

Name of the Programme: Bachelor of Business Administration (BBA)

Course Code: BBA 1.1

Name of the Course: Management Innovation

Course Credits	No. of Hours per week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
Pedagogy: Classroom lecture, tutorials, Group discussion, Seminar, Case studies, fieldwork etc.,		
Course Outcomes: On successful completion of the course, the students will be able to <ul style="list-style-type: none">• Enhance their knowledge and skills which are essential for success in management careers.• Understand the concepts related to Business Management.• Adapt to the changing opportunities.• Understand management information systems in practice• Understand the role of Artificial Intelligence in Business Decisions.		
Syllabus		
Module No. 1: MANAGERIAL FUNCTIONS (12 Hrs) Concept of Management, Principles of Management-Managerial Functions-Planning, Organizing, Staffing, Directing, Coordinating, Controlling. Manager- Meaning of Manager, Types of Managers, Role of Manager, Managerial Skills. Modern Organization Structure. Ethics in Management. CSR (Corporate Social Responsibility)- Meaning, Definition, Types, Need and responsibility towards stakeholders and community		
Module No. 2: CHANGE MANAGEMENT (12 Hrs) Meaning, Need, Volatility, Uncertainty, Complexity, Ambiguity (VUCA), 7 R's of Change Management - Reuse, Repurpose, Rot, Repair, Return, Refill and Refuse, Steps in Change Management, Change Management Risk. Change Management Process - Meaning, Need, Stages, Change Management Models, Theories of Change Management, Resistance to Change.		
Module No. 3: MANAGEMENT INFORMATION SYSTEM (10 Hrs) Meaning, Definition, concepts, Types of Information Systems, Trends in Information Technology, Role of MIS, MIS report- Meaning, Need, Type and Format of MIS report. Managing Data Resources, ERP- Meaning, Need, Steps, Challenges of ERP.		
Module No. 4: GOVERNMENT and BUSINESS (12 Hrs) Role of Government in Business Organization, State participation in Business Organization, Relationship between Government & Business Organization. Role of Chamber of Commerce and Industry, Government Schemes for Business Organization, Government Policy on Regional Balances		
Module No. 5: BUSINESS INTELLIGENCE (BI) (10 Hrs) Meaning and Definition of BI, Need, Role of BI, pros and cons of BI, types, Career Opportunities in BI, Trends in Business Intelligence. Artificial Intelligence- Meaning, Goals, Role of AI in Management.		
Skill Developments Activities: <ul style="list-style-type: none">• Two cases on the above syllabus should be analyzed by the teacher in the classroom and the same need to be recorded by the student in the Skill Development Book.		

- List out recent changes in management structure.
- Draft chart on functions of Management
- Prepare a report on the application of Artificial intelligence in Business.
- Any other activities, which are relevant to the course.

Reference Books:

- Stephen P. Robbins, Management, Pearson
- Koontz and O' Donnell, Management, McGraw Hill.
- Appanniah and Reddy, Management, HPH.
- Management information system: Pearson
- Change Management: Prof Dr. Olaf Passenheim

Note: Latest edition of textbooks and reference Books may be used