

**BBAD – 301  
BUSINESS POLICY**

<b>Units</b>	<b>Topics</b>
1	Introduction to Strategic Management
2	Understanding External Environment
3	Understanding Internal Environment
4	Establishing Strategic Focus
5	Corporate Strategy
6	Business-Level Strategy
7	Competitive Strategies
8	Implementing Strategies I: Management
9	Implementing Strategies II: Organizational Issues
10	Strategic Evaluation and Control

**BBAD - 302  
BUSINESS LAW**

<b>Units</b>	<b>Topics</b>
1	Business and its Environment
2	Law of Contract
3	Contract of Agency
4	Law of Sale of Goods
5	Law of Negotiable Instruments
6	Law of Insurance
7	Law of Carriage of Goods
8	Elements of Company Law
9	Taxation

**BBAD - 303  
HUMAN RESOURCE MANAGEMENT**

<b>Units</b>	<b>Topics</b>
1	Human Resource Management
2	Job Description: Analysis and Evaluation
3	Human Resource Planning—Concept and Process
4	Recruitment and Selection
5	Performance Appraisal
6	Training and Development (T & D)
7	Wages and Compensation
8	Discipline and Grievance in Industry
9	Counselling and Mentoring
10	Collective Bargaining

11	Workers' Participation in Management
12	Conflicts in Industry
13	Career and Succession Planning
14	Industrial Dispute Case Studies

**BBAD - 304**  
**ORGANISATION BEHAVIOUR**

Units	Topics
1	Basic Concepts of Organisational Behaviour
2	Perception, Attitudes and Values
3	Personality Development and Personality Theories
4	Motivation
5	Individual and Organisation
6	Organisational Conflict
7	Work Groups
8	Group Dynamics
9	Informal Organisation
10	Leadership
11	Understanding Organisation-Structure and designs

**Semester 4**

**BBAD - 401**  
**MATHEMATICS FOR BUSINESS AND ECONOMICS**

Units	Topics
1	Analytical Geometry
2	Matrix Algebra
3	Functions, Limits and Continuity
4	The Derivative
5	The Maxima And Minima
6	Functions of More Than One Variable and
7	Maxima, Minima of Functions of More Than One Variable
8	Integration
9	A. P., G. P. and The Mathematics of Finance
10	Linear Programming

**BBAD - 402**  
**FINANCIAL MANAGEMENT**

<b>Units</b>	<b>Topics</b>
1	Evaluation of Finance
2	Capital Budgeting
3	Working Capital Management
4	Financing and Dividend Decisions
5	Sources of Working Capital Finance

**BBAD - 403**  
**ADVERTISING FUNDAMENTALS**

<b>Units</b>	<b>Topics</b>
<b>SECTION ONE: ADVERTISING</b>	
<b>Part-1</b>	
1	Introduction to Advertising
2	Brief History of Advertising
3	Classifying Advertising
4	Role, Functions and Benefits of Advertising
5	Economic, Social, and Ethical Issues
6	Client and Advertising Agency Questions
<b>Part-2</b>	
7	Marketing Communications
8	Source, Message and Medium Factors
9	An Overview of Consumer Behaviour
10	Advertising Response Process
11	Attention, Comprehension and Recall Questions
<b>Part-3</b>	
12	Segmentation and Positioning
13	Brand Awareness, Brand Attitudes and Feelings
14	Brand Equity, Image and Personality
15	Advertising Budget
16	Advertising Objectives Questions
<b>Part-4</b>	
17	Media Planning and Strategy
18	Media Evaluation
19	Support Media
20	Internet Questions
<b>Part-5</b>	
21	Creative Strategy – Planning and Development
22	Creative Strategy – Execution and Evaluation
23	Planning Advertising Campaign
24	Advertising Research Questions

**BBAD - 404**  
**ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT**

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**Units**

**Topics**

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**BLOCK -I: ENTREPRENEURSHIP AND ITS APPROACH**

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|---|--------------------------------|
| 1 | Definition of Entrepreneurship |
| 2 | Definition of Small Business   |
| 3 | Entrepreneurial Motivation     |
| 4 | Establishing Idea              |

**BLOCK 2: MANAGERIAL AND ORGANISATIONAL  
APPROACH IN ENTREPRENEURSHIP**

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|---|--|
| 5 | Start your Own Business or Buy an Existing One |
| 6 | Financial Analysis                             |
| 7 | Role of Financial Institutions                 |

**BLOCK 3: ANCILLARY SUPPORT TO ENTREPRENEURSHIP**

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|----|--|
| 8  | Policy Incentive for Entrepreneurial Growth, Small-Scale Industrial Policy |
| 9  | Directorate of Industries of State Government                              |
| 10 | Computer Aided Process Planning  |