

Jamia Hamdard
School of Open and Distance Learning

Syllabus for Bachelor of Business Administration (BBA)

BBAD-C-01 PRINCIPLES OF MANAGEMENT

UNIT 1: Business Organization

Introduction to business, Forms of organizations, Objectives of business, Social responsibilities of business, Business risks, Business systems and environment.

UNIT 2: Finance

Methods of raising finance, Sources of long term finance.

UNIT 3: Marketing and Advertising

Nature and functions of marketing, Advertising, Channels of Distribution.

UNIT 4: Management

Nature of management, Development of management thought.

UNIT 5: Functions of Management

Leadership, Planning, Decision-Making, Organizing, Communication, Selection and Training, Controlling, Motivation and Direction.

BBAD-C-02 ENVIRONMENTAL MANAGEMENT

Unit-I: Introduction to Environmental Sciences: Natural Resources:

Environmental Sciences - Significance - Public awareness – Natural Resources- Forest resources - Water resources - Mineral resources - Food resources - conflicts over resource sharing –

Unit-II: Ecosystem, Biodiversity and Its Conservation:

Ecosystem - concept - structure and function - producers, consumers and decomposers - Food chain - Food web - Ecological pyramids - Energy flow - Forest, Grassland, desert and aquatic ecosystem. Biodiversity - Definition - Types - Values and uses of biodiversity - biodiversity at global, national (India) and local levels - conservation of biodiversity – In-situ & Ex-situ.

Unit-III: Environmental Pollution And Management

Environmental Pollution - Causes - Effects and control measures of Air, Water, Soil, Noise, Thermal, Nuclear pollution and Disaster Management - Floods, Earth quake, Cyclone and Landslides. Role of individuals in prevention of pollution - pollution case studies.

Unit-IV: Social Issues - Human Population

Urban issues - Energy - water conservation - Environmental Ethics - Global warming - Resettlement and Rehabilitation issues - Environmental legislations - Environmental protection Act. 1986 - Air, Water, Wildlife and forest conservation Act - Population growth and Explosion - Human rights and Value Education - Environmental Health - HIV/AIDS - Role of IT in Environment - Case studies.

UNIT-V: FIELD WORK

Visit to a local area / local polluted site / local simple ecosystem - Report submission and presentation

BBAD-C-03 MARKETING MANAGEMENT-I

Unit I

Marketing: nature and scope of marketing; marketing concepts- traditional and modern; selling and marketing; marketing mix; marketing environment; service marketing- characteristics of service.

Unit II

Consumer behavior and market segmentation: nature, scope and significance of consumer behavior; market segmentation- concept and importance; bases for market segmentation.

Unit III

Product: concept of product; consumer and industrial goods; product planning and development; packaging- role and functions;

Unit-IV

Branding: brand name and trade mark; product life cycle; after sales service.

Unit-V

Price: importance of price in marketing mix; factors affecting price; discounts and rebates; pricing strategies.

BBAD-C-04 BUSINESS ECONOMICS

Unit-I

Meaning and scope of Managerial Economics - Relationship between managerial economics and other subjects - Role and Responsibilities of Managerial Economists.

Unit-II

Demand Analysis and Forecasting: Types of demand - Determinants of demand - Demand function - Elasticity's of demand - Its importance - Demand forecasting Techniques.

Unit-III

Production Analysis : Production function - Law of diminishing return - Isoquants - Marginal rate of Substitutions - Elasticity of substitution - Laws of returns to scale - Economies and diseconomies of scale

Unit-IV

Cost Analysis: Cost concepts - Short run cost - output relations - Long run cost - output relations - Cost control and cost reduction - Break - Even Analysis.

Unit-V

Market Structure and Pricing: Features, Price and output decisions under perfect competition, Monopoly, Monopolistic Competition, Oligopoly - Pricing methods.

BBAD-C-05 BUSINESS STATISTICS

Unit – I: Statistical Data and Descriptive Statistics

Measures of Central Tendency Mean, median and mode, Measures of Variation: absolute and relative. Range, quartile deviation, mean deviation, standard deviation, and their coefficients, Properties of standard deviation/variance

Unit - II: Simple Correlation, Regression Analysis and Time Series Analysis

Correlation Analysis. Meaning of Correlation: simple, multiple and partial; linear and non-linear, Correlation and Causation, Scatter diagram, Pearson's coefficient of correlation; calculation and properties (proofs not required). Correlation and Probable error; Rank Correlation, Regression Analysis. Principle of least squares and regression lines, Regression equations and estimation; Properties of regression coefficients; Relationship between Correlation and Regression coefficients; Standard Error of Estimate, Introduction to Time Series Analysis.

Unit – III: Linear Programming Problem

Introduction to OR, Linear Programming - Graphical and Algebraic Solution (maximization and minimization).

Unit – IV: Probability and Probability Distributions

Introduction to Probability, Normal Probability Distribution, Standardized Normal Distribution

Unit - V: Theory of Estimation and Hypothesis Testing

Hypothesis testing: Concept; Level of Significance; Process of testing; Test of hypothesis concerning Mean; Test of hypothesis Normal Z test & t test for single mean.

BBAD -C-06 BUSINESS LAW

Unit – I

Indian Contract Act - Formation - Terms of contract - Forms of contract - Offer and Acceptance Considerations. Capacity - Flaw in consent, Void agreements

Unit - II

Contracts: Performance - Tender - Quasi contract - Discharge - Remedies for breach of contract. Contract of Agency - Types, creation, duties, rights of principal and agent - Termination of agency.

Unit - III

Sale of Goods Act - Sale and agreement to sell - Formation - Caveat emptor - Implied conditions and warranty. Definition of Joint Stock Company - Kinds

Unit - IV

Memorandum of Association - Contents - Doctrine of Ultra Vires - Articles of Association – Contents - Distinction between the Two - Doctrine of Indoor Management - Prospectus - Contents

Unit – V

Meetings and Resolutions - Statutory Meeting - Annual General Meeting - Extra - Ordinary General Meeting - Resolutions - Ordinary & Special. Winding up of a company-Types

BBAD-C-07 ORGANIZATIONAL BEHAVIOUR

Unit I

Organizational behavior: Meaning, importance, historical development of organizational behavior.→ Nature and models of Organization Behavior. Concept of Individual Behavior, Determinants of Individual behavior.

Unit II

Personality -Concept , Nature, determinants of personality, stages of personality development. Various theories of personality, Learning and Behavior modification. Perception – Nature and meaning of Perception, perceptual errors, Values and different types of values. Attitude – concept and different forms of attitude.

Unit III

Nature of group dynamics, reasons for the formation of groups, characteristics of groups, theories of group formation, Importance of groups to the organization, Problems created by small groups, Team building, group decision making.

Unit IV

Importance to organizations, Process of controlling, some important management tools as means of controlling, Management of change: meaning, importance, resistance to change, factors contributing to organizational change, introducing change in large organizations, change agents.

Unit-V

Organizational culture and effectiveness; concept, distinction between organizational culture and organizational climate, factors influencing organizational culture. Organizational effectiveness indicators, achieving organizational effectiveness.

BBAD-C-08 COST ACCOUNTING

Unit 1: Introduction.

Concept of cost, costing, cost Accounting & Cost Accountancy, Limitations of Financial Accounting, Origin and objectives of cost Accounting, Advantages and Limitations of Cost Accounting Difference between Financial and Cost Accounting, Cost Unit & Cost Centre

Unit 2: Elements of cost

Classification of cost & Types of Costs, Preparation of Cost Sheet; Material, Labour and overhead cost,

Unit 3: Methods of Costing

Job Costing – Meaning, Features, Advantages and Limitation, Contract Costing – Basic Concepts, Process Costing - Meaning, Features, Normal and Abnormal Loss/ Gains, Operating Costing – Meaning, Features & Objectives Techniques of Costing

Unit 4: Budget and Budgetary Control-

Definition, Meaning and objectives of Budgetary control Advantages and disadvantages of Budgetary Control Types of Budgets

Unit 5. Cost Accounting techniques

Marginal Costing; Meaning of Marginal Cost and Marginal Costing; Absorption Costing vs. Marginal Costing; Break-even analysis; Margin of safety and Application of Marginal Costing for decision making

BBAD -C-09 HUMAN RESOURCE MANAGEMENT

Unit I

Introduction to HRM & HRD:

Concept of HRM, Objectives, Process, HRM vs. Personnel Management, HRM vs. HRD, Objectives of HRD, focus of HRD System, Structure of HRD System, role of HRD manpower.

Unit II

Human Resource Policies & Strategies

Introduction, role of HR in strategic management, HR policies & Procedures, HR Programme, developing HR policies and strategies, Strategic control, Types of Strategic control, Operational Control System, Functional and grand strategies, Strategy factors.

Unit III

Manpower planning:

Human Resource Procurement & Mobility, Productivity & improvement job analysis & Job design, work measurement, ergonomics' Human Resource planning-objectives, activities, manpower requirement process

Recruitment & Selection, Career planning & development, training methods, basic concept of performance appraisal. Promotion & Transfer.

Unit IV

Compensation:

Employee Compensation, Wage policy, Wage determination, and Wage board, factors affecting wages & Salary, systems of payments, Job evaluation, components of wage/salary-DA, incentives, bonus, fringe benefits etc., Minimum Wages Act 1948, Workmen Compensation Act 1923, Payment of bonus Act 1965.

Unit V

Employee relations:

Discipline & Grievance handling types of trade unions, problems of trade unions

BBAD -C-10 BUSINESS ENVIRONMENT

Unit I.

Meaning, scope and evolution of commerce & industry, -Industrial Revolution- its effects. - Emergence of Indian MNCs & transnational corporations -Recent trends in business world. Globalization & challenges for Indian Business in new millennium, Business ethics, Business and culture, Technological Development and Social Change,

Unit II.

Business sectors & forms of business organizations- private sector, Cooperative sectors, public sector, joint sector, Services sector, Various forms of business organizations – Sole Proprietorship, Partnership firms, Joint stock companies –their features, relative merits, demerits & suitability, Business combinations

Unit III.

Mergers & acquisitions-mergers in India. Networking, Franchising, BPOs &KPOs, E-commerce, On-line trading, patents, trademarks & copyright

Unit IV.

Setting up a New Enterprise Decisions in setting up an Enterprise – opportunity and idea generation, Role of creativity and innovation, Feasibility study and Business Plan, Business size and location decisions, various factors to be considered for starting a new unit, Relevant Government Policies -SEZ (Special Economic Zone) policy etc.

UnitV.

Domestic & Foreign Trade Organization of wholesale & retail trade - recent trends in wholesale & retailing. Malls and Super Markets – their effect on economy - Organization of finance,transport, insurance Communication & other utilities (services) to trade, import export trade procedure & their organization.

BBAD-C-11 MANAGEMENT INFORMATION SYSTEM

Unit I

Introduction to MIS: Concept, Definition, Role of MIS, Impact of MIS, MIS and user, Management effectiveness and MIS.

Strategic Management of Business: Types of strategies, MIS and Strategic Business Planning
Communication Networks-Concept, Network Topologies, LAN, WAN, TCP/IP

Unit II

MIS and Decision Making- Concepts, Process, MIS and Security challenges, MIS and Information and Knowledge, Database Management Systems: Introduction, Hierarchical Database Model, Network Database Model, Relational Database Model

Unit III

Business Process Re-Engineering- Concept, MIS and BPR, Decision Support Systems (DSS) - Concept, Application, Knowledge Management Systems, MIS and Benefits of DSS.

Unit IV

Enterprise Management Systems –Concept, Enterprise Resource Planning System, EMS and MIS, E-Business Enterprise – E-Business, E-Commerce, E-Communication, E-Collaboration

Unit V

Applications of MIS in Manufacturing Sector-Personnel Management, Financial Management, Production Management, Marketing Management, MIS applications in Service Industry, Management Ethics and Governance

BBAD-C-12 BUSINESS ETHICS AND CORPORATE GOVERNANCE

Unit-1

Introduction: What is Ethics, Nature and scope of Ethics, Facts and value, Ethical subjectivism and Relativism, Moral Development (Kohlberg's 6 stages of Moral Development), Ethics and Business, Myth of a moral business

Unit-2

Decision making (Normal Dilemmas and Problems): Application of Ethical theories in Business: Utilitarianism. Economic Justice: Distributive Justice, Ethical Issues in Functional Areas of Business. Marketing: Characteristics of Free and Perfect competitive market, Monopoly oligopoly, Ethics in Advertising (Truth in Advertising).

Unit-3

Finance: Fairness and Efficiency in Financial Market, Insider Trading, Green Mail, Goldenparachute. HR: Workers Right and Duties: Work place safety, sexual harassment, whistleblowing.

Unit-4

Origin and Development of Corporate governance, Theories underlying Corporate Governance, Agency theory, Separation of ownership and control, Ethics and Governance, Process and Corporate Governance (Transparency Accountability and Empowerment).

Unit-5

Role of Board of Directors and Board Structure, Role of Board of Directors, Role of the Non-executive Director, Role of Auditors, SEBI Growth of Corporate Governance. Role of Government, Corporate governance in India.

BBAD-C-13 BUSINESS RESEARCH METHODS

Unit I

Business research: meaning and definition – features of business research, Business Research Process, Ethical issues in Research, process of problem definition – understanding background of the problem - determination of unit of analysis – determine the relevant variables and state the research questions – hypothesis and research objectives.

Unit II

Research Design: Meaning and Types. Exploratory research- objectives & methods, experience survey, secondary data analysis, case study, pilot study by focus group interview, Descriptive and Causal research – survey, experiments, secondary data studies and observation

Unit III

Sampling Design: simple random sampling – restricted random sampling – stratified, cluster and systematic - nonrandom sampling – convenient and judgment sampling – sampling error and non-sampling error.

Unit IV

Measurement and scaling: nominal - ordinal – interval and ratio scale, designing questionnaire, Survey methods

Unit V

Data processing: processing stages, editing, coding and data entry, descriptive analysis under different types of measurements – percentages frequency table, measures of central tendency.

BBAD-C-14 FINANCIAL MANAGEMENT

UNIT 1

Introduction :: Meaning, nature and scope of finance, financial goals, finance functions

UNIT II

Time Value of Money:: Concepts of Present Value, Future Value, Value of Annuity

UNIT III

Capital Budgeting :: The Capital Budgeting Process, Cash Flow Estimation, Payback Period Method, Discounted Payback Period Method, Accounting Rate of Return, Net Present Value (NPV), Net Terminal Value, Internal Rate of Return (IRR), Profitability Index, Capital rationing

UNIT IV

Working Capital Decisions:: Meaning, significance and types of working capital, Financing of working capital, Management of Inventor, management of cash; management of account receivables

UNIT V

Capital structure and Dividend Decisions:: Capital Structure- Theories of Capital Structure (Net Income, Net Operating Income, MM Hypothesis, Traditional Approach). Operating and Financial leverage. Determinants of capital structure, determining capital structure in practice, Cost of capital, Principles of Dividend Policy

BBAD-C-15 INTERNATIONAL BUSINESS ENVIRONMENT

Unit I

International Business and Environment: World Trade in Goods and Services – Major Trends and Developments; Framework for Understanding International Business Environment: Analysis of Economic, Socio-cultural, Political, Legal and Technological Environment of a Foreign Country

Unit-II

Cultural Environment: Elements of Culture, Cultural Models- Hofstede's Cultural Dimensions, Managing across cultures- Strategies for dealing with cultural differences

Unit III

Global Trading Environment: Liberalization of World Trade. FDI and their Impact on the Economy, Impact of Technology on international business, Technology Transfer – Importance and Types, Issues in Transfer of Technology to Developing Countries.

Unit IV

International Financial Environment: Foreign Investment – Types and Flows; Monetary System- Exchange Rate Mechanism and Arrangements

Unit V

International Economic Institutions and Regional Economic Groups: IMF, World Bank- It's affiliates, UNCTAD and WTO; International Commodity Agreements. Multilateralism vs. Regionalism; EU, NAFTA, ASEAN, SAFTA

BBAD-C-16 MARKETING MANAGEMENT-II

Unit-I

Promotion: promotion mix; methods of promotion; advertising; personal selling; selling as a career.

Unit-II

Distribution: physical distribution; channels of distribution-concept and role; types of channels; factors affecting choice of a particular channel; physical distribution of goods;

Unit III

Advertising: functions of advertising; advertising media; different types of media; relative merits and demerits; characteristics of effective advertisement;

Unit-IV

Media: measuring media effectiveness; media planning and scheduling; Legal and ethical aspects of advertising.

Unit V

Sales promotion: meaning, nature and functions; limitations of sales promotion; sales promotion schemes: sample; coupon; price off; premium plan; consumer contests and sweep stakes; POP displays; demonstration; trade fairs and exhibitions; sales promotion techniques and sales force.

BBAD-C-17 QUANTITATIVE TECHNIQUES FOR MANAGERS

Unit I

Theory of probability: Probability rules – Bayes theorem - Probability distribution - Binomial, Poisson and Normal.

Unit II

Statistical decision theory: Decision environment - decision making under certainty and uncertainty and risk conditions - EMV, EOL and marginal analysis - value of perfect information - decision tree analysis - simulation and sensitivity analysis.

Unit III

Sampling theory: meaning of sampling - random sample - characteristics of random sampling method - non random sampling methods and their uses - determining sample size - sampling error and standard error.

Unit IV

Sampling distribution: Features central limit theorem - uses of sampling distribution - estimation - estimating population parameters - point and interval estimates - estimating proportion, percentage and mean of population from large sample and small sample. Testing of hypothesis - testing of proportions and means of large samples - through small samples - one tailed and two tailed tests - testing differences between two samples for mean and proportions - errors in hypothesis testing

Unit V

Chi square distribution: characteristics – applications - tests of independence and tests of goodness of fit - test of association - F distribution - testing of population variance - analysis of variance - one way and two way analysis.

Correlation and regression analysis - simple, partial and multiple correlation - computation methods - simple, partial and multiple regressions - computation methods - estimating values using regression equation - standard error of estimate - testing significance of correlation and regression coefficients - interpreting correlation - explained variation and unexplained variation - coefficient of determination.

BBAD-C-18 INCOME TAX

Unit -1:

Introduction of Income Tax Act 1961 : Charge of Income tax, person, assessment year, previous year, Maximum amount which is not chargeable to income tax, Assesses, Rounding off of total income tax, Scope of total income, residential status.

Unit -2:

Income Under the head –salary : Meaning of salary, Taxability of component of salary, perquisites, Perquisites where taxable only in the case of specified employees, tax free perquisites (for all employees), Treatment of leave travel concession or assistance(LTC/LTA), treatment of provident fund for income-tax purposes, Gratuity, uncommitted and Commuted pension leave encashment, deduction from salary. Problems on salary computation and taxability.

Unit-3:

Income under the head- Income From House Property (Sessions: 9) : Meaning of house property, ownership, use of the house property, Computation of net annual value of a property, treatment of unrealised, deductions from net annual value of property, computation of income of a property which is self-occupied, interest when not detectable, unrealised rent received charges, Practical problems under this head.

Unit- 4:

Income under the head – Profit and Gain of Business or Profession : Meaning of P&G of business or profession, study of deductions under this head, Depreciation, assets installation, manufacture incomes, site restoration funds, expenditure on Scientific research, Time of payment of fees, Amortisation of preliminary expenses, Specified expenditure, deemed profit chargeable to tax, practical Problems under this head.

Unit-5:

Income under the head Capital Gain, Income from other sources, TDS & PAT : Computation of income under the head ‘Capital Gain’ from investment and Income from other sources. Income which do not form part of Total income. Deduction u/s 80A to 80U, Practical problem under this heading, Deduction of tax at sources, Payment of advance tax.

BBAD-C-19 PRODUCTION AND OPERATIONS MANAGEMENT

UNIT 1

Introduction : Meaning and Functions of Production Management, Role and Responsibility of Production Function in Organization, Types of Production System- Continuous Intermittent, Joblotsetc Plant Layout- Objectives, Types, Materials Flow, Pattern. Safety Considerations and Environmental Aspects.

UNIT II

Production Design : Definition, Importance, Factors affecting product Design, Product Policy-Standardization, Simplification. Production Development-Meaning, Importance, Factors Responsible for Development, Techniques of Product Development.

UNIT III

Production Planning and Control : Meaning, Objectives, Scope, Importance & Procedure of Production Planning, Routing scheduling Master Production Schedule, Production Schedule, Dispatch, Follow up, Production Control-Meaning, objectives, Factors affecting Production Control.

UNIT IV

Methods Study, Work Study and Time Study : Methods Study- Concept, Questioning Techniques, Principles of Motion Economy, flow Process Chart, Multiple Activity Chart, SIMO Chart, Travel Chart. Work Study- Concepts, Scope and Applications, Work Study and Production Improvement. Time Study –Routing Concepts, Stopwatch Study, Allowance, PMTS Systems (Concepts Only) Quality Control, Quality Circles, Effects of Globalization on Business.

UNIT V

Ergonomics : Definition, Importance, Work and Rest Cycles, Biomechanical Factors, Effects of Factors such as Light, Ventilation, Noise, Heat on Performance. Importance, Safe Practices in handling Chemicals, Gases, Bulk Materials, Safety with cargo handling equipment, Safety equipment's and Devices, Statutes Governing Safety. 33

BBAD-C-21 BUSINESS POLICY AND STRATEGY

Unit I

Introduction: Nature, scope and importance of the course on Business Policy; Evolution of this course – Forecasting, Long-range planning, strategic planning and strategic management.

Unit II

Strategic Management Process: Formulation Phase – vision, mission, environmental scanning, objectives and strategy; implementation phase – Strategic Activities, Evaluation and Control.

Unit III

Environmental Analysis: Need, Characteristics and categorization of environmental factors; approaches to the environmental scanning process – structural analysis of competitive environment; ETOP a diagnosis tool.

Unit IV

Analysis of Internal Resources: Strengths and Weakness; Resource Audit; Strategic Advantage Analysis; Value-Chain Approach to Internal Analysis; Methods of analysis and diagnosing Corporate Capabilities – Functional Area Profile and Resource, Deployment Matrix, Strategic Advantage Profile; SWOT analysis.

Unit V

Formulation of Strategy: Approaches to Strategy formation; major strategy options –Stability, Growth and Expansion, Diversification, Retrenchment, Mixed Strategy; Choice of Strategy – BCG Model; Stop-Light Strategy Model

BBAD-C-22 PROJECT MANAGEMENT

UNIT-I

Concepts of project management - concept of a project categories of projects - project life -cycle phases - project management concepts - tools and techniques for project management. The project manager - roles and responsibilities of project manager.

UNIT-II

Project formulation - formulation stages - bottlenecks - feasibility report –financing arrangements - finalization of project implementation schedule.

UNIT-III

Administrative agencies for project approval Ministry of Finance - Bureau of public enterprises planning commission public investment board. Organizing human resources and contracting - delegation project manager's authority -project organization - accountability in project execution - contracts - 'R' of contracting - tendering and selection of contractors - team building.

UNIT-IV

Organizing systems and procedures - working of systems - design of systems - project work system' design - work break down structure - project execution plan - project procedure manual project control system - planning scheduling and monitoring - monitoring contracts and project diary.

UNIT-V

Project implementation stages project direction - communications in a project -coordination guidelines for effective implementation reporting in project management -project evaluation and its objectives, types and methods.

**ELECTIVE I-GENERIC
(FINANCE)**

BBAD-F-101 INVESTMENT MANAGEMENT

Unit – I

Investment Management: nature, scope and objectives, alternative forms of investment.

Unit – II

Stock market operations: New Issue Market, Secondary Market operations.

Unit – III

Valuation of securities: Valuation of Bonds and Shares.

Unit – IV

Fundamental Analysis and Technical Analysis.

Unit – V

Portfolio Analysis, Sharpe Index and Markowitz Theory.

**ELECTIVE I-GENERIC
(Finance)**

BBAD-F-102 CORPORATE ANALYSIS AND VALUATION

Unit-I

Introductory financial analysis, Financial Statement of Analysis, Analysis of statement of Cash Flows, comparative statements, common size statements, financial ratio analysis

Unit-II

Introduction to equity valuation, Approaches to Valuation & Identifying Value Drivers, Estimating the Discount Rates

Unit-III

Estimating cashflows, Measuring cashflows, forecasting cashflows ,Dividend Discount Models,

Unit-IV

Valuation models, FCFE Models, FCFF Models, Valuation Using Multiples,

Unit V

Strategy-Finance-Valuation Trilogy, Real Options & Brand Valuation, which is the appropriate method to use? Identifying frequently made errors in Valuation

ELECTIVE I-GENERIC (Finance)

BBAD-F-103 INTERNATIONAL FINANCE

Unit I

Introduction to international finance, Globalization and the Multinational Firm, Foreign Exchange Markets, Balance of Payments, The Foreign Exchange Market, Market players

Unit II

Exchange rate arithmetic and theory, Spot rates, forward rates and foreign exchange swaps, a model of foreign exchange markets: interest parity, Real monetary assets, interest rates and exchange rates, Foreign Exchange Intervention

Unit III

International Capital Markets, International Credit and Money Markets, International Bond Market, International Equity Markets, Globalization and Market Integration

Unit IV

Risk Management and Hedging Strategies, Forecasting Exchange Rates, Measuring Exposure to Exchange Rate Fluctuations, Foreign currency futures and options, Managing Transaction Exposure, Managing Economic and Translation Exposure

Unit V

International capital flows, Foreign Direct Investment, Financing in the Short-Term and in the Long-Term, Managing Net Working Capital, International Trade Finance

ELECTIVE I-GENERIC (Finance)

BBAD-F-104 WEALTH MANAGEMENT

Unit I

Introduction: Financial Planning, Background, Role of Financial Planner, Financial Planning Process, Contract and Documentation, Client Data Collection, Client Data Analysis, Life Cycle, Wealth Cycle

Unit II

Risk Profiling and Asset Allocation, Systematic Approach to Investing, Systematic Investment Plan (SIP), Systematic Withdrawal Plan (SWP), Systematic Transfer Plan (STP)

Unit III

Financial Plan, Goal-based Financial Plan, Comprehensive Financial Plan, Financial Blood-Test Report (FBR), Financial Planning in India

Unit IV

Wealth Management & the Economy I, Financial Planning to Wealth Management, Economic Cycles and Indicators, Lag Indicators, Co-incident Indicators, Lead Indicators

Unit V

Wealth Management & the Economy II, Interest Rate Views, Currency Exchange Rate, the Deficits, Revenue Deficit and Fiscal Deficit, Current Account Deficit

ELECTIVE I-GENERIC (Finance)

BBAD-F-105 FINANCIAL DERIVATIVES

Unit I: Introduction

Meaning and purpose of Derivatives; Forward contracts, future contracts options, swap and other derivative; types of trades; trading future contract, specification of future contracts, operations of margins; settlement and regulation

Unit II: Source of Financial Risk

Credit vs Market, default risk, foreign exchange risk, foreign rate risk, purchasing power risk etc; systematic and non-systematic risk;

Unit III: Options

Types of options; options trading; margins; valuation of options; Binomial option Pricing Model; Black-Schole model for Call/Put option; valuation of option, Index option; Option Markets-exchange traded option, over the counter option, quotes, trading, margins, clearing, regulation and taxation; warrants and convertibles

Unit IV: Futures

Hedging and speculators; Future contract; future market-clearance house, margins, trading, future positions and taxation; future price and spot price; forward price vs future prices; futures vs option price

Unit V:SWAP

Mechanism of interest rate Swaps, Valuation of interest rate swaps; currency swaps and its valuation; credit risk and swaps, Managing Market Risk -Hedging schemes-delta hedging, theta, gamma, relationship in delta, theta and gamma; Vega and Rho; portfolio insurance, Derivative Market in India - Present position in India- regulation; working and trading activity

ELECTIVE I-GENERIC (Finance)

BBAD-F-106 INSURANCE AND RISK MANAGEMENT

Unit I: Risk and Risk Management

Meaning and Concept of Risk, Nature & Types of Risks, Managing Risks, Risk Management and Insurance, Process of Risk Management, Measurement of Risk, Risk Evaluation and Prediction. Disaster Risk Management, Risk Retention and Transfer.

Unit II: Nature of Insurance

Meaning & Concept of Insurance, Need for Insurance, Types of Insurance, Globalization of Insurance Sector, Reinsurance and Coinsurance, Endowment and Assignment

Unit III: Nature of Insurance Contract

Nature of Insurance Contract and the Legal Aspects; Principle of Utmost Good Faith, Insurable Interest, Indemnity, Contribution and Subrogation, Loss Minimization, Causa Proxima.

Unit IV: Life and General Insurance

Features of Life Insurance Contract, History of Life Insurance in India, Life Insurance companies Operating in India, Types of Life Insurance Policies offered in India, General Insurance – Fire, Marine, Motor, Health, Accident and Miscellaneous Insurance

Unit V : Control of Malpractices

Control of Malpractices, Negligence, Loss Assessment and Loss Control, Exclusion of PLI, Act; Actuaries, Computation of Insurance Premium.

Regulatory Framework of Insurance: Role, Power and Functions of IRDA, Composition of IRDA, IRDA Act'1999.

ELECTIVE I-GENERIC (Finance)

BBAD-F-107 FINANCIAL MARKETS AND INSTITUTIONS

UNIT I: Introduction to Financial System

Components, features, financial system and economic development.

UNIT II: Financial Markets

Money market – functions, organization and instruments, recent developments in Indian money market; Capital Markets: functions, organization and instruments, primary and secondary, financial market instruments.

UNIT III: Introduction to Banking

Indian banking industry- RBI, commercial banking, features, instruments, Recent Developments;

UNIT IV: Development Financial Institutions)

Development Financial Institutions (DFIs): Overview and role in Indian Economy; Life and non-life insurance organizations in India; Mutual Funds; Non-banking financial companies (NBFCs).

UNIT V: Financial Services

Merchant Banking, SEBI guidelines on issue management, Underwriting, Housing Finance, Leasing, Venture Capital, Hire purchase, Factoring.

ELECTIVE I-GENERIC (Finance)

BBAD-F-108 SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

UNIT I

Investment: Meaning, nature and process; Investment Alternatives, Concept and Measurement of Investment Risk and Return, Identification of Investment Opportunity.

UNIT II

Trading of Securities: Stock Exchange, Functions, Trading System, Regulation and Listing of Securities.

UNIT III

Valuation of Securities: Equity DDM, Straight Bonds only, Concept of YTM, Duration of Bond.

UNIT IV

Investment Analysis: Fundamental Analysis, Company Analysis; Industry Analysis and Economy Analysis; Technical Analysis; Dow Theory, Charting Techniques, Indicators; Efficient Market Hypothesis.

UNIT V

Capital asset pricing model (CAPM): Efficient frontier with a combination of risky and risk free assets. Assumptions of single period classical CAPM model. Characteristic line, Capital Market Line, Security market Line. Expected return, Required return, Overvalued and undervalued assets.

ELECTIVE I-GENERIC (Finance)

BBAD-F-109 PROJECT APPRAISAL AND ANALYSIS

UNIT I

Appraisal: an introduction, Project appraisal and evaluation, Project cycle, Project cycle management, Private and Public sector Projects/commercial / National probability;

UNIT II

Appraisal: further topics, Identification of investment opportunities – industry analysis review of project profiles, – feasibility study, Project identification and formulation, Generation of Project ideas.

UNIT III

Market Analysis: Market analysis of a project, Need for market analysis, Demand and supply analysis, Collection analysis, primary /secondary data, and Forecasting techniques. Technical appraisal of a project, Business and Technology Acquisition and management of technology

UNIT IV

Investment appraisal: Introduction and techniques, DCF and non DCF methods, Sensitivity Analysis, Financial needs of a Project, Investment criteria, and Project Appraisal parameters of select Financial Institutions. Social cost benefit analysis (SCBA).

UNIT V

Project risk assessment – Risk and Sensitivity Analysis, Probabilistic cash flow approaches – application of simulation techniques; Monitoring and Evaluation of a Project. Contents of Detailed Project Report

ELECTIVE I-GENERIC (Marketing)

BBAD-M-101 ADVERTISING MANAGEMENT

Unit I

Introduction: Meaning and Framework of Advertising; Defining Advertising; Advertising to Persuade the Buyer; Importance of Advertising in Marketing; Role of Advertising in Marketing Mix and Positioning; Advertisers and Advertising Agencies; Choosing an Advertising Agency.

Unit II

Advertising Agency: Introduction, Overview of an Advertising Agency; Departments of an Advertising Agency, Creative department, Media department, Client servicing department, Marketing research department; Ancillary Services; Interfacing with Client's Organisation; Integration of Services, Copy Writing.

Unit III

Advertising Media: Different Types of Media, Function, Merits and Demerits of Media, Selection of Media and Its Vehicles; Advertising Budget: Objectives, Preparation and Methods of Advertising Budget; Advertising Agency: Function, Selection and Compensation.

Unit IV

Theories of Advertising, Understanding Persuasive Messages: Introduction, Communication Response Hierarchy, Securing Attention; Interpretation and Processing of Information; Persuasion; Attitude Change, Factors that influence or change attitudes.

Unit V

Setting Advertising objectives: Introduction, Marketing Objectives; Advertising Objectives, Sales-oriented/ Behavioural objectives, Communication-oriented objectives; The DAGMAR Approach to Setting Objectives and Measuring, Advertising Effectiveness; Kinds of Advertising Objectives; The Advertising Communication System, The communication process, The advertising exposure model; The Need for Clear Understanding of Objectives.

**ELECTIVE I-GENERIC
(Marketing)**

BBAD-M-102 SALES AND DISTRIBUTION MANAGEMENT

Unit I

Sales Management; Objectives and Functions, Setting up a sales organization, Personal Selling, Management of Sales force, Recruitment & Selection, Training, Motivation and Evaluation, Compensating Sales Force

Unit II

Theories of Selling: AIDAS, Right Set of circumstances, Buying formula theory. Sale forecasting, Territory Management, Sales Budget, Sales Quota.

Unit III

Distribution Management, Design of Distribution Channel, Channel Conflict, Co-operation & Competition

Unit IV

Vertical marketing system, Horizontal Marketing system, Designing Customer Oriented Marketing Channels: Wholesaling, Retailing.

Unit V

Transportation, Warehousing, Inventory, Order Processing, Market Logistics Decision, SCM, Emerging Trends. Case analysis compulsory

ELECTIVE I-GENERIC (Marketing)

BBAD-M-103 RETAIL MANAGEMENT

UNIT I

Introduction to Retailing, Definition, Characteristics, Evolution of Retailing in India, Retailing in India, Emerging Trends in Retailing, Factors Behind the change of Indian Retail Industry.

UNIT II

Retail Formats: Retail Sales by ownership, On the basis of Merchandise offered, non- store Based retail mix & Non- traditional selling.

UNIT III

Store Planning: Design & Layout, Location Planning and its importance, retailing image mix, Effective Retail Space Management, Floor Space Management.

Retail Marketing: Cross selling, Up selling, bundling strategies, in-store promotion.

UNIT IV

Retail Merchandising: Buying function, Markups & Markdown in merchandise management, Label and SKU Management.

Merchandise Pricing: Concept of Merchandise Pricing, Pricing Options, Pricing Strategies, Pricing Objectives, Types of Pricing.

UNIT V

Retail Operation: Elements/Components of Retail Store Operation, Technologies for Retail Operations, Store Administration, Store Manager –Responsibilities, Inventory Management, Management of Receipts, Customer Service, Management of Retail Outlet/Store, Store Maintenance, Shrinkage, Store Security.

ELECTIVE I-GENERIC (Marketing)

BBAD-M-104 RURAL MANAGEMENT

UNIT I

Defining Rural India; Changes and transitions in rural India; Rural population trends, Rural employment patterns and income trend; Rural urban disparity; Rural economy; Characteristics of rural economy; Distinction between rural and urban markets.

UNIT II

Rural Marketing; Concept and scope of rural marketing; Nature of rural markets; Attractiveness of rural markets; Potential and size of the rural markets; Problems in rural marketing and solutions; Rural vs urban marketing.

UNIT III

Rural Consumers; Classification of rural consumers, Profile of rural consumers; Changing profile of rural consumers; Influencing rural consumers; Motivating rural consumers; Challenges for rural consumers; Information technology as a change agent for rural customers.

UNIT IV

Rural Marketing Mix(4 Ps); Product; Pricing ; Placement; Promotion; Product Strategies for Rural Market; Small unit packing, New product designs, Sturdy products, Utility oriented products, Brand name; Pricing for rural markets. Affordability as main factor; New approaches in distribution. Selling to the rural customer;Marketing communication and promotion in rural India.

UNIT V

Project Work and Case Study.

**ELECTIVE I-GENERIC
(Marketing)**

BBAD-M-105 INTERNATIONAL MARKETING

UNIT I:

Introduction

International marketing – The Core Concepts, Why firms go International, Transition from domestic to global business, the re-active and pro-active processes of internationalization. The Dynamics of the world Market, Identifying and satisfying global needs.

UNIT II:

International Marketing Environment

The Political, Legal and the Socio-cultural Environment, PESTEL Analysis, The EPRG Model, Hofstede's 4 Dimensions of Culture, High and Low Context Cultures, The concept of SRC, The influence of Culture on consumption decisions, problems associated with Cross Cultural differences.

UNIT III:

Foreign Market Selection and Market Entry Strategies

Evaluating risks, segmentation and selection of foreign markets. Identifying entry strategies :Exporting, Piggy-backing, Wholly owned subsidiaries, Licensing, Franchising, Joint Ventures, Mergers and acquisitions, Turnkey Operations, Strategic Alliances, Global tendering and Outsourcing, Contract Manufacturing, Management Contracting

UNIT IV:

International Marketing Strategies

Product Strategies (Standardization, adaptation, developing new products) International Product Life Cycle, Pricing Strategies (Market skimming, Penetration pricing, Marginal Costing, Dumping etc.) Promotional and distribution strategies.(Participation in International Trade fairs and Exhibitions, Branding, Positioning, Packaging, Labeling, Bar-coding and supply chain logistics)

UNIT V:

Documentation and Control Systems for International Marketing

The inquiry, the Quotation, Choice of Currency, Exchange Rate calculation, International Invoicing, Pricing, INCOTERMS (EXW, FAS, FOB, CIF, DES, DEQ, DAF, DDP) Terms of payment, Letter Of Credit, Hedging, Packing Slip, Credit Note, Bill of Lading, Certificate Of Origin (GSP), Inspection Certificate, Environmental Controls, Bio-degradable packaging etc.

Emerging Issues and Developments in International Marketing; Global Competitiveness, Total Quality Management, Kaizen, Six Sigma, Ethical and Social issues, Theory Z . 50

**ELECTIVE I-GENERIC
(Marketing)**

BBAD-M-106 SUPPLY CHAIN MANAGEMENT

UNIT I

The channel system: Rationale for marketing channel structures, Composition of distribution channels, Channel Environment.

UNIT II

Logistics – Basic concept, Transportations, Inventory, Warehousing for distributor and retailer, Managing logistics.

UNIT III

Concepts and importance of a Supply Chain (SC), Key issues of Supply Chain Management, Competitive and SC strategies, Achieving strategic fit.

UNIT IV

Dynamics of supply chain: Supply Chain Integration, Push-based, Pull-based and Push-Pull based supply chain, Managing inventory in SC environment: Transportation in SC environment.

UNIT V

Strategic Alliances, Third party and fourth party logistics, Retailer- Supplier partnerships (RSP), Supplier evaluation and selection, Inter-organization information systems, Information Technology (IT) in Supply Chain Management.

ELECTIVE I-GENERIC (Marketing)

BBAD-M-107 SERVICES MARKETING

UNIT I

The emergence of service economy: contributory factors, consumption pattern analysis, Evolution in context of goods, services, products, managerial challenges, physical and digital services.

UNIT II

Service Marketing mix: concept of value and value drivers, extended framework Service marketing system: production, marketing, human resources, sequential analysis, Service Design,

UNIT III

Service system positioning: service delivery process, Fulfillment, blueprinting Service buying behaviour; difference in perspective, risk analysis, decision process.

UNIT IV

Service quality; concept, technical and functional quality, Service quality models and measurement, Demand and supply imbalances management; challenges and strategies; Relationship Marketing, Customer life time Value.

UNIT V

Strategic Issues In Service Marketing-Market Segmentation in the Marketing of Services, Target Marketing, Positioning of Services-How to Create a positioning Strategy, Developing and maintaining Demand and Capacity.

ELECTIVE I-GENERIC (Marketing)

BBAD-M-108 DIGITAL MARKETING

UNIT I

Digital Marketing: Introduction, Moving from Traditional to Digital Marketing, Integrating Traditional and Digital Marketing; Concept of Search Engine Optimization (SEO); Concept of Pay Per Click.

UNIT II

Email Marketing: Introduction, email marketing process, design and content, delivery, discovery.

UNIT III

Social Media Marketing: Introduction, Process - Goals, Channels, Implementation, Analyze.

UNIT IV

Mobile marketing: Introduction and concept, Process of mobile marketing: goals, setup, monitor, analyze; Enhancing Digital Experiences with Mobile Apps.

UNIT V

Security Challenges; Introduction, Types of Challenges, Methods of Protection – EPS (Electronic Payment System), Firewall.

ELECTIVE I-GENERIC (HRM)

BBAD-H-101 PERFORMANCE MANAGEMENT

Unit I

Performance Management (PM) Conceptual Frame Work: Introduction to Performance Management, importance, process of Performance Management, link between Performance Management and Performance Appraisal, Benefits of Performance Management

Unit II

Performance Planning, Role Analysis and Evaluating Performance Management. Performance Appraisal, Meaning of Performance appraisal, methods and approaches to performance appraisal, Obstacles in appraisal, Designing appraisal for better results.

Unit III

360 feedback, Assessment centres, Performance reviews, Coaching and Counselling, Performance Management in Manufacturing, Services and IT Sector, Strategies for improving performance. Performance Management and development, Performance Management and pay.

Unit IV

Performance Management Application & Improvement: Performance Management for Teams, Performance Management in practice, Analysing Performance problems. Performance counselling- Concept, Principles and Skills competency based Performance Management.

Unit V

Performance Management linked Reward Systems: Reward Management, Objectives, Components of Reward System, Linkage of Performance Management to Reward and Compensation Systems “Do only what you get paid for” Syndrome, Types of pay for Performance Plans – Individual based, Team Based, Plant Wide Plans and Corporate Wide Plans.

ELECTIVE I-GENERIC (HRM)

BBAD-H-102 MAINTENANCE OF HUMAN RESOURCES

Unit I

Career Management: Understanding Careers, Career planning and Management, Career paths, Career development, the role of HR department in Career management of Employees. The psychosocial work environment.

Unit II

High potential employees: Definition and categories of high potential (HipO) employees; characteristics of high -potential employees; Identification and development of high potential employees; Retention of high potential employees.

Unit III

Labour Welfare: Need for labour welfare, Principles of Labour Welfare, Types of Labour welfare, Classification of labour welfare, Administration of welfare facilities. Welfare Provisions under Factories Act, 1948, Mines Act 1952, Contract Labour (Regulation and Abolition) Act, 1970.

Unit IV

Health and Safety: Healthy working Environment, Occupational Health Hazards, Safety of workers, Industrial Accidents, Industrial Safety programmes

Unit V

Social Security Measures: Nature of social security, methods of social, social security in India

ELECTIVE I-GENERIC (HRM)

BBAD-H-103 INDUSTRIAL RELATION AND TRADE UNION

Unit I

Industrial Relation: Concept, Scope and Approaches to Industrial Relations- Unitary, Pluralistic, and Radical approach, Industrial Relations Systems (IRS), Values in IR. Role of State in Industrial Relations in India.

Unit II

Trade Unionism: Concept, structure and function, Union Registration and Recognition, Theories on Trade Unionism- Selling Pearl man, Sidney and Beatrice Webb, Karl Marx, Robert Hoxie and Mahatma Gandhi, White Collar Trade Unions, Trade Union Movement in India.

Unit III

Industrial Dispute: causes, types, methods of settlement of dispute in India, Code of Discipline and Grievance Management.

Unit IV

Collective Bargaining: Meaning, Importance and theories of collective bargaining. Process of collective Bargaining, by M.W. chamberlain, Allan Flanders, Walton Mckersie and Sidney & Beatrice Webb. Hurdles to collective Bargaining in India.

Unit V

Workers Participation in Management: Concept, Scope, Levels and functions, Forms of Workers' Participation, Workers Participation in other countries.

ELECTIVE I-GENERIC (HRM)

BBAD-H- 104 COMPENSATION MANAGEMENT

Unit I

Wage and Salary: Concept of wage and salary, Minimum wage, fair wage and living wage Factors affecting wage and salary. Salient features of Minimum wages Act 1948, Wage policies in India.

Unit II

Job Evaluation: Objective and Role of Job Evaluation in wage Administration, Principles of Job evaluation, Methods of Job Evaluation

Unit III

Understanding compensation, Bases of compensation, Application of motivational theories for compensation. Compensation structuring: Grade Structure, Broad banding, Compensation Strategies: Traditional Compensation, Total Compensation Equation

Unit IV

Variable Pay Strategies: Rationale for Variable Pay, Different types of Variable Pay, Pay Progression, Executive Compensation Packages

Unit V

Wage Incentive Plans and Profit Sharing: Nature of Incentive Payments, Perquisites for an effective Incentive system, Scope of Incentive schemes, Types of Incentive schemes, Group Incentive Plans, Incentive schemes in Indian Industries.

ELECTIVE I-GENERIC (HRM)

BBAD-H-105 LABOUR LEGISLATIONS

UNIT I

Labour Legislations: Need, objectives, scope, growth of labour legislation in India. Principles of Labour Legislation: Forces influencing labour legislation in India, Principles of modern Labour Legislation.

UNIT II

Growth of Factory Legislation in India, Factories Act, 1948: Approval, Licencing and Registration of Factories, Inspecting staff, certifying surgeon, Health, Safety, Welfare, special provisions for women and children.

UNIT - III

Industrial disputes Act, 1947: Authorities and Reference of disputes, Prohibition of strike and lock-outs, Lay-off, Retrenchment and closure, machinery for settlement of Industrial disputes, Unfair Labour Practices

UNIT IV

Salient features of Minimum Wages Act, 1948, Salient features of Payment of wages Act, 1936

UNIT V

The Equal Remuneration Act, 1976: Objective, Background and Salient Features of the Equal Remuneration Act, 1976

ELECTIVE I-GENERIC (HRM)

BBAD-H-106 HUMAN RESOURCE DEVELOPMENT

UNIT I

Assessment of training: Needs, setting training objectives, designing training programmes, Tasks of the training function: Building support, developing materials, designing training programmes. Training methods: On the job training, job instruction training, coaching, job rotation, sensitivity training, e- training. Training Evaluation Process.

UNIT II

Human Resource Development (HRD): Concept, Origin and Need, Relationship between human resource management and human resource development; HRD as a Total System; Activity Areas of HRD : Training, Education and Development; Roles and competencies of HRD professionals. HRD Process: Assessing need for HRD; Designing and developing effective HRD programs; Implementing HRD programs; Evaluating HRD programs.

UNIT III

HRD Interventions: Integrated Human Resource Development Systems, Staffing for HRD; Physical and Financial Resources for HRD. HRD and diversity management; HRD Climate; HRD Audit.

UNIT IV

HRD Applications: Coaching and mentoring, Career management and development; Employee counselling; High Performance Work Systems, Balanced Score Card, Appreciative inquiry. Integrating HRD with technology.

UNIT V

Evaluating the HRD: Effort; Data Gathering; Analysis and Feedback; Industrial relations and HRD. HRD Experience in Indian Organizations, International HRD experience, Future of HRD.

ELECTIVE I-GENERIC (HRM)

BBAD-H-107 COUNSELLING & NEGOTIATION

UNIT I

Counselling: Introduction, Approaches to Counselling, Goals and Process of Counselling; Counselling Procedures and Skills, Organizational Application of Counselling Skills.

UNIT II

Changing Behaviours through Counselling; Specific Techniques of Counselling; Role conflicts of Managers and Counselling. Application of Counselling in Specific Organizational Situations: Dealing with problem Subordinates; Performance Management; Alcoholism and Other Substance Abuse; Ethics in Counselling.

UNIT III

Introduction of Johari Windows and Implications of Johari windows in the corporates. Transactional Analysis – Concept, Process and application of Transactional analysis.

UNIT IV

Negotiation: Introduction, Nature and need for negotiation, negotiation process, Types and styles of negotiation; strategies and tactics; barriers in effective negotiation, Communication Style, Breaking Deadlocks

UNIT V

Role of trust in negotiations; negotiation and IT; ethics in negotiation; cultural differences in negotiation styles; gender in negotiations; context of mediation; negotiation as persuasion.

ELECTIVE I-GENERIC (HRM)

BBAD-H-108 CROSS CULTURAL HUMAN RESOURCE MANAGEMENT

UNIT I

Introduction to concepts of culture and nationality, Impact of culture on international business environment, Hofsted's approach ,advantages and disadvantages Parent Country National (PCN), Third Country National, Host Country National, Expatriate adjustment process, Impact of cultural issues on flexibility and work life balance. Recruitment and Selection, Approaches to multinational staffing.

UNIT II

Managing diversity: diversity and organizational culture, Approaches to managing diversity, Diversity management programme. Training: cross cultural training, Cultural assimilators, Diversity training. Cross cultural team building

Unit III

International Recruitment, Selection and Compensation: Executive nationality staffing policies-Issues in staff selection-Expatriate Selection-Selection Criteria-Use of selection Tests-Selecting TCNs and HCNs— Objectives of International Compensation-Key Components of a Potential Compensation program-Approaches to International Compensation

UNIT IV

Performance appraisal: Criteria for performance appraisal, Variables that influence expatriate performance appraisal. Compensation: Objectives of expatriate compensation plan. Approaches to expatriate compensation: Going rate approach, Balance sheet approach.

UNIT V

Repatriation: Process, Causes of expatriate failure, Problems of repatriation. Developing Staff through international assignments, expatriate training, Cross border Mergers and Acquisitions: HRM perspective.

ELECTIVE I-GENERIC (HRM)

BBAD-H-109 TALENT & KNOWLEDGE MANAGEMENT

UNIT I

Meaning and importance of talent management, Talent management Grid, Creating talent management system, Strategies of talent management. Role of leaders in talent management, Talent management and competitive advantage.

UNIT II

Meaning and Concept of Competency Mapping. Difference between Potential mapping and Competency mapping. Competency model, Competency mapping –Process and application of Competency modelling in the organisations.

UNIT III

Elements of knowledge management, Advantages of knowledge management, Knowledge management in learning organisations. Types of Knowledge: Tacit and Explicit .Managing knowledge workers.

UNIT IV

Knowledge management process, Approaches to knowledge management: Knowledge management solutions, Knowledge creation, Knowledge sharing, Knowledge dissemination, Knowledge management life cycle, Nonaka's model of knowledge.

UNIT V

Knowledge capturing techniques: Brainstorming, Protocol analysis, Consensus decision making, Repertory grid, Concept mapping. Knowledge management strategies: Aligning individual needs with organisation, Reward systems for knowledge management, Knowledge audit.

ELECTIVE I-GENERIC (Services Management)

BBAD-S-101 MANAGING INSURANCE SERVICES

Unit I

Introduction, Insurance Regulatory Authority of India, Basic concept of insurance, Principles of Insurance, The parties of insurance, Contractual obligation in insurance ,Insurance climate in India after liberalization.

Unit II

General Insurance, Principles of governing general insurance, Evaluation of various policies of general insurance, Economic aspect of general insurance, Management of GICs

Unit III

Life Insurance, Principles of governing general insurance, Evaluation of various policies of life insurance, Financial and Economic aspect of life insurance, Management of LIC

Unit IV

Fire and Marine Insurance, Evaluation of various policies of Fire and marine insurance, Economic and risk aspect of fire and marine insurance, Evaluation of insurance policies offered by various firms, Fire and marine insurance in India and abroad.

Unit V

Corporate reporting in insurance market, fund management of insurance firms, introduction to actuaries, consumer behavior in insurance, financial statement analysis of major insurance players in the county.

ELECTIVE I-GENERIC (Services Management)

BBAD-S-102 MANAGING TOURISM SERVICES

Unit I

Concepts, definitions, origin and development of Tourism Industry, Types of tourism, domestic, international, regional, inbound, outbound, components of tourism. Nature, characteristics, significance and scope of tourism.

Unit II

Growth and development of tourism, Components & typology of tourism. Tourism organizations: World Tourism Organization (WTO), Pacific Asia Travel Association (PATA), World Tourism & Travel Council, (WTTC)

Unit III

Role and function of Ministry of Tourism, Govt. of India, ITDC, visitor, tourist, traveler, excursionist. Tourist Destination Life Cycle.

Unit IV

Concept of tourism product. Characteristics of Tourism Product, forms of tourism product both natural & man-made. Heritage Monuments, arts, craft, Flora, Fauna Environmental Ecology.

Unit V

Tourist Resources -- Definition & Differentiation, Types, religious & spiritual centers, fairs & Festivals. Yoga meditation & others centers. Role of Travel Agencies in Tourism, MICE Tourism

**ELECTIVE I-GENERIC
(Services Management)**

BBAD-S-103 MANAGING BANKING SERVICES

Unit I

Indian Financial System: An Overview, Indian Banking System, Banking Structure in India, Evaluation of the Banking System and Future Trends, CAR, NPA, Liquidity Ratios, Structural Ratios and Profitability Ratios

Unit II

Banking Regulations, Control of the Banking Sector by the RBI, CRR, SLR, CRAR and Income Recognition Norms, Provision for NPAs, Management of Banking Organisation

Unit III

Loan Management, Investment Management, Liquidity Management, Profit and Growth Management, Asset Liability Management Using traditional GAP and Modern Techniques

Unit IV

Mergers and Acquisition, Bank assurance and Universal Banking, Opportunity for Strengthening the Banking Organisation, Financial Innovations and Opportunities for Banks

Unit V

Factoring, Securitisation and Take Out Finance, Technological Innovations and Opportunities for Banks, International Banking, Organisational Structure, Activities and Regulation

ELECTIVE I-GENERIC (Services Management)

BBAD-S-104 N.G.O. MANAGEMENT

UNIT-1

Introduction to NGO Management, Concept, Functions and Establishment of NGO, Legal Procedure of Establishment of NGOs, Overview of Societies Registrations Act, India's Companies Act, Charitable Endowment Act and FCRA, Memorandum of Association and Bye Laws

UNIT-2

Tax Relief Under Various Acts related to NGO investment, Result Based Management and Project Cycle Management in NGO, Designing and Planning a Project in NGO, Project Monitoring and Evaluation in NGO, Fundraising and Grant Proposals in NGO, Principles of Good Communication and Successful Negotiations in NGO work

UNIT-3

Leadership Development in NGO, Building and Leading a Team in NGO, Conflict Resolution, Human Resource Management, Human Resource Policy, Staffing and Salaries and Staff Development in NGO.

UNIT-4

NGO Governance, Governance Concepts, Challenges, Perspectives and Ethical Concern, Impact of Different Governance Structures. Good Governance: Code and Accountability, Co-ordinating agencies in NGO.

UNIT-5

Funding Agencies and Schemes under NGO, Role of NABARD and Human Rights Commission in NGO management, Schemes for NGOs under the Government of India

ELECTIVE I-GENERIC (Services Management)

BBAD-S-105 MANAGING IT ENABLED SERVICES

Unit-1

Information Systems: IS & Management Information Systems: Information systems components, Informational needs of organizations, Capabilities of information systems from an organizational perspective, Information requirements for management Levels of planning and control.

Unit-2

ITeS Industry Scenario: Indian & Global Perspective, Advantages in India, BPO/KPO Sector Profiling, Government of India Digital India Initiatives, Startup India, Special Economic Zones (SEZ's), Key Drivers of ITeS Sector, Employment in the IT/ITes, Geographical Clusters of IT/ITeS in India.

Unit-3

ITeS Classification: Business Enterprise Research, Enterprise Resource Planning, Customer Relationship Management & ITeS, Supply Chain Management, & Electronic Data Interchange (EDI).

Unit-4

Human Resource, Strategy & ITeS: Factors of organizational complexity, ITeS & HRM, Strategic uses of ITeS, Strategic Information System, Strategic Positioning of ITeS, Business Process Reengineering & ITeS.

Unit-5

IT Asset Management: Concept of ITAM. Implementation of ITAM in organizational environment. Benefits for having successful ITAM.

**ELECTIVE I-GENERIC
(International Business)**

BBAD-IB-101 INTERNATIONAL TRADE POLICY & STRATEGY

UNIT 1

Objectives of International Marketing – Challenges, opportunities & considerations in International Marketing , Quality considerations in International Marketing – Underlying forces of International Marketing.

UNIT 2

Global marketing environment –Economic Environment, Socio-cultural Environment, Politico – Legal Environment and Statutory Framework.

UNIT 3

Market selection, International Market entry strategies – Export & Import, Franchising, licensing, strategic alliances, joint ventures, mergers, acquisition, Foreign Direct Investment.

UNIT 4

Planning for International Marketing- Global Marketing Mix (Product, Price, Promotion, Place)

UNIT 5

Limitations & Challenges of Global Marketing.

**ELECTIVE I-GENERIC
(International Business)**

BBAD-IB-102 INTERNATIONAL ECONOMIC ORGANIZATIONS

UNIT I

Economic organizations – genesis and growth, regimes, organization and development diplomacy.

UNIT II

International institutions: International Monetary Fund (IMF), World Bank and its associates: International Bank for Reconstruction & Development, International Development Association, International Finance Cooperation, Multilateral Investment Guarantee Agency, and International Centre for settlement of Investment Disputes– Constitution and Roles.

UNIT III

Trade and Development Organizations, GATT & WTO, UNCTAD, ILO, WHO.

UNIT IV

Trade Agreements, Regional Blocks: NAFTA, European Union, ASEAN, SAARC, Regional Inter-governmental Organizations, MNC's and Sovereignty Controls.

UNIT V

Political Economy of Regionalism; European Integration Process; North American Free Trade Area (NAFTA), Asia Pacific Economic Community (APEC), South American Common Market (MERCOSUR) and Other Regional Economic Units; Towards Global Integration?

**ELECTIVE I-GENERIC
(International Business)**

BBAD-IB-103 INTERNATIONAL SUPPLY CHAIN MANAGEMENT

Unit I

International Supply Chains, Strategic International Supply Chain Management - Locating International Activities, Integration of International Supply Chain Functions, Strategic Benefits of International Supply Chains

Unit II

International Supply Chain Infrastructure - Transportation, Communication, Utilities & Technology Infrastructure, Supply Chain Security, Risks & Value, Legal Considerations, International Contracts & Insurance Issues

Unit III

Purchasing in International Supply Chains - International Purchasing Strategy, From International to International Purchasing, Types of International Purchasing Strategy, Outsourcing & Off-shoring, International Customers & Channels, Order Fulfillment & Delivery, International Supplier Selection

Unit IV

Logistics in International Supply Chains- International Logistics Strategy, International Distribution Centers, International Inventory Management, International Packaging & Materials Handling, Ocean Transportation, Air Transportation, Land & Intermodal Transportation, Reverse Logistics

Unit V

Operations in International Supply Chains- International Operations Strategy, Make or Buy Decision in International Supply Chains, International Production & Manufacturing, Competitive Priorities in International Supply Chains

**ELECTIVE I-GENERIC
(International Business)**

BBAD-IB-104 INTERNATIONAL DIVERSITY MANAGEMENT

Unit 1

Concept and definition of diversity, Historical perspective of diversity management in changing demographics

Unit 2

Understanding dimension of race, ethnicity, gender, caste, sexual orientation, social / economic status, age, physical abilities, religious beliefs, political ideologies

Unit 3

International policies for equal opportunity and non-discrimination

Unit 4

Understanding cultures, influence of behavior, Limitations of Affirmative action welcoming exparte evaluation and other legal policies

Unit 5

Recruitment, development and retention strategies in diverse organizations and workplaces, Diversity management training programs for all employees and continuous monitoring of results, Diversity Audit. Analysis of any two Organization's culture.

**ELECTIVE I-GENERIC
(International Business)**

BBAD-IB-105 FOREIGN EXCHANGE MANAGEMENT

UNIT 1

Meaning of the Term “Foreign Exchange”, Exchange Market, Introductions to Exchange Rate Mechanism: Spot- Forward Rate, Exchange Arithmetic.

UNIT 2

India’s Forex Scenario: BOP crisis of 1990, Introduction to International Monetary Developments: Gold standard, Bretton Woods system, Fixed-Flexible Exchange Rate Systems

UNIT 3

Finance Function: Financial Institutions in International Trade.

UNIT 4

Documentary Credits (Letter of Credit): Types of LC – Parties, Mechanism with illustration.

UNIT 5

Documents involved in International trade: Statutory Documents, Financial Documents, Transport Documents, Risk Bearing Documents.

ELECTIVE 2

MINOR SUBJECTS

BBAD-E-01 SMALL BUSINESS AND ENTREPRENEURSHIP

Unit I

Entrepreneurship-Enterprise: Conceptual issues. Entrepreneurship vs. Management. Roles and functions of manager in relation to the enterprise and in relation to the economy. Entrepreneurship is an interactive process between the individual and the environment. Small business as seedbed of Entrepreneurship. Entrepreneur competencies, Entrepreneur motivation, performance and rewards

Unit II

Opportunity scouting and idea generation: role of creativity and innovation and business research. Sources of business ideas. Entrepreneur opportunities in contemporary business environment, for example opportunities in net-work marketing, franchising, business process outsourcing in the early 21 century.

Unit III

The process of setting up a small business: Preliminary screening and aspects of the detailed study of the feasibility of the business idea and financing/non-financing support; Preparation of Project Report and Report on Experiential Learning of successful and unsuccessful entrepreneurs.

Unit IV

Management roles and functions in a small business. Designing and re-designing business process, location, layout, operations planning and control. Basic awareness on the issues impinging on quality, productivity and environment. Managing business growth. [The pros and cons of alternative growth options: internal expansion, acquisitions and mergers, integration and diversification. Crisis in business growth.

Unit-V

Issues in small business marketing. The contemporary perspectives on Infrastructure Development, Product and Procurement Reservation, Marketing Assistance, Subsidies and other Fiscal and Monetary Incentives. National state level and grass-root level financial and non-financial institutions in support of small business development.

ELECTIVE 2

MINOR SUBJECTS

BBAD-E-02 GOODS AND SERVICES TAX

Unit 1

Basic Concept of Indirect Taxes and Introduction of GST, Supply, Levy and collection Under GST

Unit 2

Exemption from GST, Taxability of Composite and Mixed supply, Location of the suppliers and place of supply of Goods and services under GST

Unit 3

Composition Levy (Composition Scheme), Time of supply and valuation of supply in GST,

Unit 4

Input tax credit and its utilization, Tax invoice, Credit & Debit Notes, Registration, payment of tax and Returns under GST.

Unit-5

Customs Law: Basic concepts, Territorial water, High Seas, Types of custom duties, valuation, Baggage Rule & Exemptions.

ELECTIVE 2

MINOR SUBJECTS

BBAD-E-03 PRODUCTION & OPERATIONS MANAGEMENT

UNIT 1 Introduction

Meaning and Functions of Production Management, Role and Responsibility of Production Function in Organization, Types of Production System- Continuous Intermittent, Joblotsetc Plant Layout- Objectives, Types, Materials Flow, Pattern. Safety Considerations and Environmental Aspects.

UNIT II Production Design

Definition, Importance, Factors affecting product Design Product, Policy-Standardization, Simplification. Production Development-Meaning, Importance, Factors Responsible for Development, Techniques of Product Development.

UNIT III Production Planning and Control

Meaning, Objectives, Scope, Importance & Procedure of Production Planning, Routing scheduling Master Production Schedule, Production Schedule, Dispatch, Follow up, Production Control-Meaning, objectives, Factors affecting Production Control.

UNIT IV Methods Study, Work Study and Time Study

Methods Study- Concept, Questioning Techniques, Principles of Motion Economy, flow Process Chart, Work Study- Concepts, Scope and Applications, Work Study and Production Improvement. Time Study –Routing Concepts, Stopwatch Study, Allowance, PMTS Systems (Concepts Only)

ELECTIVE 2

MINOR SUBJECTS

BBAD-E-04 CONSUMER BEHAVIOUR

Unit I

Meaning, relevance and importance of consumer behavior, Relationship between consumer behavior and marketing strategy, Market segmentation, Profiling consumers, Notion of psychographics and life- style.

Unit – II

Consumer involvement and decision-making; Consumer decision-making process; Information search process; Evaluative criteria and decision rules. Personality Meaning and nature of personality, Theories of personality: Freudian Theory, Carl Jung Personality Types, Neo-Freudian Personality Theory, and Trait Theory.

Unit III

Consumer as an individual; Motivation for purchase; Needs and goals; Rational and emotional motives; Concept of consumer frustration; Maslow's theory applied to consumer behavior.

Unit – IV

What is learning? How consumers learn, Elements of learning, Classical conditioning theory of learning, Reference group influence, Opinion leadership.

Unit V

Role of culture in consumer buying behavior, Profile of Indian consumers, Behavioural patterns of Indian consumers, Problems faced by Indian consumers, Consumer protection in India.

ELECTIVE 2

MINOR SUBJECTS

BBAD-E-05 INDIAN ECONOMY

UNIT I

Economic Growth, Development and Under Development Economic Growth, Development and Underdevelopment, Economic and Human Development, The environment and development.

UNIT II

Structure of Indian Economy; Colonialism and underdevelopment of the Indian Economy, Nature of the Indian Economy, Natural resources, Infrastructure, Human Resource Development.

UNIT III

Basic Issues in Agriculture; Indian Agriculture: Role, nature and cropping pattern, Issues in Indian Agricultural Policy and Rural development, Agricultural production and productivity trends, Land reforms.

UNIT IV

The Industrial Sector and Services In Indian Economy; Industrial development during the planning period, Some major Industries of India, Industrial Policy, Labour relations, social security and exit policy, Services sector in Indian economy.

UNIT V

Economic Planning and Policy; Economic planning-Rationale, features and objectives, Economic reforms and liberalization.

ELECTIVE 2

MINOR SUBJECTS

BBAD-E-06 LEGAL ENVIRONMENT OF BUSINESS

Unit 1

Introduction: Introduction, Meaning and Scope of Business Law, Sources of Law, Laws applicable to Business, Laws Impacting Industry in India, Intellectual Property Rights, Major Regulations Pertaining to Business

Unit 2

Intellectual Property Rights: Meaning and Scope of Patent Act and Amendments of WTO Agreements, Rights of Patent, Infringement , Remedies, Trademarks, Copyright Competition Act, 2002: Meaning and Scope of Competition Act, Salient Features of Competition Act, Offences and Penalties under the Act

Unit 3

Partnership Act, 1932: Introduction, Nature of the Partnership, Features of Partnership, Qualities of a Partnership, Advantages, Limitations, Kinds of Partners, Partnership Deed, Registration of a Partnership, Rights and Duties of Partners, Dissolution of Partnership Companies Act, 1956: Introduction, Definition and Characteristics, Classification of Companies, Incorporation of a Company, Share Capital, Company management, Meetings, Resolution

Unit 4

Information Technology Act, 2000: Background, Salient Features, Digital Signature, Electronic Governance, Regulation of Certifying Authorities, Cyberspace; Cyber laws; Scope of Cyber Laws; Classification of Cyber Crime, Penalties for Offences; Information Technology Act 2000; Regulation of Certifying Authorities.

Unit 5

Micro Small And Medium Enterprises Development Act, 2006: Classification of Micro, Small and Medium Enterprises, Salient Features of Micro, Small and Medium Enterprises Act, Reservation Policy, Credit Policy, Government Policy towards Taxation and Incentives

ELECTIVE 2

MINOR SUBJECTS

BBAD-E-07 INTERNATIONAL BUSINESS MANAGEMENT

UNIT I

Overview: International Business- Introduction, Concept, Definition, Scope, Trends, Challenges and opportunities; Nature, Meaning and Importance of International competitive advantage, Multidimensional view of Competitiveness- Financial Perspectives- International monetary systems and financial markets, IMF, World Bank, IBRD, IFC, IDA, existing international arrangements; Globalization and foreign investment- Introduction FDI, national FDI policy framework, FPI, Impact of globalization.

UNIT II

Globalization- Technology and its impact, Enhancing technological capabilities, Technology generation, Technology transfer, Diffusion, Dissemination and spill over, Rationale for globalization, Liberalization and Unification of World economics, International Business theories, Trade Barriers- Tariff and Non Tariff Barriers.

UNIT III

Strategy making and international business- Structure of global organizations, Types of strategies used in strategic planning for achieving global competitive advantage, Meaning, Concept and scope of distinctive competitive advantage, Financial Integration, Cross border merger and acquisitions.

UNIT IV

Socio cultural Environment- Managing Diversity within and across cultures, Country risk analysis, Macro environmental risk assessment, Need for risk evaluation; Corporate governance, globalization with social responsibility- Introduction,

Unit V

Social responsibility of TNC, Recent development in corporate social responsibility and policy implications. Global Human Resource Management- Selection, Development, Performance Appraisal and compensation, Motivating employees in the global context and managing groups across cultures, Multicultural management.

ELECTIVE-3

(Skill Enhancement Course)

BBAD-P-01 BUSINESS MATHEMATICS

Unit I

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

Unit II

Inverse of Matrix, Rank of Matrix, Solution to a system of equation by the adjoint matrix methods & Gaussian Elimination Method.

Unit III

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

Unit IV

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

Unit V

Concept of Differentiation and Integration, Maxima and Minima in Differentiation, Application of Differentiation & Integration in Business (No proof of theorems.Etc)

ELECTIVE-3
(Skill Enhancement Course)

BBAD-P-02 OFFICE MANAGEMENT

Unit I:

Office Management

Introduction to office organization and management, Forms and Types of organization, Centralization and Decentralization, Objectives and Principles of Office Management, Functions of Office Manager, Qualities required for Office Manager. Duties of the office manager.

Filing and Indexing

Filing and Indexing – Its meaning and importance, essentials of good filing, centralized vs. decentralized filing, system of classification, concept of paperless office methods of filing, Digitalization and retrieval of records, Weeding of old records, meaning and need for indexing, various types of indexing.

Unit II: Mailing Procedures and Forms and Stationery

Mailing Procedures – meaning and importance of mail, centralization of mail handling work, office equipment and accessories, Inward and outward mail, courier services, Office Forms – advantages and disadvantages of using forms, type of forms and form control. Stationery – essential requirements for a good system of dealing with stationery, purchase procedure, standardization of stationery.

Unit III

Modern Office Equipment Introduction, meaning and Importance of office automation, objectives of office mechanization, advantages, disadvantages, factors determining office mechanization. Kind of office machines. Modern technology and office communication, email, voice mail, internet, multimedia, scanner, video-conferencing, web-casting.

Unit IV

Budget - Annual, revised and estimated. Recurring and non-recurring heads of expenditure; Audit process- Vouching and verification of Assets & Liabilities. Consumables/ Stock register and Asset register; Procedure for disposal of records and assets

Role of Secretary: Definition; Appointment; Duties and Responsibilities of a Personal Secretary; Qualifications for appointment as Personal Secretary. Agenda and Minutes of Meeting. Drafting, fax-messages, email. Maintenance of appointment diary.

Unit V: Changing facets of Office Management

Introduction to Co-working spaces. Advantages and disadvantages of co-working spaces. Use of Modern technology in business functions like data analytics, Artificial intelligence etc. Modern office equipments like Alexa, Biometric machines, AI enabled spaces, IOT devices etc.

ELECTIVE-3

(Skill Enhancement Course)

BBAD-P-03 DIGITAL ECONOMY

UNIT I

Introduction: Role of Computer in modern business and in various functional areas of business and its applications. Concept of Computers: Brief History of computer, Generation and its evolution (now and then), Software, Hardware, Firmware, Input/output devices, Storage Units (CD, DVD, Hard Disks, and Pen drive), Memory types (RAM, ROM, and Cache).

UNIT II

Operating Systems: Functions, Process Management: Multi- programming, Multi-processing, Multi-tasking, Multi-threading, Real time OS; Memory Management: virtual memory; User Interface: GUI, File system.

UNIT III

Programming and Software: Evolution of programming language, Classification and Features of programming language. Software – Definition, Relation with Hardware. Software categories- System Software, Application Software: types of application software, Graphics and multimedia concepts. Basic of MS Office.

UNIT IV

Basic concepts of Computer Networks: Internet and Security Introduction to Networks: LAN, MAN, WAN, Data Communication, Transmission Media, Network Devices: Hubs, Switches, routers, repeaters, Communication Connectivity: Dial-up, Broad Band. Internet. Evolution of Internet, Basics of working of Internet, Service Providers, E-mail.

UNIT V

Internet Security: Types of attacks, DOS attacks, Viruses and Worms, Identity Theft, Snooping and Sniffing. Cyber Law and Internet security Legislation.

ELECTIVE-3

(Skill Enhancement Course)

BBAD-P-04 PERSONALITY DEVELOPMENT

UNIT I

Introduction: Define personality, perception- personality, Man-personalpersonality,Personality Factors- Factors of associationPersonality Relationship at home-friends-environment educational factor- Situational Factors- ConditionalGenetic-- spiritual-public relations factors

UNIT II

Trait Personification/ Personality Traits: Personality Traits-personality person- formation-factors influencing person habits of highly effective people & personality habits- Be proactive— Begin with the end in mind—Put first things first—Think win- Seek first to understand then to be understood – Synergize- body language.

UNIT III

Five Pillars of Personality Development: Introspection – Self Assessment – Self Appraisal – Self Development- Self Introduction.

UNIT IV

Self Esteem - Term of self-esteem- symptoms- advantages- Do's and don'ts to develop positive – Positive self-esteem& negative self esteem

UNIT V

Personality Formation Structure: Mind mapping, Competency mapping& 360* assessment & development, Types of persons – Extrovert- Introvert, Ambivert person

ELECTIVE-3

(Skill Enhancement Course)

BBAD-P-05 SOCIAL MEDIA ETHICS

Unit I Social Media Concepts

Social media sites and monetization; 4 Zones of social media introduced; 5th P of marketing (participation); Careers in social media marketing

Unit II Strategic social media marketing

Overview; planning process introduced; Campaigns (tactics and results), Steps in social media marketing planning.

Unit III Zones of social media

Social Community: Participation in social networks, Diffusion of digital innovation, Roger's diffusion theory of innovation , Characteristics of social media sites, Audience engagement, Brand Fans, Marketing applications of social publishing zone.**Social Publishing:** Types of content, Channels of content distribution, Social media publishing strategies, Search Engine optimization, social media optimization,**Social Entertainment:** Social Entertainment as play, elements of social gaming,.**Social Commerce:** Social Commerce and customer decision making process, Social commerce tools for decision stages, Best practices to leverage social ratings. Benefits of Social Commerce.

Unit IV Social media measurement and metric

Quantifying success; Data mining and social media; Role of social media in marketing research

Unit V Social media and privacy/ethics

Introduction to Social Media Ethics,Defamation on Social media platforms, Cyberbullying, forms of Cyberbullying, Cyberstalking

ELECTIVE-3

(Skill Enhancement Course)

BBAD-P-06 BUSINESS COMMUNICATION

UNIT-I

Business Communication- Defining communication, Process of communication, Objectives of communication, Principles of effective communication, Importance of Business communication, Importance of Feedback.

UNIT- II

Channels of communication, Types of communication, Barriers of communication and ways to overcome them, Intrapersonal and Interpersonal Communication.

UNIT –III

Non-Verbal Communication Skill- Types, Body Language, kinetics, proxemics, para-language.

UNIT- IV

Listening-Importance of Listening, Barriers to Listening and overcoming them, Developing Listening Skills, Spoken skills, Presentation skills, Debates, Interview, Group Discussion.

Unit-V

Written Communication- Types of written communication, business letters, complaint letters, employment letters, writing memo, notice, writing effective business reports and recording of minutes of meetings.

ELECTIVE-3

(Skill Enhancement Course)

BBAD-P-07 COMMUNICATIVE ENGLISH

UNIT I

Grammar; Grammatical & Structural Aspects: Parts of Speech, Types of Sentences, Tense, Voice, Clause, Preposition, Degrees of Comparison, Subject Verb Agreement, Modals or Auxiliaries Simple/Compound/Complex Sentences and Transformation of Sentences, Narration.

UNIT II

Vocabulary; Synonyms, Antonyms, Homonyms, Homophones, Idioms, Phrasal verbs, One Word Substitution

Error Correction : Identifying & Analyzing Grammatical Errors Pertaining to Usage of Verbs, Adjectives, Adverbs, Pronouns and Errors in Spelling & Punctuation

UNIT III

Reading Skills; Comprehension: Unseen passages, Contextual Meaning of Words, Précis Interpretation & Summarizing: Interpretation of Visual Data in the Form of Tables, Graphs, Charts, Pie Charts and so on. Speed Reading, Understanding and Interpreting Business-Related Correspondences

UNIT IV

Writing Skills: Formal and Informal Letters, Business Letters, Letter to the Editor, Complaint Letter, Invitation Letters - Accepting & Declining Invitations, Making Enquiries, Placing Orders, Asking & Giving Information, Registering Complaints, Handling Complaints, Drafting Notices, Drafting Advertisements; Job Applications.

Paragraph and Essay Writing on Recent Topics, Report Writing

UNIT V

Listening and Speaking; Interactive Communication: Introducing Self, Greetings, Conversations, etc.

Pronunciation: Appropriate Stress, Intonation, Clarity, Business Etiquettes, Impromptu Speech, Debate, Role Play, Group Discussion, Presentation, Listening and Understanding Spoken and Formal English.

ELECTIVE-3

(Skill Enhancement Course)

BBAD-P-08 E-COMMERCE

UNIT I

Introduction to E-Commerce: Meaning, nature, concepts, advantages, disadvantages and reasons for transacting online, Electronic Commerce, Types of Electronic Commerce, Electronic Commerce models, Challenges and Barriers in E-Commerce environment, E-Commerce in India.

UNIT II

Concepts of Websites, Portals, Blogs, Apps. Applications in HTML.

UNIT III

Electronic Payment System: Digital Payment Requirements, Electronic Payment System, Types of Electronic Payment Systems, Concept of e-Money, e-Pay, Payment Gateways, Infrastructure Issues and Risks in EPS, Electronic Fund Transfer, Digital Signature.

Security Issues in E-Commerce: Need and concepts, Electronic Commerce security environment, security threats in E-Commerce environment, Basics of Encryption and Decryption.

UNIT IV

E-Commerce Applications: E-Commerce applications in various industries, Emerging Trends in E-Commerce, Mobile Commerce; Economic, Technological and Social Considerations, Regulatory and Ethical considerations in E-Commerce.

Unit V

Security Challenges; Introduction, Types of Challenges, Methods of Protection – EPS (Electronic Payment System), Firewall.

ELECTIVE-3

(Skill Enhancement Course)

BBAD-P-09 COMPUTER FUNDAMENTALS

UNIT I

Role of Computer in modern business and in various functional areas of business and its applications. Concept of Computers: Brief History of computer, Generation and its evolution (now and then), Software, Hardware, Firmware, Input/output devices, Storage UNITS (CD, DVD, Hard Disks, and Pen drive), Memory types (RAM, ROM, and Cache).

UNIT II

Operating Systems: Functions, Process Management: Multi- programming, Multi-processing, Multi-tasking, Multi-threading, Real time OS; Memory Management: virtual memory; User Interface: GUI, File system.

UNIT III

Evolution of programming language, Classification and Features of programming language. Software – Definition, Relation with Hardware. Software categories- System Software, Application Software: types of application software, Graphics and multimedia concepts. Basic of MS Office.

UNIT IV

Basic concepts of Computer Networks, Internet and Security. Introduction to Networks: LAN, MAN, WAN, Data Communication, Transmission Media, Network Devices: Hubs, Switches, routers, repeaters, Communication Connectivity: Dial-up, Broad Band. Internet. Evolution of Internet, Basics of working of Internet, Service Providers, E-mail.

UNIT V

Internet Security: Types of attacks, DOS attacks, Viruses and Worms, Identity Theft, Snooping and Sniffing. Cyber Law and Internet security Legislation.
