

Study & Evaluation Scheme

of

Bachelor of Business Administration
(Brand Management & Communication)
[Applicable w.e.f. Academic Session 2015-16 till revised]



TEERTHANKER MAHAVEER UNIVERSITY

N.H.-24, Delhi Road, Moradabad, Uttar Pradesh-244001

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TEERTHANKER MAHAVEER UNIVERSITY
(Established under Govt. of U. P. Act No. 30, 2008)
Delhi Road, Bagarpur, Moradabad (U.P)

Study & Evaluation Scheme
of
Bachelor of Business Administration
(Brand Management & Communication)

SUMMARY

Programme : BBA

Duration : Three year full time (Six Semesters)

Medium : English

Minimum Required Attendance : 75 %

Credits

Maximum Credits : 158

Minimum Credits required for the degree : 154

Assessment

Internal	External	Total
30	70	100

Internal Evaluation (Theory Papers)

Class Test I	Class Test II	Class Test III	Other Activity (including attendance)	Total
Best two out of the three				
10	10	10		10

Evaluation of

Practical/Dissertations & Project Reports

Internal	External	Total
50	50	100

Duration of Examination

:

External	Internal
3 hrs.	1 ½ hrs

To qualify the course a student is required to secure a minimum of 40 % marks in aggregate including the semester end examination and teachers continuous evaluation.(i.e. both internal and external).

A candidate who secures less than 40% of marks in a course shall be deemed to have failed in that course. The student should have at least 50% marks in aggregate to clear the semester. In case a student has secured more than 40% in each course, but less than 50% overall in a semester , he/she shall re-appear in courses where the marks are less than 50% to achieve the required aggregate percentage (of 50%) in the semester.

Question Paper Structure

- 1. The question paper shall consist of eight questions. Out of which first question shall be of short answer type (not exceeding 50 words) and will be compulsory. Question No. 1 shall contain 8 parts representing all units of the syllabus and students shall have to answer any five (weightage 4 marks each).*
- 2.Out of the remaining seven questions, student shall be required to attempt any five questions. There will be minimum one and maximum two questions from each unit of the syllabus. The weightage of Question No. 2 to 8 shall be 10 marks each.*

Study & Evaluation Scheme

Programme: B.B.A.

Semester I

S. No.	Course Code	Subject	Periods			Credit	Evaluation Scheme		
			L	T	P		Internal	External	Total
1	BBA103	Managerial Economics	4			4	30	70	100
2	BBA106	Foundation of English-I	2		2	3	30	70	100
3	BBA107	Principles & Practices of Management	4			4	30	70	100
4	BBA108	Principles of Accounting	3	2		4	30	70	100
5	BBA109	Introduction to Business and Brands	4			4	30	70	100
6	BBA110/301	Environmental Studies	4			4	30	70	100
7	BBA151	Comprehensive Viva-Voce	-	-	-	4	50	50	100
Total			21	2	2	27	230	470	700

Semester II

S. No.	Course Code	Subject	Periods			Credit	Evaluation Scheme		
			L	T	P		Internal	External	Total
1	BBA207	Legal Aspects of Business	4			4	30	70	100
2	BBA208	Foundation English-II	2		2	3	30	70	100
3	BBA209	Quantitative Techniques	3	2		4	30	70	100
4	BBA210	Digital Branding	4			4	30	70	100
5	BBA211	Presentation & Selling Skills	4			4	30	70	100
6	BBA212	Corporate Communication	3			3	30	70	100
7	BBA251	Computer Fundamentals(P)	-	-	4	2	50	50	100
8	BBA252	Comprehensive Viva-Voce	-	-	-	4	50	50	100
Total			20	2	6	28	280	520	800

Semester III

S. No.	Course Code	Subject	Periods			Credit	Evaluation Scheme		
			L	T	P		Internal	External	Total
1	BBA307	Organizational Behaviour	4			4	30	70	100
2	BBA308	Management of HR	4			4	30	70	100
3	BBA309	Marketing	4			4	30	70	100
4	BBA310	Strategic Brand Management	4			4	30	70	100
5	BBA311	Experiential Marketing	4			4	30	70	100
6	BBA312	The Art of Graphics	3			3	30	70	100
7	BBA351	Comprehensive Viva-Voce	-	-	-	4	50	50	100
Total			23	0	0	27	230	470	700

Semester IV

S. No.	Course Code	Subject	Periods			Credit	Evaluation Scheme		
			L	T	P		Internal	External	Total
1	BBA407	Business Ethics	3			3	30	70	100
2	BBA408	Financial Management for Managers	3	2		4	30	70	100
3	BBA409	Business Research	4			4	30	70	100
4	BBA410	Business Information System	4			4	30	70	100
5	BBA411	Salesmanship & Ideas	4			4	30	70	100
6	BBA412	Media Planning	3			3	30	70	100
7	BBA451	Term Paper	-	-	-	4	50	50	100
Total			21	2	0	26	230	470	700

Semester V

S. No.	Course Code	Subject	Periods			Credit	Evaluation Scheme		
			L	T	P		Internal	External	Total
1	BBA505	Fundamentals of Consumer Behaviour	4			4	30	70	100
2	BBA506	Service Management	4			4	30	70	100
3	BBA507	Ideation - Principles and Techniques	4			4	30	70	100
4	BBA508	Creative Communication	3			3	30	70	100
5	BBA509	Project Management and Budgeting	4			4	30	70	100
6	BBA510	Techniques of Thinking Visually	4			4	30	70	100
7	BBA551	Market Survey Report	-	-	-	4	50	50	100
Total			23	0	0	27	230	470	700

Semester VI

S. No.	Course Code	Subject	Periods			Credit	Evaluation Scheme		
			L	T	P		Internal	External	Total
1	BBA604	Business Negotiation	4			4	30	70	100
2	BBA605	Future of Brands and Business	4			4	30	70	100
3	BBA606	Teamwork and Cross-Cultural Leadership	3			3	30	70	100
4	BBA607	Fundamentals of Strategy	4			4	30	70	100
5	BBA651	Dissertation Report	-	-	-	4	50	50	100
6	BBA652	Comprehensive Viva-Voce	-	-	-	4	50	50	100
Total			15	0	0	23	220	380	600

Note:

L – Lecture T- Tutorial P- Practical C-Credits

1L = 1Hr 1T= 1Hr 1P= 1 Hr 1C = 1Hr of Theory Paper

2 Hr of Practical/Tutorial

BBA- Semester I

MANAGERIAL ECONOMICS

Course Code: BBA103

L-4, T-0, P-0, C-4

Learning Objective:

To familiarize the students with basic economic concepts briefing them about the importance of economic approaches in managerial decision making & to understand the applications of economic theories in business decisions.

Learning Outcomes:

1. Identify sources of economic value
2. Create new market opportunities through differentiation and alternative approaches by analyzing the Demand and Supply function
3. Recognize the mechanisms of competition and their business implications by estimating the right consumer behaviour
4. Estimate future market trends and dynamics, including in terms of competition policy, production & cost analysis
5. Formulate a long-term, consistent strategy and vision, beyond mere day-to-day tactics by examining the market structures & Price determination

1. Introduction: Nature, scope and relevance of managerial economics in business decisions; Fundamental economic concept – scarcity of resources, opportunity cost, production possibility curve, incremental principle, time value of money, micro v/s macro economics.

(8 Hours)

2. Demand and Supply Analysis: Demand function meaning, types and determinants, law of demand; Elasticity of demand – meaning, types and its measurement, application of elasticity concept in business; Supply function – meaning and its determinants; law of supply; market equilibrium.

(8 Hours)

3. Consumer Behaviour: Utility analysis and indifference curve analysis; Consumer's equilibrium under utility and Indifference curve approaches; Demand forecasting – its significance and techniques.

(8 Hours)

4. Production and Cost Analysis: Production – factors of production, fixed and variable inputs, law of variable proportions; law of returns to scale, economies and diseconomies of scale; Cost analysis; kinds of costs, short run and long run cost functions – their nature, shape and interrelationship.

(8 Hours)

5. Market Structures and Price Determination: Different market structures and their characteristics, short run and long run price – output decisions under perfect competition, monopolistic competition, monopoly and oligopoly.

(8 Hours)

Text Books:

1. Dwivedi, D N, *Managerial Economics*, Vikas Publishing House, New Delhi.
2. Mehta, P L, *Managerial Economics*, S. Chand , New Delhi, 2007.
3. Chaturvedi, D D, & Gupta, S L, *Business Economics*, Brijwasi Publishers. (2006)

Reference Books:

1. Mehta P. L., *Managerial Economics*, S. Chand , New Delhi, 2007
2. Koutsoyiannis, A., *Modern Micro Economics*, Macmillan Press Ltd, 2006
3. Salvator, Dominick, *Managerial Economic*, McGraw – Hill Book Company, 2002

* Latest editions of all the suggested books are recommended.

BBA- Semester I

FOUNDATION OF ENGLISH- I

Course Code: BBA106

L-2, T-0, P-2, C-3

Learning Objective:

To familiarize the students with Basic English grammar, build academic vocabulary, summarize and paraphrase information in a text & demonstrate the ways and channels of communication.

Learning Outcomes:

1. Compose coherent and unified paragraphs with adequate support and detail with the correct usage of grammar
2. Construct academic vocabulary appropriately orally and in writing
3. Use right communication strategies to participate in group and class discussions
4. Use a variety of accurate sentence structures during discussions and presentations

Unit I Functional Grammar: Patterns & Parts of speech Subject, Predicate, Noun, Pronoun, Adjective, Adverb, Verb, Verb phrases, Conjunction, Interjection. **7 Hours**

Unit II Vocabulary: Word formation, Prefix, Suffix, Compound words, Conversion, Synonyms, Antonyms, Homophones and Homonyms, How to look up a dictionary. **7 Hours**

Unit III Communication: Meaning & importance of communication, Barriers to effective communication, Channels of communication, Language as a tool of communication. **8 Hours**

Unit IV Requisites of Sentence writing: Fragmented sentences, A good sentence, expletives, Garbled sentences, Rambling sentences, Loaded sentences, Parallel Comparison, Squinting construction, Loose & periodic sentences. **8 Hours**

Text Books:

1. Martin & Wren - High School English Grammar & Composition, S.Chand & Co. Delhi.
2. Lewis Norman - Word Power made easy, W.R.Goyal. Publication & Distributors Delhi.
3. Better Your English- A Workbook for 1st year Students- Macmillan India, New Delhi.

Reference Books:

1. Raman Meenakshi & Sharma Sangeeta, Technical Communication-Principles & Practice – O.U.P. New Delhi. 2007.
2. Mohan Krishna & Banerji Meera, Developing Communication Skills – Macmillan India Ltd. Delhi.
3. Rosen Blum M., How to Build Better Vocabulary – Bloomsbury Publication. London.

BBA- Semester I

PRINCIPLES & PRACTICES OF MANAGEMENT

Course Code: BBA107

L-4, T-0, P-0, C-4

Learning Objective:

To provide the students an overview of the theories and practices of management in organizational contexts and to inculcate students in the sound knowledge of the organization phenomenon and organizational system processes and train them for successful fulfilment of their management role

Learning Outcomes:

1. Explain the principles and practices of management, and specifically the nature of management functions, roles and skills.
2. Explain why planning is needed in organizations and why long-term objectives are necessary for successful planning
3. Differentiate between the various types of organizational structures and patterns.
4. Explain the importance of delegation in organizations and describe the relationship between authority, responsibility and accountability.
5. Identify how the managerial tasks of planning, organizing, and controlling can be executed in a variety of circumstances.

08 Hours

1. Introduction to Management

- Introduction and Nature of Management
- Definition & Meaning-By P. F. Drucker, Koontz O' Donnel, S. George
- Management as an Art, Science and Profession

08 Hours

2. Evolution of Management

- Evolution of Management- Thought
- Pre Scientific Management era
- Scientific Management & Contribution of F. W. Taylor
- Process Management & contribution of Henri Fayol
- HR movement - Hawthorne experiments
- Contributions of Behavioral scientists- Abraham Maslow, Peter Drucker, Douglas Mc. Gregor

08 Hours

3. Planning and Decision Making

- Nature & Definition of Planning- Koontz o'Donnel, Hart, Alfred & Beaty
- Importance and limitations

- Planning process
- Meaning of Decision making
- Steps in decision making

08 Hours

4. Organizing & Departmentation

- Meaning & Definition- Koontz O'Donnell & McFarland
- Organizing - Nature, Purpose & Principles
- Types of Organization (Formal & Informal)
- Meaning and types of Departmentation

08 Hours

5. Elements of Directing, Co-ordination and Control

- Meaning & Importance of Directing
- Meaning, Principles and techniques of Co- ordination
- Meaning, Need & steps in Controlling

Text Books:

1. Harold Koontz, Cyril O'Donnell, *Management: A Book of Readings*, Third Edition, McGraw-Hill, 1972.
2. Dr P. N. Reddy, Prof H R Appannaiah, P C Tripathi, *Essentials of Management*, Eleventh Edition, Himalaya, 2004.

Reference Books:

3. L. M. Prasad, *Principles and Practice of Management*. 7th Edition, Sultan Chand & Sons, 2007.
4. R. Srinivasan and S. A. Chunawalla, *Management: Principles and Practice*, Second Edition, Himalaya, 1983.
5. P. C. Tripathi and P. N. Reddy, *Principles of Management*, Fourth Edition, Tata McGraw Hill, 2008.

BBA- Semester I

PRINCIPLES OF ACCOUNTING

Course Code: BBA108

L-3, T-2, P-0, C-4

Objectives: At the end of this Subject, students will be able to compute, interpret and appraise financial performance, financial position and adaptability as revealed by financial statement analysis, in particular by the use of financial and accounting ratios.

Learning Outcome:

1. Explain different accounting principles including the accounting concepts and conventions.
2. Prepare journal entries, ledger accounts, and trial balance.
3. Prepare a Profit and Loss Account and a Balance Sheet for a sole proprietorship business.
4. Calculate depreciation using the straight line method and the written down value method.
5. Ascertain profit or loss and prepare a Statement of Affairs from incomplete records.

1. **Introduction to Accounts and Accounting Principles:** Introduction, Need for Accounting, History and Development of Accounting, Definitions and Functions of Accounting, Book-keeping and Accounting, Is Accounting a Science or an Art?, End Users of Accounting Information, Accounting and Other Disciplines. Objectives of Accounting, Branches of Accounting. The Institute of Chartered Accountants of India, Accounting Principles and Conventions, International Financial Reporting Standards – Brief Overview only. **08 Hours**
2. **Journal, Ledger and Trial Balance**
Introduction, Journal, Rules of Debit and Credit, Compound Journal Entry, Opening Entry, Ledger, Posting, Rules Regarding Posting, Use the Words "To" and "By", Advantages of Ledger, Trial balance, Errors of Omission, Errors of Principle, Rectification of Errors, Preparation of the Trial Balance, Preparation of the Final Accounts, Suspense Account, Methods of Preparing Trial Balance. **08 Hours**
3. **Income Statement/Profit and Loss account, Balance Sheet**
Income Statement/Profit and Loss account: Introduction, Trading account- Gross Profit, Non cash expenditures, Expenses, Profit and Loss account- Net profit, Bottom line, Accrual accounting. Balance Sheet: Introduction, Asset, Liabilities, Profit and Loss Appropriation, Net Worth, Shareholder's Equity, Balance Sheet as an Indicator of Financial Position.

08 Hours

4. **Depreciation Methods**

5. Introduction, Definition, Methods of Calculation – Written down Value method, Straight Line Methods, Block of Assets, Depreciation rates, Depreciation Tax Shield. Bank Reconciliation Statement.

08 Hours

6. **Accounts from Incomplete Records**

- Introduction, Types of Single Entry, Difference between double entry and single entry.
- Ascertainment of Profit /Loss from incomplete records.
- Need for Conversion, Preparation of statement of affairs.
- Distinction between Statement of Affairs and Balance Sheet.

Text Books:

1. Narayanswamy, *Financial Accounting and Managerial Perspective*, 4th edition, PHI Learning, 2011.
2. S. N. Maheshwari and S. K. Maheshwari, *An Introduction to Accountancy*, 8th Edition, Vikas Publishing House, 2008.
3. R. L. Gupta and V. K. Gupta. *Financial Accounting: Fundamentals*, 5th edition, Sultan, Chand Publishers, 2006.

Reference Books:

4. Rajesh Agarwal and R Srinivasan, *Accounting Made Easy*, 3rd edition, McGraw Hill, 2008.
5. Thomas R. Ittelson, *Financial Statements: A Step-by-Step Guide to Understanding and Creating Financial Reports*, 1st edition, New Age International, 2009.
6. K. R. Subramanyam and John Wild, *Financial Statement Analysis*, 9th edition, McGraw Hill 2008.
7. Martin S. Fridson and Fernando Alvarez, *Financial Statement Analysis: A Practitioner's Guide*, Wiley Finance, 3rd edition, 2011.

BBA- Semester I

INTRODUCTION TO BUSINESS AND BRANDS

Course Code: BBA109

L-4, T-0, P-0, C-4

Learning Objective:

To explore the concept of branding: its nature, scope, characteristics and value & to appreciate the brand as a strategic device within the wider context of marketing and corporate strategy.

Learning Outcomes:

1. List, explain, apply and critically examine the disciplines of Branding
2. Practically propose a brand, including positioning and communication
3. Define and assess the measurement of brand equity and brand performance
4. Identify problems in relation to contemporary brand and product management, and be aware of strategies to investigate them
5. Illustrate how to apply the knowledge of Branding to practical cases

1. Introduction to Brands:

08 Hours

Introduction to Brands and Market, Introduction to Brand concepts, Types of Marketing, Brand Foundation.

2. Brand Identity and Positioning

08 Hours

Brand Equity, Brand Positioning, Brand Positioning Process, Product Positioning Process, Brand Positioning and the Consumer Mind, Brand Identity, Brand Identity v/s Corporate Identity.

3. Brand Development

08 Hours

Brand Development, Brands: Its Personality, Image and Promise, Market Segmentation, Brand Positioning Statement, Emotional Motivators.

4. Brand Management Strategies

08 Hours

Brand Management Strategies, Brand Promotion, Brand Portfolio, Brand Extension, Categorization Theory, Brand Extension, Sub Brand, Mother Brands, Umbrella Brand.

5. New Trends in Branding

08 Hours

Branding – New Trends, Marketing Research, Qualitative Research, Qualitative versus Quantitative Approaches, Brand Myths and Icons, Brand Disaster and Management,

Brand Revitalization, Brand Influence, The Impact of Technology and Internet and Social Networks.

Text Books:

1. Tilde Heding, Charlotte F. Knudtzen and Mogens Bjerre. (2009). *Brand Management – Research*. Routledge.
2. Y. L. R. Moorthi. (2000). *Brand Management – Indian Context*. Vikas Publishing House.

Reference Books:

1. Kevin Lane Keller, Ambi M. G. Parameswaran and Issac Jacob. *Strategic Brand Management*. (3rd ed.). Pearson Education.
2. Sharad Sarin. (2011). *Strategic Brand Management for B2B Markets*. SAGE publications Pvt Ltd.

BBA- Semester I
ENVIRONMENTAL STUDIES

Course Code: BBA110/301

L-4, T-0, P-0, C-4

Learning Objective:

To look at humanity's role and responsibility in the natural world through many lenses, and is indispensable for finding sustainable solutions to contemporary environmental problems

Learning Outcomes:

1. Demonstrate a scientific understanding of the physical and biological dynamics of global ecologies including first-hand knowledge of local and regional ecosystems.
2. Demonstrate an awareness, knowledge, and appreciation of the intrinsic values of ecological processes and communities
3. Demonstrate an integrative approach to environmental issues with a focus on sustainability
4. Compare and contrast the different types of pollution and identify ways to control the same.
5. Demonstrate an awareness, knowledge, and appreciation of the intrinsic values of ecological processes and communities.

1. Introduction to Environmental Studies: Introduction: Meaning, Definition and Scope of Ecology. Eco System Interaction between living and non living components, Structure and Function. Energy flow through ecosystem (Food Chain, Food Webs). **8 Hours**

2. Harnessing Non Conventional Sources of Energy: Harnessing Resources: Conventional and Non- Conventional sources of energy-Solar, Wind, Fossil fuel, Nuclear, Hydro Electric, Biomass and Biogas. **8 Hours**

3. Environmental Pollution Management: Environmental Pollution and Global Issues: Air, water and soil pollution-Sources and Consequences. Noise and radiation pollution- sources and consequences. Solid, Liquid and Gaseous pollutants. Handling and Management of hazardous wastes, Solid waste management, Green house effect, Global Warming, Ozone layer depletion and its effect. **8 Hours**

4. Pollution Control: Habitat and Population: Uncontrolled population growth and its impact, Urbanization, Problems of housing and essential services, Control measures. Environment for Technology, Industrial waste Management Practices. **8 Hours**

5. Need of Environment Education: Environment Education and Protection: Meaning, Need and Objectives; Women education, Role of Government, Initiatives by NGOs and educational institutions. EMA 1986. **8 Hours**

Text Books

1. Benny Joseph , Environmental Studies, Tata McGraw Hill, 2005
2. Agarwal, K.C., Environment Biology, Nidi Publ. Ltd. Bikaner, 2001
3. Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad

Reference Books

1. Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc.
2. Clark R.S., Marine Pollution, Clarendon Press Oxford (TB)
3. Cunningham, W.P. Cooper, T.H. Gorhani, E & Hepworth, Hazardous Waste Incineration, McGraw Hill Inc M.T. 2001

* Latest editions of all the suggested books are recommended.

BBA- Semester I

COMPREHENSIVE VIVA VOCE

Course Code: BBA151

L-0, T-0, P-0, C-4

Objective: The objective of this paper is to judge the understanding as well as application of the knowledge gained by the students by the end of the first semester of the course.

Guidelines:

1. The comprehensive viva voce is scheduled at the end of I Semester.
2. This is also to see the articulation of what is being learnt by them and see their relevance in the practical field.
3. The Total marks of viva are 100. The internal marks will be awarded by conducting the presentation of the students in the class on any topic of first semester syllabus in the front of a panel of at least three faculty members who will be appointed by the Director / Principal of the College.
4. The external marks will be awarded by the external examiner to be appointed by the examination division.

BBA- Semester II

LEGAL ASPECTS OF BUSINESS

Course Code: BBA207

L-4, T-0, P-0, C-4

Learning Objective:

To familiarize the students with a basic understanding of the legal rules that affect global business & to acquaint them with practical legal knowledge of general business law issues to help become more informed, sensitive and effective business leaders.

Learning Outcomes:

1. Appraise an understanding of the ways in which legal rules can affect operation of global business
2. Comprehend the basic knowledge of the nature and sources of ethical standards of the legal profession, and processes for recognizing and addressing ethical dilemmas.
3. Illustrate the overall structure of the legal environment for business.
4. Recognize and analyze the laws that affect contemporary businesses, including the laws relating to contracts, intellectual property, employment discrimination, securities
5. Evaluate ethical problems that are integrally connected to the legal issues and to balance the concepts of ethics, justice and law.

1. Indian Contract Act, 1872

08 Hours

Meaning, Characteristics & Scope of the contract law, Elements of contract, Offer and acceptance, Lawful consideration, Capacity to contract, Free Consent, Lawful object. Discharge of contract including performance of contract. Breach of contract, contingent contract, quasi contract. Contract of Indemnity and Guarantee. Contract of Bailment. Contract of Agency.

2. Company Law

08 Hours

Introduction, Meaning and Definition, Corporate Personality, Stages of formation of a Company: Company, Classification of Companies. Memorandum of Association, Articles of Association Distinction between Memorandum and Articles. Prospectus and Other Documents: Doctrine of Indoor Management, Shares, Debentures and Dividends: Transfer and Transmission of shares, Directors, Meetings, Winding up. Amendments.

3. The Limited Liability Partnership Act, 2008

08 Hours

Salient features of LLP, Difference between LLP & Partnership, LLP & Company, Nature of LLP, Partners & designated partners, Incorporation document, Incorporation by Registration, Partners & their relations.

4. The Sale of Goods Act, 1930

08 Hours

Contract of sale, Meaning & difference between sale & agreement to sale; conditions & warranties, Transfer of ownership in goods including sale by non- owners, Performance of contract of sale, Unpaid seller- meaning & rights of an unpaid seller against the goods.

5. The information Technology Act, 2000

08 Hours

Definition, Digital signature, Electronic governance, Attribution, acknowledgement & dispatch of electronic records, Regulation of certifying authorities, Digital signatures certificates, Duties of subscribers, Penalties & adjudication, Appellate tribunal, offences

Textbook

1. N. D. Kapoor, (2006) Elements of Mercantile Law.3rd edition, Sultan Chand and Company.
2. Robert W. Emerson (2006) Business Law.1st edition, Barron's Educational Series Inc.

Reference Books

1. Avatar Singh (2008) Company Law.3rd edition, Eastern Book Company.
2. S. Gulshan and G. K. Kapoor (2009) Business Law.1st edition, New Age International.
3. Satyanarayana G (2009) Business Law.3rd edition, Apollo Publishers.

BBA- Semester II

FOUNDATION OF ENGLISH-II

Course Code: BBA208

L-2, T-0, P-2, C-3

Learning Objective:

To enable the students to develop fluency in written and spoken English, and who wish to improve their expression in the context of business communications.

Learning Outcomes:

1. Recognize and correct common mistakes in grammar, expression, syntax and tone
2. Use contextual clues to infer meanings of unfamiliar words from context
3. Construct academic vocabulary appropriately orally and in writing and summarize/paraphrase information in a text
4. Prepare a range of common workplace documents

Unit I Functional Grammar: Articles, Preposition, Tenses: Functions, Synthesis, Transformation, Spotting errors and correction of sentences.

7 Hours

Unit II Pre- Requisites of Technical written Communication: One word substitution, Spelling rules, Words often confused & misused, Phrases.

7 Hours

Unit III The Structure of sentences/ clauses: Adverb clause, Adjective clause, Noun clause. Sentences: Simple, Double, Multiple and complex, Transformation of sentences: simple to complex & vice versa, simple to compound & vice-versa, Interrogative to assertive & to negative & vice-versa.

8 Hours

Unit IV Technical Communication: Nature, Origin and Development, Salient features, Scope & Significance, Forms of Technical Communication, Difference between Technical Communication & General writing, Objective Style vs. Literary Composition.

8 Hours

Text-Books:

1. Wren & Martin, High School English Grammar & Composition – S. Chand & Co. Delhi.
2. Raman Meenakshi & Sharma Sangeeta, Technical Communication-Principles & Practice – O.U.P. New Delhi. 2007.
3. Mitra Barum K., Effective Technical Communication – O.U.P. New Delhi. 2006.
4. Better Your English- A Workbook for 1st year Students- Macmillan India, New Delhi.

Reference Books:

1. Horn A.S., Guide to Patterns & Usage in English – O.U.P. New Delhi.

BBA- Semester II

QUANTITATIVE TECHNIQUES

Course Code: BBA209

L-3, T-2, P-0, C-4

Objectives: To provide basic knowledge of quantitative mathematical tools and its applications in business & management

Learning outcomes:

1. Organize data into meaningful information using tables, charts, and diagrams.
2. Measure the central tendency of a data set using mean, median, and mode.
3. Measure the dispersion of data using quartile deviation and standard deviation.
4. Conduct time series analysis of data to identify a trend in a data set.
5. Analyse bi-variate data using correlation and regression.

08 Hours

1. Introduction & Organization of Data

- Definition of Statistics
- Functions
- Limitations
- Scope of statistics in Business
- Industry and Economics
- Concept of Data, Variable population, Sample
- Concept of Classification of data - Types
- Frequency distributions
- Tabulation of Data
- Parts of table
- Requisites of a good table

08 Hours

2. Analysis of Uni-Variate Data

Measures of Central Tendency

- Introduction, Types of Central Tendency Measures, qualities of good measure of Central tendency
- Arithmetic mean – Computation using Direct shortcut and step-deviation method, problems on missing frequencies (one or two), properties of AM, problems on combined Mean, corrected Mean
- Weighted AM – Simple problems of Weighted AM
- Median – computation for raw data, discrete and continuous data, problems on missing frequencies
- Mode – computation of mode for raw data, discrete and continuous data – for Uni-modal distribution, problems on Grouping and analysis table

Measures of Dispersion

- Introduction, Types of dispersion measures – concept absolute and relative measures
- Qualities of good measure of dispersion
- Range – Concept and simple problems
- Quartile deviation – computation of QD and its coefficient for raw, discrete and continuous data
- Standard Deviation – Computation of SD and its coefficient for raw, discrete and continuous data

08 Hours

3. Time Series Analysis

- Objectives and uses of Time series analysis
- Components of Time series
- Measurement of Trend by Moving averages method and Least squares method to Linear.

08Hours

4. Analysis of Bi Variate Data- Correlation

- Correlation – Meaning & Types
- Spearman's Rank correlation, Karl Pearson's co efficient of correlation,
- Probable error
- Concurrent deviation method.

08 Hours

5. Analysis of Bi Variate Data- Regression

- Regression – Meaning
- Regression lines
- Properties of Regression lines and regression coefficient
- Related problems on regression lines and Regression coefficient

Text Books

1. Sancheti D. C. & Kapoor V. K., *Business Mathematics*, Eleventh Edition, Sultan Chand & Sons, 2012
2. V. K. Khanna, Qazi Zameeruddin, S. K. Bhambri, *Business Mathematics*, Second Edition, Vikas Publishing House Pvt Limited, 2009

Reference Books

3. R. S. Soni, *Essential Business Mathematics & Business Statistics*, ANE Books, 2012
4. J. K. Singh, *Business Mathematics*, Second Edition, Himalaya Publishing House, 2012

BBA- Semester II
DIGITAL BRANDING

Course Code: BBA210

L-4, T-0, P-0, C-4

Learning Objective:

To appreciate the importance of the ever-evolving, dynamic digital landscape, and to understand how to develop skills to improve digital marketing effectiveness by identifying the skills and tools required to support and enhance marketing activities.

Learning Outcomes:

1. Define the fundamental concepts of digitization, brand development and management.
2. Employ an integrated approach to creating, promoting and sustaining a brand over digital media
3. Differentiate between an advanced knowledge of the concepts and theories that underpin digital branding approaches, and conventional branding and marketing.
4. Identify digital tools such as social media which can support and enhance Advertising.
5. Evaluate the importance of integrating diverse media in communications

1. Introduction to Digital Branding

08 Hours

Benefits of Digital Display, Target Audience, Challenges of Digital Display, Campaign Objectives, Business Value, Campaign Budget, Running Effective Ads, Creative Formats, Ad Formats, Targeting, Ad Features, Tracking your Campaign, Ad Display Frequency, Optimizing the Campaign, Campaign Planning, Laws & Guidelines

2. Content Marketing

08 Hours

What is Content Marketing?, Identifying Prospects, Writing Messages and Creating Content, Getting the Message into the Media, Content Essentials, Content Strategy, Idea Creation, Content Creation, Social Media Promotion, Traffic Generation, Content Auditing,

3. Consumer Generated Content

08 Hours

Definition and Insights on Consumer Generated Content, Do-It-Yourself (DIY) Advertising, Product Development, and Opportunities for Co-creation, and Four Building Blocks of Co-creation.

4. Gamification

08 Hours

Gamification and the Fun Theory, Gamification and Major Brands, Five Elements of Gamification in a Branding Strategy, advergames, Gamevertising, Principles of Gamification.

5. The Future of Media

08 Hours

Scenario Planning, Interpreting Scenario, Dynamic Content Creation, Strategic Framework of the Future of Media, the Consumer/Creator Archetype, Revenue and Ad Aggregation, Distribution: Channels, Devices, and Mobility, Globalization and Localization, Intellectual Property and Media; Shifting Advertising Channels - Growth in Digital Advertising, Social Networks, Blogging Platforms, Drivers of Value, The Forces Shaping Media--Increasing Media Consumption, Fragmentation, Participation, Personalization, New Revenue Models, Generational Change, Increasing Bandwidth; Future of Media Lifecycle Cases.

Text Books:

1. Marion McGovern, Dennis Russell & Dennis Russell, (2001) A New Brand Of Expertise: How Independent Consultants, Free Agents, And Interim Managers Are Transforming The World Of Work –Butterworth Heinemann Special Priced Titles.
2. Bren Monteiro, Marketing Manual: Focus On Branded Content, With Other Marketing Aspects - 6 Degrees Books.
3. Killer Web Content: (2006) Make The Sale, Deliver The Service, Build The Brand – Gerry McGovern, 1/e, A & C Black.

Reference Books:

1. Get Content Get Customers: Turn Prospects into Buyers with Content Marketing McGraw-Hill.
2. Joe Pulizzi, (2006) Guerrilla Advertising: Unconventional Brand Communication - Gavin Lucas and Michael Dorrian, Laurence King Publishers, 2006

BBA- Semester II

PRESENTATION & SELLING SKILLS

Course Code: BBA211

L-4, T-0, P-0, C-4

Learning Objective:

To provide students with the necessary skills to give effective presentations and develop in them good salesman skills

Learning Outcomes:

1. Plan their presentation by gathering relevant information, determining audience needs, and defining presentation purpose
2. Organize the presentation using the concepts of ordering and determining the central, main and supporting ideas
3. Prepare the introduction and conclusion of the presentation
4. Manage to effectively field questions and elicit feedback from the audience
5. Evaluate their own practice in a constructive manner

1. **Content of a Presentation:** Presentation, Researching the Topic of Presentation, Starting Your Research, Managing Your Information, Researching a Known Topic, Researching an Unknown Topic, Converting Research into an Outline, Determine the Outline Style
08 Hours

2. **Group Raw Data:** Arrange into Outline Format, Writing Your Script Converting Content into Slide Presentations, Converting the Outline to Slides, Enhancing the Bullet Points, Using Different Layouts, Adding Questions to Your Presentation, Making Data into Charts and Tables, Presentation Handouts
08 Hours

3. **Setting up a Great Presentation:** The Three Keys to Setting up a Great Slide Presentation: Key 1: Layout, Key 2: Consistency, Key 3: Colour, Designing High-Impact Presentations, Design for the Audience, Image, and Objective, Using the Corporate Identity, Creating Backgrounds, Adding Impact to the Presentation, Handling Questions during a Presentation Planning for the Questions, Anticipating the Questions, Dealing with Disasters, Timing Is Everything, Ending the Presentation
08 Hours

4. **Delivering a Presentation:** The Presentation Environment and Logistics, Presenter's Guide to Facilitation, Keep Participants Engaged in Your Presentation, How to Handle Tough Situations, Preparing to Deliver the Presentation, Stage Fright, Planning, Appearance, Voice, Warming Up, Setting Up, First Impressions, Delivery of the Presentation, Body Language, Movement, Language, Presentation Technicalities
08 Hours

5. **Continuous Evaluation and Learning:** Different Ways of Obtaining Feedback, Written Test, Quiz-Format Test, Judging a Presentation by the Kind of Questions Being Asked,

The Three Rules of Receiving Feedback, Working with a Survey, Evaluating Oneself,
Using the Feedback **08 Hours**

Text Books

1. Andrew Bradbury, Successful Presentation Skills (2nd Edition), Kogan Page, 2000
2. Jerry Weissman, Presenting to Win: The Art of Telling Your Story, Pearson FT Press, 2003

Reference Books

1. Morgan, Give Your Speech, Change the World: How to Move the Audience to Action, Harvard Business Review Press; First edition, 2005
2. Dorothy Carnegie & Dale Carnegie, The Quick and Easy Way to Effective Speaking, Simon & Schuster, 1990

BBA- Semester II
CORPORATE COMMUNICATION

Course Code: BBA212

L-3, T-0, P-0, C-3

Learning Objective:

To familiarize the students with the with business communication, types of communication, Business Correspondence, and Business Report Writing.

Learning Outcomes:

1. Explain the significance Communication and the steps in the communication process
2. Discuss and provide several examples of each of the two main responsibilities of a business communicator.
3. Describe the layout of a Business report.
4. Comprehend the essentials and barriers to communication
5. Compare the different communication models and communication theories.

1. Communication in Business

06 Hours

Introduction, Communication Process, Essentials of Business Communication, Barriers to Business Communication

2. Methods, Models and Theories of Communication

06 Hours

Models of communication, Shannon's Model of the communication Process, Derivative Models of the Communication Process, New Model of the Communication Process, Defining Communication Theories
Types of Communication: Verbal Communication, Nonverbal Communication, Types of Communication Based on Style and Purpose

3. English Grammar

06 Hours

Remedial English - I: Parts of Speech (Nouns, Pronouns, Adjectives, Verbs, Adverbs, Prepositions, Conjunctions, and Interjections)
Reading Skills – II: Sentences, Subject-Verb Agreement, Active and Passive Voice, Direct and Indirect Speech

4. Business Correspondence

06 Hours

Communication in an Organization: Types of Communication Meetings, Memo, Circulars and Notices
Business Correspondence: General Rules for All Business Correspondence, Guidelines for the Basic Cover Letter, Guidelines for Information Interviewing, Networking Letters, Guidelines for Thank You Letters, Guidelines for Job Offer, Acceptance Letters, Guidelines for Letters Declining a Job Offer, Style in Business Correspondence

5. Business Report Writing

06 Hours

Cover Letters, Business Report Writing, The purpose of statistical studies, sample of business correspondence

Text Books

1. David A Ricks. (1983)Big Business Blunders. Dow Jones-Irwin.
2. Business Communication. ICMR Publications
3. Gibson, J W and Hodgetts R M. (1990)Business Communication:Skills and Strategies. Harper and Row.

Reference Books

1. Bovee C L and Thill J V. (2009). *Business Communication Today*, (10th ed.). McGraw Hill.
2. Ron Hoff. (1992). *A Fearless Guide to Making Great Presentations*. Andrews McMee, Original edition.
3. Hall J A and Kapp M L (1992). *Nonverbal Communication in Human Interaction*,
4. (3rd ed.). Holt Rinehart and Winston.
5. Jack Criffrin. (2010).*How to Say it for the First-Time Managers*, (1st ed.). Prentice Hall.
6. Mark Goulston. (2009). *Just Listen*. (1st ed.). AMACOM.
7. Adrian Furham and Evgeniya Petrova. (2010). *Body Language in Business*, 1st ed.). Palgrave Macmillan.

Semester II

COMPUTER FUNDAMENTALS (PRACTICAL)

Course Code: BBA251

L-0, T-0, P-4, C-2

Learning Objective:

To provide the students with sufficient depth of understanding the fundamental areas of computer science to enable them for success in today's workplace.

Learning Outcomes:

1. Explain the functions of a computer.
2. Explain the function of the system components, including CPU, motherboard, and system unit & identify types of operating systems and utility software
3. Use word processing software to create documents including basic components (e.g. lists, headers, footers) and reference components (e.g. footnotes, citations, bibliographies)
4. Use spreadsheet software to create workbooks including simple formulas with both relative and absolute cell references and charts
5. Use presentation software to create a presentation including basic components (e.g. transitions, lists, WordArt)

1. Computer Hardware and Number System: Computer Fundamentals, Computer History Computer Classification, Anatomy of computer system, Input technologies, output technologies, Memory & storage devices , Number system, Application of information technology in business.

4 Hours

2. Computer Software: Application and system software, Computer languages & their classification, Compilers & Interpreters. Operating system (basic concepts).

4 Hours

3. MS-Word: Preparation of document, editing, formatting, use of various tools & Tables.

4 Hours

4. MS-Excel: Preparation of spread sheet, use of various tools, Handling operators and formulas.

4 Hours

5. MS-PowerPoint: Preparation and formatting of presentations, drawing objects in the presentation.

4 Hours

Text Books:

1. Cyganski, *Information Technology: Inside and Outside*, Pearson Education.
2. Basandra S.K., *Computers Today*, Galgotia, 1st Edition.

Reference Books:

1. Leon A. & Leon M., *Introduction to Computers*, Vikas Publications.
 2. Leon, *Fundamentals of Information Technology*, Vikas Publications.
 3. Kakkar D.N., Goyal R., *Computer Applications in Management*, New Age.
- * Latest editions of all the suggested books are recommended.

Semester II

COMPREHENSIVE VIVA VOCE

Course Code: BBA252

L-0, T-0, P-0, C-4

Objective: The objective of this paper is to judge the understanding as well as application of the knowledge gained by the students by the end of the second semester of the course.

Guidelines:

1. The comprehensive viva voce is scheduled at the end of II Semester.
2. This is also to see the articulation of what is being learnt by them and see their relevance in the practical field.
3. The Total marks of viva are 100. The internal marks will be awarded by conducting the presentation of the students in the class on any topic of 2nd semester syllabus in the front of a panel of at least three faculty members who will be appointed by Director / Principal of the college.
4. The external marks will be awarded by the external examiner to be appointed by examination division.

BBA- Semester III

ORGANIZATIONAL BEHAVIOUR

Course Code: BBA307

L-4, T-0, P-0, C-4

Learning Objective:

To introduce students to psychology theories and research at individual, group and organizational levels & to help them understand organizational behavior and management practices by examining psychological principles

Learning Outcomes:

1. Identify and explain key individual, group and organisational level influences on human behaviour.
2. Analyse and evaluate OB issues and apply theories, concepts and models.
3. Apply specific aspects of OB theory from the analysis to real world examples.
4. Use theories, concepts and models to justify and defend understanding of topical Organisational Behaviour issues.
5. Analyze the concepts of organisational culture, organisational change and the 'Life-cycle theory'

1. Understanding Organizational Behavior: Introduction -Nature and Scope of OB, Challenges and Opportunity for OB, Organization Goals, Models of OB, Impact of Global and culture diversity on OB.

(8 Hours)

2. Psychological Elements of Organizational Behaviour: Individual Behavior, Personality, Perception and its role in individual decision making, Learning, Motivation, Hierarchy of needs theory, Theory X and Theory Y , Motivation Hygiene theory, Vrooms Expectancy theory. Factors of motivation for employees

(8 Hours)

3. Interpersonal Relationship & Leadership: Interpersonal Relationship - Transaction Analysis. The Johari Window, Leadership, Its Theories, and Prevailing Leadership style in Indian Organization.

(8 Hours)

4. Group Dynamics: Group Behavior - Definition and Classification of Groups, Types of Group structure, Group decision making, Teams Vs Groups, Inter group problems in organizational group dynamics, Conflict and Conflict Management styles.

(8 Hours)

5. Organizational Change Management: Management of Change-Change and Organizational development, Resistance to change, Approaches to managing Organizational change. Organizational effectiveness, Organizational culture, Power and Politics in

Organization, Quality of work life, organizational change – a factor of organizational development.

(8 Hours)

Text Books:

1. Davis Keith, *Human Behavior at Works: Organizational Behavior*, Tata McGraw Hill, New Delhi.
2. Pareek Udai, *Behavioral Process in Organizations*, Oxford University press, New Delhi. 1981.
3. Robbins, S.P., *Organizational Behavior*, Pearson Education, New Delhi., 10th ed, 2003.

Reference Books:

1. Luthans, Fred, *Organizational Behavior* McGraw Hill, 1998, New Delhi.
2. Green Berg, *Behavior in Organizations*, Pearson Publication
3. Chandran J. S., *Organization Behavior*, Vikas Publishing House, 2004.

* Latest editions of all the suggested books are recommended.

BBA- Semester III
MANAGEMENT OF HR

Course Code: BBA308

L-4, T-0, P-0, C-4

Learning Objective:

To understand and appreciate the importance of the human resources vis-a-vis other resources of the organization & to familiarize the students with methods and techniques of HRM by equipping them with the application of the HRM tools in real world business situations.

Learning Outcomes:

1. Explain the links between business strategy and HRM strategy.
2. Analyze a range of current issues affecting the recruitment and management of human resources within organizations, and describe how HRM can make a significant contribution to the management of these issues.
3. Explain the role and contribution of the HR function at national/international -levels.
4. Discuss the knowledge and understanding of HRM practices utilised in specific industries and organizations.
5. Identify and assess appropriate methods of training and development and evaluate the implications of national training policies for organizations.

1. **Introduction to Human Resource Management** **08 Hours**
Meaning - definitions, objectives and importance of HRM, functions of HRM—managerial functions – operative functions – nature and scope of HRM – HR manager. Role, qualification and qualities.
2. **Human resource planning, Recruitment and Selection** **08 Hours**
Meaning and importance of human resource planning, benefits of human resource planning, Meaning of recruitment, selection, placement and training Methods of Recruitment and Selection - Uses of tests in selection, Problems involved in placement.
3. **Training, Induction and HRM Strategies** **08 Hours**
Meaning of Training and Induction, Objective and purpose of induction, Need for training, benefits of training, Identification of training needs, methods of training.HRM Strategies - Human capital – emotional quotient –mentoring.
4. **Promotion and Transfers** **08 Hours**
Meaning of promotion-Purposes and types – promotion policy – bases of promotion – seniority v/s merit– transfer, need –purposes –types of transfers- demotion –causes of demotion.
5. **Performance Appraisal and compensation** **08 Hours**

Meaning - objectives of performance appraisal, 360-degree appraisal, other methods of performance appraisal and limitations. Principles - techniques of wage fixation, job evaluation, compensation -meaning of compensation, objectives and importance of compensation.

Text Books

1. P. Subba Rao. (2009). *Personnel and Human Resource Management*. Himalaya Publishing House.
2. C.B.Gupta. (2014). *Human Resource Management*. Sultan chand and sons.

Reference Books

1. P. N. Reddy and H. R. Appannaiah. (2012). *Personnel Management*. Himalaya Publishing House.
2. Aswathappa. (2010). *Human Resource Management*. Tata McGraw Hill Education.
3. Edwin Flippo. (1996). *Personnel Management and industrial relations*. McGraw Hill.

BBA- Semester III

MARKETING

Course Code: BBA309

L-4, T-0, P-0, C-4

Learning Objective:

To provide an introduction to all aspects of marketing, including strategic marketing planning, marketing research, product planning and development, promotion planning, distribution and pricing along with an understanding of the theories of the marketing mix variables, and a practical application in the context of the marketing management cycle processes of research, planning, organization, implementation and control.

Learning Outcomes:

1. Express an understanding of fundamental concepts of Marketing.
2. Express an understanding of the scope of marketing covering different functions of a marketing manager.
3. Demonstrate the use of ethical and legal implications of marketing decisions.
4. Evaluate conceptual knowledge and analytical skills to systematically analyze and solve marketing problems.
5. Describe communication skills required in preparing written reports containing detailed analyses of marketing problems and alternative solutions & integrate various elements of marketing to develop marketing plans for specific marketing activities.

1. Introduction to Marketing Management

08 Hours

Introduction – Meaning and nature of marketing management, objectives and importance of marketing management, marketing concepts.

Consumer Needs, Wants, and Consumer Insights: Introduction, Needs and Wants, Using Needs/Wants Insight in Marketing, Benefits Sought By Consumers, The Impact of Emotional Benefits, Consumer Insight, Possible Sources of Insights, Using Insights, Finding and Developing an Insight , The Role of an Insight in Product Development and Marketing.

2. Segmentation Targeting and Positioning (STP)

08 Hours

Market Segmentation and Product Positioning: Introduction, Market Segmentation, Market Targeting, Target Market Strategies, Product Positioning and Differentiation, Choosing a Differentiation and Positioning Strategy, Changing the Product Positioning, USPs

3. Marketing Mix: Product and Price

08 Hours

Products and Services: Introduction, Levels of Product and Services, Classifications, Product and Service Decisions. Branding, New Product Development and Product Life Cycle (PLC), Services Marketing: The Nature and Characteristics of a Service, Marketing Strategies for Service Firms.

Pricing: Introduction - factors influencing pricing decisions and Pricing Strategies.

4. **Marketing Mix: Promotion**

08 Hours

Marketing Communication, Integrated Marketing Communications (IMC), and Promotion Mix Strategies – Push and Pull Strategy.

Advertising and Public Relations, Personal Selling and Sales Promotion, Sales Promotion - Trade Shows, Trade Sales Promotion, Consumer Sales Promotion. Publicity and direct marketing - Direct Marketing, Benefits of Direct Marketing, Direct Marketing Channels, Public and Ethical Issues in Direct Marketing.

5. **Marketing Mix: Place (Distribution Channel)**

08 Hours

Distribution Channels: Introduction, Type of Marketing Channel, Channel Motivation, Importance of Channel of Distribution, Multiple Channels Distribution, Retail, Levels of Service, Corporate Retailing, The New Retail Environment. New trends in the area of marketing.

Text Books:

1. Kotler, Philip and Armstrong. (2007). *Principles of Marketing*. (12th ed.). New York: Pearson Education.
2. Ramaswamy and Namakumari. (2005). *Marketing Management*. Macmillan.

Reference Books:

1. Arun Kumar and Meenakshi. (2007). *Marketing Management*. Vikas.
2. Lamb, Hair and Danniell. M. C. (2004). *Marketing*. (7th ed.). Thomson
3. Evans and Berman. (2005). *Marketing*. (2nd ed.). Biztantra
4. William M Pride and O C Ferrell. (2005). *Marketing – Concepts* (12th ed.). Cengage Learning

BBA- Semester III

STRATEGIC BRAND MANAGEMENT

Course Code: BBA310

L-4, T-0, P-0, C-4

Learning Objectives:

To comprehend the relationship between consumers and brands and the cognitive processes used for decoding and interpreting brand values and personality & to appreciate the brand as a strategic device within the wider context of marketing and corporate strategy

Learning Outcomes:

1. Explain, apply and critically examine the disciplines of Branding.
2. Comprehend skills with respect to manage brands strategically.
3. Construct the ability to elicit and analyze brand associations, and derive strategic implications for positioning, brand elements, and the usage of secondary brand associations
4. Apply principles for brand portfolio-management, including the challenges inherent in the continuum from corporate brands to branded articles, from house of brands to branded house.
5. Identify skills enabling the students to assess growth-opportunities for brands, e.g., brand extension strategies

1. Brand equity

What is a brand? Differentiating between brand assets, strength and value; Tracking brand equity; Goodwill: the convergence of finance and marketing; How brands create value for the customer, Brand and business building Brand building: from product to values, and vice versa; Are leading brands the best products or the best value?;

08 Hour

2. From private labels to store brands

Evolution of the distributor's brand ; Why have distributors' brands? ; The three stages of the distributor's brand Factors in the success of distributors' brands; Competing against distributors' brands

08 Hours

3. The new rules of brand management

The new brand realities; Brand or business model power? ; Building the brand in reverse? ; Beginning with the strong 360° experience ; The enlarged scope of brand management;

08 Hours

4. Sustaining a brand long term

Is there a brand life cycle? ; Nurturing a perceived difference Investing in communication ; Branding is an art at retail ; Creating entry barriers ; Defending against brand counterfeiting; Brand equity versus customer equity: Sustaining proximity with influencers;

08 Hours

5. Managing global brands

Patterns of brand globalisation ; Why globalise?; The benefits of a global image ; Conditions favouring global brands ; Barriers to globalisation Coping with local diversity, Achieving the delicate local–global balance **08 Hours**

Text Books:

1. J N Kapferer, The New Strategic Brand Management - Creating and sustaining brand equity long term, Kogan Page India Private Limited, 2005

Reference Books:

1. Marion McGovern, Dennis Russell & Dennis Russell, (2001) A New Brand Of Expertise: How Independent Consultants, Free Agents, And Interim Managers Are Transforming The World Of Work –Butterworth Heinemann Special Priced Titles.
2. Bren Monteiro, Marketing Manual: Focus On Branded Content, With Other Marketing Aspects - 6 Degrees Books.
3. Killer Web Content: (2006) Make The Sale, Deliver The Service, Build The Brand – Gerry McGovern, 1/e, A & C Black.
4. Get Content Get Customers: Turn Prospects into Buyers with Content Marketing McGraw-Hill.
5. Joe Pulizzi, (2006) Guerrilla Advertising: Unconventional Brand Communication - Gavin Lucas and Michael Dorrian, Laurence King Publishers, 2006

BBA- Semester III

EXPERIENTIAL MARKETING

Course Code: BBA311

L-4, T-0, P-0, C-4

Learning Objectives: To explore the concept, principles & practice of experiential marketing in the overall context of brand awareness, brand knowledge, brand experience & brand equity.

Learning Outcomes:

1. Differentiate between Experiential Branding vis-a-vis Experiential Marketing
2. Comprehend, how, powerful integrated marketing communication strategies can drive value for a brand and business.
3. Discuss the usage of Experiential Branding in Retail.
4. List the skills for formulating solid integrated marketing communication strategies
5. List the skills necessary for evaluating the impact of marketing communication strategies on brand equity.

1. Introduction to Experiential Branding

08 Hours

The role of Experiential Branding in a brand's marketing strategy and its communication mix. Also the implications of Experiential Branding vis-a-vis Experiential Marketing & Experiential Economy.

2. Experiential Branding and Brand Image and Brand Equity

08 Hours

The evolution of brand building in the context of fundamental strategic trends in the market place. Select shifts in specific categories like FMCG, retail, technology, food, fashion etc. The increasing role of Experiential Branding in this regard---Global & Indian examples.

3. Experiential Branding in Retail

08 Hours

The role of Retail in product trial & usage and its critical contribution to brand preference & building loyalty & advocacy. Examples across different types of retail----info tech, high end audio & video, apparel and other life style categories. The use of technology & mobile & www in generating brand experiences & w-o-m.

4. A frame work for orchestrating customer experience

08 Hours

Types of customer experiences----sense; feel; think, feel, act, relate, believe & advocate. Recent Indian examples that illustrate this. Matching customer profiles & expectations vis-a-vis Experiential Branding.

5. Experiential Branding---a few strategic aspects

08 Hours

Organizing for optimum Experiential Branding. Marketing as a corporate competence. The entire eco-system involved in Experiential Branding---internal & external. Communication, Motivation & Alignment across the entire value chain. The moments of truth and customer experience. Setting expectations & customer experiences.

Text Books:

1. Bernd H. Schmitt, Experiential Marketing: How to Get Customers to Sense, Feel, Think, Act, Relate
2. A New Brand of Expertise: How Independent Consultants, Free Agents, and Interim Managers Are Transforming the World of Work - Marion McGovern, Dennis Russell & Dennis Russell, Butterworth-Heinemann Special Priced Titles, 2001.
3. Marketing Manual: Focus on Branded Content, With Other Marketing Aspects - Bren Monteiro, 6 Degrees Books

Reference Books:

1. Killer Web Content: Make The Sale, Deliver The Service, Build The Brand – Gerry McGovern, 1/e, A & C Black, 2006
2. Get Content Get Customers: Turn Prospects into Buyers with Content Marketing – Joe Pulizzi, McGraw-Hill, 2006
3. Guerrilla Advertising: Unconventional Brand Communication - Gavin Lucas and Michael Dorrian, Laurence King Publishers, 2006

BBA- Semester III

THE ART OF GRAPHICS

Course Code: BBA312

L-3, T-0, P-0, C-3

Learning Objectives: Compare and contrast key elements of design—such as shape, space, line, color, and texture—with key principles of design—such as unity, variety, and proportion—and use both accurately and thoughtfully in design projects.

Learning Outcomes:

1. Apply the principles of color, composition, hierarchy, typography as they relate in the various media—digital, print, motion, 3-D, etc.—that exist in design.
2. Demonstrate the ability to create and develop original concepts, build prototypes, integrate feedback and carry projects through to the production process.
3. Apply principles of visual communication as they relate to reaching audiences, the role of design in society, and the ability to work cooperatively.
4. Apply principles of visual communication as they relate to reaching audiences, the role of design in society, and the ability to work cooperatively.
5. Identify key aspects of graphic design history, theory and criticism from a variety of perspectives, including prominent designers, historians and contemporary writers and thought-leaders.

1. **Graphic Design:** An Overview, History of Graphic Design, Writing, Calligraphy, Graffiti, Emergence of the Print and Design Industry, Engraving, Etching, Heraldry, Logos and Trademarks, Pioneers of Modern Graphics and Graphic Design – Album Cover Art, Graphic Design – Movies, Elements of a Great Movie Poster Design, Graphic Design – Opening and Closing Credits, Graphic Design – Political Posters, Propaganda and Political Posters, Poster Art during the Inter-War Years, Placards and Posters, Indian Posters, Political Cartoons

06 Hours

2. **The Tangible Elements of Typography,** The Intangible Elements of Typography, Page Layout and the Grid, Type & Image, Light & Shade in Graphic Design, Impact of Type and Image on Each Other, The Union of Type and Image, The Concept of Light & Shade in Design, Using Light & Shade in Design: Source of Light, Gradients, Highlights, Basic Shadows, Advanced Shadows
3. **Graphic Design and Brands,** Graphic Design and Company Logos, Corporate Identity, The Logo, Different Logo Designs, Web 2.0 Logos, Psychedelic Backgrounds, Typographic Logo Designs, Pictogram Logos, Modernist Logos, Street Art Logos, Arabesque Logos, Geometrical Logos, Puzzle Patterns, Creativity in Logos, Redesigning of Logos, Bad Logos, Graphic Design and Corporate Identity, Letterheads, Business Cards, Websites, Characteristics of a good website, Use of Colours in Branding, Design

06 Hours

Hours

4. **Graphic Design and Packaging**, Packaging to Sell, Strategy in Packaging, Ideas in Package Designs, Package Design as the Product Identity, Graphic Design: Its Emotional Effects and Its Future, Emotional Effects of Graphic Design, Emotional Effects of Colour, Emotional Effects of Shape **06 Hours**
5. **Ways in Which Designs Affect Emotions**, Changing Scenario of the Graphic Design Industry, Technology and the Future of Graphic Design **06 Hours**

Text Books

1. Adams Morioka, Color Design Workbook: A Real World Guide to Using Color in Graphic Design, Rockport Publishers, 2008
2. Ellen Lupton, Graphic Design: The New Basics, Princeton Architectural Press, 2008

Reference Books

1. Alex W. White, The Elements of Graphic Design (Second Edition), Allworth Press, 2011
2. Catherine Fishel, Redesigning Identity: Graphic Design Strategies for Success, Rockport Publishers Inc, 2000

BBA- Semester III

COMPREHENSIVE VIVA VOCE

Course Code: BBA351

L-0, T-0, P-0, C-4

Objective: The objective of this course is to judge the understanding as well as application of the knowledge gained by the students by the end of the third semester of the course.

Guidelines:

1. The comprehensive viva voce is scheduled at the end of III Semester.
2. This is also to see the articulation of what is being learnt by them and see their relevance in the practical field.
3. The Total marks of viva are 100. The internal marks will be awarded by conducting the presentation of the students in the class on any topic of 3rd semester syllabus in the front of a panel of at least three faculty members who will be appointed by the Director / Principal of the College.
4. The external marks will be awarded by the external examiner who will be appointed by the examination division.

BBA- Semester IV

BUSINESS ETHICS

Course Code: BBA407

L-3, T-0, P-0, C-3

Learning Objectives:

To help the students to examine the role and purpose of ethics in business & to present methods of moral reasoning, case analysis, and of resolving ethical dilemmas

Learning Outcomes:

1. Identify the moral questions that business activity specifically creates
2. Distinguish between ethical and other types of values
3. Recognize ethical considerations and values relevant to business activity
4. Evaluate common beliefs about ethics—especially common beliefs about the role of ethics in business
5. Evaluate the ethics of particular business decisions and general practices in business & appreciate the role of ethics in business and social life

1 Introduction to Ethics and Values

06 Hours

Nature of Business Ethics and Values, Significance and types of values, Ethics and Religion, Culture and Ethics, Social culture and Individual Ethics, Factors Influencing Business Ethics, Ethics as strategy, Ethics of Great Philosophers – Albert.Z.Carr, Aristotle, Niccolo Machiavelli, Karl Marx, Sun Tzu :The art of war of Sun Tzu, Might-equals-right approach of Karl Marx

2 Ethical Decision Making

06 Hours

Ethical Decision Making, Difficulties in Ethical Decision Making, Power and Politics in organizations: Bases and sources of power, Coalitions, Managing Ethics: Ethics codes – Comparison of codes of Ethics, Codes of Conduct, codes of Practice, Ethics Programs, Kohlberg's Study and Business Ethics, Laws of Enforcing Ethical Conduct: Laws and Ethics, Justice –Theory of Natural Law, Law as a guide to Moral Choice, Role of the Government of India in Enforcing Ethical Behavior.

3 Ethics in Marketing and Accounting

0Hours

Ethics in Marketing –Product relative ethics, Competition Relative Ethics : Advertising as a process of competitive strategy, Piracy and predatory as a strategic choice, Ethics in Finance Accounting andReporting,Insider Trading.

4 Introduction to Business Etiquette

06 Hours

Introduction to Business Etiquette, First Impression, Creating Professional Style and Presence, Building an Appropriate Work Wardrobe, Dress Codes, Personal Hygiene and Grooming, The Art of Meeting and Greeting, Body Language, Remembering Names, The Art of Making Conversations, Sparking A Conversation, Handling Office Conversations,

Respecting Ethnic, Cultural, and Gender Differences, Improving Your Telephone Manners, Speaking and Listening on the Phone

5 Handling Diverse Environments

06 Hours

Etiquette in a Diverse Business Environment, Working in a Diverse Environment, Respecting Physical Differences, Dealing with Specific Disabilities, Respecting Racial and Ethnic Differences, Respecting Gender Differences, Handling Conflicts Introduction, Workplace Dynamics, Handling Problem Personalities, Managing Conflicts, Business Communication and Other Etiquette, Etiquette at Major Events, Travel Etiquette, Women Travelers

Text Books:

1. Larry Johnson & Bob Phillips, Absolute Honesty: Building a Corporate Culture That Values Straight Talk and Rewards Integrity, AMACOM, 2003
2. Paul J. Zak and Michael C. Jensen, Moral Markets: The Critical Role of Values in the Economy, Princeton University Press, 2008

Reference Books:

1. Daniel Freidman, Morals and Markets: An Evolutionary Account of the Modern World, Palgrave Macmillan, 2008

BBA- Semester IV

FINANCIAL MANAGEMENT FOR MANAGERS

Course Code: BBA408

L-3, T-2, P-0, C-4

Objectives: At the end of this subject, students will be familiar with financial management concepts and tools, its applicability in organizations like, profitability, optimum capital structure, capital cost, flow of working capital management, financial decisions, investment plan.

Learning outcomes:

- 1 Explain the meaning, goals, and functions of Financial Management.
- 2 Calculate the overall cost of capital for a firm.
- 3 Prepare a Cash Flow Statement as per AS-3.
- 4 Calculate and interpret operating, financial, and combined leverages.
- 5 Evaluate investment proposals based on modern and traditional techniques.
- 6 Estimate the working capital requirement of a firm.
- 7 Explain the meaning and importance of dividend policy and capital structure of a firm.

1. **Introduction to Financial Management and Cost of Capital** **08 Hours**
Meaning and Evolution, Significance and Goals, Functions of a Financial Manager, Cost of Capital -Meaning, Cost of debt, preference and equity capital, weighted average cost of capital.
2. **Cash Flow Statement and Leverages** **08 Hours**
Cash Flow Statement (AS-3) – Meaning, uses and preparation. Leverages – Operating leverage, financial leverage and Combined leverage, EPS analysis.
3. **Investment Decision** **08 Hours**
Capital Budgeting – Meaning, evaluation of proposals – Payback period, NPV, ARR, IRR, Accept/reject decisions.
4. **Management of Working Capital** **08 Hours**
Working Capital Policy - Overall Considerations-Importance of Working Capital Management, Operating Cycle Concept, Forecasting, Working Capital Requirement, Estimation of Working Capital.
5. **Dividend Policy and Capital Structure** **08 Hours**
Meaning of dividend policy, factors influencing dividend policy, forms of dividend. Meaning of Capital Structure – Optional capital structure – factors determining capital structure.

Text Books

1. Khan M. Y. and Jain P. K. (2008), Financial Management 3rd Edition, McGraw Hill.
2. I. M. Pandey (2003), Financial Management, 10th edition, Vikas Publishing House.
3. Prasanna Chandra. (2007). *Financial Management Theory and Practice*. (7th ed.). McGraw Hill.

Reference Books

1. Michael C. Ehrhardt and Eugene F. Brigham. (2008). *Corporate Finance*. (1st ed.). South-Western Pub.
2. Richard A. Brealey, Stewart Myers and Franklin Allen. (2013). *Principles of corporate finance*. (11th ed.). McGraw Hill.

BBA- Semester IV
BUSINESS RESEARCH

Course Code: BBA409

L-4, T-0, P-0, C-4

Objectives: To teach the students how to constantly design and execute intelligent and innovative research studies to scan the environment; different forms of research and their relevance and application.

Learning Outcome:

1. Explain the concept of Market Research
2. Describe the Market Research Plan
3. List the Divisions of Marketing Research
4. State the Types of Research
5. Explain Quantitative Market Research
6. Explain Qualitative Market Research
7. Elucidate Marketing Research and Decision Making
8. Explain the Analysis of Data
9. Define Consumer Insights
10. Understand the Possible Sources of Insights
11. List the New Trends in Marketing Research

1. Market Research: An Overview

08 Hours

Market Research – An Overview, Introduction to Market Research The Market Research Plan, Divisions of Marketing Research, Marketing Research and Marketing Management, The Marketing Research Process, Commissioning Market Research, Research Brief, Developing the Research Plan

2. Types of Research

08 Hours

Types of Research, Quantitative Market Research, Qualitative Market Research, Types of Qualitative Market Research, Newer and Emerging Qualitative Researches, Observational Research, Types of Observational Research, Advantages and Disadvantages of Observational Research

3. Market Research Design

08 Hours

Importance of Marketing Research in Business, Marketing Research and Decision Making, Quantitative Research Sampling, MR Measurement and Scaling, Measurement Techniques: Nominal Scale, Ordinal Scale, Interval Scale, Ratio Scale

4. Analysis of Data

08 Hours

Tabulation, Coding, Decoding, Report writing.

5. Research and Insights

08 Hours

Identifying Consumer Insights, Developing an Insight, Possible Sources of Insights, The Role of an Insight in Product Development and Marketing, New Trends in Marketing Research, Marketing Research Trends: Behavioural Science Based Approach, Economic and Competitive Pressures, Consumer Insight Groups

Text Books:

1. Paul Baines, Chris Fill and Kelly Page. (2008). *Marketing*. Oxford University Press.
2. S. K. Sarangi. (2009). *Marketing Management*. Asian Books Private Limited.
3. O.C. Ferrell, Michael. D. Hartline. (2008) *Marketing Strategy*. Cengage Learning.

Reference Books:

1. Gary Armstrong, Michael Harker, Philip Kotler and Ross Brennan. (2009). *Marketing an Introduction*. Prentice Hall.
2. Tony Proctor. (2005). *Essentials of Marketing Research (4th ed.)*. Prentice Hall.

**BBA- Semester IV
BUSINESS INFORMATION SYSTEM**

Course Code: BBA410

L-4, T-0, P-0, C-4

Objectives: At the end of this course, students will be able to apply advanced functions in Excel & implement accounting procedure with the use of computers.

Learning outcomes:

1. Apply the basic features of excel relating to different formulae, formatting, printing, and charts.
2. Use the advanced features of excel relating to range names, number formatting, dates, and time.
3. Apply the advanced features of excel relating to conditional formatting, validation, protection, and references.
4. Use different excel functions to conduct mathematical, logical, financial, and informational operations.

1. Introduction to Excel

08 Hours

- Excel Introduction, Excel 2010, Excel 2007 Introduction, Excel 2003 Introduction
- Basic formulae: Entering and editing data, Creating and copying formulae, Creating functions easily
- Formatting: Inserting/deleting rows/columns, Changing fonts, Colours and borders, Merging and aligning cells
- Printing: Page break preview, Using page layout view, Headers and footers, Freezing print titles
- Charts: Selecting data, Quick ways to create charts, Formatting your chart
- Basic tables: Table styles, Using calculated columns, Header rows and total rows, Sorting and simple filtering

2. Advanced Excel 1

08 Hours

- Using range names: Using IF conditional functions, Using VLOOKUP functions, Creating, sorting and filtering lists/tables of data, Creating pivot tables
- Number formatting: Creating custom formats, The four parts of a format, Scaling numbers
- Dates and times: How dates and times are stored, Useful date/time functions, Formatting dates and times

3. Advanced Excel 2

08 Hours

- Conditional formatting: Creating/using cell rules, Data bars and colour sets, Styles and themes, How themes work, Using the default styles, Creating custom styles
- Validation and protection: Setting cell validation, Protecting cells/worksheets, Grouping and outlining, Cell comments

- Range names and absolute references: Absolute references (\$ symbol), Fixing only the row/column, Creating range names, Labelling ranges automatically

4. Excel Functions

08 Hours

- Excel Functions: Mathematical Functions, Text Functions, Logical & Reference Functions, Date & Time Functions, Financial Functions, Information Functions
- IF and LOOKUP functions: The conditional (IF) function, Nested IFs are evil, Lookup tables
- Basic tables: Table styles, Using calculated columns, Header rows and total rows, Sorting and simple filtering, Advanced Tables, Removing duplicates, Advanced filters, Creating table styles
- Pivot tables: Creating pivot tables, Swapping rows, columns and pages, Grouping fields, Drill-down, Slicers, Pivot table slicers, Changing slicer properties

5. Charts

08 Hours

Selecting data, Quick ways to create charts, Formatting your chart, Advanced charts, Creating chart templates, Combination charts, Picture charts, Custom chart types, Regression and trendlines, Sparklines, Creating sparklines, Changing chart types, Formatting sparklines, Consolidation , Using formulae, Using arrays, Using data consolidation, Using pivot tables

Text Books:

1. John Walkenbach, Excel 2007 Bible, Wiley, PAP/CDR edition, 2007
2. John Walkenbach, Excel 2007 Power Programming with VBA (Mr. Spreadsheet's Bookshelf) Wiley; PAP/CDR edition, 2007

BBA- Semester IV

SALESMANSHIP & IDEAS

Course Code: BBA411

L-4, T-0, P-0, C-4

Learning Objectives:

To provide an overview of the elements of success in sales, including researching products and competitors, handling objections, making sales through in-person interviews or over the phone, identify different types of customers and how to sell best to each type, and selling to corporations.

Learning Outcomes:

1. Identify the characteristics and tools to become a good sales person.
2. Comprehend the different steps to close a sale.
3. Apply the techniques to close a deal with various types of clients.
4. Recognize the components for a successful negotiation.
5. Discuss the usage of social media and e-commerce sites for effective selling.

1. **Ideas as Products**, Insights in Products, Six I's, Me First and Me Too, Evolution of Products: An Example, Four Parameters of Judging a Product Idea, Evaluating a Product, Evolution of New Products Introduction, Does Form Follow Function?, Evaluating New Product Ideas **08 Hours**
2. **Ideas and Services** Offline Services, Hospitality Industry, Hotels: From Economic To Extravagant, **Price, Service, Amenities**, Unusual Accommodations **08 Hours**
3. **Online Services Industry**, Emails, Hotmail, Gmail, Search Engines, The Yahoo! Story, Have you Googled Today? Social Network, Orkut, Facebook, Twitter, LinkedIn, eMercants, Paypal, Amazon, eBay, Flipkart, iTunes, Online Trading, Not-for-Profit Services, Six I's **08 Hours**
4. **Ideas in Selling**, Experiential and Relationship Marketing, Experiential Marketing, Why Experiential Marketing?, Critical Considerations in Experiential Marketing, Successful Implementation of Experiential Marketing, Relationship Marketing, Role of Relationship Marketing in Salesmanship, Strategies to Build a Strong Customer Relationship **08 Hours**
5. **Personal Selling**, Personal Selling, Steps in Personal Selling, Prospecting, Approaching, Making the Presentation, Overcoming Objections, Closing the Sale, Follow-up, Selling Tactics, AIDA Approach, Foot in the Door Technique, Door-in-the-Face Technique, Low-Ball Technique, Add-On Sales Ideas, Cross-selling, Up-selling, Essential Attributes of Successful Salespersons **08 Hours**

Text Books:

1. Robert Gravlin Cooper. *Winning at New Products. Accelerating the process from Idea to Launch*. Addison-Wesley. 1993
2. Edward Patrick McGuire. *Generating New Product Ideas*. Conference Board. 1972
3. Edward Patrick McGuire. *Evaluating New Product Proposals*. Conference Board. 1973

Reference Books:

1. Charles Panati. *Browser's Book of Beginnings. Origins of everything under and including the Sun*. Houghton Mifflin Company. 1984
2. Henry Petroski. *The Evolution of Useful Things*. First Vintage Books Edition. 1994

**BBA- Semester IV
MEDIA PLANNING**

Course Code: BBA412

L-3, T-0, P-0, C-3

Learning Objective: To develop knowledge of major media characteristics and buying advertising space in them to develop an understanding of procedures, requirements, and techniques of media planning.

Learning Outcomes:

- Evaluate the role of media in delivering messages to customers and potential customers
- Analyze, interpret and manipulate media in pursuit of appropriate business objectives
- Evaluate appropriate communication skills necessary when dealing with various media
- Assess the mechanics of advertising and media purchase arrangements
- Construct a coherent media plan for suitable businesses & describe the function and methods employed by advertising agency media departments

1. Media planning

06 Hours

- The function of media planning in advertising • Role of media planner • Challenges in media planning • Media planning process • Media planning for consumer goods • Media planning for industrial goods

2. Sources of media research

06 Hours

- Audit Bureau of Circulation • Press Audits • National readership survey/IRS • Businessmen's readership survey • Television • Audience measurement • TRP • National television study • ADMAR satellite cable network study • Reach and coverage study • CB listener ship survey

3. Selecting suitable media options

06 Hours

- TV
- Advantages of Radio
- Magazine
- Newspapers
- Buying media space for other medium like

4. Criterion for selecting media vehicles

06 Hours

- Reach • Frequency • GRPS • Cost efficiency • Cost per thousand • Cost per rating • Waste • Circulation

5. Deciding the ideal media mix and communications mix

06 Hours

Text Books:

1. Jack Z Sissors and Jim Surmanek, Advertising Media Planning-crain books 1976
2. James R Adams, Media Planning-Business books 1977

Reference Books:

1. Advanced M.P.-John R Rossister, Kluwer Academic publications 1998
2. Advertising M.P, Jack Z Sissors, McGraw Hill 6th Edition

BBA- Semester IV

TERM PAPER

Course Code: BBA451

L-0, T-0, P-0, C-4

Objective: The objective of this course is to judge the understanding as well as application of the knowledge gained by the students by the end of the fourth semester of the course.

Guidelines:

1. The term paper will be related to the contemporary business issue and the topic will be given by the college.
2. The presentation of the term paper is scheduled at the end of IV Semester.
3. The paper will be evaluated by internal and external examiner. It will carry total of 100 marks divided into written paper of 50 marks by external examiner and presentation of 50 marks in front of a panel of at least three faculty members appointed by Director/ Principal of the college.
4. The external marks will be awarded by the external examiner to be appointed by the examination division.

BBA- Semester V

FUNDAMENTALS OF CONSUMER BEHAVIOUR

Course Code: BBA 505

L-4, T-0, P-0, C-4

Learning Objective:

To enable the students to appreciate the dynamics of human behavior and how it relates to the purchasing decision, & different factors that influence the consumer's decision-making including, personality, social groups, culture, values structure, perception and learning.

Learning Outcomes:

1. Discuss the basic psychological and sociological principles, theories and models relevant to Consumer Behaviour.
2. Evaluate basic psychological and sociological principles, theories and models in relation to consumption.
3. Describe the basic psychological and sociological principles, theories and models to a practical consumer context.
4. Analyse psychological, cultural, and economic variables as they relate to specific product purchase decision.
5. Evaluate how attitudes are formed towards a specific product.

1: Overview of Consumer Behaviour

08 hours

Understanding Consumer Behaviour- Meaning and Concept of Consumer and Customer, Consumer Learning, Different Models in Consumer Behaviour, Consumer Decision making process-Concept of Consumer Decision; Levels of Consumer Decision Making.

2: Factors Influencing Consumer Buying Decision

08 hours

Influence of Culture on Consumer Behaviour-Concept of Culture; The measurement of Culture; Indian Core Values; Cultural aspects of emerging markets.

3: Customer Loyalty Comprehension

08 hours

Meaning and definition of customer loyalty, Significance of Customer Loyalty, Customer Loyalty Ladder, Loyalty Principles, Benefits of Customer Loyalty, Customer Loyalty and its relationship with customer satisfaction.

4: Customer Loyalty Outcomes

08 hours

Characteristic Features of Behavioural Loyalty, Attitudinal Loyalty and Cognitive Loyalty, Role of Customer Loyalty outcomes in business decisions, Significance of Customer Loyalty for Marketers.

5: Customer Loyalty Measurement and Application

08 hours

Measuring Customer Loyalty, Customer Loyalty measurement models and scales, Influence of Service Quality on Customer Loyalty, Customer Loyalty in Retail Industry.

Text Books:

1. Consumer Behaviour Kanuk & Schiffman by Pearson

Reference Books:

1. Brian Mullen; Craig Johnson, The Psychology of Consumer Behavior, Lawrence Erlbaum Associates, 1990
2. Hawkins, Best, Coney: Consumer Behaviour Building Marketing Strategy, Tata McGraw Hill.
3. Deon – Buyer Behaviour, Oxford University Press.
4. Richard P. Bagozzi; Zeynep Gürhan-Canli; Joseph R. Priester, The Social Psychology of Consumer Behaviour, Open University Press, 2002
5. Thomas J. Reynolds; Jerry C. Olson, Understanding Consumer Decision Making: The Means-End Approach to Marketing and Advertising Strategy, Lawrence Erlbaum Associates, 2001

BBA- Semester V
SERVICE MANAGEMENT

Course Code: BBA506

L-4, T-0, P-0, C-4

Learning Objective:

To help students focus on the key elements (culture, communications, strategy, operations, people and technology) that marketers must integrate to establish and sustain service excellence and provide customer value.

Learning Outcomes:

1. Explain the nature and scope of services management
2. Propose a better appreciation of the necessary ingredients to create service excellence
3. Demonstrate a theoretical and practical basis for assessing service performance
4. List the characteristics and challenges of managing service firms
5. Value the key linkages between marketing and other business functions in the context of designing and operating an effective service system

1. Introduction to services

08 Hours

Concepts, contribution and reasons for the growth of services sector, difference in goods and service in marketing, myths about services, characteristics of services, concept of service marketing triangle, service marketing mix, GAP models of service quality. Marketing challenges in service industry.

2. Consumer behaviour in services

08 Hours

Search, Experience and Credence property, consumer expectation of services, two levels of expectation, Zone of tolerance, Factors influencing customer expectation of services. Customer perception of services-Factors that influence customer perception of service, Service encounters, Customer satisfaction, Strategies for influencing customer perception.

3. Tourism, Hotel and Hospital Management

08 Hours

Introduction; Concept & Nature of Tourism; Significance & Impact of Tourism; Market Segmentation in Tourism; Tourism marketing Mix Management of Travel Services: Role of Travel Agencies & Travel Organization Tour Operations - Meaning and services. Management of Hotel Industry: Hotels; Facilities; The guest Cycle; classification of hotels; Introduction to Hospitals; Development of Hospitals; Facilities; Personnel; Administration; Hospital service extensions – Pharma.

4. Understanding customer expectation through market research:

08 Hours

Key reasons for GAP 1, using marketing research to understand customer expectation, Types of service research, Building customer relationship through retention strategies – Relationship marketing, Evaluation of customer relationships, Benefits of customer relationship, levels of retention strategies, Market segmentation-Basis & targeting in services.

5. Customer defined service standards:

08 Hours

“Hard” & “Soft” standards, process for developing customer defined standards
Leadership Measurement system for market driven service performance-key reasons for
GAP-2 service leadership- Creation of service vision and implementation, Service quality
as profit strategy, Role of service quality In offensive and defensive marketing. Service
design and positioning-Challenges of service design, new service development-types,
stages. Service blue printing-Using & reading blue prints. Service positioning-positioning
on the five dimensions of service quality, Service Recovery.

Text Books

1. Dr. Shajahan. S, (2001) Service Marketing (Concept, Practices & Cases); Himalaya Publishing House; Mumbai; First Edition.
2. Christopher Lovelock, (2004) Services Marketing- Pearson Education, 2004
3. Valarie A Zeithmal & Mary Jo Bitner (2011), Services Marketing- 5/e, TMH.

Reference Books

1. Kenneth E Clow & David L. Kurtz, (2007) Services Marketing: Operation, Management and Strategy-2/e, Biztantra.
2. Ravi Shankar, (2006) Services Marketing: The Indian Perspective-, Excel BOOKS.
3. Lovelock, Christopher; (2001) Services Marketing - People, Technology, Strategy; Pearson Education Asia, Delhi; First Indian Reprint.

BBA- Semester V

IDEATION - PRINCIPLES AND TECHNIQUES

Course Code: BBA507

L-4, T-0, P-0, C-4

Learning Objective:

To enable students to appreciate the complexity of the ideation management process - from creative, innovative, design thinking methods, to prototyping and concept testing.

Learning Outcomes:

1. Discover innovation needs and to envision impact through strategic idea and concept development
2. Discuss innovation concepts which can result in tangible new products, services, processes and business cases
3. Describe the context of entrepreneurship and innovation and their significance in today's economy and society
4. Discuss the techniques of creativity and how to sustain life long creativity in organizations
5. Set up a deep understanding and practice of your own creative process, thereby greatly enhancing their ideation process, teamwork skills and the professionalism of their creative work.

1. **Ideas – Overview**, Principles and Definitions, Principles and Definitions, Ideas and Nature, Nature as a Problem Solver, Ideas as Problem or Solution, Articulating the problem-1, Articulating the problem-2, Articulating the problem-3, Where Ideas Come From and How to look at Ideas as Problem Solvers?

08 Hours

2. **Ideas – People and Culture**, Unlearning Conditioning, How to Watch a Film? What is Art? What is Music? Performance, what is the Role of Art in Society? Beautiful Ideas, Ugly Ideas, The Aesthetics of an Idea, Simplicity, The Classic versus the Fad, The Growing Importance of Design in Developing Markets, The Future of Aesthetics, Ideas and Storytelling, The Story as the Defining Characteristic of Humanity; the Functions of Storytelling, The Classical Elements of a Story

08 Hours

3. **Ideas – Products**, Brands and Media, Ideas and Advertising, The Purposes of Advertising, Types of Ads, Selling an Idea – Conflict Resolution and the Art of Compromise

08 Hours

4. **Idea of a Brand**, Introduction, The Origin of the word Brand, Difference between a Product and a Brand, The Connection between a Brand and its Advertising, Ideas, Communication and Media, Ideas – Humour and Wit , Wit in Advertising and Design, Writing Funny Stuff – How to Write a Joke, Humour and Where It Can Backfire, Shades of Humour and Indian and Global Culture

08 Hours

5. **Idea Generating Techniques**, Lateral Thinking, Creativity and New Ideas, Random Entry Idea Generating Tool, Provocation Idea Generating Tool, Challenge Idea Generating Tool, Concept Fan Idea Generating Tool, Six Thinking Hats, The Ideation Stage, The Four Creative Personalities, Ideas and Power of Insight, Insights that Build Great Products and Services, The Day-to-Day and the Insights Behind Them

08 Hours

Text Books

1. Douglas Graham, Ideation: The Birth and Death of Ideas, John Wiley & Sons, 2004
2. Philip Foss, The Ideation, Singing Horse Press, 2004

Reference Books

1. John Canfield, Greg Smith, Imagine: Ideation Skills for Improvement and Innovation Today, Black Lake Press, 2011
2. Linda Conway Correll, Brainstorming Reinvented: A Corporate Communications Guide to Ideation, SAGE Publications Pvt. Ltd, 2004

BBA- Semester V

CREATIVE COMMUNICATION

Course Code: BBA508

L-3, T-0, P-0, C-3

Objectives: To help students develop writing style, relate ideas to written expression, and familiarise with different forms of writing

Learning Outcomes:

1. Explain the basic principles of writing and English language.
2. Critically evaluate the principles of effective communication.
3. Analyze the doorway to your unconscious mind through visualization.
4. Analyze the ways of being a good writer that entertains and sells.
5. Discuss the factors to be kept in mind while writing for the new media.

1. Basic Principles of Writing

06 Hours

Parts of Speech: Introduction, The English Language: A Brief History, Nouns, Verbs, Adjectives, Adverbs, Prepositions, Conjunctions, Interjections Sentences: Introduction, The Subject and the Predicate, Simple Sentences, Phrases and Clauses, Sentence Variety Music of Writing: Introduction, Voice, Lyricism, Melody, Rhythm

2. Effective Writing

06 Hours

Principles of Effective Communication: Introduction, Getting Started, Principles of Effective Writing, Coping with Political Correctness, Sensitive Not Hypersensitive, He, She, and Everybody Fundamentals of Effectively Persuading: Introduction, Fundamentals of Effective Persuasion, Tone of Voice, Tone Scale, Getting the Tone Right, Maintaining an Effective Tone The Effective Mailbox: Introduction, How to Write Effective Mails?, The Email Etiquette, How to Write a Letter?, Handling Some Common Kinds of Letters. Short Letters – The ‘IN’ Thing Today

3. Writing that Exalts and Transforms

06 Hours

Writing the Natural Way: Introduction, Letting the Writer Out, Two Ways of Knowing: Conscious and Unconscious, Clustering: the Doorway to your Unconscious Mind, Self Reflective Mind: Words and the Brain, The Two Hemispheres: Complementary Division of Labour Poetry: Introduction, Poetry Song Writing: Introduction, Writing the Commercial Song, Basics of a Song, The Words and Music Matrimony, Where to Find Ideas?, Formal Musical Training: An Essential or Not? Nature Writing: Introduction, Nature Writing

4. Writing that Entertains and Sells

06 Hours

The Big Idea: Introduction, What is a Big Idea?, Hero-worship the Product, Creativity: A Cult, Commercial Creativity How to Write Advertising Copy?: Introduction, Types of Ads – Copywriter’s Perspective, Getting Down to Business, Creating Copy, Grammar and Syntax: A Necessity in Ads or Not, Pun and Humour: A Copywriter’s Redemption, Hard Sell v/s Soft Sell, The Headline, The Ad, A Mentor’s Checklist - Before, During and

After Writing an Ad Writing Humour: Introduction, Steps to Writing Humour, Humour in Romance Writing, Humour in Fiction, What Can Give Your Work The Funny Edge?, Jokes and How to Joke Around, Black Humour, Unintentional Humour and Situation Comedy, Blue Humour Writing for Commercials and TV: Introduction, Writing Commercials, Basic Principles That You Need to Know to Write a Great Commercial, What is the Relationship between an Idea and a Story?, Scriptwriting for TV, TV Writing: A Class Apart But How?, Where Do Ideas Come From?, Basic Story Shape

5. Writing for the New Media

06 Hours

Interactive Writing: An Introduction: Introduction, Interactivity and Interactive Writing, Intrinsic Interactivity – Media That Are Already Interactive, Media That Can Benefit from Interactivity, Linear Writing versus Interactive Writing Thinking and Writing Interactively: Introduction, How to Think Interactively?, To Tame the Wanderer, How to Plan to Write an Interactive Work?, Planning for Interactivity, Questions to be Answered before Writing for New Media The Grammar of Interactivity: Introduction, Cinematic Grammar, Interactive Nouns and Verbs, Elements of Interactive Grammar, The Writer's Grammar: Discoverability, Interactive Sentences Interactive Storytelling: Introduction, World of Computers versus World of Television, Web TV, Story Branching, Involving the Reader/User – Using the Second Person, Being Creative: Enrich the Title, Pitfalls

Text Books:

1. Kenneth Roman and Joel Raphaelson. Writing that Works – How to Communicate Effectively in Business. Rupa & Co. 2000
2. Neil James. Writing at Work – How to write, clearly, effectively and professionally. Viva Books First South Asian Edition. 2008

Reference Books:

1. William Carpenter. Principles of Effective Communication. Dept. of Agricultural Information, North Carolina State University at Raleigh, 1969
2. Ed Shewan. Applications of Grammar: Principles of Effective Communication. Christian Liberty Press. 2007

BBA- Semester V

PROJECT MANAGEMENT AND BUDGETING

Course Code: BBA509

L-4, T-0, P-0, C-4

Objectives: To teach the students the basics of project planning, budgeting, execution & course-correction and to explain to the students the importance of flawless execution which requires intense & detailed planning & resourcing; also the principles of project management.

Learning Outcome:

- 1 Explain the Fundamentals of Project Management
- 2 Describe the Project Environment
- 3 Elucidate the process of Project Planning
- 4 List the steps involved in Executing a Project
- 5 Explain the process of Scheduling the Project in a Global Business Environment

1. Introduction to Project Management

08 Hours

Introduction and Fundamentals of Project Management, Introducing Project Management, Project – What is it and its Characteristics, Project Management - Definitions, Terms, The Project Management Process.

2. Project Environment

08 Hours

The Project Environment, Project Lifecycle, Project Managers are Leaders, Organization Structure - The Basic Model, Modifications to the Basic Model, The Organizational Culture and Change.

3. Project Planning

08 Hours

Initiation and Planning, Initiation, Project Kick-off and Communication, The kick-off meeting, the Project Charter creation, Assigning roles to the team, developing responsibility matrix, Developing the Communication Plan, Project Scope and Priorities, Defining the Scope, Vision Document, Statement of Work, Establishing Project Priorities, The Documents that need to be created, Project Scope and its Management.

4. Project Execution

08 Hours

Executing the Project, Project Work – Execution, Introduction to the process of execution, directing the project work, Assuring Quality, Completing Procurements, Building a High Performance Project Team, Project Team is developed, not acquired – The Project Team Dynamics, Framework for Building a Team. Managing Project Team - How to manage it?.

5. Scheduling the Project in a Global Business Environment

08 Hours

Monitoring and Closing the Project in a global business environment, Monitoring and Controlling the Project Work, Monitoring and Controlling the Project Work, Monitoring

and Controlling Project Work – The Process: Integrating Change Control and Administering Procurements, Monitoring and Controlling Scope, Schedule and Cost

Text Books:

1. Robert L Kimmons, James H Loweree: (2000) Project Management: A Reference For Professionals: Cost Engineering, CRC Press.
2. Sanford I. Heisler: The Wiley Project Engineer's Desk Reference: (1994) Project Engineering, Operations, And Management, Wiley - interscience.
3. James P Lewis: (2003) Fundamentals of Project Management, Heritage Publishers.

Reference Books:

1. Harvard Business Press, *Managing Projects Large and Small* (2003: *The Fundamental Skills to Deliver on budget and on Time*.
2. Kimberley Wiefeling: (2003) Scrappy Project Management: The 12 Predictable and Avoidable Pitfalls Every Project Faces, Scrappy About.
3. Quentin W. Fleming, Joel M. Koppelman: (2005) Earned Value: Project Management, Project Management Institute.
4. Kevin R. Callahan, Gary S. Stetz, Lynne M. Brooks: (2007) Project Management Accounting: Budgeting, Tracking, and Reporting Costs and Profitability, John Wiley & Sons.

BBA- Semester V

TECHNIQUES OF THINKING VISUALLY

Course Code: BBA510

L-4, T-0, P-0, C-4

Learning Objective:

To impart to the students a learning style where the learner better understands and retains information when ideas, words and concepts are associated with images.

Learning Outcomes:

1. Explain the factors which influence Physiology and Psychology of Seeing entities.
 2. Analyze the ways of seeing world around and discuss about the beauty seen in common objects.
 3. Describe the concept of Semiotics and pictograms and discuss their application.
 4. Illustrate the usage of Typography and Photography as a media in seeing.
 5. Debate on the ethical issues of shock advertising and the implications.
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1. **Physiology and Psychology of Seeing**, Perception of Seeing, Colour, Subjective Nature of Colour, Form, Dots, Lines, Shapes, Depth, Movement, Apparent or Illusionary Movement, Graphic Movement, Implied Movement, Psychology of Seeing, Gestalt Psychology, Proximity, Similarity, Continuation, Size Constancy, Shape Constancy, Figure-ground Perception, Understanding psychology by Studying what one sees, Inkblot test
08 Hours
 2. **Ways of Seeing**, Seeing the World Around Us, Seeing the World, One Feature- Two Opposite Effects, Minimalistic Design and Psychedelic Design, Seeing Through Ad Campaigns, Beauty in Common Objects **08 Hours**
 3. **Semiotics**, Signs as Icons, Symbols and Index, Types of Signs and Symbols, Semiotics and the Theory of Signs, Pictograms, Semantics, Sigmatics, Syntactics, Pragmatics, Seeing in Different Cultures **08 Hours**
 4. **Visual Ethics and Media Through Which We See**, Ethics of What We See in Advertising, Shock Advertising, Advertising and Social Issues, The Difference Between Persuasion and Propaganda, Visual Persuasion in Advertising, Visual Persuasion in Public Relations, Impact of Advertising, Pictorial Stereotypes in the Media **08 Hours**
 5. **Media Through Which We See** (Typography, Graphic Design, Information Graphics, Cartoons, and Photography), Typography, Graphic Design, Informational Graphics, Cartoons, Photography: Media Through Which We See (Motion Pictures, Television, Computers, and World Wide Web) Introduction, Motion Pictures, Television, Computers, World Wide Web **08 Hours**

Text Books

1. Robert H. McKim, Thinking Visually: Strategy Manual for Problem Solving, Lifetime Learning Publications, 1980
2. Stephen K. Reed, Thinking Visually, Psychology Press, 2010

Refernece Books

1. Tony Buzan, Thinking Visually: Business Applications of 14 Core Diagrams, Cengage Learning, 2000
2. Oliver Caviglioli, Thinking Visually: Step-by-step Exercises That Promote Visual, Auditory and Kinaesthetic Learning, Pembroke Publishing Ltd, 2004

Semester V

MARKET SURVEY REPORT

Course Code: BBA551

L-0, T-0, P-0, C-4

Objective: By the Market survey report the student is expected to learn about the market and analyze and suggest solutions of a live problem. The objective is to equip the student with the knowledge and actual functioning of the market problems faced by them for exploring feasible solutions and suggestions

Guidelines:

1. At the end of second year examination, every student of BBA will prepare the market survey report. The guidelines of report will be provided before the end of the fourth semester classes.
2. During the course of training, the college will assign a problem/project to the student. The student, after the completion of survey will submit a report to the College/Institute, which will form part of fifth semester examination.
3. The report should ordinarily be based on primary data. It should reflect in depth study of micro problem. Relevant tables and bibliography should support it. The average size of Report ordinarily will be 100 to 150 typed pages in standard font size (12) and double spacing. Three neatly typed and soft bound (paperback) copies of the report will be submitted to the College/Institute. The report will be typed in A-4 size paper.
4. The report will be evaluated by internal and external examiner. It will carry total of 100 marks divided into written report of 50 marks by external examiner and presentation of 50 marks in front of a panel of at least three faculty members appointed by Director/ Principal of the college.
5. The external marks will be awarded by the external examiner to be appointed by the examination division.
6. The format of the report is given below:
 - Objective of the Research Undertaken
 - Literature Review
 - Research Methodology
 - Results and Analysis
 - Conclusions
 - References
 - Annexure- Questionnaires

BBA- Semester VI

BUSINESS NEGOTIATION

Course Code: BBA604

L-4, T-0, P-0, C-4

Learning Objective:

To introduce the students to the nature and practice of international business negotiations which includes an understanding of the role of culture to enhance the student's comprehension of the negotiation process and its fundamental elements.

Learning Outcomes:

1. Explain the influence of cultural differences on Business
2. Discuss the Stages in the Negotiation process ways of overcoming deadlocks.
3. Comprehend how Internet plays a role in managing negotiations.
4. Compare and contrast the types of Negotiations and explain why some people are poor negotiators
5. Identify the stages involved on the Decision making process and the role of conflicts in negotiations

Objectives: To introduce students to the principles of the business negotiation, to the existing socio-cultural differences in the international environment and their influence on the strategy and tactics in the business negotiation with foreign partners in different regions. Upon the completion of this course, students will be able to cope with the main rules and approaches to the business negotiation and existing strategies and tactics. They will have knowledge of the main cross-cultural differences and factors influencing the international business negotiation and will be prepared to negotiate with foreign partners considering existing specifics in different regions and countries.

1. Culture and its Definition

08 Hours

Culture - definition and characteristics. Cultural factors and specifics, their possible consequences and influence on different aspects of business, Personality of a successful negotiator. Process of negotiation - main attributes and stages, Preparation for and planning of the business negotiation, Rules of effective persuasion. Breaking through "culture shock", Problem of concessions, ways to break deadlocks, position of strength, International negotiations - main aspects, comparison of different negotiate styles.

2. Definition and Process of Negotiation

08 Hours

Meaning - Negotiation Process, Environmental Context of International Negotiations, Managing Negotiation and Conflict Ethics in International Negotiations, Decision-Making, The Decision-Making Process, Internal and External Factors Implications for Managers.

3. Tactics of Negotiation

08 Hours

Essentials of Negotiation, Negotiation Planning, Distributive Strategy/Tactics, Integrative Strategy/Tactics, Developing a negotiation style, Establishing Trust-Building Relationships, Power, Persuasion, Ethics, Creativity, Problem solving, Decision Traps, Multiple Parties, Coalitions and Teams.

4. **Negotiation and Decision Making** **08 Hours**
 Process of negotiation and decision-making and their significance for multinational and global corporations, Environmental context of international business negotiations and the concept of multinational negotiating strength, Various patterns of negotiation and conflict resolution in different national and cultural contexts, Influence of national and cultural variations in decision-making.
5. **Problem of Culture in Negotiation** **08 Hours**
 The problem of culture in negotiation and conflict resolution, Managing in multi-cultural environments, Cultural variables and negotiation – general, Developing intercultural effectiveness, Inter-group conflict resolution – theory and practice.

Text Books:

1. Cohen.(2001). "Resolving Conflict across Languages," Negotiation Journal.
2. Black and Avruch. "Culture and International Negotiations," in Jacquin-Berdal et al, eds. (1998). Culture in World Politics; NY, St. Martin's Press.
3. Cohen. "Conflict Resolution across Cultures: Bridging the Gap," in ibid.
4. Sebenius.(2002). "The Hidden Challenge of Cross-Border Negotiations," p. 80, Harvard Bus. Rev.

Reference Books:

1. Thiederman. (1991). Bridging Cultural Barriers for Corporate Success: How to Manage the Multicultural Work Force; NY, NY: Lexington Books.
2. Harris & Moran. (1998). Managing Cultural Differences, Third edition, Houston, TX: Gulf Publishing Company.
3. Salacuse. (1993) "Implications for Practitioners," pp. 204-208, Faure & Rubin, eds., Culture and Negotiation: The Resolution of Water Disputes, Newbury Park, CA: Sage Publications.
4. Chataway. (1998). "Track II Diplomacy: From a Track I Perspective", pp. 269-285, Negotiation Journal.

BBA- Semester VI

FUTURE OF BRANDS AND BUSINESS

Course Code: BBA605

L-4, T-0, P-0, C-4

Learning Objective:

To develop the students' knowledge and understanding of the concepts and principles of brand management, and their application to relevant industries

Learning Outcomes:

1. Define and understand the influence of branding on consumer decision making.
2. Prepare a branding strategy for brands across a wide variety of contexts (products, services, business-to-business)
3. Explain the seven laws of creation and illustrate its use in the New Age scenarios
4. Demonstrate an insight into contemporary branding issues and opportunities
5. Evaluate commonly used brand management strategies.

1. **The Evolution of Branding**, Country-of-Origin (COO), Corporate Social Responsibility (CSR), and Subcultures of Consumptions, Evolution of Branding Theories: A snapshot, Causal Relationships Among the Branding Theories, The Future of Branding, Brands - The Changing Definition, New Brands, Old Truths, New Brand Relationships, Brand Challenges, Emerging Trends **08 Hours**
2. **Seven Laws of Creation**, Solutions for New Age Issues, Planning, Inspiration and Improvisation to Succeed, Free-economics, Educate, Staying a Step Ahead, The Future of Brand Management, Earlier Branding Themes, The Uncertainty of the Future, Future Brand Issues, Future Brand Management Considerations, The Future of Brand Leadership **08 Hours**
3. **What is the future of branding**; no-logo & private brands; emergence of mega retailing. Shifting power equations among brand owners & channel & consumers, the dynamic equilibrium among the different stake holders, Total branding solutions—an overview; implications for brand managers, creative professionals and media specialists, similarities & differences vs traditional processes & principles. **08 Hours**
4. **New thinking in strategic branding** & execution that marry both the streams of Total Branding Solutions and engagement planning, Co-creating brands with consumers; brand conversations & advocacy; brand mythology & p-o-v's; challenges & opportunities when needs & wants are constantly changing & evolving. **08 Hours**
5. **Brand awareness**, knowledge, preference, trial & loyalty compared to brand influence & advocacy; impact of new media & technology in accelerating this process **08 Hours**

Text Books

1. Rita Clifton, Esther Maughan, *The Future of Brands: 25 Visions of the Future of Branding*, Interbrand Macmillan, 1999
2. *Branding: The Past, Present, and Future: A Study of the Evolution and Future of Branding*, Hanken School of Economics, 2011
3. A. G. Lafley, Kevin Roberts, *Lovemarks: The Future Beyond Brands*, Powerhouse Books, 2005

Reference Books

1. Fernando Rodes Vila Guy Champniss, *Brand Valued: How Socially Valued Brands Hold The Key To A Sustainable Future And Business Success*, Wiley India Pvt Ltd, 2012
2. Patrick Hanlon, *Primal Branding: Create Zealots For Your Brand, Your Company, And Your Future*, Free Press, 2006
3. Mark Tungate, *Luxury World: The Past, Present and Future of Luxury Brands*, Kogan Page, 2009
4. Rick Mathieson, *Branding Unbound: The Future of Advertising, Sales, and the Brand Experience in the Wireless Age*, American Management Association, 2005
5. Nick Wreden, *FusionBranding: How To Forge Your Brand for the Future*, Accountability Press, 2002

BBA- Semester VI

TEAMWORK AND CROSS-CULTURAL LEADERSHIP

Course Code: BBA606

L-3, T-0, P-0, C-3

Learning Objective:

To provide a meaning based-approach to cross-cultural communication applicable in different societies and appreciate the differences which can be profound and systematic, reflecting different cultural values, resulting in improving the ability to interact with others.

Learning Outcomes:

1. Identify different ways to develop High performance teams.
2. Comprehend cross-cultural business communication issues.
3. Apply the techniques learned to the culturally unbiased description of practices and associated ways of behaving.
4. Identify and evaluate ways of studying cross-cultural and intercultural communication.
5. Recall experiences and contribute, to a better intercultural understanding in India and in the world

1. Introduction to Teamwork

06 Hours

Teamwork and High-Performance Teams, Introduction to Teamwork, Factors Contributing to High-Performance Teamwork, Common Factors of High Performance Teams, Theoretical Framework, Characteristics, Features, or Attributes of Effectively Functioning Teams, Team Definition, Purpose, and Goals, Talent, Skills, and Ethics, Incentives, Motivation, and Efficacy, Leadership, Conflict and Communication, Power & Empowerment, Norms and Standards

2. Leadership Theories

06 Hours

Theoretical Concepts of Leadership, Trait Theory, Behavioural Theory, Theory X and Theory Y, Other Theories on Leadership, Leadership Styles, Autocratic, Persuasive, Consultative, Democratic, Delegative Leadership.

3. Leadership and Management

06 Hours

Leadership in Business Organizations, Dynamics between Leadership and Management, Leadership Qualities, Leadership Examples in Business World, Leadership Styles in India, Creating a Sense of Mission, Engaging through transparency and accountability, Empowering through communication, Invest on Training, Emotional Intelligence, Evaluating Emotional Intelligence, the Five Components of Emotional Intelligence at Work, Learning Emotional Intelligence.

Learning Leadership, Critical Aspects of Leadership, How People Become Real Leaders, Planning, Trust, Connection, Empowerment, Priorities, Growth and Legacy, Leadership Techniques, Vision, Inspiration, Momentum, Preparing for Leadership, Creating Vision, Creating Inspiration, Generating Momentum, Leading and Managing Teams.

4. Lessons from Leaders

06 Hours

Business Leadership, Leadership Lessons, Embrace change, Get Employees to Perform at High Levels, Hire the Right People, Stay True to Your Vision, Never Give Up, Lessons from Indian Business Leaders, Future of Leadership, Changes in Organizational Structures, Leaders for New Organizations, Leadership at All Levels, A New Paradigm of Leadership, Leader Integrator, Attitudes of Leaders.

5. Global Leadership Perspective

06 Hours

Historical and contemporary international events, trends and processes that affect global leadership, Analysing leadership theories in the context of globalization and leadership abroad, Universal characteristics of good and bad leadership, Explore and interpret ethical, cultural, societal, religious, political differences on the world stage that create differing perspectives of leadership, Effective leadership strategies used in various communities, organizations and groups in selected areas of the world, Compare and contrast perspectives of leadership within differing global contexts.

Text Books:

1. Robert H. Palestini, (2009) Leadership Theory To Practice: A Game Plan For Success As A Leader: Rowman& LittlefieldEducation
2. 2. Peter G Northouse Authentic Leadership Theory And Practice: Origins, Effects And Leadership: Theory And Practice, 5/e, Sage South Asia,

Reference Books:

1. William L. Gardner, Bruce J. Avolio, Fred O. (2005) Development - Walumbwa, Jai Press(NY).
2. Roger Gill (2006) Theory and Practice of Leadership, Sage Publications.
3. Jerzy Straatmeijer, Vdm Verlag (2009) Effective Leadership: Theory Meets Practice.

BBA- Semester VI

FUNDAMENTALS OF STRATEGY

Course Code: BBA607

L-4, T-0, P-0, C-4

Learning Objective:

To introduce to the students main concepts and thought processes in strategic management thereby enabling them to formulate and implement strategies rather than the following blind use of other people's concepts.

Learning Outcomes:

1. Identify the forces impacting on corporate and business strategies.
2. Evaluate the factors involved in strategy making.
3. Demonstrate understanding of the concept of competitive advantage and its sources and the ability to recognize it in real-world scenarios
4. Formulate strategies for exploiting international business opportunities including foreign entry strategies and international location of production.
5. Recognize strategic decisions that present ethical challenges and make appropriate recommendations for ethical decision-making.

1. **Introduction to Strategic Management** **08 Hours**
Introduction, Business Definition Introduction, Vision, Mission, Goals and Objectives, The Concept of Strategy, Introduction to Business Policy, Strategic Management Process, Levels of Strategy, Challenges to Strategic Management – The Indian Scenario.
2. **Appraising the Environment** **08 Hours**
Introduction, Characteristics of Environment, Internal versus External Environment, Environmental Scanning, Environmental Appraisal, Factors Affecting Environment Appraisal, Structuring Environment Appraisal, Identifying the Environmental Factors
3. **Strategy Formulation** **08 Hours**
Corporate-Level Strategies: Introduction, Strategic Alternatives and Reasons for Adopting Them, Concentration Strategies, Integration Strategies, Diversification Strategies
Business-Level Strategies: Introduction, Factors that Determine Choice of Competitive Strategy, Generic Business Strategies, Cost Leadership, Differentiation, Focus
Functional Strategies: Introduction, Concept of Core Competencies, Production Strategy, Research and Development Strategy, Human Resource Strategy
4. **Strategy Implementation** **08 Hours**
Introduction, Structure and Strategy, Interaction between Structure and Strategy – A Case Study, Types of Organisational Structures, Stages of Development of Organisation,

Structures for Strategies, Strategy and Leadership, Organisational Values and Strategy, Resource Allocation – A Vital Part of Strategy

5. Strategic Evaluation and Control

08 Hours

Introduction, Strategic Evaluation, Strategic Control, Operational Control, Process of Operational Evaluation, Evaluation Techniques for Operational Control, Strategic Control Versus Operational Control Strategies in the Global Environment: Introduction, International Strategies, Types of International Strategies, Strategic Decisions in Internationalization, Advantages and Disadvantages of Internationalization, Cooperative Strategies, Joint Venture Strategies, Strategic Alliances

Text Books:

1. Azhar Kazmi. Strategic Management and Business Policy. Tata McGraw Hill Education Private Limited. 2008
2. Thomas L. Wheelen, J. David Hunger. Concepts in Strategic Management and Business Policy. Dorling Kindersley (India) Pvt. Ltd. 2010
3. B. Hiriappa. Strategic Management and Business Policy. Wordclay. 2010

Reference Books:

1. Vipin Gupta, Kamala Gollakoa, R. Srinivasan. Business Policy and Strategic Management – Concepts and Applications. Prentice-Hall of India Pvt Ltd. 2008
2. G.V. Satya Sekhar. Business Policy and Strategic Management. I. K. International Publishing House. 2010

Semester VI

DISSERTATION (BASED ON MARKET SURVEY)

Course Code: BBA651

L-0, T-0, P-0, C-4

Objective: The objective is to equip the student with the knowledge of actual functioning of the market and organization and problems faced by them for exploring feasible solutions and suggestions.

Guidelines:

1. At the end of fifth semester examination, every student of BBA will undergo for a market survey for any manufacturing, service or financial organization.
2. During the course of market survey project. Project-In charge will assign a problem/project to the student. The student, after the completion of survey will submit a report to the College/Institute, which will form part of sixth semester examination.
3. The report prepared by the student will be known as market based dissertation. The report should ordinarily be based on primary data. It should reflect in depth study of micro problem, the average size of report ordinarily will be 100 to 150 typed pages in standard font size (12) and double spacing. Three neatly typed and soft bound (paperback) copies of the report will be submitted to the College/Institute. The report will be typed in A-4 size paper.
4. The report will be evaluated by internal and external examiner. It will carry total of 200 marks divided into written report of 100 marks by external examiner and presentation of 100 marks in front of a panel of at least three faculty members appointed by Director/ Principal of the college.
5. The external marks will be awarded by the external examiner to be appointed by the examination division.
6. The format of the report is given below:
 - Objective of the Research Undertaken
 - Literature Review
 - Research Methodology
 - Results and Analysis
 - Conclusions
 - References
 - Appendices – to include questionnaire, if any

Semester VI

COMPREHENSIVE VIVA VOCE

Course Code: BBA652

L-0, T-0, P-0, C-4

Objective: The objective of this paper is to judge the understanding as well as application of the knowledge gained by the students by the end of the third year of the course.

Guidelines:

5. The comprehensive viva voce is scheduled to be held at the end of VI Semester in third year 2. This is also to see the articulation of what is being learnt by them and see their relevance in the practical field.
6. The Total marks of viva are 100. The internal marks will be awarded by conducting the presentation of the students in the front of a panel of at least three faculty members who will be appointed by Director/Principal of the college.
7. The external marks will be awarded by the external examiner who will be appointed by the examination division.