand, Degeneracy and its Resolution.

Assignment Problem: Introduction, General Mathematical Model of Assignment Problem, Hungarian Method for solving Assignment Problem; Variations in Assignment Problem: Unbalanced Assignment Problem, Maximization Case in Assignment Problem.

Unit IV: (9 Hrs) – Game Theory & Sequencing Problem

Game Theory: Introduction, Two-person Zero-sum Games; Pure Strategies (Minimax and Maximin Principles): Games with Saddle Point; Mixed Strategies: Game without Saddle Point; The Principles of Dominance; Graphical Method for the Solution of (2 x n) and (m x 2) Games.

Sequencing Problem: Introduction; Sequencing Decision Problem for n-jobs on two machines: Johnson's Method; Sequencing Decision Problem for n-jobs on three machines: Modified Johnson's Method; Graphical

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Method.

Unit V: (8 Hrs) – Queuing Theory & Project Management

Queuing Theory: Introduction, The Structure of Queuing System, The State of the System; Model I (M/M/I) with its Characteristics.

Project Management: Introduction; CPM Computation; PERT: Estimate the Probability of completing the Project by Scheduled Time; Difference between CPM and PERT.

Suggested Readings:

1. Sharma J K – Quantitative Techniques in Management (3rd Edition, Trinity Press).
2. Vohra N D - Quantitative Techniques in Management (5th Edition, Tata McGraw Hill Edu.).
3. Gupta P K & Hira D S – Operations Research (5th Edition, S. Chand)
4. Gupta R. K. – Operations Research (Krishna Prakashan Media (P) Ltd.)
5. Kalavathy S – Operations Research (4th Edition, Vikas Publishing House Pvt. Ltd.).

Course Outcome: After successful completion of this course, students will be able to:

CO No.	Course Outcome Summary	Bloom's Taxonomy Level	Domain
CO1	Better decision-making through the use of advanced analytical methods, optimization techniques, and data-driven insights, leading to improved efficiency, reduced costs, and enhanced overall performance.	K1, K2, K6	Remembering, Understanding, Evaluating
CO2	Achieving the best possible outcome (maximum profit or minimum cost) within given limitations, resulting in optimal resource allocation and decision-making; reduced maintenance and replacement costs; improved asset utilization and efficiency through timely and informed replacement decisions.	K2, K3, K4	Understanding, Applying, Analyzing
CO3	A cost-efficient transportation plan that meets supply and demand requirements, reducing overall logistics costs and improving operational efficiency; optimal resource allocation, reduced costs, and increased productivity through efficient task assignment and resource utilization.	K2, K3, K4, K5	Understanding, Applying, Analyzing, Evaluating
CO4	Informed strategic decision-making, predicting potential outcomes, and gaining a competitive advantage through understanding of interactions and optimal choices in game-theoretic scenarios; improved efficiency, reduced costs, and enhanced productivity through streamlined processes and optimal task sequencing.	K2, K3, K4, K5	Understanding, Applying, Analyzing, Evaluating
CO5	Reduced waiting times, increased customer satisfaction, and improved service efficiency, leading to enhanced operational performance and cost savings; a well-planned project timeline, accurate time estimation, and identification of critical tasks enabling effective project management and timely completion.	K2, K4, K5	Understanding, Analyzing, Evaluating

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SOFT SKILLS

Credit 3

Contact Hours: 40 L

SEM	CODE	Type	SUBJECT	PERIODS			INTERNAL EVALUATION SCHEME			END SEMESTER EVALUATION		TOTAL	CREDIT
				L	T	P	CT	TA	TOTAL	TE	PE		
III	BBA305	AEC	Soft Skills - 2	3	0	0	20	10	30	70	0	100	3

Course Objectives:

1. To explain, prepare, and perform effective business presentations by identifying key components, overcoming fear, and applying structured presentation techniques.
2. To describe, differentiate, and compose various forms of content writing by interpreting their scope, identifying challenges, and implementing strategies to produce high-quality content.
3. To construct, formulate, and illustrate content for e-commerce platforms by selecting appropriate formats, applying content marketing strategies, and demonstrating social media integration and blogging skills.
4. To define, compose, and validate professional letters and business emails by analyzing structure, purpose, and appropriate tone for different communication scenarios.
5. To prepare, justify, and perform in selection interviews by practicing interview formats, applying body language techniques, and responding effectively through mock interview simulations.

Unit- I (Hours 08)

Presentation Skills. Meaning and objective of preparing & delivering a presentation in Business world, different steps for making an effective presentation, how to overcome challenges & fear in making impactful presentations.

Unit- II (Hours 08)

Meaning, definition and Scope of Content Writing, Types of Content Writing ,Content Writing Topics, Problems Faced in Content Writing, Different Content Writing Formats, Major skills for Writing Quality Content ,Strategies in producing High-quality Content ,Different Stages of Writing a Good Contents

Unit- III (Hours 08)

Content Writing for E-commerce Sites ,Steps involved in Writing E-commerce Product Description, Types of Content Marketing for E-commerce, Effective ways to Share Content in Social Media, Employment Opportunities, Blogging skills

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Unit- IV (Hours 06)

Letters Writing & E mail writing skills : Types of letters, importance of each types of letters, Application writing, how to write business e-mail, Business E mail format, business E mail greetings, how to start business E mail, how to close E mail.

Unit- V (Hours 10)

Interview skills & Mock structured Interview: Selection Interview – Introduction, Interview-meaning, Interview structure, Types of Interview, Panel Interview, Preparation before interview, How to keep positive Body language, Dressing for an interview, Dos and Don'ts of an Interview, Standard interview questions, how to answer the questions which you do not know, & Practice through Mock Interviews.

References:

1. Sharma. P. (2019). Soft Skills: Personality Development for Life Success. BPB publications.
2. Chaturvedi, P, Business Communication, Pearson Publication
3. Wallace and masters, Personal Development for Life and Work, Thomson Learning
4. Barun K Mitra. Personality Development Oxford Publication
5. Dale Carneige: The Leader in you
6. Swami Prabhupada: The Science of Self Realization
7. Lesikar and petit, Report writing for Business
8. Herta A. Murphy, Effective Business Communication

Course Outcome: After successful completion of this course, students will be able to:

S. No.	Course Outcome (CO)	Bloom's Taxonomy Level	Domain
CO1	Understand the objectives, steps, and techniques to create and deliver effective business presentations while overcoming fear and communication barriers.	K2, K3	Understanding, Applying
CO2	Identify various types and formats of content writing and apply structured strategies to develop high-quality content across topics.	K1, K2, K3	Remembering, Understanding, Applying
CO3	Apply effective writing techniques for e-commerce product descriptions, content marketing, blogging, and social media, exploring employment opportunities in content creation.	K2, K3, K4	Understanding, Applying, Analyzing
CO4	Compose professional letters and business emails using correct format, tone, and structure to suit various business communication contexts.	K2, K3	Understanding, Applying
CO5	Demonstrate interview readiness through mock interviews by understanding types, structure, and etiquette including body language and handling unknown questions confidently.	K2, K3, K4	Understanding, Applying, Analyzing

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CUSTOMER RELATIONSHIP MANAGEMENT

Credit 3

Contact Hours: 40 L

SEM	CODE	Type	SUBJECT	PERIODS			INTERNAL EVALUATION SCHEME			END SEMESTER EVALUATION		TOTAL	CREDIT
				L	T	P	CT	TA	TOTAL	TE	PE		
III	BBA306	MDE	Customer Relationship Management	2	0	2	20	10	30	70	0	100	3

Course Objectives :

1. To define and explain the fundamentals, types, and evolution of customer relationships as a key business and marketing tool;
2. To identify and interpret the conceptual foundation, emergence, and stakeholder roles in CRM practices;
3. To analyze and evaluate customer satisfaction and loyalty models, and relate their significance to customer relationship strategies;
4. To describe, construct, and apply CRM implementation models including value chains and process variables;
5. To explore and justify the use of e-CRM technologies for enhancing customer retention, recall, and experience management;
6. To formulate and propose CRM strategies that foster loyalty, improve satisfaction, and enable continuous improvement.

UNIT 1 : Fundamentals of Customer Relationship Management (8 Hrs.)

Relationship in Business: A Management tool: Introduction, Types of Relationship, Stages of Relationship, Issues in Relationship, Evolution of Relationship as a Marketing tool, Purpose of Relationship Marketing.

UNIT 2 : Customer Relationship Management Conceptual Foundation (8 Hrs.)

Introduction, Emergence of CRM Practices, Factors Responsible for Growth Of CRM, Stakeholders in CRM, Significance of CRM.

UNIT 3 : Customer Satisfaction And Customer Loyalty (8 Hrs)

Customer Satisfaction: Introduction, Meaning, Components, Rationale, Models
Customer Loyalty: Concept, Significance, Rationale, Loyalty Ladder, Loyalty Principles , Advantages

UNIT 4 : CRM Comprehension And Implementation Model (8Hrs)

Introduction, CRM Comprehension, Components of CRM Programme, CRM Value Chain, CRM Process- Historical Perspective, CRM Process- Modern Variables

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UNIT 5 : Technological Developments In CRM (8Hrs)

Introduction, e- CRM an Information Technology Tool, e- CRM in Business, Features Of e-CRM, Advantages And Technologies Of e-CRM, Customer Retention And Customer Experience Management: Introduction, Changing Role Of CRM, Customer Retention Management, Customer Recall Management, Customer Experience Management.

Suggested Readings :

1. Jagdish N.Sheth, Atul Parvatiyar & G.Shainesh, “Customer Relationship Management”, Emerging Concepts, Tools and Application”, 2010, TMH.
2. Alok Kumar Rai, “Customer Relationship Management: Concepts and Cases”, 2008, PHI.
3. Mukesh Chaturvedi, Abinav Chaturvedi, “Customer Relationship Management- An Indian Perspective”, 2010 Excel Books, 2nd edition
4. .H.Peeru Mohamed , A Sagadevan, Custmer Relationship Management, A Step by Step Approach, Vikas Publishing House

Course Outcome: After successful completion of this course, students will be able to:

Course Outcomes Based on Bloom’s Taxonomy

CO No.	Course Outcome (CO)	Bloom’s Taxonomy Level	Domain
CO1	Understand the various dimensions of relationships and the evolution of relationships as a marketing tool.	K1, K2, K3	Remembering, Understanding, Applying
CO2	Demonstrate knowledge of CRM practices within an organization and build conceptual understanding of customer relationship management.	K1, K2, K3	Remembering, Understanding, Applying
CO3	Understand the concepts of customer satisfaction and customer loyalty, along with their need and importance in CRM.	K1, K2, K3	Remembering, Understanding, Applying
CO4	Learn and apply the process of CRM and comprehend the CRM Value Chain for strategic implementation.	K1, K2, K3	Remembering, Understanding, Applying
CO5	Understand the concept of e-CRM and explain strategies for customer retention and customer recall management.	K1, K2, K3	Remembering, Understanding, Applying

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HOLISTIC HEALTH & HAPPINESS

Credit 3

Contact Hours: 40 L

SEM	CODE	Type	SUBJECT	PERIODS			INTERNAL EVALUATION SCHEME			END SEMESTER EVALUATION		TOTAL	CREDIT
				L	T	P	CT	TA	TOTAL	TE	PE		
III	BBA307	VAC	Holistic Health & Happiness	2	1	0	20	10	30	70	0	100	3

Course Objective: This course aims to enhance the students' understanding of holistic health, specifically in terms of indigenous knowledge. To help the students understand the importance of thoughts in affecting the body and the level of holistic health and happiness.

Module-I: Introduction [4Hrs.]

- Concept, Dimensions of health: Physical, Mental, Social, Spiritual, Environmental.
- Energy Wheels in the body: The Seven Chakras, Impact of thoughts on the body: Strategies for Holistic Health and Spiritual Life Style.

Module -II: Understanding Positive Living [4Hrs.]

- Causes of Happiness: Heritability, Personality and Environmental basis.
- Stress-free living: Causes, symptoms, and types of stress, as well as management of stress and anger.
- Benefits of meditation and Yoga, Power of soul connectedness.

Module-III: Excellence in life [4Hrs.]

- Relationships and Happiness, Stages of Relationships in family life cycle.
- Managing thoughts and emotions: Positive Thinking and its benefits
- Emotional Intelligence (EI), Goleman's Model of EI, Strategies for enhancing EI.

Module-IV: Positive Change [4Hrs.]

- Strengths to bear on opportunities and challenges.
- Stages of change and the change processes.
- Self-help strategies for Positive change.

Module-V: Holistic Health and Happiness Activities [4Hrs.]

- **Positive Living:** (Pre-measurement; Identify a Fear; Overcoming fears, Perceived Stress.
- **Excellence in Life:** Sharing feelings and expressions, Revive a Relationship, Motivational Stories and Tasks.
- **Positive Change:** Take a Challenge; Complete the Challenge; Emotional Expressiveness

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Suggested Readings:

1. Baumgardeners, S. & Crothers, M. (2015): *Positive Psychology*. Pearson.
2. Carr Alarr (2004): *Positive Psychology*. Routledge.
3. Cotton, D.H.G. (1990). *Stress Management: An integrated approach to therapy*. New York: Brunner/Mazel
4. Davis, M., Eshelman, R.E. & McKay, M. (2019). *The relaxation and stress reduction workbook*.
5. Haidt, J. (2006). *The Happiness Hypothesis: finding Modern Truth in Ancient Wisdom*. New York: Basic Books Group.
6. Pradhan, M., & Javed, N. (2023). *Holistic Health and Happiness*. Anu Books
7. Snyder C. R. & Shane, J. Lopez (2007): *Positive Psychology*, Sage.

S. No.	Course Outcome (CO)	Bloom's Taxonomy Level	Domain
CO1	Understand the dimensions of health and explain the role of chakras, thoughts, and spiritual lifestyle in achieving holistic well-being.	K1, K2	Remembering, Understanding
CO2	Identify sources of happiness, differentiate types of stress, and apply stress and anger management techniques including yoga and meditation.	K1, K2, K3	Remembering, Understanding, Applying
CO3	Analyze the role of emotional intelligence, positive thinking, and relationship dynamics in achieving excellence in life.	K2, K4	Understanding, Analyzing
CO4	Describe the process of personal change, recognize inner strengths, and implement self-help strategies for sustaining positive transformation.	K2, K3, K4	Understanding, Applying, Analyzing
CO5	Demonstrate holistic health practices through activities that promote emotional expressiveness, overcoming fear, and nurturing relationships.	K3, K4, K5	Applying, Analyzing, Evaluating

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BUSINESS LAW

Credit 3

Contact Hours: 40 L

SEM	CODE	Type	SUBJECT	PERIODS			INTERNAL EVALUATION SCHEME			END SEMESTER EVALUATION		TOTAL	CREDIT
				L	T	P	CT	TA	TOTAL	TE	PE		
IV	BBA401	CC	Business Law	3	0	0	20	10	30	70	0	100	3

Course Objectives

1. **To define, describe, and explain** the fundamental concepts of the Indian Contract Act including offer, acceptance, consideration, capacity, free consent, legality, and remedies for breach.
2. **To identify, differentiate, and evaluate** the legal provisions related to special contracts such as indemnity, guarantee, bailment, pledge, and agency.
3. **To analyze, compare, and illustrate** the legal aspects of the Sale of Goods Act including types of goods, implied conditions, transfer of ownership, and rights of unpaid sellers.
4. **To interpret, relate, and justify** the rights, duties, and liabilities of partners under the Partnership Act, including types of partners and the process of dissolution.
5. **To apply, solve, and construct** case-based legal scenarios to enhance critical thinking in contract law, special agreements, and commercial law through exercises and simulations.

Unit- I (Hours 10)

Indian Contract Act 1872 – Contract - Definition & Concept; Agreement - Offer & Acceptance; Consideration and Legality; Capacity of Parties to the Contract; Free Consent - Coercion, Undue Influence, Fraud, Misrepresentation, Mistake - Bilateral and Unilateral; Void Agreements - Agreements in Restraint of Marriage, Agreement in Restraint of Trade, Uncertain Agreements, Agreements in Restraint of Legal Proceedings, Wagering and Contingent Agreements and Contracts; Quasi Contracts; Performance and Discharge of Contracts; Breach of Contracts and Remedies.

Unit -II (Hours 08)

Special Contracts Indemnity and Guarantee - Meaning, Nature and Features, Types of Guarantee, Provisions related to different types of Guarantee, Surety and Co-surety - Rights and Liabilities, Discharge of Surety.

Unit -III (Hours 08)

Bailment and Pledge: Rights and Duties of Bailor and Bailee, Termination of Bailment; Agency: Creation of Agency, Classification of Agents, Relationship between Principal and Agent, Rights, Duties and Liabilities of Agent and Principal, Termination of Agency.

Unit –IV (Hours 06)

Contract of Sale of Goods: The Sale of Goods Act 1930- Introduction, Contract of Sale, Sale and Agreement to Sale, Kinds of Goods, Conditions and Warranties - Implied Conditions and Warranties, Doctrine of ‘Caveat Emptor’, Transfer of Property, Delivery of Goods, Duties of the Seller and the

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Buyer, Unpaid Seller's Remedies,

Unit-V (Hours 08)

Partnership - Law of partnership: Definition, essentials of partnership, registration of partnership, kinds of partners, rights, liabilities of partners, dissolution of partnership.

References:

1. Kapoor N. D., "*Elements of Mercantile Law by Mercantile Law*", Sultan Chand and Sons.
2. Kuchhal M. C., "*Business Law*", Vikas Publishing House Pvt. Ltd.
3. Agarwal Rohini, "*Mercantile & Commercial Laws*", Taxman Allied Services Pvt. Ltd.
4. Gulshan S.S., "*Business Law*", Excel Books New Delhi.
5. Pathak Akhileshwar, "*Legal Aspects of Business*", Tata McGraw Hill.
6. Tulsian P.C., "*Business Law*", S. Chand & Company

Course Outcome: After successful completion of this course, students will be able to:

CO No.	Course Outcome (CO)	Bloom's Taxonomy Level	Domain
CO1	Understand the basic concepts of contract law including offer, acceptance, consideration, capacity, free consent, void agreements, performance, discharge, and remedies under the Indian Contract Act, 1872.	K1, K2, K3	Remembering, Understanding, Applying
CO2	Explain the legal provisions related to special contracts like indemnity and guarantee, including types of guarantee, rights and liabilities of surety and co-surety, and discharge of surety.	K1, K2, K3	Remembering, Understanding, Applying
CO3	Analyze the concepts of bailment and pledge along with rights and duties of bailor and bailee, and understand the legal framework of agency, including formation, classification, and termination of agency.	K2, K3, K4	Understanding, Applying, Analyzing
CO4	Describe the provisions of the Sale of Goods Act, 1930 including types of goods, conditions and warranties, transfer of property, rights and duties of seller and buyer, and remedies of unpaid seller.	K1, K2, K3	Remembering, Understanding, Applying
CO5	Understand and evaluate the law of partnership including its definition, essential elements, types of partners, rights and duties, and the process and implications of partnership dissolution.	K1, K2, K5	Remembering, Understanding, Evaluating

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PRODUCTIONS AND OPERATION MANAGEMENT

Credit 3

Contact Hours: 40 L

SEM	CODE	Type	SUBJECT	PERIODS			INTERNAL EVALUATION SCHEME			END SEMESTER EVALUATION		TOTAL	CREDIT
				L	T	P	CT	TA	TOTAL	TE	PE		
IV	BBA402	CC	Productions and Operation Management	3	0	0	20	10	30	70	0	100	3

COURSE OBJECTIVES:

1. **To define, describe, and explain** the nature, scope, and objectives of production and operations management, and **identify** the roles and responsibilities in production planning and control (PPC).
2. **To compare, differentiate, and analyze** various manufacturing methods such as jobbing, batch, mass, and process production, and **apply** work study, time & motion study for productivity improvement.
3. **To estimate, plan, and evaluate** plant location decisions and **construct** suitable plant layouts using principles of facility design and ergonomic considerations.
4. **To select, justify, and formulate** effective material management strategies including purchasing, supplier selection, inventory control, and value analysis techniques.
5. **To identify, explain, and relate** types of maintenance systems and **prepare** suitable waste management plans through salvage, recovery, and scrap disposal.
6. **To apply, compute, and conclude** practical solutions using simulations, hands-on analysis, and decision-making techniques to solve real-world production problems.

UNIT 1: Nature and scope of Production and Operations Management

10 HRS

Nature of production; production as a system; production as an organization function; decision-making in production; importance of production function; scope of production and operations management; characteristics of modern production and operations Objectives of production planning and control; principles of production planning and control (PPC); main functions of production planning and control department.

UNIT 2: Manufacturing Methods

08 HRS

Factors influencing choice of manufacturing methods; classification of manufacturing methods - project production, jobbing production, batch production, mass and flow production, process production (meaning and characteristics of each method). Importance of work study, Factors influencing productivity, Concept of Standard time, Method study, Time and motion study,

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relationship of time and motion study to work study; work measurement; techniques of work measurement.

UNIT 3: Plant location and layout

08 HRS

Factors affecting location; plant layout principles; types of plant layout -process layout, product layout, combined layout, static product layout or project layout, cellular layout, job shop layout (Meaning of each type); Different types of facilities; building, sanitation, lighting, air conditioning, safety etc.

UNIT 4: Materials Management

08 HRS

Purchasing; selection of suppliers; inventory management; material handling principles and practices; inventory control; value analysis; value engineering and ergonomics (Concepts only)

UNIT5: Maintenance and waste management

06 HRS

Introduction, meaning, types of maintenance. Waste management- scrap and surplus disposal, salvage and recovery.

REFERENCES:

- S.N. Chary, Production and Operations Management, Tata McGraw-Hill Publishing Company Limited
- Aswathappa K, Production and Operations Management, Himalaya Publishing House
- S.A Chunawalla, D.R. Patel, Production and Operations Management, Himalaya Publishing House
- Thomas E. Morton, Production and Operations Management
- N.G Nair, Production and Operation Management, Tata McGraw-Hill Publishing Company Limited
- Dr. L.N Agarwal and Dr. K.C Jain, Production Management
- Everett E. Adam Jr., and Ronald J. Ebert, Production and Operation Management K.K Ahuja, Production Management.

Course Outcome: After successful completion of this course, students will be able to:

CO No.	Course Outcome (CO)	Bloom's Taxonomy Level	Domain
CO1	Understand the nature, scope, and functions of production and operations management; explain decision-making in production and objectives and principles of production planning and control (PPC).	K1, K2, K3	Remembering, Understanding, Applying
CO2	Describe various manufacturing methods and their characteristics; analyze factors influencing method choice; understand the significance of work study, time and motion study, and techniques of work measurement.	K1, K2, K4	Remembering, Understanding, Analyzing
CO3	Identify and explain factors affecting plant location; evaluate different types of plant layouts and analyze facility requirements such as building design, lighting, safety, etc.	K1, K2, K4	Remembering, Understanding, Analyzing
CO4	Explain the fundamentals of materials management	K1, K2, K3	Remembering,

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CO No.	Bachelor of Business Administration (1st Year) Course Outcome (CO)	Bloom's Taxonomy Level	Domain
	including purchasing, supplier selection, inventory control, material handling, and the basic concepts of value analysis, value engineering, and ergonomics.		Understanding, Applying
CO5	Understand the meaning and types of maintenance and apply concepts of waste management including scrap disposal, salvage, and recovery.	K1, K2, K3	Remembering, Understanding, Applying

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BUSINESS ENVIRONMENT

Credit 3

Contact Hours: 40 L

SEM	CODE	Type	SUBJECT	PERIODS			INTERNAL EVALUATION SCHEME			END SEMESTER EVALUATION		TOTAL	CREDIT
				L	T	P	CT	TA	TOTAL	TE	PE		
IV	BBA403	CC	Business Environment	3	0	0	20	10	30	70	0	100	3

Course Objectives:

1. **To describe, explain, and analyze** the meaning, scope, and importance of business environment and **evaluate** recent political, economic, and financial trends affecting Indian planning.
2. **To identify, interpret, and differentiate** the characteristics of the Indian economy and **explain** the impact of liberalization, privatization, and globalization on business, poverty, unemployment, and human development.
3. **To analyze, relate, and assess** factors affecting international investment and **explain** the growth and significance of foreign investments in India along with the principles of business ethics and corporate governance.
4. **To define, discuss, and interpret** the impact of technology and SEZs on international business, and **explain** the role of WTO and value proposition redefinition for MSMEs.
5. **To identify, justify, and illustrate** the influence of the natural environment on business and **evaluate** mechanisms of corporate governance and cultural factors affecting business.

Unit I - (08Hrs)

Business Environment- Meaning, Scope, Importance, Environmental Factors, Recent Political Environment, Recent Economic and Financial Environment, NITI Aayog , GDP & GNP trends. MSME definition

Unit II - (08 Hrs)

Characteristics of the Indian Economy, factors affecting the economy, economic resources (natural, industrial and technological) impact of liberalization, privatization and globalization on Indian business. Poverty and unemployment in India, planning for poverty elevation, Inflation, Human Development, Rural Development, Problems of Growth.

UNIT- III (6 hrs)

International Investment - Factors effecting foreign Investment Growth of foreign investment - Significance of foreign investment Foreign Investment in India, Business Ethics, Corporate Governance, Philosophy and strategy of planning in India.

UNIT IV (08 hrs)

Meaning- features- impact of technology- Transfer of technology – Technological policies, Special

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Economic Zone (SEZ) and their role and impact in International Business Environment, World Trade Organisation (WTO), Redefining Value Proposition to MSME.

UNITV (10 hrs)

Natural environment-meaning and influence on business. Protection of environment – enactments and pollution agents- sustainable developments, Nature of Corporate governance, Factors influencing Corporate governance, Mechanisms of Corporate governance, Nature of culture, Impact of culture on business.

Suggested Readings

1. Shaikh & Saleem, “Business Environment”, Pearson Education.
2. K. Aswathappa, Essentials of Business Environment, Himalaya Publishing House Pvt. Ltd.
3. Mittal, “Business Environment”, Excel Books.
4. V. Neelamegam, “Business Environment”, Vrinda Publications.
5. Fernando, “Business Environment”, Prentice Hall.
6. Chidambara K- Business Environment, Vikas Publishing House.

Course Outcome: After successful completion of this course, students will be able to:

Course Outcomes Based on Bloom’s Taxonomy

CO No.	Course Outcome (CO)	Bloom’s Taxonomy Level	Domain
1	Develop understanding and fundamental knowledge about the business environment.	K1, K2	Remembering, Understanding
2	Develop understanding of the concepts of business environment and international business environment.	K2	Knowledge
3	Develop problem-solving skills related to business challenges.	K2	Knowledge
4	Understand the complexities of the business environment.	K2	Knowledge
5	CO5: Analyze current and future economic conditions in developing and emerging markets.	K4, K5	Applying, Analyzing

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DESIGN THINKING & INNOVATION

Course Credit: 3

Contact Hours: 40

SEM	CODE	Type	SUBJECT	PERIODS			INTERNAL EVALUATION SCHEME			END SEMESTER EVALUATION		TOTAL	CREDIT
				L	T	P	CT	TA	TOTAL	TE	PE		
IV	BBA404	AEC	Design Thinking & innovation	2	0	2	20	10	30	70	0	100	3

Course Objectives

- To explain, differentiate, and relate** the principles of design thinking with traditional problem-solving approaches, and **describe** the evolution of design thinking in the context of innovation and creativity.
- To identify, apply, and interpret** tools and techniques for the Empathize and Define phases such as empathy maps, stakeholder maps, 5W+H, storytelling, and trend analysis.
- To formulate, select, and compare** problem statements using ideation methods such as brainstorming, 2x2 matrix, NABC method, and 6-3-5 method.
- To construct, simulate, and validate** prototypes through focused experiments, exploration maps, and MVPs for potential solutions.
- To conduct, analyze, and evaluate** testing techniques like A/B testing and feedback capture grids, and **prepare** an implementation roadmap and scale-up plan.

UNIT 1 (08 Hours)

Introduction to design thinking, traditional problem solving versus design thinking, history of design thinking, wicked problems. Innovation and creativity, the role of innovation and creativity in organizations, creativity in teams and their environments. Process of Design Thinking , implementing the process in driving innovation, Mindset for design thinking, Design thinking for product and process innovation, Difference between engineering design and design thinking.

UNIT 2 (08 Hours)

Methods and Tools for Empathize and Define phases: Empathize - Methods of Empathize Phase: Ask 5 Why / 5W+H questions, Stakeholder map, Empathy Map, Peer observation, Trend analysis Define - Methods of Define Phase: Storytelling, Critical items diagram, Define success

UNIT 3 (08 Hours)

Finalize the problem statement, Methods and Tools for Ideate phase: Ideate - Brainstorming, 2X2 matrix, 6-3-5 method, NABC method

UNIT 4 (08 Hours)

Methods and Tools for Prototype Phase: Prototype - Types of prototypes - Methods of prototyping - Focused experiments, Exploration map, Minimum Viable Product;

UNIT 5 (08 Hours)

Methods and Tools for Test Phase: Test - Methods of Testing: Feedback capture grid, A/B testing, Solution Overview - Create a Pitch - Plan for scaling up - Road map for implementation

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Suggested readings

1. Tim Brown, Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation, HarperCollins e-books, 2009.
2. Michael Lewrick, Patrick Link, Larry Leifer, The Design Thinking Toolbox, John Wiley & Sons, 2020.
3. Michael Lewrick, Patrick Link, Larry Leifer, The Design Thinking Playbook, John Wiley & Sons, 2018.
4. Kristin Fontichiaro, Design Thinking, Cherry Lake Publishing, USA, 2015.
5. Walter Brenner, Falk Uebernickel, Design Thinking for Innovation - Research and Practice, Springer Series, 2016.
6. Gavin Ambrose, Paul Harris, Design Thinking, AVA Publishing, 2010.

Course Outcome: After successful completion of this course, students will be able to:

Course Outcomes Based on Bloom's Taxonomy

CO No.	Course Outcome (CO)	Bloom's Taxonomy Level	Domain
CO1	Understand the fundamentals of design thinking, its comparison with traditional problem-solving, the history and concept of wicked problems, and the role of innovation and creativity in organizations and teams.	K1, K2	Remembering, Understanding
CO2	Apply methods and tools used in the Empathize and Define phases such as empathy mapping, stakeholder maps, peer observations, and critical item diagrams to frame problem statements.	K3, K4	Applying, Analyzing
CO3	Use ideation tools like brainstorming, 2x2 matrix, 6-3-5 method, and NABC framework to generate innovative ideas and finalize problem statements.	K3, K4	Applying, Analyzing
CO4	Develop prototypes using various methods such as focused experiments, exploration maps, and MVPs to visualize solutions.	K3, K5	Applying, Evaluating
CO5	Test prototypes using methods like A/B testing, feedback grids; create pitches, plan scaling strategies, and design an implementation roadmap.	K4, K5, K6	Analyzing, Evaluating, Creating

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BUSINESS ORGANIZATION

Course Credit: 3

Contact Hours: 40

SEM	CODE	Type	SUBJECT	PERIODS			INTERNAL EVALUATION SCHEME			END SEMESTER EVALUATION		TOTAL	CREDIT
				L	T	P	CT	TA	TOTAL	TE	PE		
IV	BBA405	AEC	Business Organization	3	0	0	20	10	30	70	0	100	3

Course Objectives

1. **To define, describe, and classify** the scope, nature, and evolution of business and business organizations, distinguishing between business, trade, and profession.
2. **To identify, explain, and analyze** the steps involved in establishing a business unit, including promotion, plant location, layout, and determining optimal business size.
3. **To interpret, evaluate, and compare** various organizational structures and processes, such as departmentation, span of control, line and staff functions, delegation, and decentralization.
4. **To describe, justify, and illustrate** the causes and types of business combinations, including mergers, takeovers, and acquisitions, and their impact on market competition.
5. **To explain, compute, and relate** financial needs of business units and analyze different sources and methods of business finance, including the structure and functions of money and capital markets.

UNIT- I: (Session 08 Hours)

Meaning and definition of business essentials & scope of business, Classification of Business Activities, Meaning, Definition, Characteristics and objectives of Business Organization, Evolution of Business Organization. Model Business, Business & Profession

UNIT- II: (Session 08 Hours)

Business Unit, Establishing a new business unit. Meaning of Promotion. Features for business,

UNIT- III: (Session 08 Hours)

Organization process — Importance, principles. Various aspects of organization, organization structure, Departmentation, Line and Staff Relationships, Span of control, Delegation of authority, Decentralization

UNIT- IV: (Session 08 Hours)

Business Combination Meaning Causes, Objectives, Types and Forms Mergers, Takeovers and Acquisitions.

UNIT- V: (Session 08 Hours)

Business Finance: Financial need of Business methods & Sources of finance. Security Market, Money Market, Study of Stock Exchange & SEBI.

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References:

1. Stoner, Freeman and Gilbert Jr (2003); Management, Prentice Hall of India, New Delhi,
2. Gupta, C.B. (2003); Management Concepts and Practices, Sultan Chand and Sons, New Delhi,
3. Robbins, S. (2017). Management, Pearson Education, New Delhi; (13th ed.).
4. Wren, D. A. & Bedeian, A. G. 2009. The evolution of management thought. (6th ed.), 'New York: Wiley

Course Outcome: After successful completion of this course, students will be able to:

Course Outcomes Based on Bloom's Taxonomy

CO No.	Course Outcome (CO)	Bloom's Taxonomy Level	Domain
CO1	Understand the meaning, definition, and scope of business; explain the classification of business activities and characteristics and objectives of business organizations; trace the evolution of business and distinguish between business and profession.	K1, K2	Remembering, Understanding
CO2	Describe the process of establishing a new business unit, including the concept of promotion, and analyze factors affecting plant location, plant layout, and size of business units.	K2, K3, K4	Understanding, Applying, Analyzing
CO3	Understand the organization process and principles; evaluate organizational structures, departmentation, line and staff relationships, span of control, delegation, and decentralization.	K2, K4, K5	Understanding, Analyzing, Evaluating
CO4	Explain the concept, causes, objectives, and forms of business combinations such as mergers, takeovers, and acquisitions.	K1, K2, K3	Remembering, Understanding, Applying
CO5	Analyze the financial needs of business and identify methods and sources of finance; understand the role of security and money markets and study the functioning of stock exchange and SEBI.	K2, K4, K5	Understanding, Analyzing, Evaluating

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MARKETING MANAGEMENT– II

Course Credit: 3

Contact Hours: 40

SEM	CODE	Type	SUBJECT	PERIODS			INTERNAL EVALUATION SCHEME			END SEMESTER EVALUATION		TOTAL	CREDIT
				L	T	P	CT	TA	TOTAL	TE	PE		
IV	BBA406	MDE	Marketing Management– II	3	0	0	20	10	30	70	0	100	3

Course Objectives

1. **To define, describe, and analyze** the components of the marketing mix and evaluate the factors influencing its determination, including the role of service mix in modern marketing.
2. **To identify, compare, and apply** strategies related to product mix, branding, packaging, labeling, and product life cycle management for various consumer products.
3. **To explain, differentiate, and formulate** pricing strategies by analyzing objectives, pricing processes, and adapting prices based on market and customer dynamics.
4. **To interpret, plan, and justify** distribution and logistics decisions, including the design and management of marketing channels, wholesaling, retailing, and their functions.
5. **To construct, explain, and validate** the components of a marketing communication mix and budget, and integrate various promotional tools effectively.
6. **To discuss, relate, and evaluate** contemporary global marketing trends and address social, ethical, and legal challenges while formulating global marketing mix strategies.

UNIT- I: (Session 08 Hours)

Marketing Mix: Meaning, Concept & Importance of Marketing Mix, Elements of Marketing Mix, Determining the Marketing Mix, Factors influencing the Determination of Marketing Mix, Essentials of Effective Marketing Mix; Elements of Service Mix.

Product Decisions: Product Mix Strategy Classification of products and strategies for different types of consumer products, New product development process. Product Life Cycle and various strategies. Product Line Decisions, Branding: Concept and Challenges. Packaging and labeling.

UNIT - II: (Session 08 Hours)

Pricing Decisions: Pricing Considerations and Strategies Introduction to various objectives of pricing, Pricing Process. Adapting the price: Concept of geographical pricing, promotional pricing, discriminatory pricing. Understanding various pricing strategies and their application.

UNIT - III: (Session 08 Hours)

Place Decisions: Distribution and Logistics Decision Nature of Marketing Channels, Channel Functions and Flows, Channel Design and Management Decisions, Channel Dynamics. Introduction to Wholesaling, Retailing and Logistics.

UNIT - IV: (Session 08 Hours)

Promotion Decisions: Deciding on the Marketing Communications Mix, Process of deciding the marketing communication mix, Marketing communication budget. Introduction to various elements of integrated marketing communications.

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UNIT - V: (Session 08 Hours)

Current issues and Global Marketing: Social, ethical & legal aspects of marketing; Introduction to global market place Challenges and opportunities of Globalization. Factors governing entry into foreign markets. Marketing Mix for Global Markets. Trends in international marketing

Suggestive Readings:

1. Text: Kotler Philip Marketing Management, Eleventh Edition, Pearson.
2. Kotler Philip and Armstrong Gray, Principles of Marketing, Eleventh Edition, Pearson Education.
3. Ramaswamy VS, Namakumari S, Marketing Management, Planning Implementation & Control, Third Edition, MacMillan.
4. Sontakki, C.N., “Marketing Management”, Kalyani Publishers.
5. Gupta, C.B. & Nair, N.R., “Marketing Management”, Sultan Chand & Sons.
6. Bose, B.S., “Marketing Management”, Himalaya Publishing House.

Course Outcomes Based on Bloom’s Taxonomy

CO No.	Course Outcome (CO)	Bloom’s Taxonomy Level	Domain
CO1	Understand the concept and importance of marketing mix and product decisions including strategies for product types, branding, packaging, and product life cycle.	K1, K2, K3	Remembering, Understanding, Applying
CO2	Analyze and apply various pricing strategies and adapt pricing to different market conditions, including promotional, geographical, and discriminatory pricing.	K2, K3, K4	Understanding, Applying, Analyzing
CO3	Comprehend the structure and functions of marketing channels and logistics; evaluate distribution strategies and channel dynamics.	K2, K3, K4	Understanding, Applying, Analyzing
CO4	Explain the process of creating an integrated marketing communications mix and develop strategies within promotion decisions and budgeting.	K2, K3	Understanding, Applying
CO5	Analyze the current global marketing trends and challenges including legal, ethical, and social issues; understand global market entry strategies and design global marketing mixes.	K2, K4, K5	Understanding, Analyzing, Evaluating

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HUMAN VALUE

Credit 3

Contact Hours 40 L

SEM	CODE	Type	SUBJECT	PERIODS			INTERNAL EVALUATION SCHEME			END SEMESTER EVALUATION		TOTAL	CREDIT
				L	T	P	CT	TA	TOTAL	TE	PE		
IV	BBA407	VAC	Human Value	3	0	0	20	10	30	70	0	100	3

Objectives:

1. To help students distinguish between values and skills, and understand the need, basic guidelines, content, and process of value education.
2. To help students initiate a process of dialog within themselves to know what they really want to be in their life and profession
3. To help students understand the meaning of happiness and prosperity for a human being.
4. To facilitate the students to understand harmony at all the levels of human living, and live accordingly.
5. To facilitate the students in applying the understanding of harmony in existence in their profession and lead an ethical life

Course Outcome:

On completion of this course, the students will be able to-

1. Understand the significance of value inputs in a classroom, distinguish between values and skills, understand the need, basic guidelines, content, and process of value education, explore the meaning of happiness and prosperity, and do a correct appraisal of the current scenario in the society
2. Distinguish between the Self and the Body, and understand the meaning of Harmony in the Self and the Co-existence of Self and Body.
3. Understand the value of harmonious relationships based on trust, respect, and other naturally acceptable feelings in human-human relationships and explore their role in ensuring a harmonious society
4. Understand the harmony in nature and existence, and workout their mutually fulfilling participation in nature.
5. Distinguish between ethical and unethical practices, and start working out the strategy to actualize a harmonious environment wherever they work.

UNIT-1 (08 Hours)

Introduction to Value Education

Understanding the need, basic guidelines, content, and process for Value Education, Self- Exploration–what is it? - its content and process; ‘Natural Acceptance’ and Experiential Validation –as the mechanism for self-exploration, Continuous Happiness, and Prosperity-A look at basic Human Aspirations, Right understanding, Relationship, and Physical Facilities-the basic requirements for fulfillment of aspirations of every human being with their correct priority, Understanding Happiness and Prosperity correctly – A critical appraisal of the current scenario, Method to fulfill the above human aspirations: understanding and living in harmony at various levels.

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UNIT-2 (08 Hours)

Understanding Harmony in the Human Being

Understanding human being as a co-existence of the sentient 'I' and the material 'Body', Understanding the needs of Self ('I') and 'Body' - Sukh and Suvidha, Understanding the Body as an instrument of 'I' (I being the doer, seer, and enjoyer), Understanding the characteristics and activities of 'I' and harmony in 'I', Understanding the harmony of I with the Body: Sanyam and Swasthya; correct appraisal of Physical needs, the meaning of Prosperity in detail, Programs to ensure Sanyam and Swasthya.

UNIT-3 (08 Hours)

Understanding Harmony in the Family and Society

Harmony in Human-Human Relationship Understanding harmony in the Family-the basic unit of human interaction, Understanding values in the human-human relationship; meaning of Nyaya and program for its fulfillment to ensure Ubhay-tripti; Trust (Vishwas) and Respect(Samman) as the foundational values of relationship, Understanding the meaning of Vishwas; Difference between intention and competence, Understanding the meaning of Samman, Difference between respect and differentiation; the other salient values in a relationship, Understanding the harmony in the society (society being an extension of the family): Samadhan, Samridhi, Abhay, Sah- astitva as comprehensive Human Goals, Visualizing a universal harmonious order in society- Undivided Society (Akhand Samaj), Universal Order (Sarvabhaum Vyawastha) – from family to world family!.

UNIT-4 (08 Hours)

Understanding Harmony in Nature and Existence

Whole existence as Co-existence Understanding the harmony in Nature, Inter connectedness, and mutual fulfillment among the four orders of nature- recyclability and self-regulation in nature, Understanding Existence as Co-existence (Sah-astitva) of mutually interacting units in all- pervasive space, Holistic perception of harmony at all levels of existence.

UNIT-5 (08 Hours)

Implications of the above Holistic Understanding of Harmony on Professional Ethics

Natural acceptance of human values, Definitiveness of Ethical Human Conduct, Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order, Competence in Professional Ethics: a) Ability to utilize the professional competence for augmenting universal human order, b) Ability to identify the scope and characteristics of people-friendly and eco- friendly production systems, technologies, and management models, Case studies of typical holistic technologies, management models and production systems, Strategy for the transition from the present state to Universal Human Order: a) At the level of individual: as socially and ecologically responsible engineers, technologists and managers, b)At the level of society: as mutually enriching institutions and organizations.

Suggested Readings

Text Book

1. R R Gaur, R Asthana, G P Bagaria, 2019 (2nd Revised Edition), A Foundation Course in Human Values and Professional Ethics. ISBN 978-93-87034-47-1, Excel Books, New Delhi.

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References

1. Ivan Illich, 1974, Energy & Equity, The Trinity Press, Worcester, and Harper Collins, USA
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Course Outcomes (COs)

Upon successful completion of this course, the student will be able to:

S. No.	Course Outcome (CO)	Bloom’s Taxonomy Level
CO1	Remember and comprehend the foundational concepts of value education, harmony, and human aspirations.	• Remembering (K1) • Comprehending (K2)
CO2	Understand and synthesize key insights on the co-existence of the Self and Body and their harmony.	• Synthesizing (K5) • Comprehending (K2)
CO3	Apply principles of harmonious living in relationships, society, and nature through real-life scenarios.	• Applying (K3)
CO4	Analyze interpersonal and societal relationships based on trust, respect, and justice.	• Analyzing (K4)
CO5	Evaluate ethical dimensions of human conduct and propose humanistic models in professional settings.	• Evaluating (K6)

BBA

Bachelor of Business Administration (II Year)

Exit Option After First Year of BBA

Students may opt for an exit after the successful completion of the first year of the BBA program (Semester I and II). To be eligible for a **UG Certificate in Business Administration** as per NEP upon exiting after the first year, students must earn an **additional 4 credits** by completing the following approved online course through SWAYAM.

Title: *Generative AI for Everyday Life*

Duration: 12 Weeks

Credits: 4

Instructors: Dr. Ridip Dev Choudhury and Dr. Nabankur Pathak

Institution: Krishna Kanta Handiqui State Open University, Guwahati

Course Link: [Generative AI for Everyday Life – SWAYAM](#)

URL: https://onlinecourses.swayam2.ac.in/nou25_ge85/preview

These students are allowed to re-enter the degree programme within three years and complete the degree programme within the stipulated maximum period of seven years.

Exit Option After Second Year of BBA

Students may opt for an exit after the successful completion of the second year of the BBA program (Semester III and IV). To be eligible for a **UG Diploma in Business Administration** as per NEP upon exiting after the second year, students must earn an **additional 4 credits** by completing the following approved online course through SWAYAM.

Title: *Entrepreneurship Skills and Digital Marketing Strategies*

Credits: 4

Instructors: Dr. Gagan Singh and Dr. Gopal Datt

Institution: Uttarakhand Open University, Haldwani

Course Link: [Entrepreneurship Skills and Digital Marketing Strategies – SWAYAM](#)

URL: https://onlinecourses.swayam2.ac.in/nou25_mg21/preview

These students are allowed to re-enter the degree programme within three years and complete the degree programme within the stipulated maximum period of seven years.